



**SkillCircle**  
THINK BEYOND NINE TO FIVE



In Association With  
**E&ICT Academy**  
**IIT Guwahati**



India ka  
**#1**

Agency Style  
**Digital Marketing  
Training Institute**

Powered By Next Gen- AI

**3-10 Months**  
Classroom Learning

**700+**  
Placement Partners

# FOUNDER'S NOTE

## SHIVAM AHUJA

### FOUNDER & CEO

I began my career in 2008 as an online blogger when influencer marketing was not a thing. It was just a handful of bloggers writing about passionate things online. Infact at that time very few people were leveraging the online world. I earned my first income from google adsense in 2009 and this was the time i realised the true power of Making money online. Today we have shaped the careers of 50,000 students who are working in Big agencies, started their own venture & some became high paying freelancers too. I personally believe Digital got way more opportunities in year 2025 way beyond in last 10 years collectively. I am bullish about it. I wish you all the best to Future Marketers & DigitalPreneuers who choose Skillcircle for their career growth



WATCH MY VISION  
ON YOUTUBE



As Featured On

**TEDx**



**FOX**

**THE INTERNET IS BECOMING THE TOWN SQUARE FOR THE  
GLOBAL VILLAGE OF TOMORROW.- BILL GATES**



# About E&ICT Academy



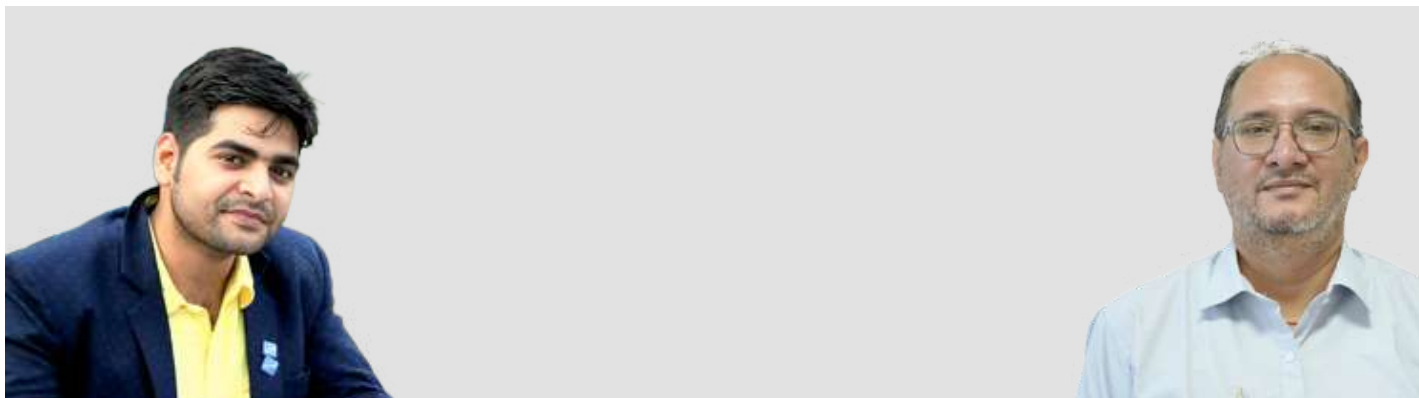
E&ICT Academy is a joint initiative by the Ministry of Electronics & Information Technology (MeitY), Government of India and IIT Guwahati with the aim of training the forthcoming technical workforce to enhance employability in the country.

MeitY - Ministry of Electronics and Information Technology has sponsored a scheme entitled "Scheme of Financial Assistance for setting up of Electronics and ICT Academies". Electronics and ICT Academy would aim to provide specialised training to the faculties of Engineering, Arts, Commerce & Science colleges, Polytechnics etc, by developing state-of-the-art facilities. Academy has planned short term training programmes on fundamental and advanced topics in IT, Electronics & Communication, Product Design, Manufacturing with hands-on training and project work using latest software tools and systems.

In addition, the Academy will conduct specialised/customised training programmes and research promotion workshops for corporate sector & educational institutions. It is envisaged that the Electronics and ICT Academy will become a central hub of activities on training, consultancy work and entrepreneurship programmes.



# Executive Notes



## A message from Founder **Skill Circle**

**Dear Learner,**

Congratulations on taking the first step toward achieving your dreams! Each of us has unique aspirations, and Skill Circle is here to help you reach them.

I founded Skill Circle to bridge the gap between traditional education and real-world skills. As a passionate entrepreneur and mentor, I realized that many talented individuals are held back due to a lack of practical exposure and industry insights. "Excellence is never an accident; it's always the result of high intention, sincere efforts, intelligent direction, and skillful execution."

At Skill Circle, we are committed to empowering learners with the knowledge and confidence to thrive in today's dynamic professional world. Our Digital Marketing course is specifically designed to provide you with practical skills and hands-on experience to excel in this growing field. Pursue your dreams with determination, and success will surely follow!

## A message from Principal Investigator, **E&ICT Academy, IIT Guwahati**

**Dear Students,**

As the Principal Investigator of E&ICT Academy, IIT Guwahati, I am pleased to endorse and collaborate with Skill Circle on their Advanced Certification programs in Digital Marketing and Data Science.

At E&ICT Academy, IIT Guwahati, we are committed to promoting excellence in education and research in the fields of Python Full Stack Development, Artificial Intelligence, and Data Science. Our collaboration with Skill Circle aims to provide learners with industry-relevant skills and cutting-edge training opportunities.

I wish you all the best in your educational journey with Skill Circle and look forward to seeing you excel in the exciting domains of Digital Marketing, Data Analytics, Artificial Intelligence, and Entrepreneurship.

Warm Regards  
**Shivam Ahuja**

Warm Regards  
**Prof. Gaurav Trivedi**

# Why E&ICT Academy, **E&ICT Academy** **IIT Guwahati** Leads the way?

The Indian Institute of Technology Guwahati, the sixth member of the esteemed IIT fraternity, was established in 1994, with its academic journey commencing in 1995. Boasting 11 departments, 7 interdisciplinary centers, and 5 schools, it stands as a beacon of excellence in education and innovation.

In collaboration with E&ICT Academy IIT Guwahati, SkillCircle presents a cutting-edge program, designed to equip learners with the skills to excel in the rapidly evolving digital landscape. This program empowers individuals to tackle challenges head-on and lead the way in modern digital world.

