



Programs Offered By

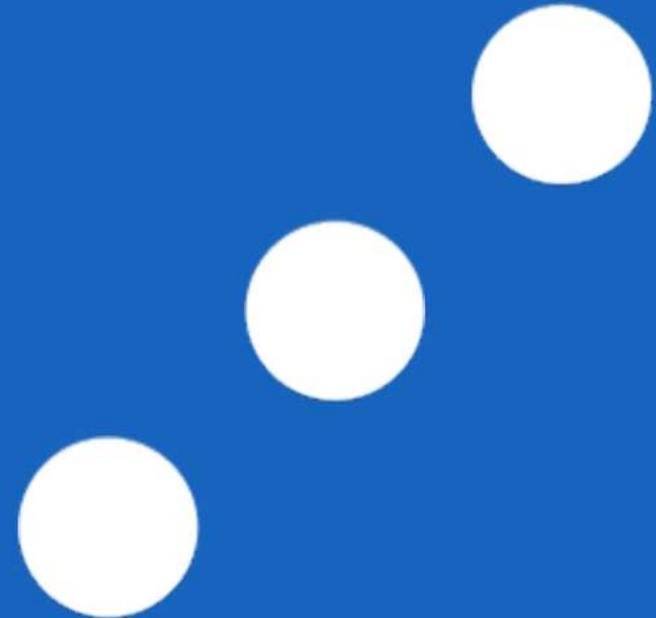
# Digital Gurukul

Achieve your Dream Career with Asia's Best Digital Marketing Institute  
(By Indian Education World), Trusted by 55850 students in last 10+ Years.

(Updated August 2024)

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# 1 - Introduction



Follow on LinkedIn



**Dr. Raj Padhiyar**

Founder & CEO - Digital Gurukul (Leading  
Etech Company in Asia), Digital Marketing...



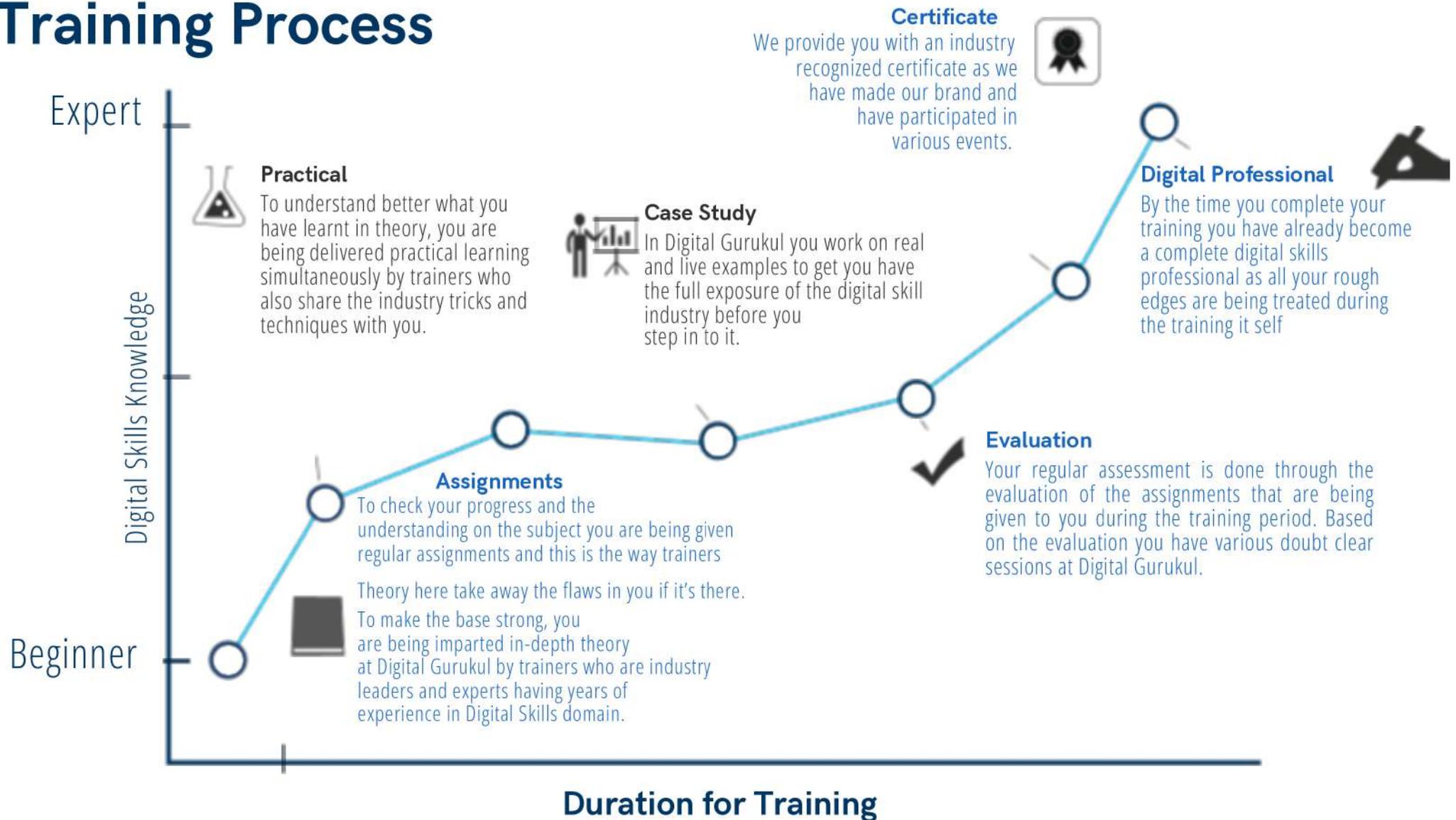
You have only **2** options post  
**Covid-19 Pandemic**  
**Adapt Digital**  
or  
**Perish..**

**Dr. Raj Padhiyar**

Founder - Digital Gurukul, TEDx Speaker,  
Award Winning Digital Marketer, Author, Speaker,  
Trained 22850+ Professional, Featured in 75+ News Media

# Training Methodology

## Training Process



# Programs Offered by Digital Gurukul

(Updated August 2024)

- 1) Topic wise Specialisation in Digital Marketing (14+ Domains) : 18+ Hours
- 2) Digital Marketing Certification Program (10+ Topics) : 35+ Hours
- 3) Diploma Program in Digital Marketing (25+ Topics) : 75+ Hours
- 4) AltMBA in Digital Marketing (Masters Diploma) (40+ Topics) : 180+ Hours**

