



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**



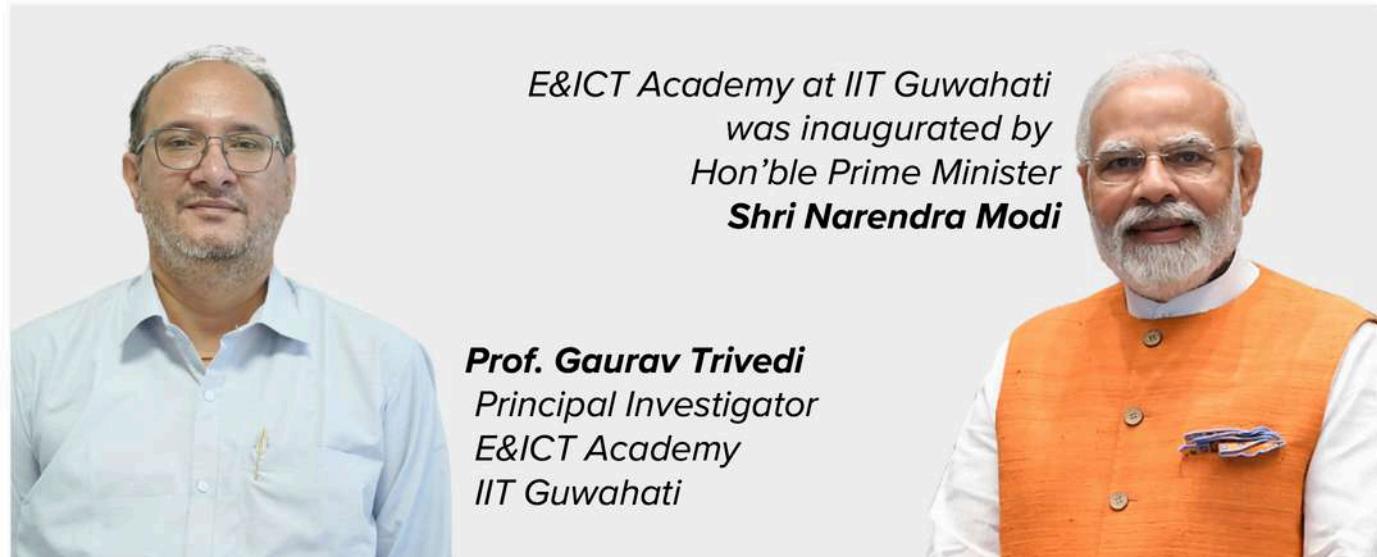
About E&ICT Academy



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.

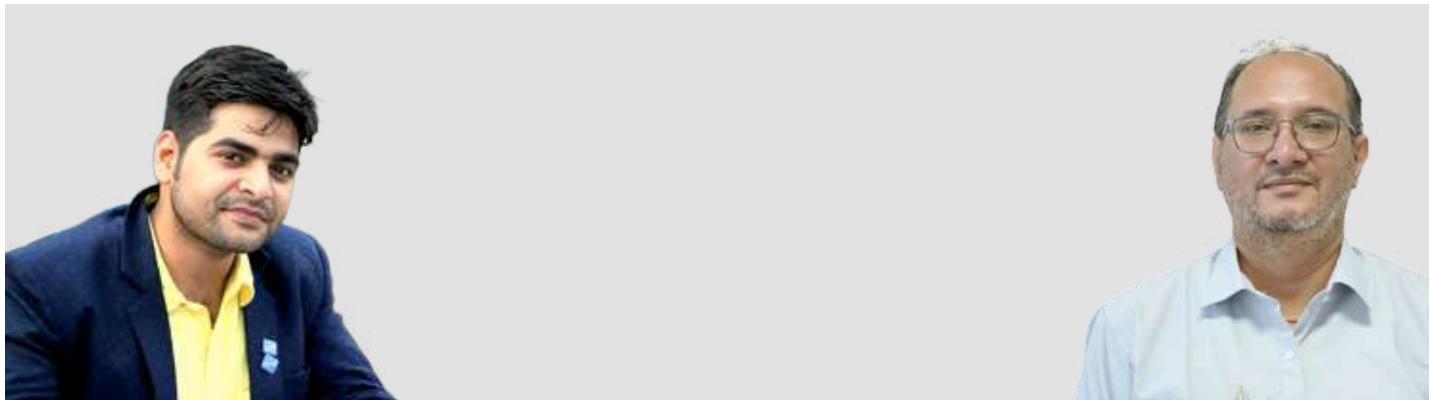
MeitY – Ministry of Electronics and Information Technology has sponsored a scheme entitled "Scheme of Financial Assistance for setting up of Electronics and ICT Academies". Electronics and ICT Academy would aim to provide specialised training to the faculties of Engineering, Arts, Commerce & Science 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.