**7<sup>th</sup> Among India's  
Top 10 Institutes**

**2<sup>nd</sup> Research  
Work**

**41<sup>st</sup> Globally In  
The 'Research  
Citations Per  
Faculty' Category**

**395<sup>th</sup> In The QS  
World University  
Rankings 2022**

**7<sup>th</sup> In India's Best  
Engineering  
Institutions**

**1<sup>st</sup> University In  
2019 Named By  
HackerRank**

# SkillCircle is the first and only Multi-Awarded Digital Marketing institute in Asia



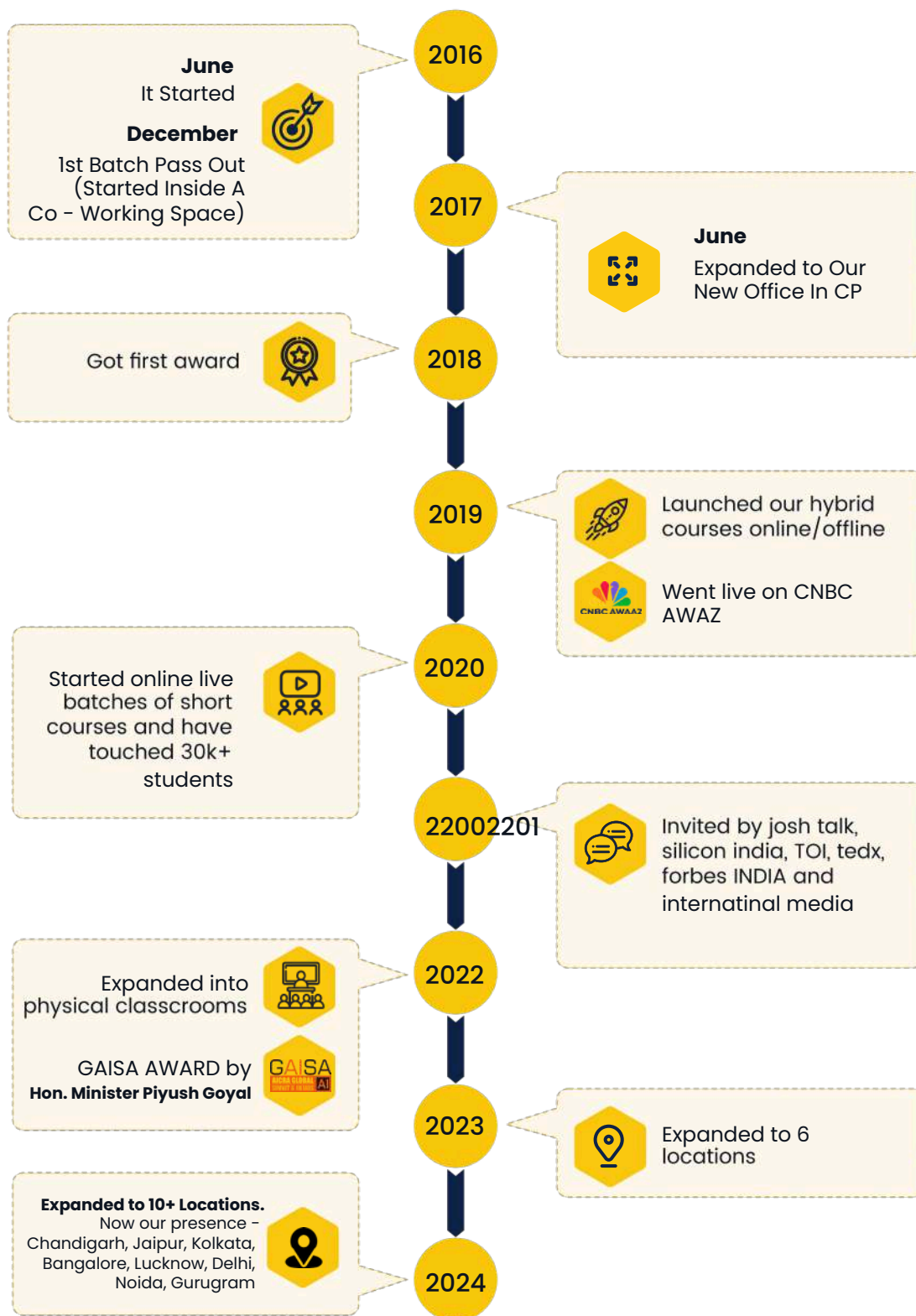
We are excited to share that SkillCircle has been recognized by **GAISA** and honored by India's Minister of Commerce, **Dr. Piyush Goyal**. Our esteemed CEO, Shivam Ahuja, received the prestigious **Edupreneur of the Year 2023 award** at Startup Summit '23. We are proud to announce that Mr. Shivam Ahuja also won the **Entrepreneur of the Year (Education) award**

In addition, Shivam serves as a **co-panelist** at **Meritto (formerly NoPaperForms)** and has shared his exceptional insights as a guest speaker on esteemed platforms like **Josh Talks, TEDx, Silicon, The Times of India, and Forbes**. His inspiring talks continue to impact the industry and motivate future leaders.





# SKILLCIRCLE JOURNEY



**50000+**

we have trained more than 50000+ students

**90%**

students get hired in well named companies

**8+**

years in Industry

**100+**

expert mentors



many more milestone to come

## Designed to Test Your Skills, Not Your Memory

# From Classroom to Career

The world has shifted, and so have employer expectations. In the digital age, success isn't just about theoretical knowledge—it's about adaptability, practical skills, and industry insight. At Skill Circle we understand this evolution and are dedicated to bridging the gap between classroom learning and career readiness.

Our Hands-On Training Programmes in Digital Marketing goes beyond textbooks, offering hands-on learning, interactive sessions, and industry visits that immerse you in the real-world digital landscape. With personalized mentorship, agency exposure, and cultural experiences, you'll develop skills that truly set you apart.

But that's not all. We focus on building your soft skills, enhancing your profile, and preparing you for interviews. By the end of this program, you'll have a professional business portfolio, showcasing your expertise and readiness to thrive in the digital industry.

Prepare to excel in today's digital world with Skill Circle—where learning meets real-world application.







**NATIONAL AWARD-2022**

# NATIONAL AND INTERNATIONAL EVENTS WE HOSTED



**MSME AWARD-2023**



**COA AWARD- 2024**



**NATIONAL AWARD -2022**  
Presented By Hon. Minister Mr. Piyush Goyal



**ENTREPRENEUR MEDIA-2023**



**EXHIBITOR AT DIDAC - 2024**



# VISION AND MISSION OF **SkillCircle**



# PROGRAM HIGHLIGHTS

**30+**

Pre-recorded Videos for  
Self-paced Learning from  
Renowned Faculty



Cutting-edge Modules  
and Live Masterclass on  
Generative AI in Digital  
Marketing

**10+**

Hands-on Real World  
Case Studies

**15+**

Trending Digital Marketing  
Tools

**64**

64hrs of live classes.  
offline

**8+**

Live Online Sessions with  
Programme Leaders

**6**

Live Masterclasses

**1**

Hands-on Real World  
Case Studies

**20+**

Assignments and Quizzes



Be a Part of the  
Prestigious Executive  
Network



# HANDS ON PROJECT



## Product Positioning & Go-to-Market Strategy

Gain insights into strategic product placement and effective market entry tactics, equipping you with the skills needed to position products strategically and devise impactful go-to-market strategies for successful launches.



## Right SEO For Digital Marketing

Master 'Right SEO for Organic Marketing' to maximise organic reach and leverage effective digital growth strategies, enhancing online visibility for sustainable marketing growth.



## Leveraging AI for Personalised Marketing

Discover the power of AI-driven strategies and techniques to tailor marketing approaches for personalised consumer engagement, revolutionising marketing campaigns through advanced data-driven insights and automation.

# ASSIGNMENTS



Facebook ads campaign



Twitter ads campaign



L'Oréal Ombre - social listening to create a social media marketing strategy



Transforming the four Ps to incorporate digital technologies



Using peer influence to reach and convert customers



Analyse a company's funnel strategies and provide recommendations. Evaluate a brand's paid, owned and earned media strategies. Outline an analytics-based strategy. Evaluate a brand's digital marketing strategy.



Evaluate a brand's digital marketing strategy

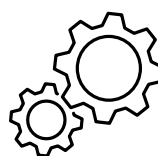
Stay Relevant, Learn Skill That Matter

# WHAT SETS US APART?



## Placement Guaranteed\*\*

We offer a 100% placement guarantee, ensuring you secure a job upon program completion



## Super Sessions

Interactive sessions with CXOs revealing industry secrets & strategies.



## Mock Interviews

Multiple rounds of mock interviews with industry experts tailored to diverse job roles.



## Agency Visits

Visit some of the top digital marketing agencies & experience the inner workings first-hand.



## Expert Faculty

Learn from seasoned experts with first-hand experience in the digital marketing industry.



## 1-on-1 Mentoring Sessions

Get personalised doubt-solving sessions with our dedicated faculty.

# More Hands-on, More Career Prep, More Culture

You cannot become a marketer by just sitting in a classroom. Our approach is immersive, hands-on, and tailored to prepare you for success in your career.



 **Take A Look  
In Classroom**





LEARN FROM THE TOP 1% MARKETING LEADERS

# MEET YOUR TRAINERS MORE LIKE FRIENDS.



# Experience the Agency-life, Firsthand **BRINGING THE CLASSROOM TO AN AGENCY**

Step beyond theory and into practice with our exclusive agency visits. These visits provide a unique opportunity to experience the inner workings of top marketing agencies firsthand. You'll step into their offices and observe how strategies are crafted and executed, gaining practical insights that go beyond classroom learning. Engage directly with industry professionals, network with like-minded peers, and gain the confidence to apply your knowledge in real-time scenarios. These agency visits are a cornerstone of our program, ensuring that you graduate not only with theoretical knowledge but also with the practical skills and industry experience that employers seek.