**1. Topic wise Specialisation in Digital Marketing  
(Choose from 14+ Domains) :  
18+ hours (LIVE Online & Offline)**

**(1-1 Program, Flexible Timings,  
Ideal for Startup Founders/Entrepreneurs)**

# Topic wise Specialisation in Digital Marketing (14+ Domains) – 18 Hours

- 01- Certified SEO Program (Updated to August 2024)
- 02 - Certified Google Adwords Program
- 03 - Certified Social Media Marketing Program (Updated - August 2024)
- 04 - Certified Content Writing/Blogging Program (TRENDING)
- 05 - Certified AI Based Graphics Designing Program
- 06 - Certified WordPress Website Development Program (TRENDING)
- 07 - Certified D2C Program (MOST TRENDING)
- 08 - Certified Google Analytics Program
- 09 - Certified Affiliate Marketing Program
- 10 - Certified Performance Marketing Program
- 11 - Certified Copywriting Program (TRENDING)
- 12 - Certified Online Reputation Management Program
- 13 - Certified Content Creation Program (TRENDING)
- 14 - Certified Freelancing Mastery Program

(\*For detailed syllabus of the above modules - Check Below)

## **2. Digital Marketing Certification Program (10+ Topics) : 35+ Hours (LIVE Online/Offline)**

(Ideal for Students to Master Basics of Digital Marketing)

**2.**

**Digital Marketing  
Certification Program  
(5 Modules  
10+ Topics)**

- 1 - Introduction to Digital Marketing Landscape with AI**
- 2 - Graphics Designing & Digital Branding (With AI)**
- 3 - Content Writing/Blogging (With AI)**
- 4 - Content Creation (SFV Content)**
- 5 - Professional Website Development (No Coding)**

# 01

## Introduction to Digital Marketing Landscape with AI

### Student's Key Learnings

- Setting Strategic Marketing Foundations
- AI-Driven Marketing Innovations
- Effective Digital Marketing Processes
- Staying Ahead with Emerging Trends

- Fundamentals of Marketing
- What is STP & 4 Ps of Marketing
- Understanding Marketing Processes
- Difference between Traditional Marketing & Digital Marketing
- Channels of Digital Marketing
- Implication of AI in Digital Marketing
- Understanding Digital Marketing processes
  - Increase Visibility
  - Visitors Engagement
  - Bringing Targeted Traffic
  - Lead Conversion
  - Retention
  - Performance Evaluation
- Digital Marketing Trends to look out for in 2024

# 02

## Graphic Designing & Digital Branding (With AI)

### Student's Key Learnings

- Creating a Cohesive Brand Identity
- Mastering Graphics Design Principles
- Developing effective Branding Strategies
- Crafting Graphics Design Proposal for Clients

- Basics of Graphic Designing & Digital Branding
- Visual Identity Creation
- Fundamentals of Structure, layout, colours, templates
- Animation/GIF
- Graphics Content strategies
- Meme designing
- Tools for Graphic Designing
- Introduction to Canva
- Designs Brainstorming
- The Color Palette
- Brand and Shape Connection
- Typography
- Unlock Design Secrets
- Getting your 1st client for graphic designing (Proposal, pricing, etc.)
- Graphics designing Assignments for India's leading brands  
( Sleepy Cat, Sleepy Owl , Naagin, True Elements, Scatters , Nicobar. Pahadi Local)

# 03

## Content Writing/Blogging

(With AI)

### Student's Key Learnings

- Creating Engaging and High-Quality Content
- Leveraging AI Tools for Content Optimization
- Developing a Consistent Blogging Strategy
- Analyzing and Adapting to Content Performance

- What is Content Writing
- Importance of Blogging
- Objective of Content Writing
- Various types of Content with practical examples
- Content building process
- How to write Great Compelling Content
- Keyword research for Content ideas
- Content Optimization for Search Engines
- Content Marketing Strategies
- Content Distribution and Analytical Strategies
- Content KPIs
- AI Content creation with ChatGPT
- Tools and Proposal Making Process for Content

# 04

## Content Creation (SFV Content)

### Student's Key Learnings

- Crafting Attention-Grabbing Videos
- Utilizing AI for Video Editing and Enhancement
- Strategizing Monetization for Different Platforms
- Analyzing Video Performance and Trends

- Introduction to Content Creation
- History of Content Creation (Rise of social media and user-generated content)
- Understanding Short-Form Video Content (Platforms - Instagram Reels, YouTube Shorts & their Algorithm)
- SFV Consumption Pattern
- Components of Short-Form Video Content
  1. Visuals and initial preview picture
  2. Music and sound effects
  3. Storyline & Captions
  4. Hashtags and tagging
- Techniques for Creating Engaging Content
- Do's and Don'ts of Content Creation (Best Practices & Common Mistakes)
- Content Monetization Strategies
  1. Ad revenue and sponsorships
  2. Affiliate marketing and product placements
  3. Selling digital products and services
- Case Studies of Popular Content Creators
- Practical Application and Project Work
  1. Creating short-form videos on Instagram Reels, YouTube Shorts, and TikTok
  2. Applying learned techniques and receiving peer feedback

# 05

## Professional WordPress Website Development

**(LIVE Practical)**

### Student's Key Learnings

- Building Responsive and User-Friendly Websites
- Customizing Themes and Plugins
- Implementing Best Practices for Wordpress
- Ensuring Website Security and Performance

- What is Website & its Importance
- Understanding the types of Websites & their Components
- Website Planning & Setup Process (Website Bundle provided by Digital Gurukul)
- Theme and Plugin Installation Process (UI/UX Perspective)
- Website SILO Architecture & Implementation
- Website Content Creation & Implementation Process
- Setting Up the Page Builder and other Important Plugins
- Website Optimization Process (With Plugins/Tools)
- Implementation of Website Audit
- Proposal/Pricing/Pitching process to get Website building projects

### **3. Diploma Program in Digital Marketing (Popular) (25+ Topics) : 60+ Hours (LIVE Online/Offline)**

(Ideal for Students to Master Advanced Levels of Digital Marketing)

**3.  
Diploma Program in  
Digital Marketing**

**(10 Modules,  
25+ Topics)**

**All the Modules covered under  
Digital Marketing Certification  
Program  
+**

- 6 - Search Engine Optimization (SEO) (Master Level)**
- 7 - Email & WhatsApp Marketing (LIVE Practical)**
- 8 - Copywriting**
- 9 - Social Media Marketing (LIVE Practical)**
- 10 - Google Adwords/SEM**

# 06

## Search Engine Optimization (SEO) (Master Level)

**(LIVE Practical)**

### Student's Key Learnings

- Advanced Keyword Research and Analysis
- Technical SEO Proficiency
- Mastering On-Page and Off-Page SEO Strategies
- Leveraging Analytics and AI for SEO Insights