7th Among India's Top 10 Institutes

2nd Research Work

41st Globally In The 'Research Citations Per Faculty' Category

395th In The QS World University Rankings 2022

7th In India's Best Engineering Institutions

1st University In 2019 Named By HackerRank



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



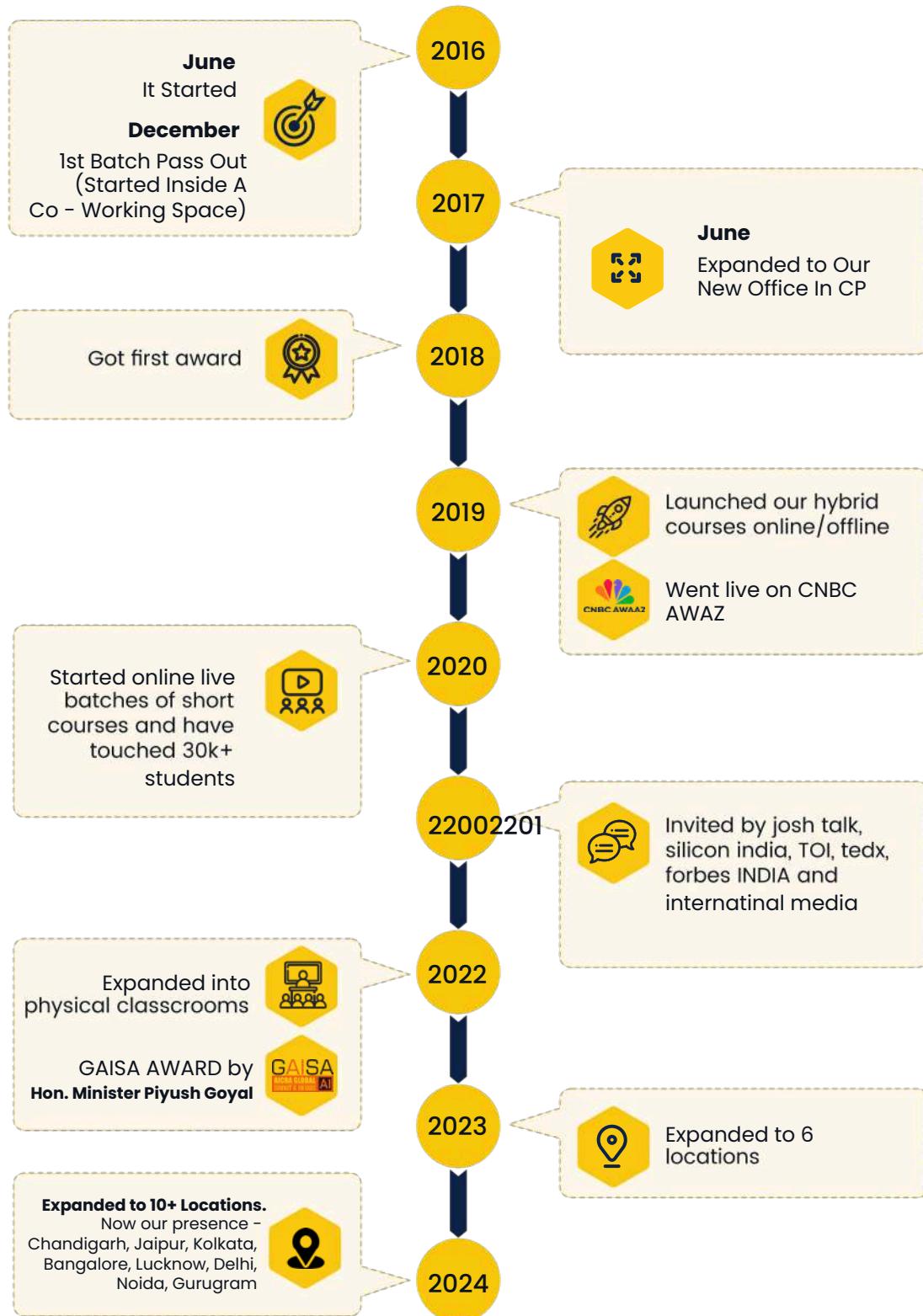
We are excited to share that SkillCircle has been recognized by **GAISA** and honored by India's Minister of Commerce, **Dr. Piyush Goyal**. Our esteemed CEO, Shivam Ahuja, received the prestigious **Edupreneur of the Year 2023 award** at Startup Summit '23. We are proud to announce that Mr. Shivam Ahuja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