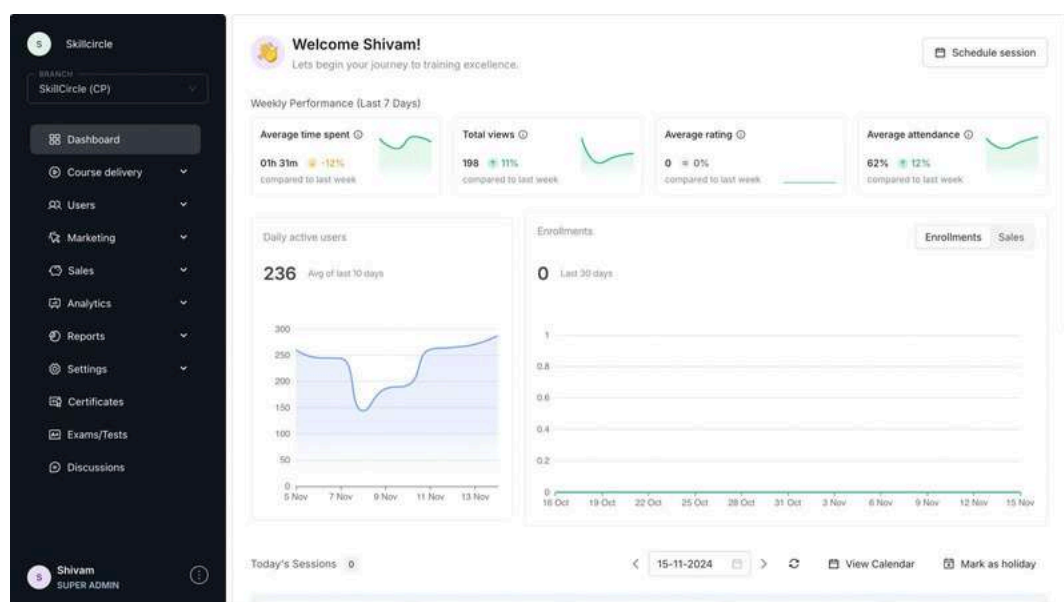
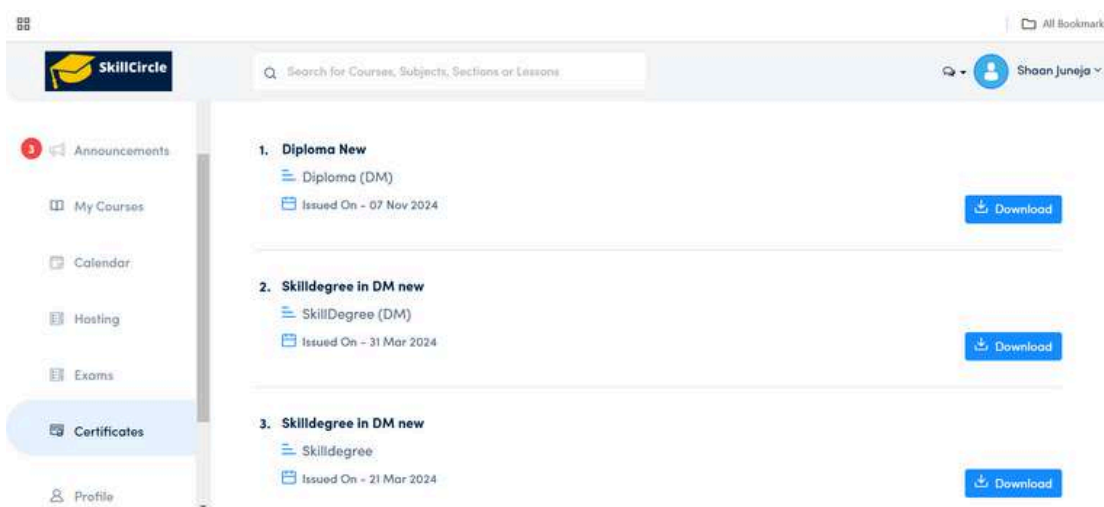




All Your Learning & Progress, On One Intuitive Platform

# BOOKMARK, LEARNING MADE SIMPLE, AS IT SHOULD BE

Bookmark is more than just a learning management system; it's your personal assistant in your educational journey. With its intuitive design and powerful features, Bookmark keeps you ahead, making learning engaging and competitive. Access all your learning materials, manage your schedule, and book one-on-one mentoring sessions effortlessly.





Experience The Skill Circle Culture

# CONNECT, COLLABORATE CELEBRATE THE VIBE







**“Networking And Exposure Is  
What Makes Us Apart”**







## **Skillcircle Is Not Just An Institute** **It's An Experience!**





# Mentor Hours with SkillCircle



**Shivam Ahuja**  
CEO & Founder



**Nipun Sayal**  
Founder & Director

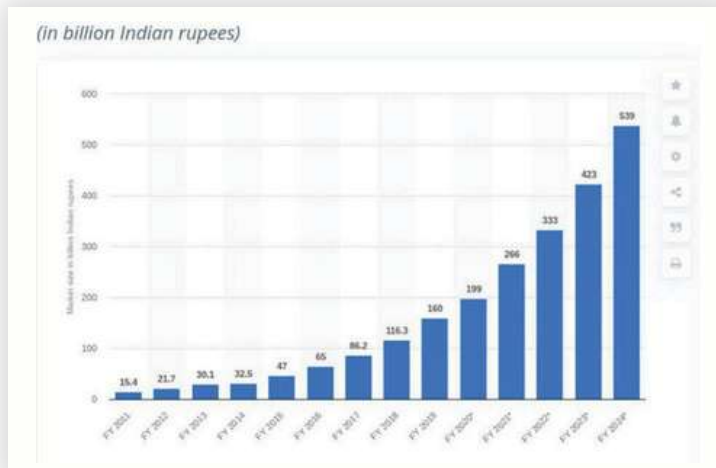


**Saurabh Goyal**  
CEO & Founder



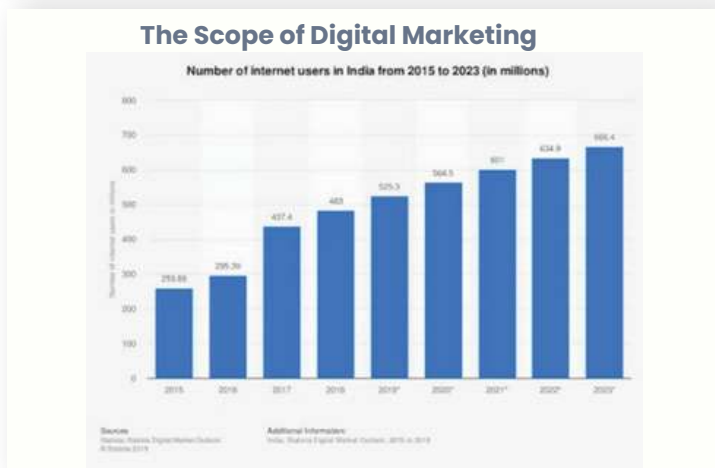
# Scope of digital marketing in INDIA in 2024 and beyond

According to Statista, the colossal growth of digital marketing is projected to reach and create a market of up to INR 539 billion by the year 2024.

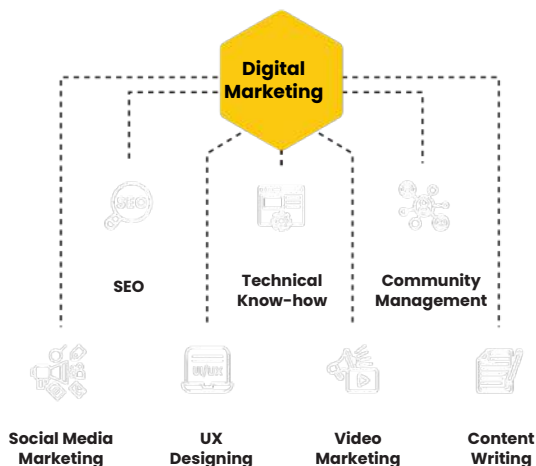


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Don't just take our word for it—we have the evidence to back it up



## Top High Paying Skills In 21st Century



## Digital Marketing Career Path



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Includes Basic Course ✓

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Includes Basic Course , Advance Course ✓

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**Blogger & Affiliate Specialist**  
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**Digital Marketing Officer**  
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# Digital Skills Live Certification Courses

Our short, term courses with a full focus on employability and 100% Job ready training helps you to become a digital marketer and freelancer.