- SEO & its history starting from 1994 to 21st century
- What is Searching & how Search Engine works?
- Analysis of Site Structure & SEO Implications
- Keyword Research and Analysis
- SEO Factors (150+)
  - Domain level factors
  - On-Page, Off-Page SEO level factors
  - Site level factors
  - User interaction factors
  - Local SEO Factors
  - Technical SEO Factors
  - SEO Audit Analysis
- Google Search Console
- Google Algorithm Updates (Up to June 2024 Spam Update)
- Understanding Key SEO Terminologies
- Mastering SEO with 10+ tools & Plugins
- Monitoring and Measuring SEO Implementation with Google Analytics
  - SEO KPIs
  - Discussion on Search GPT by ChatGPT - Can it Disrupt Google Search?
  - Proposal/Pricing/Pitching process to get SEO projects

# 07

## Email & WhatsApp Marketing (LIVE Practical)

### Student's Key Learnings

- Crafting High-Converting Email and WhatsApp Campaigns
- Segmentation and Personalization Techniques
- Automation and Workflow Optimization
- Analyzing Metrics and Improving Campaign Performance

- Fundamentals of Email & WhatsApp Marketing
- Types of Email & WhatsApp Marketing Campaign
- Email & Whatsapp Marketing Strategies For Different Industries
- Top Email & WhatsApp Marketing tools and How to use them.
- .Email/Whatsapp List Building Strategies
- Sending the right Messages with Life-cycle Marketing
- Contact management & segmentation
- Components of high performing Email & Messages
- Email & WhatsApp design & Functionality across the Devices
- Email/Whatsapp Automation Strategies
- Developing relationships with Lead Nurturing
- Measuring success with Email & Whatsapp Analytics
- Key Terminologies
- Optimization & Testing
- Email & WhatsApp Marketing Case Studies of India's Leading Brands ( Zomato, Swiggy, Indigo Airlines, Paytm, HDFC Bank, Ola, Zoom Car, Flipkart, )

# 08

## Copywriting (LIVE Practical)

### Student's Key Learnings

- Crafting Persuasive and Engaging Copy
- Understanding Psychological Triggers and Buyer Behavior
- Optimizing Copy for Different Platforms and Formats
- Mastering the Art of Storytelling in Copywriting

- What's the Difference Between Content Marketing and Copywriting?
- Principles of making Killer Ad Copies
- The 1-2-3-4 Formula for Persuasive Copy
- Ideas from Dead Ad Copies
- 10 Things to Learn Legend Copywriters
- Simple Copywriting Techniques to Get Your Customer Beyond the Buy Button
- Copywriting Case Studies of India's Leading Brands ( Cred, Cult Fit, Fogg, Dream 11, Swiggy, Flipkart, Durex, Wildstone, Fevicol, 5star)

# 09

## Social Media Marketing (LIVE Practical)

### Student's Key Learnings

- Developing Comprehensive Social Media Strategies
- Utilizing Advanced Analytics and Insights
- Creating High-Impact Content and Campaigns
- Navigating Platform Algorithms and Emerging Trends

- Social Media Marketing Overview?
- Understanding connections of Social Media
- How Social Media Change world with Case- studies in 2024
- How Social Media is a Different mode of Marketing?
  - Facebook Marketing
  - Twitter Marketing
  - LinkedIn Marketing
  - Snapchat Marketing
  - Quora Marketing
- Social Media Algorithms, Ad Campaigns, Ads copies, Ad Policies, Ads KPIs,
- Organic reach/Followers best practices, Ads Best practices, etc.
- Practical tools to understand all the Social Platforms.
- Understanding linking of all Social Media & Re-Marketing
- Platforms for Marketing purposes
- Social Media Audit
- Case studies of Various India's Leading Brand (Zomato, Amazon prime, Fevicol, Durex, Paytm, Swiggy, Fevikwik, Amul, Dunzo)

# 10

## Google Adwords/SEM

**(LIVE Practical)**

### Student's Key Learnings

- Advanced Keyword Research and Bid Strategies
- Mastering Campaign Structuring and Optimization
- Leveraging Advanced Ad Formats and Extensions
- Analyzing and Interpreting Complex Data Insights

- Google AdWords Overview
- Understanding AdWords account structure
- Google Ads Auction & Quality Score
- Understanding Keywords & Finding relevant Ad groups options
- Ad Policies & Ad Analytics
- Understanding different types of Bid strategies
- Ad Campaigns, Ads copies, Ad Extensions,
- Mastering the Following Google Ad Campaign types :
  - Search Campaign
  - Display Campaign
  - YouTube Video Campaign
  - Shopping Campaign
- Tracking Performance/ Conversion
- Re-marketing Campaign in Google AdWords
- Latest trends in Google Ad Campaigns
- Proposal/Pricing/Pitching process to get Google Ad projects

## **4. AltMBA Program in Digital Marketing (Most Popular) (20 Modules, 40+ Topics) : 180+ Hours (Offline)**

(Ideal for Students to Master All the Levels of Digital Marketing)

**4.**  
**AltMBA Program in**  
**Digital Marketing**  
**(20 Modules,**  
**40+ Topics)**

**All the Modules covered under**  
**Diploma Program in Digital Marketing**

**+**

- 11 - E-Commerce Website Development & Drop-Shipping**
- 12 - Performance Marketing**
- 13 - Affiliate Marketing**
- 14 - Google Analytics**
- 15 - Online Reputation Management**
- 16 - Online Lead Generation**
- 17 - Freelancing Mastery**
- 18 - How to Launch your Own Digital Agency**
- 19 - CV/Interview Preparation for Digital Marketing**
- 20 - Integrated Digital Marketing Capstone Project**

# 11

## **D2C Mastery - A- (E-Commerce Website Development & Drop-Shipping) (LIVE Practical)**

### **Student's Key Learnings**

- Building High-Performance D2C/E-Commerce Websites
- Implementing Effective Drop-shipping Models
- Leveraging Advanced E-Commerce Marketing Strategies
- Optimizing Sales Funnels and Conversion Rates

- Introduction to E-Commerce Store
- Understanding E-Commerce Functionality
- Building LIVE Virtual E-Commerce Store (Drop-shipping)
- Creating a Bundle of Digital Products
- Listing Digital Products to Store
- Setup and Integration of Checkout Process
- Setting up the Downloads and Category Pages
- Integrating Payment Gateway
- Integrating Shipping Platforms ( Delhivery )
- Setting Up Customer Profiles
- Setting Up Login Page
- E-Commerce Advertisement Management Tools ( Amazon & Dukaan)
- Amazon Seller Center
- A9 Algorithm
- Amazon Product Advertisement
- E-Commerce Ads KPI
- Proposal/Pricing/Pitching process to get E-commerce projects
- Master D2C from Masterclass by Shark-Tank Start-ups

