



# Digital Marketing Bootcamp Made Simple For Busy People

Offline | Online | Hybrid

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📅 6 Weekends | ⌚ 55 Hours | 🏆 Certificate | 👤 Hands on Training

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Students | Business Owners | Working Professionals | Freelancers

## ABOUT US

Established in the year 2012, it's training programs are designed in a way to bridge a gap between the managerial competencies and evolving technological needs.

After careful consideration into the market and industry standards, our academic stalwarts have curated our curriculum in such a way that provides real-time practical exposure which are not offered by the traditional colleges.

Drawing on the rich history of excellence in education and innovation, Digital Nest provides unique and comprehensive curriculum design and delivery methodologies, and hence they come together to offer the best-designed programs.

## AWARDS



## RECOGNITIONS & AFFILIATIONS



**5000+ Trainees | 20+ Countries**  
**200+ Batches | 500+ Success Stories**

# Why Digital Nest ?



Training by Real Time Experts



Material, Case Studies & Assignments



One-On-One with Industry Mentors



Dedicated Student Manager



Hands on Training



Doubt Clarification Sessions



Limited Strength



Course is curated by subject matter experts in Digital Marketing



# Certification



## CERTIFICATE OF COMPLETION

Presented to:

*Sameer Pasha*

For successfully completing Digital Marketing Bootcamp  
organized by Digital Nest for a period of 45 days

**Sandeep Santhosham**  
CEO, DIGITAL NEST

# Faculty



**Sandeep Santhosam**

CEO, Digital Marketing Coach



**Hemanth Kumar**

Performance Marketing Specialist



**Mohan**

Senior Digital Marketing Consultant



**Vikram Pratap Singh**

Senior Digital Marketing Specialist



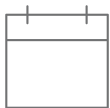
## Outcome Of the Bootcamp

- Discover proven strategies to reach your ideal audience online and generate qualified leads.
- Build a strong online presence that makes your business stand out from the competition.
- Learn efficient and cost-effective marketing techniques that deliver real results.
- Measure your progress and make data-driven decisions to optimize your campaigns.
- Get your business seen by potential customers in your area with powerful local SEO strategies.
- Build a loyal following and engage with your target audience on your favorite platforms.
- Create stunning social media graphics, presentations, and marketing materials without design experience
- Discover email marketing tools and craft email sequences
- Discover powerful strategies to create engaging video content, attract viewers, and convert them into customers.

## Program Fee

**Fee : Rs.25,000/-** (incl of taxes)

Non Negotiable



6 Weekends



55 Hours



Certificate



Hands on Training

# Digital Marketing Bootcamp Curriculum

## Week 1: ⌚ 8 Hrs 📋 2 Assignments

### Basics of Digital Marketing & Setting up a Digital Presence

- Introduction to digital marketing
- Overview of digital marketing channels
- (SEO, SEM, Social Media,
- Email Marketing, Content Marketing
- Domain registration and hosting
- Learn how to create your own blog
- Basics of user experience (UX) and user interface (UI) design

## Week 2 : ⌚ 8 Hrs 📋 2 Assignments

### Search Engine Optimization & Local SEO

- How search engine works
- On-page optimization
- Off-page optimization
- Keyword research and strategy

## Week 3 & Week 4 : 🕒 16 Hrs 📋 4 Assignments

### Social Media Marketing

- Overview of major social media platforms
- Creating a social media strategy
- Visual content creation (graphics, videos)
- Writing engaging social media posts
- Understanding Social Media Algorithms

### Facebook Marketing

- Learn how facebook algorithms works
- Setting up meta suite
- Analyze how to track reports
- Learn how to increase reach and
- engagement in facebook

### Instagram Marketing

- Understanding the dynamics of business profile and  
■ setting up a page
- Learn how Instagram algorithms works
- Importance of Reels in Instagram
- Case study on brands that leveraged using instagram
- Learn how influencers are dominating the social space

## LinkedIn Marketing

- Master the art of creating a stunning LinkedIn profile
- that attract in building connections
- Learn how to optimize LinkedIn profile
- Learn lead generation practices using LinkedIn

## Youtube Marketing

- Understanding the youtube architecture
- Create your own youtube channel, videos and playlists
- Learn how to optimize youtube content to appear in search results
- Understanding the domination of shorts

## Week 5 : ⌚ 8 Hrs 📋 2 Assignments

### Google Advertising

- Overview of Google Ads
- Learn how to Set up an Ad Account
- Practically executing a Search Ad using google ads
- Understanding Different Keyword Match Types
- Understanding Various Ad Extensions
- Learn how to Set up Conversion Tracking
- Practically executing a Display Ad using google ads

## Week 6 : ⌚ 8 Hrs 📋 3 Assignments Facebook Marketing

### Meta Advertising

- Paid advertising on platforms like
- Facebook & Instagram
- Ad targeting and budgeting