## Our Programs



### BASIC

#### Total Duration :

- 96+ Hours Classroom Program. 20+ Certifications with Internship 1 Months Internship with
- AhujaMedia.com (unpaid).
- ...and more



### ADVANCE

#### Total Duration :

- 120+ Hours of Live Learning Any 1 Month Specialised Training
- in E-Commerce / Performance Marketing / SEO
- 1 Months Specialisation Internship with AhujaMedia.com (unpaid).
- ...and more



### EXECUTIVE/ PGDM

#### Total Duration :

- 8 Months Advanced Training 1 Month Specialization Training
- in E-Commerce / SEO / Performance Marketing
- 2 Months Paid Internship with AhujaMedia.com
- ..and more



# Program Curriculum

## Basic Course in Digital Marketing



### Introduction

- The Digital Landscape
- Elements & Platforms
- Brand Audit Digitally
- Target Audience



### Marketing Funnels

- Tofu
- Mofu
- Bofu
- Setting Up Your First Funnel
- ClickFunnel vs Normal Funnel
- Funnel Automation



### Designing Skills

- Design Thinking
- Types of Design Format for Different Platforms
- Design using Canva Pro
- Logo Making for Brands



### Video Marketing

- Using Biteable
- Veed.io



### Blogging & Bloggers

- Relevancy of Blogging
- Platforms for Bloggers Earning
- Working on Blogger.com
- First 1000 Visitors on your blog



### Website Development

- Understanding of Domain Names
- Purchase of Web Hosting
- Tools, Themes & Plugin for Use and more
- First 1000 visitors on your website



Skill Circle is a very good institute where all the students are guided very well. Here, Rashi ma'am guided me very well, and Namit sir taught very well.



**Nidhi Gupta**



# Program Curriculum

## Basic Course in Digital Marketing



### Building a Website

- Building Site Architecture of your website
- Setup up your own website wordpress panel
- Installing Themes
- Uses of Plugins, Tools, and more
- Setting Tracking Codes for your website



### Mobile Optimization

- Website Optimization for Mobile
- Importance of Optimization



### Search Engine Optimization (SEO)

- Why SEO?
- Google algorithm and how to avoid penalties
- Black Hat Vs White Hat Vs Grey Hat SEO
- On-Page Optimization (Meta Tags, Headers Tags, Image Tags and More)
- Off-Page Optimization (Quora, Youtube, Blogs, and more)



### Google Business Profile Setup

- Analysis of GMB Account
- Setup Local & International GMB
- SEO of GMB Area wise
- Managing Ratings and Reputation



### Social Media Marketing

- Facebook
- Twitter
- Linkedin
- Quora
- Twitter
- Pinterest
- Snapchat
- Youtube



**Rana Sir's expertise is undeniable. He has a deep understanding of every facet of digital marketing, from search engine optimization (SEO) to social media marketing and beyond. But what truly sets him apart is his ability to translate complex concepts into clear, understandable terms. He demystifies the jargon, using real-world examples and practical applications to keep you engaged and learning.**



**Akshat Jain**





# Program Curriculum

## Basic Course in Digital Marketing



### Strategy

- Who is your customer?
- Where is your customer?
- What are your goals?
- When will you communicate
- What differentiates You?
- How will you Execute?



### Organic

- Setting up a social media account
- Practices to follow on page
- Types of content on each platform
- Dos & Don'ts of posting
- Profile vs Page vs Groups
- Content Strategy - Videos/Reels/Posts
- Using Buffer & Hootsuite to schedule and publish



### Inorganic

- Setting up a marketing plan for paid marketing
- Importance of Ads Panel
- Set-Up up an Advertisement
- Choosing the right campaign objective
- Setting campaign budgets and bids
- Ads Placement and their importance
- Designing social media ads



### Google Adwords

- Importance and Ads key terms
- keyword research
- set up your first google adwords campaign
- Search Ads, Display Ads, Shopping Ads, Remarketing Ads.
- Set Objectives of campaigns
- Review of campaigns
- Review of Campaigns



### Google Analytics

- Setting up a google analytics account
- Placing the tracking code on the site
- Setting up conversion tracking goals & events.
- Reading GA Data



**I had an excellent experience at SkillCircle. The trainers are knowledgeable and approachable, always ready to clarify doubts. The team is very attentive and resolves issues promptly. The hands-on training and resources are top-notch. Highly recommended for anyone pursuing digital marketing!**



**Gagan Gupta**



# Program Curriculum

## Basic Course in Digital Marketing



### Influencer Marketing

- Engagement of users in Social Media Platform
- Choosing the right influencer for your brand
- Micro vs Macro Influencers
- Launch your 1st Influencer Marketing Campaign



### Ads Psychology

- Good Design Practices
- Do's and Don'ts of Design
- Understanding consumer psychology
- Case Studies



### Youtube Marketing

- Creating Channel
- Creating Attractive Thumbnails
- Types of Youtube Ads
- Youtube SEO
- Managing Insights
- Vidooly & Social Blade-Hands-on



### Email Marketing

- Types of Email
- Bounce Rate vs Open Rate vs Delivery Rate
- Analytics and Optimisation
- Creating Lead Magnet
- Setting up Email Automation Workflow
- Email Marketing tools (Mailchimp, Mailerlite, etc)
- Creating the First Email Campaign



I recently Joined a course at Skill Circle Institute, and I can confidently say it was an exceptional experience. This institute stands out as a premier destination for anyone looking to enhance their skills and knowledge in the digital marketing field.



**Vaibhav Kadikar**





# Program Curriculum

## Basic Course in Digital Marketing



### Copywriting

- Understanding of the Basics of Copywriting
- Rules and Guidelines for Copywriting
- Copywriter Process
- Copywriting Tools



### Online Reputation Management

- ORM in 2024
- Customers exceptionation
- Methods to deal with a crisis
- Social Listening



### E-Commerce Marketing

- Factors to look at for E-Commerce Stores
- Product Listing on an E-Commerce Platform
- Payment Gateway Consideration



### Sales & Pitching

- Drafting First Freelancing Proposal
- Making Online Invoices
- Sales Pitch
- Lead Generation & Pitch Formation
- Business Automation
- Negotiation & Payment Setup



**"SkillCircle is the best digital marketing institute in Delhi. Their comprehensive curriculum, experienced instructors, and practical approach make it a top choice for anyone serious about mastering digital marketing. From SEO to social media, they cover it all with expertise, ensuring students are equipped for success in the competitive digital landscape. Highly recommended!"**



**Sanjay Verma**



# Program Curriculum

## Advance Course in Digital Marketing

### Modules From Basic Course ✓

In Master' Course Student have option to Opt one out of **3 Specialisation, Which are as follows :**

**SEO**

**E-Commerce**

**Performance  
Marketing**

Option 1

### Advance Course in Digital Marketing – **SEO Specialisation**



#### Keyword Research

- Tools for finding keyword research
- How to analyze keyword competition and search volume.
- How to prioritize and utilize keywords effectively in your content



#### On Page SEO

- Best practices for creating SEO-friendly content
- Title Tags, Meta Description, Header Tags & Other Key Factors of On-Page SEO
- Optimize website content for both visitors & search engine BOT's



#### Advance link building

- Strategies for acquiring high-quality backlinks to your website
- Finding Guest Posting Websites in our Niche
- Starting Outreach and start getting backlinks.
- Concept of guestographics and its role in link building
- How to create visually appealing infographics for guest posting
- How to pitch and leverage guestographic opportunities for SEO benefits.
- Building links through resource pages
- How to find broken links on other websites using tools and techniques.
- Process of reaching out to webmasters
- Replacing broken links with your own content



**I had an excellent experience at SkillCircle. The trainers are knowledgeable and approachable, always ready to clarify doubts. The team is very attentive and resolves issues promptly. The hands-on training and resources are top-notch. Highly recommended for anyone pursuing digital marketing!**



**Bharat Kapoor**





# Program Curriculum



## Technical SEO

- How to measure website speed
- Tools - Google PageSpeed Insights and GTmetrix
- Strategies for optimizing images, minifying code, leveraging browser caching
- Reducing server response time to improve website speed
- Learn about schema markup, canonical tags, redirects, etc
- How to stay updated with the latest SEO trends and algorithm changes.