# 12

## D2C Mastery 2 - Performance Marketing (LIVE Practical)

### Student's Key Learnings

- Designing Data-Driven Marketing Campaigns
- Mastering Multi-Channel Advertising Strategies
- Utilizing Advanced Tracking and Attribution Models
- Optimizing Campaigns for Continuous Improvement

- Introduction to Performance Marketing (Concepts, Importance & benefits)
- Key Performance Marketing Channels: (Google Ads, Social Media & Affiliate Marketing)
- Setting Performance Marketing Goals and KPIs
- Search Engine Marketing (SEM):
  - Social Media Advertising
  - Display Advertising and Retargeting:
  - Affiliate Marketing:
  - Performance Measurement and Analytics:
- Budgeting and Cost Management
  - A/B Testing and Experimentation:
  - Performance Marketing Case-studies (Shark-Tank Startups)

# 13

## D2C Mastery 3 - Affiliate Marketing (LIVE Practical)

### Student's Key Learnings

- Strategic Affiliate Program Development for D2C Brand
- Building and Managing Affiliate Relationships
- Leveraging Advanced Tracking and Analytics
- Optimizing for Maximum Affiliate ROI

- Introduction to Affiliate Marketing: (Affiliates, Merchants, Affiliate Networks)
- Affiliate Marketing Models: (e.g., pay-per-sale, pay-per-click, pay-per-lead)
- Affiliate Networks and Programs: (e.g., Amazon Associates, ClickBank)
- Niche Selection and Product Research
- Building an Affiliate Marketing Website
- Content Creation for Affiliate Marketing
- Driving Traffic to Affiliate Marketing Websites:
- Conversion Optimization Techniques:
- Scaling and Growth Strategies:
- Tracking and Analytics

# 14

## Google Analytics (LIVE Practical)

### Student's Key Learnings

- Advanced Data Collection and Configuration
- In-Depth Analysis of User Behaviour and Journey
- Mastering Data Interpretation and Reporting
- Leveraging Advanced Attribution and Conversion Tracking

- Overview of Google Analytics
- Navigating the Google Analytics Interface
- Setting Up Google Analytics
  1. Account Structure
  2. Tracking Code Implementation
  3. Google Tag Manager Integration
- Understanding Key Metrics
  1. Users, Sessions, and Pageviews
  2. Bounce Rate, Average Session Duration, and Conversion Rate
- Standard Reports Overview
  1. Audience Reports
  2. Acquisition Reports
  3. Behavior Reports
  4. Conversion Reports
- Advanced Data Collection (Event Tracking, Enhanced Ecommerce Tracking)
- Advanced Analysis Techniques (Segmentation, Advanced Filters and Views)
- Goals and Conversion Tracking
- Setting Up Goals
  1. Different Types of Goals (Destination, Duration, Pages/Screens per Session, Event)
  2. Smart Goals
    - Privacy and Compliance : (Real-World Case Studies)

# 15

## Online Reputation Management

(LIVE Practical)

### Student's Key Learnings

- Strategic Reputation Building and Maintenance
- Advanced Monitoring and Analysis Tools
- Effective Crisis Management and Response
- Leveraging Positive Content for Reputation Enhancement

- Introduction to Online Reputation Management
- Setting Up ORM Strategies
- Social Media and ORM
  - 1 - Social Media Profiles and ORM
  - 2 - Handling Negative Comments and Reviews
  - 3 - Crisis Management on Social Media
- Search Engine Reputation Management (SERM)
  - 1 - SEO and ORM
  - 2 - Managing Search Results
- Review Sites and ORM
  - 1 - Importance of Online Reviews
  - 2 - Responding to Reviews
- Content Creation and ORM
  - 1 - Creating Positive Content
  - 2 - User-Generated Content
- Advanced Monitoring Tools and Techniques
  - 1 - Reputation Monitoring Tools
  - 2 - Responding to Crises
- Measuring ORM Success
- Hands-On Projects and Case Studies

# 16

## Online Lead Generation (LIVE Practical)

### Student's Key Learnings

- Designing Effective Lead Generation Strategies
- Utilizing Advanced Lead Capture Tools and Techniques
- Implementing Multi-Channel Lead Nurturing
- Analyzing and Optimizing Lead Generation Performance

- Understanding Lead Generation for Business
  - Why Lead Generation is important?
    - Understanding Landing Pages
    - Understanding Thank-you Page
  - Landing pages vs Websites
    - Best practice to create Landing Page and Thank You Page
      - Practical Exercise for creation of Landing Page
  - Types of Landing Pages
    - Reviewing Landing Pages created by Trainees
    - What is A/B testing
    - How to do A/B testing
    - Selecting Landing Pages after A/B testing
  - Converting Leads into Sales
  - Creating Lead Nurturing Strategy
  - Understand Ultimate strategy to Generate Leads
  - Integrating various Online Marketing Efforts
    - Intense practice on Conversion Chain
- CTA - Landing page- Thank you page
- Creating LIVE Lead Generation Campaign & Analysis

# 17

## Freelancing Mastery (LIVE Practical)

### Student's Key Learnings

- Building a Strong Freelance Brand
- Effective Client Acquisition and Retention
- Mastering Project Management and Workflow:
- Optimizing Freelance Income and Growth:

- Freelancing - Introduction, Overview & More
- Various Online Platforms to get Freelancing Projects
- Important Guide on how to Approach the Client & get the Project by beating your competitor
- Freelancing & Personal Branding
- Creating Profiles in Freelancing Websites (Feedcoyote, Fiver, Freelancer etc.)
- Optimising Profiles
- Creating Project winning Bids
- Pitching/Pricing Process

# 18

## How to Launch your Own Digital Agency

(LIVE Practical)

### Student's Key Learnings

- Strategic Business Planning and Positioning
- Setting Up Operational and Legal Foundations
- Building a High-Performance Team
- Client Acquisition and Retention Strategies

- Introduction to Digital Agencies
  - Understanding Digital Agencies
    - Definition and Types of Digital Agencies
    - Key Services Offered by Digital Agencies
  - The Digital Marketing Landscape
    - Current Trends and Opportunities
    - Understanding Market Needs in Tier 2 and Metro Cities
  - Setting Up Your Digital Agency
  - Business Planning
    - Crafting a Business Plan
    - Defining Your Niche and Target Market
  - Legal and Financial Setup
    - Business Registration and Licensing
    - Setting Up Business Bank Accounts and Payment Systems
    - Budgeting and Financial Planning
  - Building Your Brand
    - Brand Identity Development
    - Creating a Brand Name and Logo
  - Defining Your Brand Voice and Messaging
- Service Offerings and Pricing
  - Pricing Strategies
    - Creating Service Packages
    - Pricing Models: Hourly, Project-Based, Retainer
  - Acquiring Your First Clients (Networking and Referrals, Cold Outreach, Online Lead Generation)
- Digital Marketing Strategies for Agencies
- Client Relationship Management
- Building and Managing a Team
- Tools and Technologies
- Scaling Your Agency
- Case Studies of Successful Digital Marketing Agencies. ie. Interactive Avenues, Mindshare, Schbang etc.)