### Email Marketing

- Building and segmenting email lists
- Creating effective email campaigns

### Analytics and Measurement

- Introduction to Google Analytics
- Tracking and measuring digital marketing performance

## Week 7 : Bonus Week

### Additional Resources

- Glossary of digital marketing terms
- Recommended readings and articles
- Templates and checklists for your campaigns

# DIGITAL MARKETING CAREER OPPORTUNITIES

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- Get A Full Time/ Part Time Job
- Start You Own Global Digital Marketing Agency
- Become A Freelancer
- Start Your Own Business
- Become A Blogger / Vlogger / Influencer



# Trainees Turned to Business Owners



**K Saiteja**  
Founder -10 ODM



**Ravi**  
CEO & Founder - Digitali Ai



**Abhishek Ekbote**  
Founder - Aqua Digital



**Ganesh J**  
Co Founder -  
IDES Labs Pvt.Ltd



**Khadija Fatima**  
Founder-Poreover



**Satyendra Gupta**  
Founder Printasia



**Nisha Agarwal**  
CEO-Work Digitally



**Atul Shah**  
Founder - Advertere



**Ritesh Bhagat**  
Founder  
Adept Academy



**Sagar Kasat**  
Founder Kasa Events



KASA EVENTS



**Umesh Ravani**  
Founder - Navrang



**Sravan I**  
CEO & Founder - ASN TECH



**Muhammad Faruk**  
Founder - Under  
Ground Marketer



**Premanth PKC**  
Founder - PKC Laundries



**Natasha Kalwani**  
Founder - Natasha Couture



**Kranthi**  
ODC Wallet - Founder



**Subhashini**  
Baking Quest - Founder



**SatruJit Mesra**  
Digital Sashtri-CEO



**Nidhi Pandey**  
CEO-Digital Voila



# Alumni Working At



**Mohith**  
Solutions Consultant



**Diptimayee Sahoo**  
Digital Media Strategist



**Nidhi Agarwal**  
Learning Analyst



**Anurag Guptha**  
Account Manager



**Divya Teja**  
Business Analyst



**Rakesh Jonnala**  
Process Associate



**Danial Sandeep**  
Branding Strategist



**Sai Supreeth**  
Program Specialist



**Anjali**  
Digital Marketing Manager



**Shambavi**  
Quality Specialist



**Sowmya CH**  
Blogger Digital Verge



**Nagendra Reddy V**  
Campaign Management Specialist



**Deepathy CH**  
Sales Advisor



**Naveen Chittareddy**  
Ad Operation Executive  
genYmedium



**Phani**  
Trade Marketing Manager



**Laxmi Pawar**  
Associate



**Divakar**  
Process Analyst



**Harshith**  
Email Marketing Specialist



**Kashi P**  
Team Lead



**Vaibhav Gaur**  
Creative Executive  
Film Marketing



**Priyanka Warake**  
Global Inside Deputy Manager

# Alumni Working At



**Unnati K**  
Senior Account  
Manager



**Shilpa Patel**  
Digital Marketing Specialist