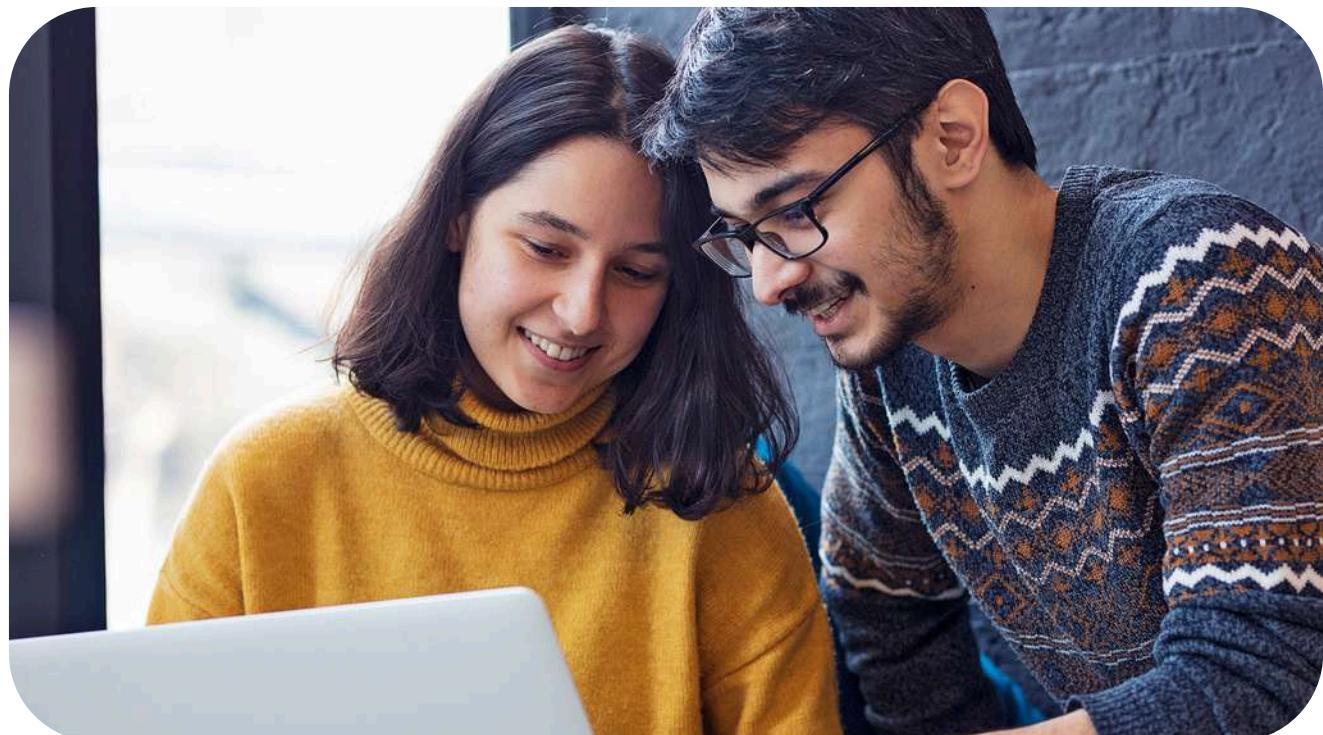
From Classroom to Career

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 **SkilICircle**



VISION

Our vision is to be Earth's most customer-centric company; to build a place where people can come to earn through our courses and programs