# 19

## CV/Interview Preparation for Digital Marketing

**(LIVE Practical)**

### Student's Key Learnings

- Crafting a Compelling Digital Marketing CV
- Mastering Internship/Job-Specific Cover Letters
- Excelling in Digital Marketing Interviews
- Leveraging Portfolios and Case Studies:

- Overview of digital marketing roles and career paths
- Key trends and developments in the digital marketing industry
- Common job requirements and skill sets sought by employers
- Crafting an Effective CV for Digital Marketing Roles:
  - Tailoring your CV to highlight relevant skills and experiences
  - Structuring your CV for clarity and impact
  - Showcasing digital marketing skills, certifications, and achievements
- Leveraging Online Platforms and Tools:
  - Using LinkedIn and other professional networking platforms effectively
  - Showcasing your digital marketing expertise through online portfolios or websites
  - Utilizing digital tools for CV creation and optimization
- Highlighting Key Digital Marketing Skills:
  - Preparing for Digital Marketing Interviews:
    - Practicing behavioral and situational interview questions
    - Preparing examples and anecdotes to demonstrate your skills and experiences
- Case Studies and Practical Exercises

# 20

## Integrated Digital Marketing Capstone Project (LIVE Practical)

### Student's Key Learnings

- Developing a Comprehensive Digital Marketing Strategy
- Applying Advanced Analytical and Optimization Techniques
- Executing Multi-Channel Campaigns
- Presenting and Defending Strategic Recommendations

- Project Introduction
- Market Research and Analysis
- Digital Marketing Strategy Development
- Content Creation and SEO
- Social Media Marketing
- Email/Whatsapp Marketing
- Paid Advertising
- Mastering the Following Google Ad Campaign types :
  - Analytics and Reporting
  - Final Project Preparation
  - Project Presentation and Submission

# Features of All the Programs Offered by Digital Gurukul

- 1 - NO DIRECT ADMISSION to any of the Program of Digital Gurukul (Admission Only through DSAT Exam).
- 2 - Most Updated & In-Depth Syllabus of Digital Marketing in India
- 3 - Trainers have 20+ Years of Cumulative Experience of Digital Marketing Industry
- 4 - For doubts/queries - 24\*7 Trainers/Mentors availability to resolve any queries in real-time
- 5 - Mentoring Asia's leading Digital Professionals across the industries
- 6 - For session missed/revision - A backup/recorded session is available
- 7 - Lectures in Hindi/English
- 8 - Regular Assignments/Case studies/Presentation to keep students engaged in the program
- 9 - Dedicated Career Management Cell (CMC) cell to help students get Guaranteed Internship/Placement across India\*
- 10 - Be part of our Large DG Alumni of 55850+ students.
- 11 - To improve the student's soft skills - dedicated session on improving communication, teamwork, resume building, Organization personality, Writing, Problem-solving, decision making & Leadership to make students a Perfect 360 Professional in the Post Corona environment.
- 12 - Get Accredited Diploma/ Certification from Western State University, United States of America\*
- 13 - Lifetime support available after the course completion (Yes and we mean it)
- 14 - Free Website Package\* for the Students
- 15 - Canva Pro Lifetime Subscription\* for the Students

# Highlights of International Tools/Plugins Coverage



& More...

# Students Eligible For the Following Certifications



## Analytics Certification

RAJ PADHIYAR

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.



VALID THROUGH  
21 February 2018



Accredited Professional | Bing ads

This certificate is awarded to  
**Raj Padhiyar**  
of  
**Digital Gurukul**  
in recognition of your  
Bing Ads Accredited Professional status.  
**August 21, 2016**

## INBOUND CERTIFIED Raj Padhiyar

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

Certified: 6/2016 - Expires: 9/2017



*Brian Halligan*  
CEO Brian Halligan

## AdWords Shopping Certification

RAJ PADHIYAR

is awarded this certificate for passing the AdWords Fundamentals and Shopping Advertising exams.



VALID THROUGH  
21 August 2017





**Raj Padhiyar**  
has completed  
**A/B Testing**  
as part of the Blueprint eLearning  
program on  
August 27, 2016



EMAIL MARKETING CERTIFIED

**Raj Padhiyar**

The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

Certified 8/2016 - Expires 8/2017



*Brian Halligan*  
CEO Brian Halligan



CERTIFICATE  
OF PROFICIENCY

**DIGITAL GURUKUL**

*hereby grants the certificate for successful  
completion of*

**MASTER DIPLOMA  
IN DIGITAL MARKETING**  
& certify that

*has completed the all the required levels of study by integrating the  
teaching & practical assignments & case studies delivered by Digital Gurukul.*

*His/Her achievement in each level of study is  
herby confirmed*



Date

Authorised Signatory



## Dr. Raj Padhiyar

Founder & CEO

## Digital Gurukul

Author, TEDx Speaker, Trainer, Heading 5 Startups, 10+ Years of Entrepreneurship Experience, Advisor - Symbiosis University, 9875+ sessions in Digital Media & Blockchain, BW 30U30, Featured in 157+ Media with 15+ Awards

Awarded Asia's Best Digital Marketer of 2018- Dr. Raj Padhiyar who born & brought up in Mumbai. His education qualification includes (B.Com from Narsee Monjee College), (MBA from Welinkar Institute) & (M.Com from Mumbai University) & (Digital Marketing from Ireland).

His involvement in Digital Marketing dates back to 2008 when Digital Marketing was a relatively new term for all the people across the industry by handling Freelancing work of small businesses & Educational Institution.

Dr. Raj Padhiyar is the only Indian to receive Doctorate in Digital Marketing from USA. He is also Awarded "Youngest Entrepreneur of the Year" for Digital Marketing Education in the year 2017, 2018 consecutively.

With 12+ National & International awards, Dr. Raj Padhiyar has been associated with various Government Organizations, Political Parties in managing their Digital portfolio. He has trained 44850+ Professionals across various industries & list is growing day by day. He has written several articles on Digital Marketing & his thoughts are regularly published in leading newspapers & Magazines across India including Times Now, Aajtak, and Deccan Herald etc. He has published his first book "Social Media & Politics in India" in 2019, available on Amazon & Flipkart. (It has got 5 star rating by readers) & his second book is published in 2020 "Fundamentals of Digital Marketing".



**Dr. Sindhu Bhaskar**

**Advisory Board Member**

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**Digital Gurukul**

Dr. Sindhu Bhaskar is the Chairman and CEO of EST Group. EST Global Inc., is an enterprise based in the MIT ecosystem, incorporated and operating from Cambridge Innovation Center, MIT, USA.