## Competitor Research

- Importance of analyzing competitors in SEO
- Techniques for conducting competitor research
- Competitor's keywords & backlinks



## Website Audit

- Conducting regular website audits for SEO optimization
- How to perform a comprehensive audit
- Techniques for identifying and fixing issues that may impact your site's performance
- Tools such as Screaming Frog



## Local SEO

- How to optimize your website for local searches Google My Business (GMB) and local directories
- Discover tactics for improving your local search ranking



## SEO Roadmap

- Key steps involved in starting an SEO campaign
- How to conduct initial website analysis and conduct SWOT
- How to develop a comprehensive SEO strategy as per target audience



I recently completed a 6-month digital marketing course from Skillcircle that has truly exceeded my expectations in every aspect. This comprehensive program has equipped me with the skills, knowledge, and confidence needed to thrive in today's competitive digital landscape. I had the opportunity to work on real-world projects.



**Abhishek Sharma**



# Program Curriculum

## Option 2

### Advance Course in Digital Marketing – E Commerce Specialisation



#### Woo Commerce

- Woo commerce store revision
- How to setup woo commerce store
- How to optimise woo commerce store
- Include Payment gateway



#### Shopify Store

- Shopify Store Setup: How to Set-Up Shopify Store
- Shopify Dashboard - How to Set-Up & Access
- Shopify Admin Panel
- Shopify Domain Set up | How to Add Domain in Shopify
- How to Connect Domain to Shopify



#### Shopify Payment Setup

- Shopify Payments Setup - How to Set your Payment Settings in Shopify
- Shopify Setup - How to Setup Billing Process in Shopify
- Shopify Setup - How to Set Up Shipment and Delivery Settings on Shopify
- Shopify Taxation- How To Know About Taxes on our Shopify Store
- Razorpay Account on Shopify - Complete Setup
- How to Connect Razorpay with Shopify



#### Pages & Listing

- Shopify Setup- The Concept of Creating Pages in Shopify
- How to Add a Contact Us Page on Shopify
- Shopify Blog - How to Write a Blog Post
- Shopify Setup - How To Add Product on Shopify
- Shopify Setup - How To Add a Variable Product on your website
- Shopify Collections - How to Set up Collection Section
- Creating Navigation Menu in Shopify



Teaching method is amazing  
and environment is also good.



**Wahida Praveen**





# Program Curriculum



## Gift Cards

- GiftCards in Shopify - How to Setup GiftCards in Shopify
- Shopify Setup - Create Gift Cards on Shopify
- Tapita Page Builder App for Shopify
- Shopify Analytics Walkthrough - How to Use Shopify Analytics



## Digital Products

- How to Sell Digital Products on Shopify
- Dropshipping and Print On Demand



## Print on Demand

- How to connect your website with POD websites
- Find the HERO product for your POD Store How to calculate pricing for your product Connect with delivery partner for your store

### Option 3

### Advance Course in Digital Marketing - Performance Marketing



## Introduction to Performance Marketing

- What is performance marketing?
- Key Models of Performance Marketing - PPC, PPL, PPS, PPE
- Performance marketing vs. traditional marketing
- Benefits of performance marketing for businesses
- Metrics and KPIs in performance marketing (CPC, CPA, CTR, ROAS, etc.)
- Common Performance Marketing Channels - SEM, Social Media Marketing, Affiliate Marketing, Display Advertising, EmailMarketing
- B2B & B2C Performance Marketing - Target Audience, Marketing Goals



**Skill circle provides 100% placement assurance and got good teaching team as well I'm one of the student in Skillcircle and I recommend to join Skillcircle if you are looking for a digital marketing course in Delhi or Lucknow**



**Hayat Abbas**



# Program Curriculum



## Funnels

- What is a Marketing Funnel or Sales Funnel?
- TOFU (Awareness), MOFU (Consideration), BOFU (Conversion)
- Mapping the customer journey for performance marketing
- What is a Buyer Persona and how to create it using Notion AI, ChatGPT
  - Goals & Challenges
  - Preferred Channels & Objections
  - Messaging Strategy
  - What are Touchpoints?
  - Touchpoints for People at different stages of Sales Funnel
- Performance Metrics and KPIs for Each Stage of funnel
- Metrics and KPIs in performance marketing AOV, CPA, CTR, ROAS, Realized ROAS
- Purpose of ROAS & Realized ROAS
- Targeted Marketing Tactics for Each Stage of the funnel
- Real World Funnel Teardown
- Case study of some successful funnels – Funnel Teardown
- How to create and setup a funnel



## Media Buying & Landing Page

- Introduction To Media Buying
- Types of Media Buying
- How to create a Media Buying Plan step by step
- Media Buying Plan for Skillcircle
- What is a Landing Page?
- Landing Page analysis using AIDA
- How to create a landing page using AIDA?



## Google Ads

- Introduction
- Setting up performance max campaign
- Setting up Google Display Campaign
- What is Auction and how does it take place in Google Ads
- Google Ads Auction Bidding Factors Explained
- Setting up Google Shopping Campaign
- Creating google merchant centre account and adding products to it



**Enrolling at SkillCircle was a game-changer for my digital marketing career. The instructors are industry experts, delivering insightful and practical knowledge. The hands-on approach, coupled with real-world projects, equipped me with valuable skills. A top-notch institute for anyone serious about mastering digital marketing!**



**Malika Chaurasia**



# Program Curriculum



## Google Ads

- Setting up Google Ads Campaign
- Setting up Google Smart Campaign
- Campaign Duplication
- How to view Quality Score, relevance score of your ads
- Modifying columns in search keywords
- Reporting in Google Ads
- Using segments to analyse performance of campaigns, assets etc
- Advanced Google Ads Optimization through Quad-Core Framework
- Advanced Google Ads Performance Strategies
- Automated Rule Creation in Google Ads



## Google Tag Manager

- What is Conversion Tracking and what is its importance?
- What is a Conversion Goal?
- Creating & configuring Conversion Goals in Google Ads
- Google Tag Manager Signup & Setup, Website connection Tag and Trigger Configure, Debugging
- Conversion Tracking of Google Ads through GTM
- Conversion Tracking through conversion template



## Meta Ads

- 5 Components of Facebook Ads Auction that Facebook uses to show ads
- What is Learning Phase and what are the factors affecting the learning phase of an ad set
- Competitor Analysis for Facebook Ads using the following –
  - Facebook Ads Library
  - Similarweb
  - Adespresso Ad Examples
  - Social Blade
  - Intrack
- Campaign Bidding Strategy Explained –
  - Highest Value, Highest volume, Cost Per Result Goal, Bid Cap, ROAS goal
  - Manual Bidding
  - How is the winner of auction determined
  - Attributes of low-quality ad content
  - Goal-based bidding
  - Spend-based bidding



**I had a great experience doing my digital marketing course at Skill Circle. The teachers were very helpful, and the course was well-organized. They taught us practical things that really help in understanding digital marketing better. I highly recommend Skill Circle to anyone who wants to learn and grow in this field.**



**Kashish Srivatava**





# Program Curriculum



## Google Analytics 4

- Setting GA4 for your website
- GA4 Reporting Analysis -
- Reading Attribution Projects in GA4
- Conversion Events in GA4
- Filtering out internal traffic with chrome extension
- IP Address Internal Traffic Filtering
- Session timeout and engaged session timer custom configuration



## Automation

- What are Zaps in Zapier Create & Setup of Zaps How to automate welcome email sequence when someone pays through Razorpay on our website/store and also add the details of that customer in Google Contacts and mailchimp using Zapier automatically Syncing leads from Meta Ads to Google Sheets or CRM for centralized tracking Email sequence automation based on marketing activity using Brevo Creating Event-Based Automations (Reminders and follow-up sequences) for webinars, workshops etc



**I had an incredible experience with Skill Circle Digital Marketing Institute! Namit Mishra, our trainer, was exceptional, providing insightful guidance and practical knowledge that truly enhanced my understanding of digital marketing. Deepti, our coordinator, ensured everything ran smoothly**



**Naveen Yadav**



# Program Curriculum

## Executive/PGDM in Digital Marketing

Modules From Foundation Course ✓

Modules From SkillDegree Course ✓

All The Specialization From Masters Course Included :

SEO Specialist ✓

E-Commerce Specialist ✓

Performance Marketing Specialist ✓

Live Exposure | Provided Paid Internship  
With **AhujaMedia.com** ✓



My experience with Skillcircle was amazing. I have learnt so many marketing dynamics and performance marketing strategies there. Very great to be a part of Skillcircle.



