

## About US

THINKWorks is a premier training organisation promoted by EduCADD, pioneers in skill based training for over 2 decades, with over 160 plus location across three countries.

THINKWorks offers career oriented courses in most in demand domains for aspiring professionals with placement opportunity, Through our wide network of centers we offer offline and mentored online training. Our commitment to creating lifelong learners has powered us to leverage technology with a 3 pronged approach of Learning **Educate - Enable - Employ.**

## Digital Marketing

This program is created with a laser-targeted focus to provide jobs to fresher in the digital marketing industry with learning divided in multiple sections.

We start from the Foundation of marketing & web presence and then move on to make businesses visible online through graphic designing, video creation and building website.

Enhance online visibility & Generate leads through 3 major skill sets of digital marketing which are Social Media Optimization, Social Media Advertising and Search Engines.

Training since  
**1999**

**250000+**  
Students Trained

**100000+**  
Students Placed

**160+Centers**  
across 3 countries

Centre Locator

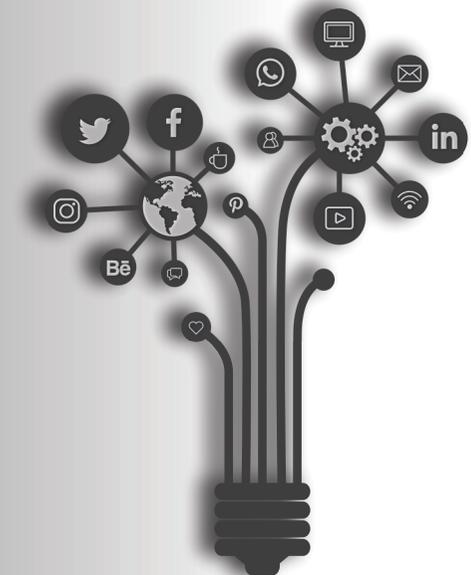


Corporate Office : Kalyan Nagar, Kammanahalli Main Road,  
Bengaluru -560043 .

[www.thinkworks.co.in](http://www.thinkworks.co.in) / [www.educadd.co.in](http://www.educadd.co.in)

Master  
~~Learn~~

**DIGITAL MARKETING**  
Skills



90% Of Our Grads Are Employed within Six Months

# Digital Marketing

## Facts



## Program Highlights

Classroom Training for better learning

01



Ad Spend: Real budget for running Ad Campaign

02

ADS

Live Tools: Work on 100+ Live Tools & Campaigns

03



Placement 100% assured Placement Program (Ask for Accred)

04



Internship offer letter Internship to hone skills and acquire experience

05



OEM certification with 150+ network centers

06



Curriculum at par with Industry Standards

08



# # Ab JOB Pakki

NEW - AGE PROGRAMS  
360° UPSKILLING  
ASSURED JOBS



# Professional in Digital Marketing-100 Hrs

Top Skills and tools covered

- ✓ **Marketing & Web Presence foundation (5 Modules)**  
Learn the essential concepts of Branding & Marketing.
- ✓ **Online Business Visibility Foundation (3 Modules)**  
Learn How To Make a Business and Its Products More Visible to Online Prospects
- ✓ **MAJOR SKILL SET 1, SMO (1 Modules)**  
SOCIAL MEDIA OPTIMIZATION
- ✓ **MAJOR SKILL SET 2, SMA (2 Modules)**  
SOCIAL MEDIA ADVERTISING
- ✓ **MAJOR SKILL SET 3, SEO (2 Modules)**  
SEARCH ENGINE OPTIMISATION

## 1-13 Modules (Skills Covered)

1. Marketing Foundation
2. Digital Marketing Ecosystem
3. Digital Consumer Behaviour
4. Digital Visibility Strategy
5. Online Lead Strategy
6. Graphic Designing for Business
7. Video Marketing for Business
8. Building Your Business Website
9. Introduction to Social Media
10. Landing Page Optimization
11. Facebook & Instagram Advertising
12. Introduction to SEO
13. Web Analytics & Traffic Reporting



# Master in Digital Marketing - 180 Hrs

Top Skills and tools covered

- ✓ **Professional in Digital Marketing (1-13 Modules)**  
Branding & Marketing concepts, SMO/SMA/SEO
- +
- ✓ **Google Ads Specialization (3 Modules)**  
Google adds, Display advertisements, Video Marketing.
- ✓ **Lead Nurturing Section (4 Modules)**  
Learn How to maximize sales, using modern Digital Techniques.
- ✓ **Online Money Making (3 Modules)**  
Learn How to maximize revenue and earning.
- ✓ **AI Powered Digital Marketing (1 Modules)**  
ChatBot and AI Based Marketing Campaign

## 14-24 Modules (Skills Covered)

14. Online Advertising & Google Ads
15. Display Advertising
16. Video Advertising
17. Remarketing & Rebranding
18. Email Marketing
19. Inbound Marketing
20. Web Content Writing
21. Blogging, AdSense & Affiliate Marketing
22. Selling On Amazon & Market Places
23. Earning as a Freelancer/ Starting Agency
24. AI Powered Digital Marketing

