



DIGITAL MARKETING COURSE DETAILS

Score 95+ in your WebeDigital certification and unlock guaranteed placements above 3 LPA

Terms & Conditions apply. Placement guarantee is valid for candidates who achieve 95+ grades in the WebeDigital certification. Final offers depend on role availability, interview performance, and partner companies. WebeDigital ensures 100% placement support for qualifying candidates.

Digital Marketing Course - Learn to Grow, Convert, and Lead

Why Digital Marketing Is the Core Skill in 2025

Today, whether you're a startup founder, a freelancer, or a job-seeker, your growth depends on one thing: visibility across multiple digital touchpoints. SEO alone isn't enough anymore. Brands need paid ads, lifecycle marketing, social media, content, and analytics working together to attract, convert, and retain customers.

The Digital Marketing Course by WebeDigital is built to teach you these skills live, with real projects and strategies trusted by businesses worldwide. You won't just learn campaigns — you'll learn to run digital growth engines.

Who Should Join?

This program is for:

- Students who want to become job-ready digital marketers
- Freelancers looking to expand into ads and campaign management
- Entrepreneurs/startups who want to run their own digital campaigns
- Marketing professionals who want to upgrade from basics to advanced execution
- Absolute beginners who want to enter the digital industry with confidence

No prerequisites. If you can browse the internet, you can start this.

Course Format & Schedule

- **Duration:** 4 weeks
- **Classes:** 2 live classes per week (Saturday & Sunday)
- **Class Length:** 90 minutes each
- **Doubt Clearing:** 1-hour live Q&A after every session
- **Mode:** 100% live sessions on Google Meet
- **Recordings:** Available for 1 month after each class
- **Batch Size:** Maximum 25 students (ensures attention and practice)
- **One-to-One Mentoring:** On request (extra charges apply)

What You'll Learn (Modules Breakdown)

Module 1: Digital Marketing Foundations

- Understanding digital ecosystems: Paid, Owned, Earned media
- Buyer journeys, funnels, and lifecycle marketing
- Key channels: Search, Display, Social, Email, Video

Module 2: Paid Advertising (Google Ads & Meta Ads)

- Campaign setup, audience targeting, budgeting
- Search vs Display vs Shopping vs Video campaigns
- Writing ad copy that converts
- Retargeting strategies and lookalike audiences
- Measuring ROI and CAC

Module 3: Social Media Marketing

- Organic vs paid social strategies
- Content planning for LinkedIn, Instagram, YouTube
- Influencer marketing & collaborations
- Tools for automation and analytics

Module 4: Email & Lifecycle Marketing

- Building subscriber lists and segmentation
- Crafting email campaigns that drive CTR
- Marketing automation workflows

- Retention & remarketing tactics

Module 5: Analytics & Conversion Optimization

- Google Analytics 4 (GA4) deep dive
- Conversion tracking & attribution
- A/B testing, landing page optimization
- Building dashboards for reporting

Module 6: Projects & Case Studies

- Real ad campaign simulation with budget allocation
- Social media calendar creation for a startup
- Funnel analysis with live GA4 demo
- Case study: How a brand scaled revenue 4x with integrated digital marketing

Trainer - Learn From Vaibhav Maheshwari

- Founder, [WebeDigital](#) - driving growth for global clients across industries
- Ranked websites, built campaigns, scaled startups with digital-first strategies
- Expertise across SEO, Ads, Content, Analytics, and Lifecycle Marketing
- Helps with internships, freelancing gigs, and global client exposure

Certification & Recognition

- WebeDigital's Digital Marketing Certificate — industry respected

- 100% digital and shareable (LinkedIn, CV, portfolios)
- Graded performance based on projects, assignments, and live evaluations
- Adds instant credibility for freelancing, agency, or corporate jobs

Career Outcomes

After this course, you can:

- Work as a Digital Marketing Specialist in agencies or startups
- Manage Google Ads / Meta Ads campaigns for clients
- Offer freelancing services for social media, ads, or email marketing
- Join marketing teams in corporates with practical project experience
- Build your own digital presence as a freelancer or entrepreneur

Why This Course Is Different

- Live & Practical: Every session includes campaigns, dashboards, or audits
- Projects Included: Not just theory — you'll run real simulations
- Community Access: WhatsApp broadcast for updates, peer sharing, and Q&A
- Assignments & Case Studies: Push you to think like a strategist, not just an executor
- Internship/Freelancing Guidance: Learn how to pitch, price, and win clients

Fees & Enrollment

- **Course Fee:** Starts at ₹8,950 (one-time)
- **Discount:** 10% off for new users (Use NEW10)
- **What's Included:** All live sessions, recordings, assignments, certification, community, templates, and bonus resources

FAQs

Q. Do I need marketing background to join?

No, the course starts from basics and scales to advanced practices.

Q. Will I get recordings if I miss a class?

Yes, recordings are available for 30 days.

Q. How are classes conducted?

On Google Meet, fully live, with post-class Q&A.

Q. How will I be evaluated?

Through quizzes, assignments, projects, and active participation.

Q. Is this certificate useful for jobs?

Yes — it's recognized and adds weight to resumes and LinkedIn.

Q. Do you help with freelancing?

Yes, you'll learn how to create proposals, price projects and attract clients.

For Any Queries or Concerns:

Vaibhav Maheshwari

Contact: +91 93760-91963 or Email: info@webedigital.com