**Sunidhi Gupta**



**\*Executive Program Certification:** For students pursuing or completed 12th grade.\*

**\*PGDM Certification:** For students who have been graduated.\*



# Content Creator Pro

## Become The Next Content Creator

### Why You Should Become A Content Creator?

- **Creative Freedom:** Build a personal brand and express your unique voice.
- **High Demand:** Growing need for engaging content across digital platforms.
- **Lucrative Potential:** Opportunities for income through sponsorships, ads, and partnerships.
- **Growing Industry:** Digital marketing is booming, with content creation at its core.

## Become A Top Content Creator

**Gurpreet Singh Tikku**

Food Blogger

230K  Followers750K  Subscribers231K  Followers**Hira Yogi**

Yoga Teacher &amp; Influencer

 1.4M Followers 2.6M Subscribers 4.3M Followers**Saurabh Bhatnagar**

Business Coach &amp; Influencer

 230K + Followers 150K + Subscribers 146K + Followers

## Content Creator Bootcamp For Diploma Students Through Live Sessions For Diploma Students





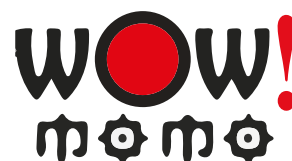
# Benefits Of PGDM Program With Dual Certification From E&ICT IIT Guwahati




Learn the art of product positioning and devise a successful GTM Plan



Create an SEO plan and leverage it for organic marketing



Leverage AI for personalised marketing

- 
- ✓ Get Certified With IIT Certification Work On 3+ Case Studies
  - ✓ Guaranteed Paid Internship With Ahujamedia.com
  - ✓ Exclusive Content Creator Pro Bootcamp – To Become The Next Content Creator !!
  - ✓ Remove Fresher Tag From Your CV By Working On Real Projects!!
  - ✓ Enjoying The Alumni Status Of E&ICT IIT Guwahati
  - ✓ Exclusive Training On Chatgpt & Generative AI
  - ✓ Hands On Practice – 12+ Most In Demand AI Tools
  - ✓ Covering E-commerce & D2C Mastery Extensively
  - ✓ Career Services To Make You Job-ready For The Best Company
  - ✓ Special Mentioning On Our Website – As Our Pass Out Student – For Future Verification

**Note:**

The IIT Guwahati certification is optional and not included in the diploma course. Students may opt for this certification separately.

# Certifications

Dual Certification in Collaboration with E&ICT Academy,  
**Indian Institute of Technology, Guwahati**



**Supported by the Ministry of Electronics and Information Technology, Govt. of India,** SkillCircle proudly collaborates with E&ICT Academy, IIT Guwahati to deliver cutting-edge skill-based education and training.

Backed by strong domain expertise, SkillCircle certifications are highly valued in the industry. As a leading name in education, we are committed to maintaining the highest standards in our certification process.

**Hands-On Learning Approach:** Our goal is to equip trainees with essential hands-on experience, preparing them to tackle real-world challenges and thrive in the industry.

**Note:**

The IIT Guwahati certification is optional and not included in the diploma course. Students may opt for this certification separately.

- ✓ Basic
- ✓ Advance
- ✓ PGDM

**NEW  
RELEASE**

# ChatGPT

## BECOME A NEW AGE DIGITAL MARKETER USING CHATGPT AND OTHER GENERATIVE AI TOOLS

### Embrace the Future: AI's Role in the Evolution of Digital Marketing!!

- Mastering Chat GPT for Digital Marketing Success
- ChatGPT Tactics for Engaging Content, Social Media, and Advertising
- Turbocharge Your SEO and SMM Efforts with Chat GPT Automation
- Maximize Efficiency with AI-Powered Time Savings in Digital Marketing
- Growth Hacking Secrets with Chat GPT
- Crack Digital Marketing Interviews and grow your career

Also Learn Other  
Generative AI Tools



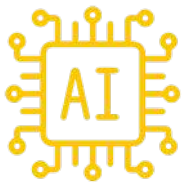
**Blue Willow**  
Realistic Images & Digital Art



**Stable Diffusion**  
Visual Storytelling & Content Creation



# AI-Powered Learning for Modern Marketers



## Next-Generation Education Transformed by AI

With recent advancements, artificial intelligence has become a key player across all industries, including digital marketing. In today's AI-driven world, our program transcends theoretical concepts by providing a practical approach to AI tools, equipping you to excel in the constantly changing landscape of work and innovation.





# ECommerce & D2C Mastery In Digital Marketing



## Setup

- Choose a niche
- Source products
- Set up online store (Shopify, WooCommerce)



## Marketing

- Implement SEO strategies
- Launch social media profiles
- Run paid ads (Google, Facebook)



## Customer Experience

- Enhance customer service
- Implement reviews and feedback systems
- Offer loyalty programs



## Sustain

- Automate processes
- Focus on customer retention
- Continuously improve based on feedback and trends



## Foundation

- Learn ECommerce basics
- Understand D2C model
- Research market trends



## Branding

- Develop brand identity
- Create a logo and brand assets
- Build a professional website



## Sales & Conversion

- Optimize product pages
- Set up email marketing
- Implement sales funnels



## Scale

- Analyze data and metrics
- Expand product line
- Explore new marketing channels

**01****02****03****04****05****06****07****08**

# Get Certificate in ECommerce & D2C Mastery

Attend the training, complete the evaluation and get an ECommerce & D2C Mastery Specialist certificate from SkillCircle.in.



Training Duration: 2 days (16 hours)

Mandatory Document: Aadhar Card, PAN Card, Bank Account

## Enroll Now and Transform Your Career!

Don't miss out on this opportunity to become an eCommerce and D2C expert. Join SkillCircle's ECommerce & D2C Mastery course today and unlock a world of possibilities. Start learning, experimenting, and connecting with industry professionals who will guide you every step of the way.



# Podcast With SkillCircle



## Episode 1

Meet Mr. Atul, a dynamic digital marketer who started his journey in Mirzapur, a city where technology was scarce and politics dominated.



Watch Here



## Episode 2

Meet Aryan Jaiswal, a young digital marketing prodigy from Ayodhya, a Tier 3 city where the digital landscape is still emerging



Watch Here



## Episode 3

Meet Rohit Chaudhary. His career path seemed uncertain, marked by stints as a Zomato delivery boy and working at Zaika Punjab,



Watch Here



## Episode 4

Meet Vikrant, a success story crafted at SkillCircle! In 2021, he defied family expectations and embarked on a digital marketing journey



Watch Here



## Episode 5

We sat down with the remarkable, Cheshta. Starting her quirky stationery business while still in 12th grade, Cheshta used Instagram ads to build her brand.



Watch Here



## Episode 6

In 2018, Hriday Kapoor's journey began with uncertainty, taking a break after school and extending it during the challenges of the pandemic.



Watch Here

# #NOTE

Before taking any Career Decision  
**Watch these 6 Episodes** to avoid  
regretting later

# Past Mentor Sessions at SkillCircle

Spending 30 Minutes with a Doer who has done something in his/her life is much more valuable than hundreds of classes you have attended in your life. Isn't it ?

That's why Skillcircle gives allows you to talk with mentors from different fields so that you can share your "Dream" / "Vision" and sometimes small discussions create magic

We organise Mentor hours so that students can network with these mentors and learn directly from the experts who are absent in regular classroom training.