Dr. Sindhu has worked his career to global leadership in transforming the financial ecosystem through digital evolution, fintech revolution, and financial inclusion. He is now leading an initiative to impact a majority of the world's population in the rural and farming sector, with an initial beginning in India.

Dr. Sindhu, a New Age Technology Evangelist, is on a mission to create the new development mantra wherein the driving engine is the digital composite banking. Financial inclusion shall shore up the country's economy and growth-quotient. EST vision is to make banking as intuitive as unlocking your phone with your fingerprint.

This vision is possible through unleashing the potential of emerging technology, understanding countries' problems, investing in alliances and partners to complement the ecosystem.

Dr. Sindhu is a strong proponent of digital development banking, digital asset services, AI, IoT and Machine Learning. He is making all facilities interact with the classical banking principles to create the new development mantra.



## Pawan Tripathi Sir

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(Lead Program Manager &  
Partner - Digital Gurukul, Indore)

Pawan Tripathi is a dynamic and results-driven digital marketing expert with over six years of extensive experience in the field. As the Lead Program Manager and Center Head at Digital Gurukul, Indore, he spearheads innovative digital marketing programs designed to equip students with cutting-edge skills and knowledge.

With a solid educational foundation, including a B.Tech (Hons.) from Lovely Professional University and a Master in Digital Marketing, Pawan brings a wealth of expertise to his role. His areas of specialization encompass strategic marketing communications, AI-driven marketing, SEO, content marketing, social media marketing, and email marketing.

Pawan is passionate about continuous learning and staying ahead of industry trends, as evidenced by his numerous certifications from top institutions. He is dedicated to fostering a collaborative learning environment, empowering students and professionals to excel in digital marketing.

Connect with Pawan on LinkedIn to explore opportunities for collaboration and gain insights into the latest digital marketing strategies.

# OUR CORE TEAM



**Mrs. Mayuri Padhiyar**  
Co-Founder & CMO  
(Digital Gurukul.)

Mayuri Maheshwari Padhiyar is Co-Founder & CMO – Digital Gurukul.



**Mr. Saurav Kumar**

Advisory Board Member  
He is the Co-Founder and COO of FinTech and Blockchain Association. FAB Association is an organization that was established to bring together Financial and Corporate leaders, along with Blockchain experts from across the globe.



**Mrs. Pratha Atlani**

Career Management Cell  
Head - Digital Gurukul

Pratha Maam is an Experienced Placement Officer with Digital Gurukul with Deep understanding of the Indian Digital Marketing Industry job market



**Mrs. Gursheen Kaur Sidhu**

Lead - Content

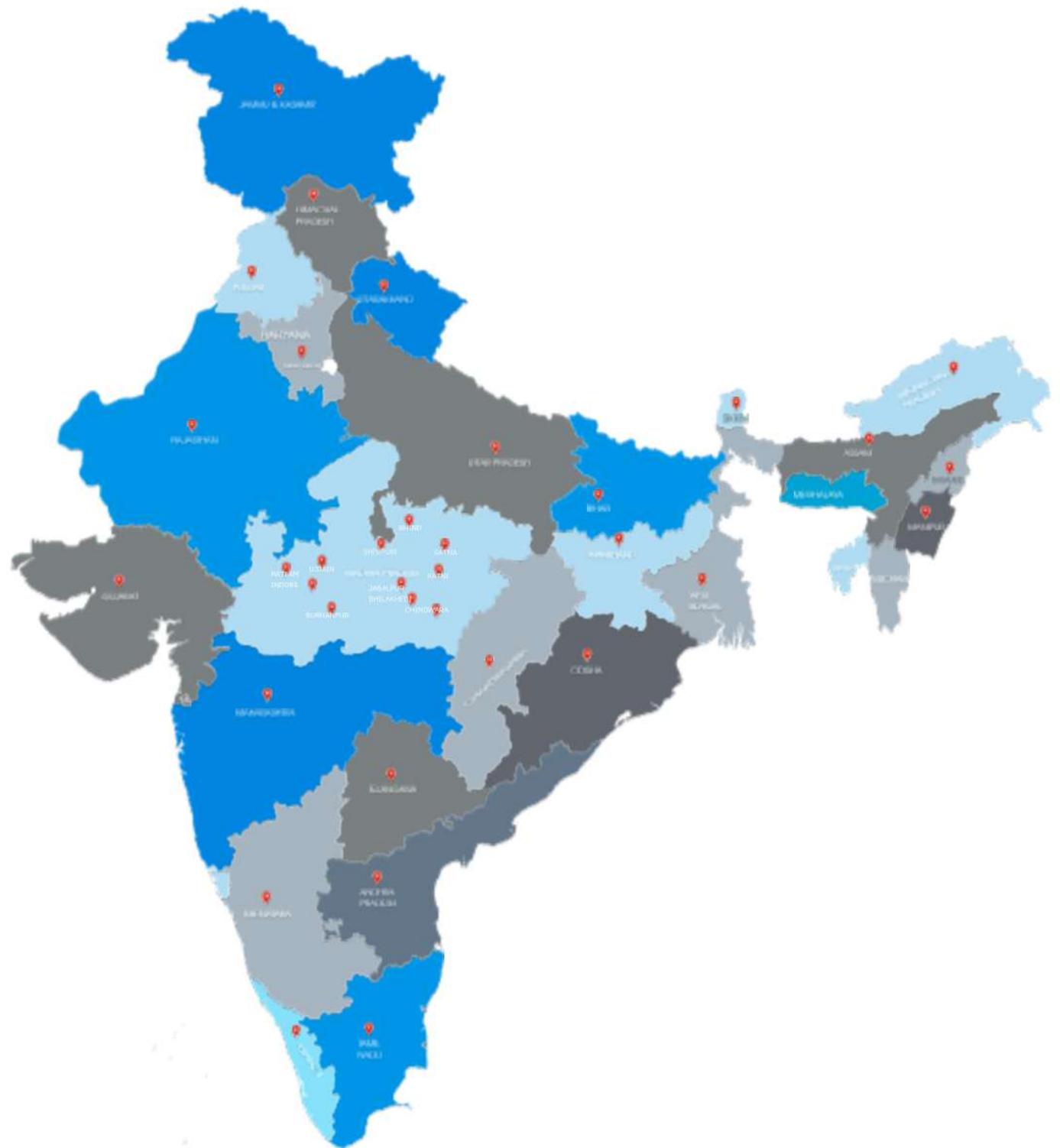
Working as Content Writer and Teacher at Digital Gurukul.