**Hari Bhaskar**  
Digital Marketing Executive



**Abhijith**  
Digital Marketing Trainee



**Pravalika Raju**  
Digital Marketing Analyst



**Laxmi Manasa**  
Process Associate



**V Rukmini**  
Account Manager



**Shiva krishna**  
Sr.SEO Analyst



**Haseeb Shan**  
SEO Executive



**Rishabh Mehdiratta**  
Asst. Manager  
Sales & Marketing



**Swaroop Reddy**  
Analyst



**Akshara G**  
SEO Consultant - Canada



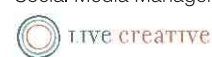
**Ritika Chhabria**  
Account Manager



**Nishta Agarwal**  
Digital Marketing Partner



**Solanki Dey**  
Social Media Manager



**Vimal Andrew**  
Social Media Analyst



**Rohini Purnima**  
Analyst



**Niythi Rao**  
Content & Product Manager



**Sruthi Alexander**  
Marketing Manager

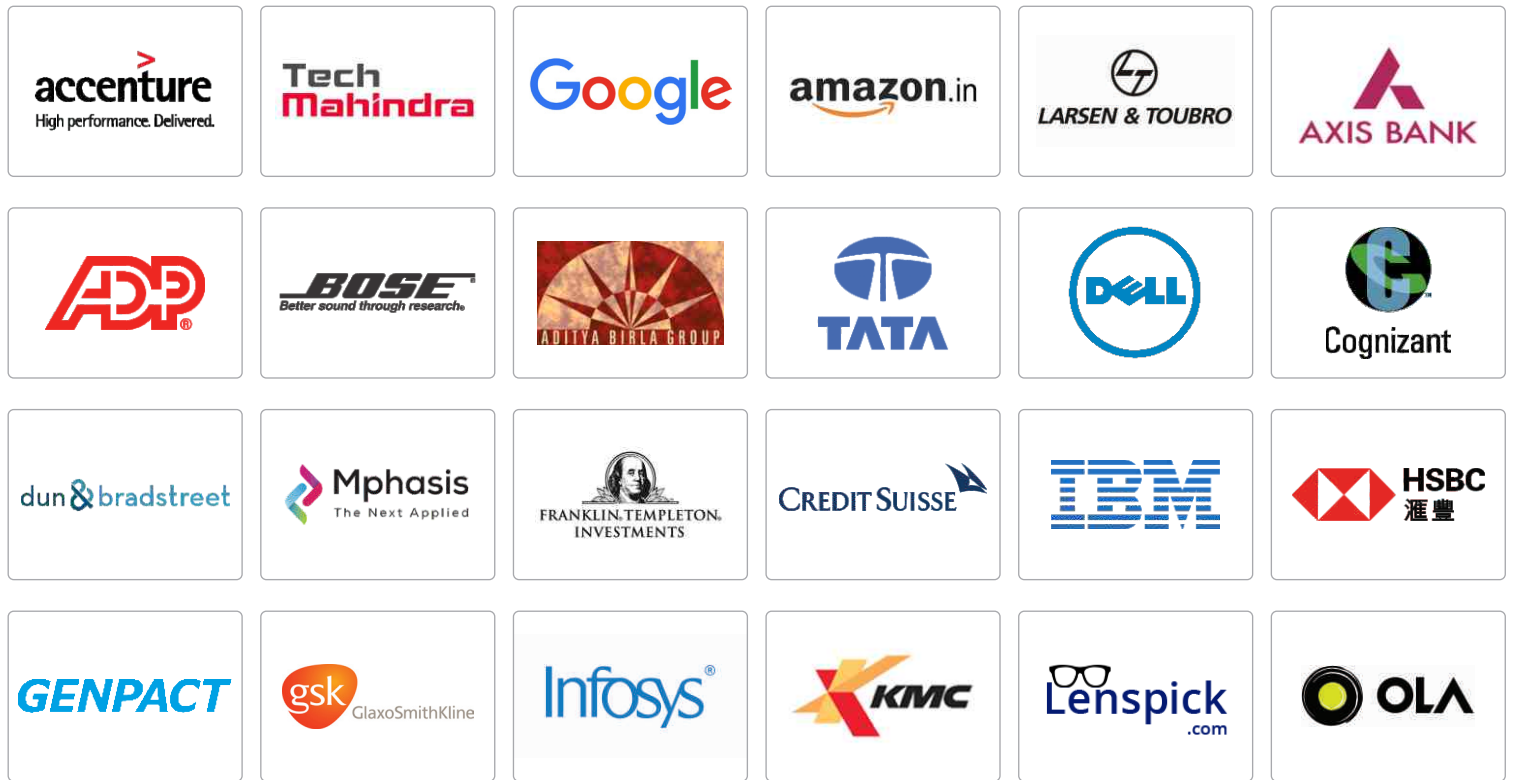


**Harpreet Singh**  
Analyst



**Rahul Kallikuri**  
Manager





# Our Trainees Hail from



# What our Trainees Say



**Dharmendra**, *Owner Lenspick*

"Digital Marketing has helped me diversify my business."

**Ashutosh**, *PPC Expert, Iprospect Digital Marketing Agency*

"I thank Digital Nest for placement to join a creative field."



**Vijay**, *Marketing Manager Radio Mirchi*

"Digital Nest taught me the latest Practices made me confident enough to push myself ahead"

**Aravinda Paladugu**, *Founder Bytpix,*

"Digital Nest, superb place to initiate your career into new arena."



**Priyanka Birmiwal**, *Founder B-Mart Retail,*

"I have implemented these practices into my business , thanks to Digital Nest."

**Nidhi Pandey**, *Digital Marketing Lead, Tech Mahindra.*

"I have evolved my career due to this training undertaken at Digital Nest."



**Rohit Nippani**, *Digital Marketing Specialist, Accenture*

"I am thankful to Digital Nest for cultivating in me best practices of Digital Marketing."

**Rajat**, *Regional Marketing Manager, Aravind Life style*

"Digital Nest is an amazing place and its one stop solution for entire Digital Marketing"



**Jessey Peter**, *Digital Marketing Analyst. Accenture*

"Digital Marketing Training enabled me to grab a job in Accenture "

# Ready to get incubated in **Digital Marketing** Let's Start

Reach Us:

📍 2<sup>nd</sup> Floor, Above Karnataka Bank,  
Kruthika Layout, Silicon Valley Road,  
Opposite Jain's Capital Park,  
next to Mirrors Salon, HITEC City,  
Hyderabad, Telangana 500081.

📍 3<sup>rd</sup> floor, 1-98/4/2/76,  
Plot No 76 Prabhavati Plaza,  
Madhapur, beside Jain's Capital Park,  
Hyderabad, Telangana 500081.

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