**AMIT GUPTA**

VP Amar Ujala



**PRANAV JHA**

AP Web World



**AVI ARYA**

Founder - Internetmoguls



**PARUL MEHTA**

Founder - vCommission  
media pvt ltd



**NISHKARSH SHARMA**

Dropshipping Expert



**RITESH MALIK**

Founder Of Innov8



**NILAY CHAKRAPANI**

Dropshipper



**AMIT CHAWLA**

Clarity Coach



**VIPUL TANEJA**

Internet Marketer

# Previous Mentor Sessions

**Roshini Dhal**Potential of LinkedIn  
Marketing**Ojas Batra**How to Start Early in a  
Career**Kashika Chauhan**Power of Influencer  
Marketing**Bijay Gautam**

How to create Podcasts

**Nilay Chakrapani**Complete Guide to  
Facebook Ads**Rohan**

How to do Food Vlogging

**Abhishek Bhatnagar**The Journey of a Food  
Blogger**Vaibhav Kanwar**

Story Telling for Startups

**Gurpreet Singh**The Journey of a Food  
Blogger**Srijan Bhardwaj**Digital Marketing Career  
Map



# Industry Exposure with Live Sessions

“

## MENTOR HOURS

SkillCircle is the only place that gives you the best Networking sessions. To make your learning experience more awesome, We invite guest faculties who are experts in their domain to provide you with industry insights.

**Parul Bhargava**

Founder VCommission

UNDERSTANDING AFFILIATE MARKETING

**Dr. Ritesh Malik**

Founder of Innov8

HOW TO START A BUSINESS IN INDIA

**Gurpreet Singh Tikku**

Food Blogger

HOW TO BECOME A FOOD BLOGGER

**Shiwangi Peshwani**

Fashion and Lifestyle Blogger

MENTOR HOUR: FASHION BLOGGING  
AND YOUTUBE

“

## STARTUP HOURS

SkillCircle is Partnered with Delhi Startups which is the largest Startup Community consisting of 25,000 startup founders, We have a dedicated guidance program where our specialists will be consulting and guiding you to convert your startup idea into reality

“

## CORPORATE HOURS

If you want to step inside the “Corporate World” SkillCircle Corporate Gurus will teach you the most Practical tricks from their experience for grabbing the best opportunities, This program is created and curated by 60+ industry experts with minimum of 5 years of domain experience.

**Ritesh Aggarwal**

Ceo of OYO Rooms

ENTREPRENEURS TALK

**Megha Anand**

Program Manager Microsoft

SOCIAL MEDIA MARKETING IN  
CORPORATE SECTOR

# DIGITAL MARKETING TOOLS



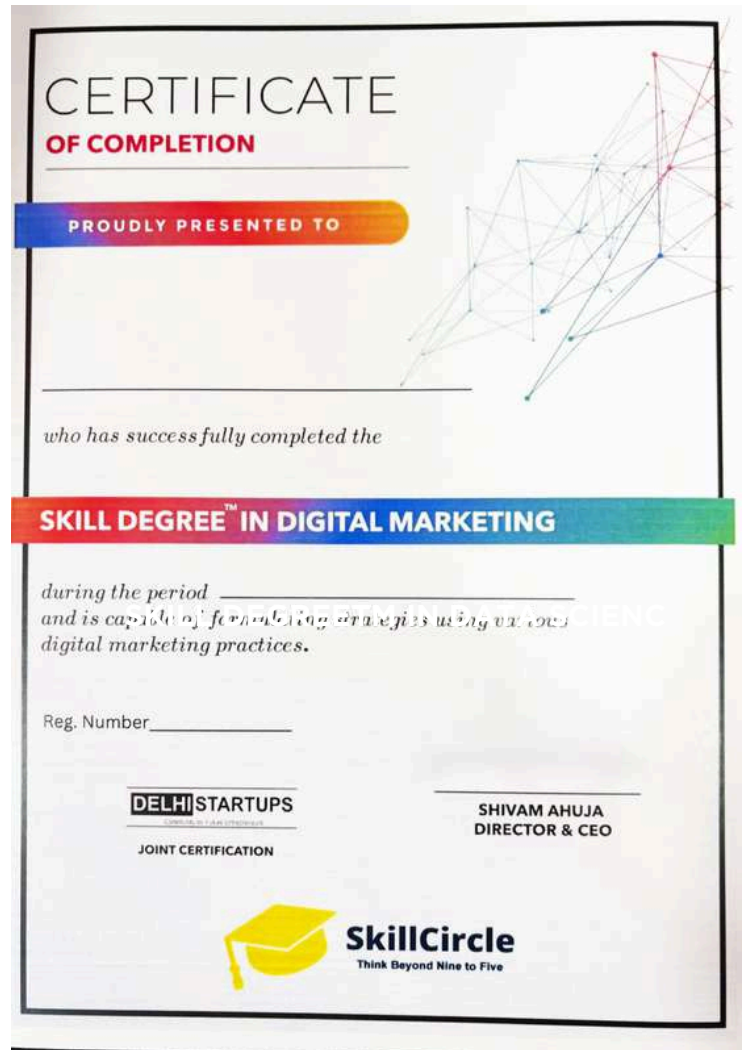
## ADDITIONAL CERTIFICATION (OPTIONAL)

 Search, Display, Video, Shopping Ads, Apps	 Beginner and Advanced Levels	 Social Media, Email and Content Marketing
<b>100+</b> <b>LESSONS</b>	<b>23+</b> <sup>hours</sup> <b>VIDEO LESSONS</b>	<b>49</b> <b>QUIZZES</b>
		<b>7.5</b> <sup>hours</sup> <b>ASSIGNMENTS</b>

### Notes:

All product and company names mentioned in this material are trademarks or registered trademarks of their respective holders. Their use does not imply any affiliation with or endorsement by them.  
 The tools showcased in this material will be taught through pre-recorded demo videos.  
 These sessions are optional and will not be considered for your final evaluation.  
 Regarding tools with "free" certifications: we have included a detailed guide on the specific locations and procedures for obtaining your certification.  
 The fee does not cover any payments required for certifications offered by the tools or tool subscriptions.

# Certification We Prepare You For





# Career Services at SkillCircle

At SkillCircle, we're here to help you take your career to the next level. Here's how our career services can support you:



Work for Top Brands & Agencies

# PLACEMENT HIGHLIGHTS

Get focused career guidance and support from a dedicated placement coach who helps you navigate the job market & find the right career path for you. Explore career opportunities and get a chance to work with the biggest Brands & Agencies. Prepare for real job interviews with our simulated mock placement drives, designed to give you confidence and experience



## Rohit's Journey

Watch how Rohit got from Zomato ride to **Asia's biggest agency**

# Our Skillers are Working at the Best Companies In India & World



**ROHIT CAUDHRY**  
COLLEGE STUDENT

**DIGITAL MARKETER**



**HIMANSHU SINGH**  
COLLEGE STUDENT

**BRANDING EXECUTIVE**



**GUNJAN GARG**  
EVENT MANAGER STUDENT

**DIGITAL MARKETING MANAGER**



**LAXMI THAKUR**  
COLLEGE STUDENT

**SOCIAL MEDIA MARKETER**



**MEGHA SIPANI**  
COLLEGE STUDENT

**DIGITAL MARKETER**



**ADITI KUMARI**  
COLLEGE STUDENT

**MANAGEMENT TRAINER**



**GINNI ARORA**  
SALES EXECUTIVE

**SEO SPECIALIST**



**ANANT GAUTAM**  
COLLEGE STUDENT

**DIGITAL MARKETING**



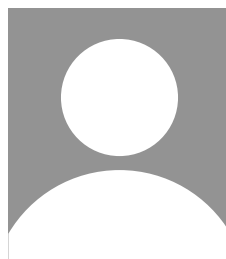
**HARIDAY KAPOOR**

**SOCIAL MEDIA CONSULTANT**



**SHIVANI RATHORE**  
COLLEGE STUDENT

**SEO SPECIALIST**



# YOU

This Could Be You !



# Testimonials from Our Esteemed Partners

More than 50,000 freshers have launched their careers in top companies with SkillCircle's Digital Marketing Course. Recruiters are excited to hire our graduates and share their success stories. Join the Skiller community today!