MISSION

To Create 1 Million Digital Marketers Who Can Earn Minimum 1 Lakh Rupees Per Month By The year 2030





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



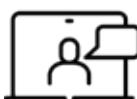
64

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



Evaluate a brand's digital marketing strategy





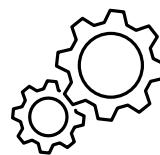
Stay Relevant, Learn Skill That Matter

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.



SkillCircle



In Association With
E&ICT Academy
IIT Guwahati

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.

The screenshot shows the SkillCircle platform's user interface. On the left, a sidebar menu includes 'Announcements', 'My Courses', 'Calendar', 'Hosting', 'Exams', 'Certificates' (which is highlighted in blue), and 'Profile'. The main content area displays three certificates:

- 1. Diploma New**
Diploma (DM)
Issued On - 07 Nov 2024 [Download](#)
- 2. Skilldegree in DM new**
SkillDegree (DM)
Issued On - 31 Mar 2024 [Download](#)
- 3. Skilldegree in DM new**
Skilldegree
Issued On - 21 Mar 2024 [Download](#)

The screenshot shows the SkillCircle platform's dashboard for a user named Shivam (SUPER ADMIN). The left sidebar includes a navigation menu with options like 'Dashboard', 'Course delivery', 'Users', 'Marketing', 'Sales', 'Analytics', 'Reports', 'Settings', 'Certificates', 'Exams/Tests', and 'Discussions'. The main dashboard area displays the following information:

- Welcome Shivam!** Lets begin your journey to training excellence.
- Weekly Performance (Last 7 Days):**
 - Average time spent: 0h 31m (+12%) compared to last week
 - Total views: 198 (+11%) compared to last week
 - Average rating: 0 = 0% compared to last week
 - Average attendance: 62% (+12%) compared to last week
- Daily active users:** 236 Avg of last 10 days (line chart showing activity from Nov 5 to Nov 15).
- Enrollments:** 0 Last 30 days (line chart showing enrollment from Oct 16 to Nov 15).
- Today's Sessions:** 0
- Calendar:** 15-11-2024, View Calendar, Mark as holiday



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!





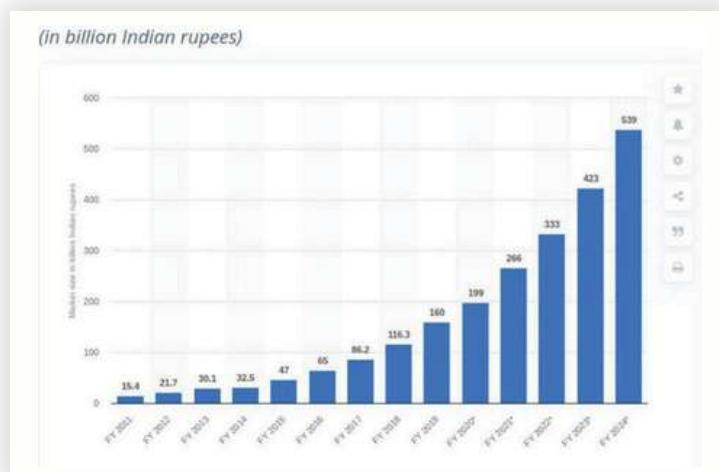
Mentor Hours with SkillCircle



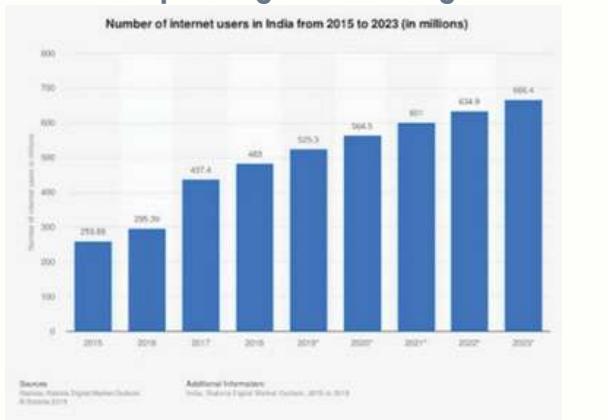


Scope of digital marketing in INDIA in 2024 and beyond

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.