**55,850+**

Students Trained from

**105+**

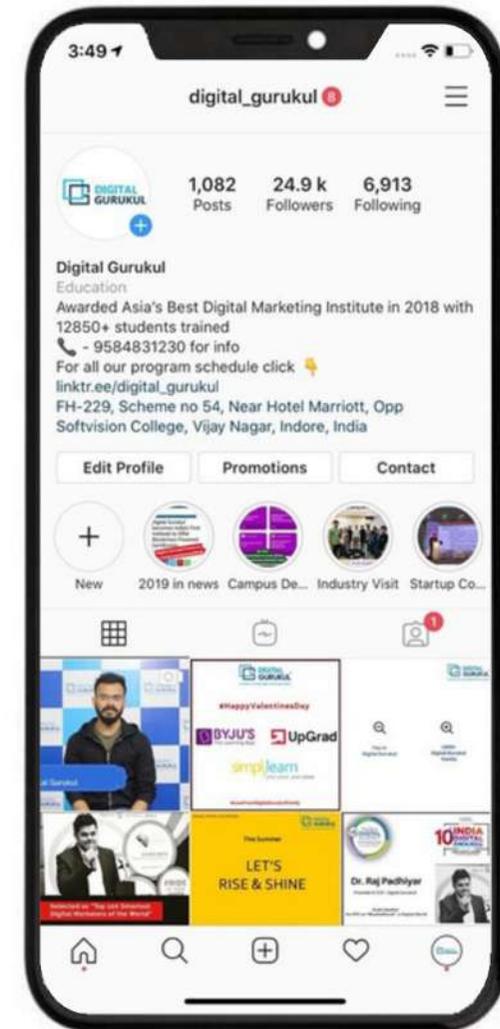
Cities Across Asia



# Digital Gurukul Achievements & Success Stories

## Why to show you few images?

Visit our instagram page -  
@digital\_gurukul & check  
complete list of achievements,  
success stories, workshops,  
viral campaigns, social activities  
& much more





Digital Gurukul awarded "Asia's Best Digital Marketing Training Institute of 2018" by Blindwink.



Our Director Raj Padhiyar Received "Honorary Doctorate" in Digital Marketing in 2018.



Our Director Dr. Raj Padhiyar Awarded "Best Digital Marketer (Asia) 2018" by NIER's National Excellence Awards - 2018.



Our Director Dr. Raj Padhiyar Awarded: Young Entrepreneur of the Year Award 2018 in Education & Consulting National Award Category.



Digital Gurukul Awarded "Best Education Startup" By India's premier Startup Awards - Aeonian 2018 supported by NASSCOM StartupIndia & MSME at World Trade Centre, Mumbai



"INDIA'S EDUCATION EXCELLENCE AWARDS 2018" by Pride of Indian Education



Dr. Raj Padhiyar has been Awarded Dronacharya Award" for the year 2018



Digital Gurukul Awarded "Madhya Pradesh Best Brand and Best Employer Brand Award 2018".



Our Director Dr. Raj Padhiyar Awarded: Young Entrepreneur of the Year Award 2017 in Education & Consulting National Award Category



Digital Gurukul awarded "Most Promising Digital Marketing Institute of 2016" by Outcomes Delivered.



Featured in "World's Top 100 Digital Marketers" by ET Now News & World Marketing Congress in Feb 2020



Our Founder Dr. Raj Padhiyar receiving "World's Top 100 Digital Marketers" by ET Now News & World Marketing Congress in Feb 2020

# Featured on Following News Media





digital\_gurukul  
Digital Gurukul

**OUR DIGITAL STAR**

MAYANK BATRA  
(Master Diploma Student of Digital Gurukul)

Get placed at  
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As  
Digital Marketing Trainer

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Prestige Institute of Management & Research - PIM, L.

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theupendrapatel 🙌🙌🙌🙌🙌🙌

tanurishi 🙌🙌

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11 July 2016

digital\_gurukul  
Oriental University Indore

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digital\_gurukul Faculty Training Program in Digital Marketing for Oriental University by our director - Mr. @raj\_padihyar... more

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22 January 2016

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ST Kanpur

**ANTARAGNI**

INDORE PRELIMS

DATE: TIME: VENUE:

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theupendrapatel 🙌🙌

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SVKM's Narasa Mehta Institute of Management Stud...

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**DIGITAL GURUKUL**

Awarded Asia's Best Digital Marketing Institute

#ZenithIndore

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**i5 Summit 2019**

In association with E-cell, IIM Indore presents

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entrepreneur\_shweta If anyone want to pursue PGDM online program from Welingkar ( January batch) can contact me on 7999064301.

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14 September 2016

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IIM Indore

**i5 SUMMIT 2019**

17TH -18TH AUGUST

For Passes visit our website or contact:  
Abhishek: 9830997335  
Tejashwini: 9986853150

**DIGITAL GURUKUL**

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Sri Gendram Sakaria Institute of Technology and S...