## V-Commission



SkillCircle consistently delivers highly skilled professionals who excel in digital marketing. Their graduates bring fresh energy and a deep understanding of the latest industry trends.



## CashKaro.com



"SkillCircle stands out with its practical training approach. The professionals we've hired are proactive, knowledgeable, and deliver impressive results from the start."



## Digital Patang



SkillCircle produces well-rounded digital marketers who are prepared for real-world challenges. Their commitment to quality education is evident in their graduates' success.



## OYO



We are impressed with the candidates from SkillCircle. Their hands-on experience and innovative thinking perfectly align with our dynamic work environment.

# Testimonials from Our Esteemed Partners



**Sandra Bysack • 2nd**

**Head - HR at vCommission Media Private Limited**

2mo • 

An Inspiring Day at SkillCircle's Convocation! 🌟

Last Week I had the privilege of being a Panel Speaker at **#SkillCircle's** Convocation Ceremony in Delhi. 🎓 It was an incredible experience to interact with the bright minds of the Digital Marketing and Performance Marketing programs and discuss some crucial topics that shape our industry.

Here's what we talked about:

💡 What do we look for when hiring talent at **vCommission** ?

- Knowledge & Skill-set: These are non-negotiable. A solid foundation in digital marketing tools and strategies is essential.
- Intent: We value candidates who demonstrate a genuine passion for the field and a drive to learn and grow.
- Coachable Personality: Being open to feedback and showing a willingness to adapt and improve are key traits.
- Alignment with Organizational Values: We look for individuals who resonate with our company's values and culture, ensuring a cohesive and collaborative work environment.

Special Mention: **Shivam Ahuja** who is building communities to empower skills!





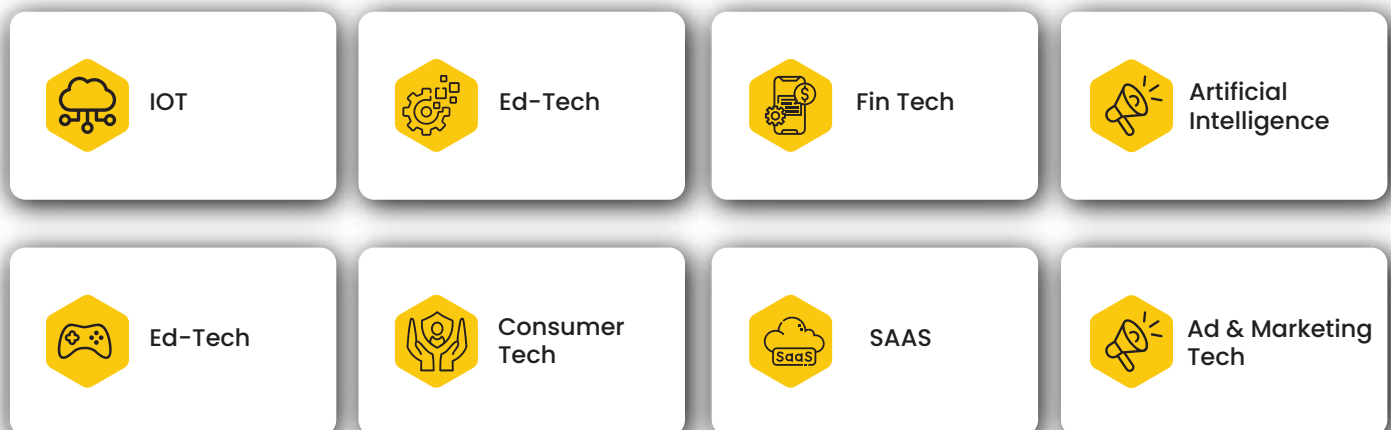
## Delhi Angels Network

Empowering Entrepreneurs, Fueling Innovation

As a SkillCircle Student you can Apply for a Seed Fund.

Delhi Angels is India's leading & fastest growing angel investment and innovation platform. We invests \$50K – \$500K in early stage startups that has potential to create enduring value for over a long period of time.

Even though, we are structured as sector agnostic funds; we prefer companies in



## What Do We Offer



Hands-on Support



Membership



Community



Capital



# Meet our Marquee Investors

Our network includes a catalogue of tycoons from across several domains and industries.



**Akshay Taneja**  
TDI



**Sonali Thapar**  
Thapar Group



**Rahul Sharma**  
(M.D. WAG Consulting  
Group Pvt.Ltd.)



**Parul Bhargava**  
Vcommission



**Himanshu Bindal**  
One Internet

## Our Partners:

**NASSCOM**



**unitus**  
seed fund



## Why Us?

Delhi Angels is your go-to platform for connecting startups with the right investors. Our mission is to support innovation and growth in the startup ecosystem.



We have a broad network of investors ready to fund promising startups. Our connections can help you find the perfect match for your business needs.



Our team consists of experienced professionals who understand the challenges of starting and growing a business. We provide valuable advice and mentorship to help you succeed.



Our platform is user-friendly, making it easy for startups to present their ideas and for investors to find opportunities. We simplify the process of connecting both parties.



We tailor our services to meet the unique needs of each startup. Whether you need seed funding or growth capital we work closely with you to achieve your goals.



Many startups have successfully raised funds through our platform. Our track record speaks for itself, showcasing our commitment to helping businesses thrive.



Our investment process is transparent and straightforward. We believe in clear communication and honest dealings.

Choose Delhi Angels to give your startup the best chance of success. Join us today and be part of a thriving community dedicated to innovation and growth.



**Delhi NCR Ka  
#1 Institute**

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# NOW

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[www.skillcircle.in](https://skillcircle.in)



+91 - 9899140180



[ceo@skillcircle.in](mailto:ceo@skillcircle.in)

Move Forward to the Next Phase

# Visit Our Campus

Discover our program, connect with our admissions team, and kickstart your SkillCircle journey today!



## Central Delhi Campus

H 11-, Connaught Place,  
Rajiv Chowk Metro Station,  
Exit Gate No. 02, New Delhi,  
110001



## North Delhi Campus

367, 1st floor, Metro Station  
Kohat Enclave, Near kohat,  
Block KD, Pitampura, New  
Delhi, 110034



## East Delhi Campus

D-60/62, 1st floor, Vikas  
Marg, Laxmi Nagar, New  
Delhi, Delhi 110092



## Hazratganj - Lucknow Campus

Plot No. 1,19-A Ashok Marg,  
Sapru Marg, Hazratganj,  
Lucknow, Uttar Pradesh  
226001



## Chandigarh Campus

SCO 94-95 2nd floor,  
Sector 34A, Sector 34,  
Chandigarh, 160022



## Gurgaon Campus

NM 15, near PNB Bank, Block  
M, Old DLF Colony, Sector  
14, Gurugram, Haryana,  
122001



## Jaipur Campus

202, 1st floor Jay tower,  
Gopalpura Bypass, Mode,  
Tonk rd, Near Pawana  
Restaurant, Gopal Pura Mode,  
Jaipur, Rajasthan 302108.



## Noida Campus

1st and 2nd floor, C-60,  
above triumph showroom,  
C Block, Sector 2, Noida,  
Uttar Pradesh 201301



## Kolkata Campus

Anadlok Building, 227,  
Acharya Jagdish Chandra  
Bose Road, 2nd Floor, Room  
201, Kolkata 700020



## Gomti Nagar - Lucknow Campus

2nd Floor, Plot No- 5/21  
Viram khand, Gomti nagar,  
Husaria chauraha above  
Family Bazar, 226010

## Get in Touch



[www.facebook.com/skillcircleofficial](https://www.facebook.com/skillcircleofficial)



[www.instagram.com/skillcircle](https://www.instagram.com/skillcircle)



<https://x.com/skillcircleteam/>



[www.youtube.com/@SkillCircle](https://www.youtube.com/@SkillCircle)



[www.linkedin.com/company/skillcircle/](https://www.linkedin.com/company/skillcircle/)

**50,000+**  
*Trainees*

**2500+**  
*Batches*

**10+**  
*Centers*



<https://skillcircle.in>



[ceo@skillcircle.in](mailto:ceo@skillcircle.in)