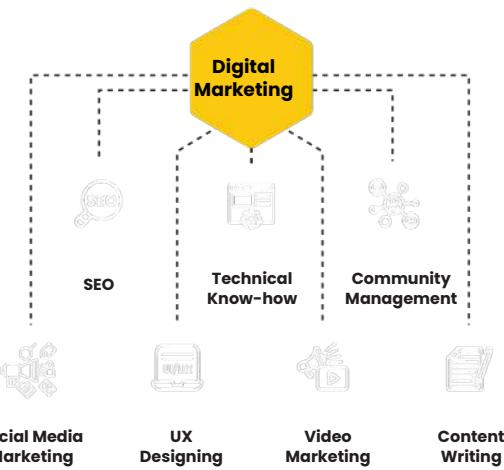


The Scope of Digital Marketing



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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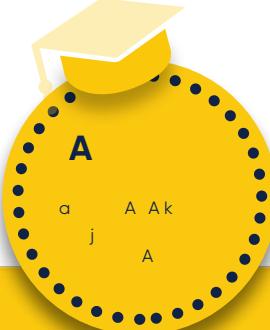
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Includes Basic Course , Advance Course 



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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



★★★★★ **Google**

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



★★★★★ **Google**

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 exception
- 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



★★★★★ Google

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



★★★★★ **Google**

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



★★★★★ **Google**

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, Email Marketing
- B2B & B2C Performance Marketing - Target Audience, Marketing Goals



★★★★★ **Google**

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



★★★★★ **Google**

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!

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

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



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.



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
 - Instrack
- 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

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



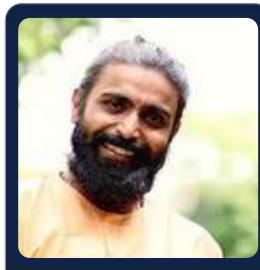
Gurpreet Singh Tikku

Food Blogger

230K Followers

750K Subscribers

231K + Followers



Hira Yogi

Yoga Teacher & Influencer

1.4M Followers

2.6M Subscribers

4.3M Followers



Saurabh Bhatnagar

Business Coach & 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

NEW!

- ✓ 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



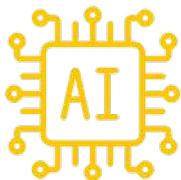
Blue Willow
Realistic Images & Digital Art



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.



Writesonic

WIX ADI



invideo AI



resume.io



unbounce



HypeAuditor



Influency



!upfluence

copy.ai

+Scrip



ChatGPT





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)



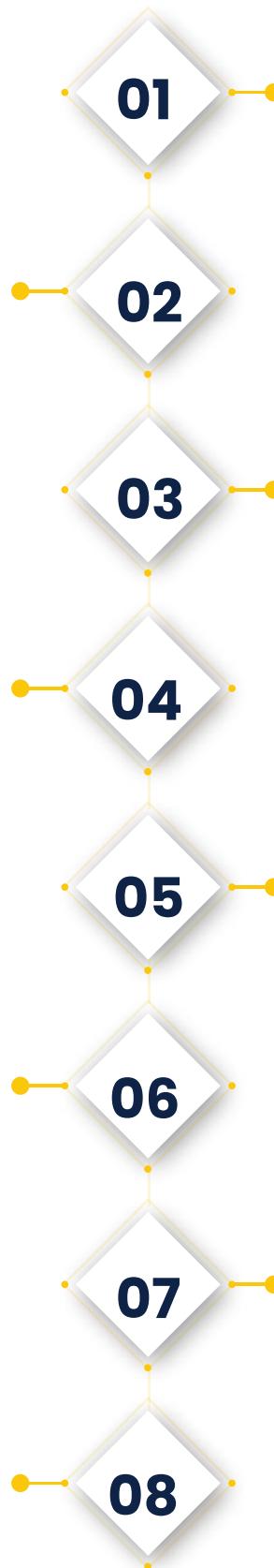
Customer Experience

- 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





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.