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manu\_bhadaria Super

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7 January

# Our Academic Associations



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE



DALY COLLEGE  
BUSINESS SCHOOL INDORE



S.P. MANDALI'S  
**we school**  
Welingkar Education



# Our Celebrity Network



# Learn from Digital Stalwarts



**ASHWIN KRISHNA**  
Marketing Director Tact AI



**VANDANA TOLANI**  
Founder & CEO - Convanto  
Investment firm



**SAURABH GOYAL**  
Founder- Goalchy Club  
community



**AUNINDRA KUMAR**  
Senior UX Designer - indeed  
works



**ISHAN BANATWALA**  
Head of Sales Engineering,  
APAC at Insider



**PANISA SHAH**  
Creative head - Social Beat  
India



**ABHINAV BHASIN**  
Vice President (Asia Pacific)  
Dentsu



**TUSHAR KANSAL**  
Founder & CEO Kansaltancy

# Learn from Digital Stalwarts



**SHUBHAM BISHT**  
Associate Director - Product  
Management - Razorpay



**NIKHIL KUMAR**  
AVP- Brand Strategy The  
Glitch



**KAVITTA B BEDI**  
Founder and CEO of JBC INC



**VINAY SINGHAL**  
Co-Founder & CEO Stage -  
OTT for Bharat



**GAURAV SHARMA**  
Head Digital Axis Bank



**DR. RAJ PADHIYAR**  
Founder & CEO Digital  
Gurukul



**MANISH PANDEY**  
Research Head (JOSH  
TALKS)



**SHWETA SHRIVASTAVA**  
Digital Head- Philips

# Our Corporate Network



# Our Digital Stars



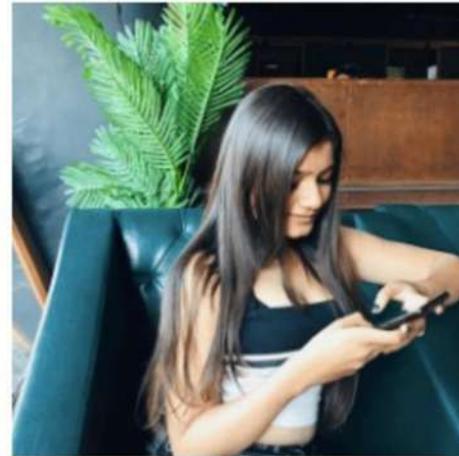
**Yusuf Ali**

Regional manager Sony India



**Sagar Gupta**

Writer



**Mishka Rana**

Linkedin Influencer



**Shreya Kanga**

Digital Marketing Executive



# Our Digital Stars



**Vikas Tiwari**

Founder & CEO



**Sakshi Sabarwal**

Founder & CEO



**Pooja Chauhan**

SMM Manager



**Danish Qureshi**

Cluster head



# Our Digital Stars



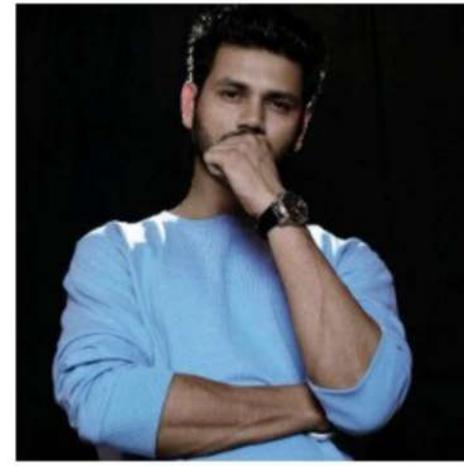
**Aditi Malviya**

Founder & CEO



**Kinza Rafique**

Founder - NGO



**Anshul Samre**

Founder

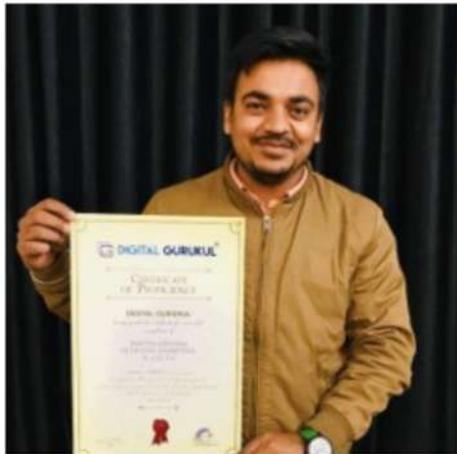


**Pragati Kanungo**

Co-Founder



# Our Digital Stars



**Mohil Thakur**

Digital Marketing Head



LOVE ALL, SERVE ALL



**Rakesh S.R.**

Senior SEO Analyst



**Padmashree D.**

Digital Marketing Internship



**Rahul Kharel**

Franchise Partner



Awarded Asia's Best Digital Institute

# What students have to say about us?



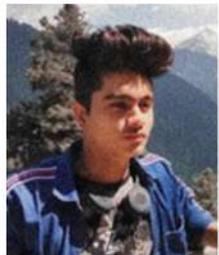
Diksha Singh

What a wonderful experience of learning. Thank you so much Digital Gurukul for such a wonderful experience. Digital Gurukul offers practical knowledge of all domains of digital marketing. The teachers are very cooperative. Digital Gurukul is the best investment anyone can make for their future. Dr Raj Padhiyar is an excellent Mentor, he is the best.



Shubham Sharma

One of the best digital marketing institute I have ever seen, I learned all the components of digital marketing from Dr Raj Padhiya sir, they guided us really well and provided live practical training during session. Helped us alot in learning the core concepts of Digital Marketing. I am recommending every person who wanted to know the Digital Marketing from scratch to join and learn from him.



Ketan Kshirsagar

Hey, My name is Ketan Kshirsagar I have done my Master's in Digital Marketing from Digital Gurukul Asia's Best Digital Marketing Institute under the guidance of Raj and Shekhar sir. Digital Gurukul is one of the best institutes in Indore my experience was good, The course has been well-structured and the DG support was very helpful.



Raj Chouhan

I have done my Masters program from this prestigious institution. In my opinion, there can not be a better place than this to be when it comes to learning the aspects of digital marketing with incredible support from Sir Dr. Raj Padhiyar and other faculty as well.

# What students have to say about us?



Mehul Sharma

Hello everyone, My Name is Mehul Sharma And I had Completed My Master's in Digital Marketing from Digital Gurukul Indore Asia's Best Digital Marketing Institute Learnt alot from the journey of Digital Marketing and it was both Learning & Entertainment at the same time, I spent the best time of my life enhancing my skills in Digital Marketing With Digital Gurukul.



Avadhi Kala

I just wanted to say, that I was provided with excellent support and information by Digital Gurukul . There was really helpful and efficient support from mentor and I was always informed on the good things, bad things I had done in my work, and the things that I needed to do next.



Shivam Sharma

I recently completed Digital Gurukul's Digital Marketing Course. One of the greatest Growing Digital Marketing Institutes in India. Teaching staff is well experience and knowledgeable to guide you specially Dr.Raj Padhiyar and Mr.shekhar sir. Full practical knowledge at a reasonable price.



Pragati Kanungo

Digital Marketing? Only solution is "DIGITAL GURUKUL" As , I started searching for digital marketing institutes in Indore. Believe me; it was a tough job for me to search a particular institute from the great list which I found. But when I came to Digital Gurukul and had a word with Mr. Raj Padhihar Sir, I felt it be the right place for me to start my career in digital marketing.

## Contact us -

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Our Corporate Office - 4/Poonam Estate cluster, Srishti road, Mira-Road, Mumbai - 401107

Our Centers -

**Mumbai** : 4/Poonam Estate cluster, Srishti road, Mira-Road, Mumbai - 401107

**Indore** : A-201/202, Bliss Avenue, Opp. VLCC, Scheme no 54, Vijay Nagar, Indore, 452010

**For inquiries/demo sessions - Call/Whatsapp - 9584831230**

Website - [www.digitalgurukul.in](http://www.digitalgurukul.in)

Email id - [info@digitalgurukul.in](mailto:info@digitalgurukul.in)

## Social Media -

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Facebook - [www.facebook.com/OurDigitalGurukul](http://www.facebook.com/OurDigitalGurukul)

Twitter - [www.twitter.com/digital\\_gurukul](http://www.twitter.com/digital_gurukul)

Instagram - [www.instagram.com/digital\\_gurukul](http://www.instagram.com/digital_gurukul)

Linkedin - [www.linkedin.com/company/digital-gurukul](http://www.linkedin.com/company/digital-gurukul)

Snapchat- [digitalgurukul](#)

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&**

**We care for your Future. .**