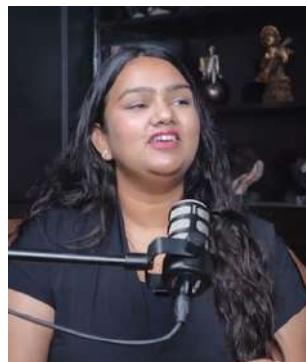
[Watch Here](#)

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.



Gurpreet Singh Tikku

Food Blogger

HOW TO BECOME A FOOD BLOGGER



Shiwangi Peshwani

Fashion and Lifestyle Blogger

MENTOR HOUR: FASHION BLOGGING
AND YOUTUBE



Parul Bhargava

Founder VCommission

UNDERSTANDING AFFILIATE MARKETING



Dr. Ritesh Malik

Founder of Innov8

HOW TO START A BUSINESS IN INDIA



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

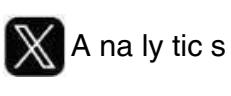
Program Manager Microsoft

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

100+

LESSONS

23+ hours

VIDEO LESSONS

49

QUIZZES

7.5 hours

ASSIGNMENTS

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.

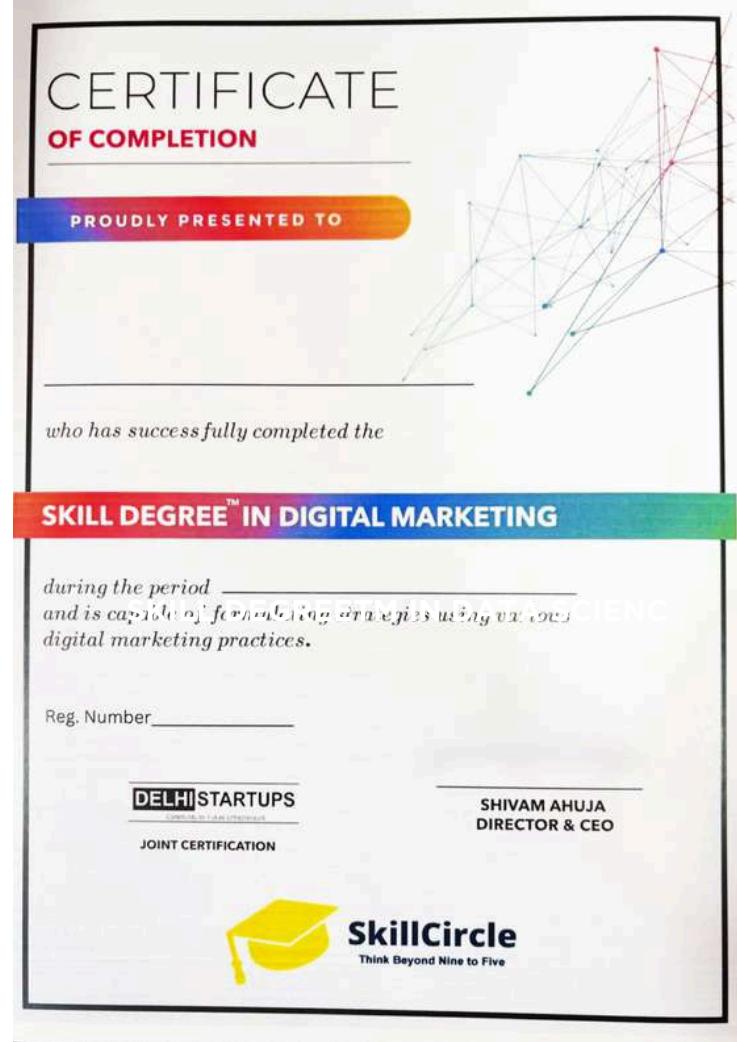
Regarding tools with "free" certifications: we have included a detailed guide on the specific locations and procedures for obtaining your certification.

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:

Resume and Cover Letter Help

Get expert advice on crafting standout resumes and cover letters that will make you shine in the job market.

Mock Interviews

Practice with mock interviews that mimic real-life scenarios. You'll get feedback to refine your answers and improve your performance.

Career Assessments

Take assessments to understand your skills, interests, and personality. This helps us match you with career options that fit you best.

Networking Opportunities

Connect with professionals, mentors, and industry experts through our networking events and platforms.

Career Development Plans

We'll work with you to create a plan for achieving your long-term career goals, including skill development and education.

Industry-Specific Guidance

Get advice tailored to specific industries or professions, including trends, skills needed, and job search tips.

01

02

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Career Counseling

We'll sit down with you to explore your strengths, interests, and career options, helping you find the path that's right for you.

Interview Preparation

We'll prepare you for interviews with practical tips and techniques. Learn how to tackle common questions and present yourself confidently.

Job Search Strategies

Discover effective ways to find job opportunities, from networking tips to using online job boards and tools.

Workshops and Seminars

Join our events to learn about the latest job market trends, professional development, and more.

Internship and Job Placement

We'll help you find internships or job placements to gain hands-on experience and kickstart your career.

Follow-up Support

Stay on track with ongoing support and check-ins. We're here to help you adjust your career plans as needed.



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



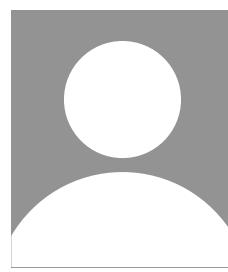
ANANT GAUTAM
COLLEGE STUDENT
▼
DIGITAL MARKETING



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!





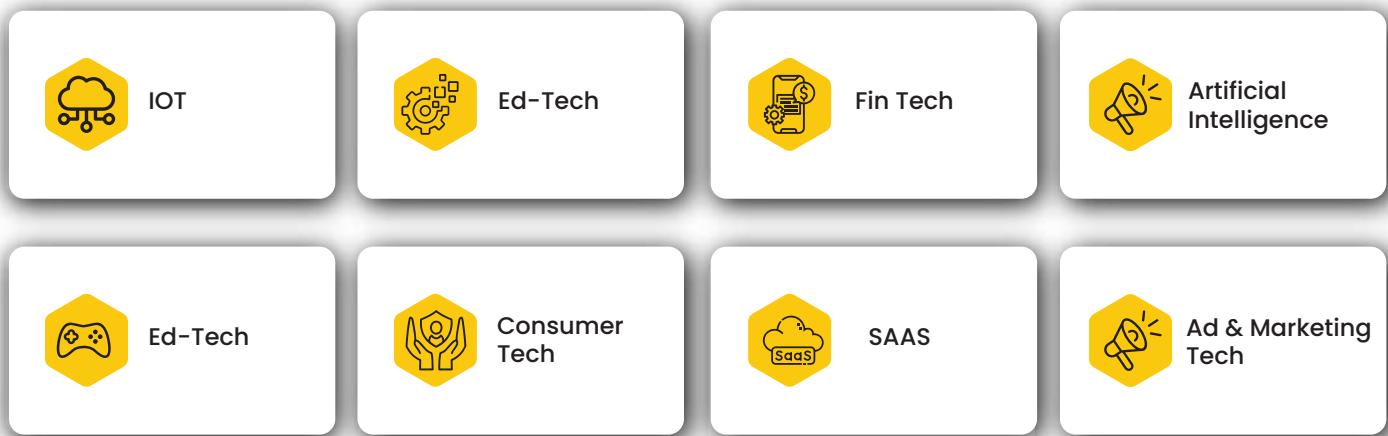
Delhi Angels Network

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:



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.





SkillCircle
THINK BEYOND NINE TO FIVE



In Association With
E&ICT Academy
IIT Guwahati



**Delhi NCR Ka
#1 Institute**

NOW



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+91 - 9899140180



ceo@skillcircle.in



[https://skillcircle.in](http://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

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- <https://x.com/skillcircleteam/>
- www.youtube.com/@SkillCircle
- www.linkedin.com/company/skillcircle/

50,000+

Trainees

2500+

Batches

10+

Centers

