



Certification Program in

Digital Marketing

The Best Choice For Your Career



4 Months,
1 month Internship,
27 Modules,
20+ Tools

Hybrid
Classes
Recorded
Lectures

15+ Job
Roles,
Case Studies,
Live Projects

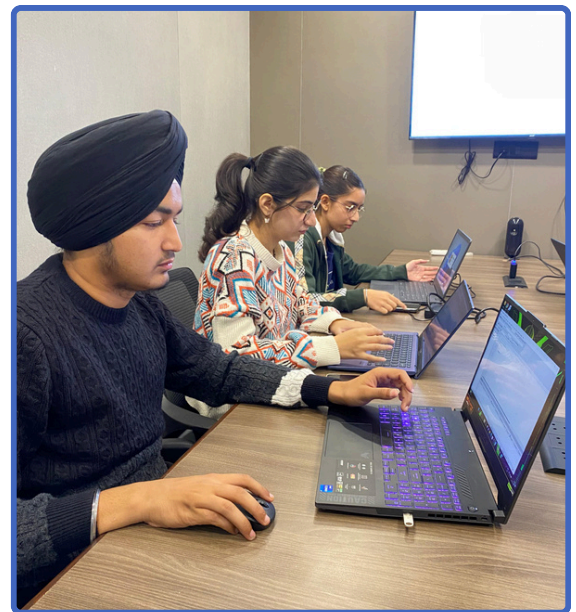
100% Placement
Assistance,
International
Certifications



www.webipher.com

About Webipher

We realized a significant difference between the educational material taught in schools and colleges and its practical use in real industrial scenarios. This academic-industry mismatch has forced people to get stuck in a career/tech/job in which they either do not enjoy or are not skilled. SO, WEBIPHER Institute was born from a vision to bridge the gap between traditional education and the dynamic needs of the digital age.



Our mission is to transform careers and empower lives through accessible, industry-relevant, and future-proof education. Our story is woven with passion, expertise, and a commitment to empowering individuals with skills that redefine success in the digital era. At WEBIPHER Institute, we stand as a beacon of transformation in the realm of digital education.

Why Choose Digital Marketing?



Marketing has changed more in the past 10 years than it has in the past 100 years launching us out of the age of TV spots and print ads and into the age of websites, online video, social media, and Google.

A dynamic digital marketing strategy has become a prerequisite for all companies looking to promote their business. Digital marketing has become the need of the hour for every online business person, who is looking for an efficiency and a more cost-effective method of gaining new customers and expanding their business.

So, we at Webipher have designed this fully-accredited course which will teach you the fundamentals of digital marketing, including both theoretical and practical knowledge. You'll not only learn how to map your marketing strategy to key business objectives but also prepares you how to make a measurable impact at work.

This course covers all the essential elements of digital marketing such as Branding, E-commerce solutions, Search Engine Optimization (SEO), social Media Marketing (SMM), Pay Per Click (PPC), Content Marketing, Email marketing, Web Analytics and much more.



Digital marketing is projected to grow at a CAGR of 32.1% by 2028, reaching a value of USD 24.1 billion.



Who All Can Do This Course

This course is designed for all those who are passionate about mastering the art of Digital media, and step into the dynamic online world.

Students

Freelancers

Small Business Owners

Students Going Abroad

Homemakers





Benefits of this Course



27 Modules



ISO-IAF Certified Institute



20+ Tools



Lifetime Free Support



100% Placement Assistance



Trainer with 15+ years Experience



International Certifications



Resume & Interview Training



Case Studies and Live Projects



Industry-ready curriculum



1-Months Internship Program





Why do this Course?

Attractive Salary Packages

Explore Freelancing Opportunities

Multiple Career Opportunities

Shape Your Future Abroad

Explore Entrepreneurial Opportunities

Evolve as a Digital Influencer or a Blogger



Job Roles



Digital Marketing Specialist/Manager



SEO Specialist/Manager



Social Media Manager



Content Marketing Manager



Web Designer



Web Analytics Specialist



Brand Marketing Expert



Digital Marketing Consultant



Analytics Manager



Google Ads Analytic



E-Commerce Marketing Specialist



PPC Specialist/Manager



Digital Marketing Manager



Influencer Marketing Manager



Graphic Designer



Video Editing



CRM Manager



Chief marketing officer



Copywriter



Digital Project Manager



Affiliate Marketing Manager



Course Modules



Course Content

Introduction to Digital Marketing

Branding

Graphic Designing

Video Editing

Content Marketing

Social Media Marketing

Facebook Marketing and
Meta Business

Instagram Marketing

Youtube Marketing

Whatsapp Marketing

Linkedin Marketing

Twitter Marketing

Social Media Advertising

Website Designing

Introduction to SEO

Local & Technical SEO

On-Page SEO

Off-Page SEO

E-Mail Marketing

Google Ads (PPC)

Google Analytics

Influencer Marketing

Affiliate Marketing

International Exam
Preparation

Ace Interviews / Client
Interaction



Course Content

This four month course helps you develop high demand digital marketing skill and build high performing digital marketing campaigns which not only boost your employability but also helps you in getting better and higher paying jobs.

Module 1 - Introduction to Digital Marketing

- What is Marketing and why it is important for a brand
- Rise of Digital Marketing
- Understanding Different Digital Marketing Channels
- Inbound Marketing
- Outbound Marketing
- How AI has changed the marketing landscape
- Case Studies on Digital Marketing

Module 2 - How to build an authentic brand

- What is Branding
- Importance of Branding
- Branding Elements
- Brand SWOT Analysis
- Identify target Audience
- Competitor Analysis
- Brand Tone & Brand Voice
- Brand Identity
- Practical : Create a brand persona for a company using AI





Module 3 – Visual Storytelling and Graphics Mastery

Introduction to Canva

Using Canva template library

Color Theory

Typography & Font Selection

Design Graphics for Facebook, Reels, Grid & Stories

Storytelling using Carousels

Build a brand kit on canva

Using Effects & Animations in Canva

Creating short videos in Canva

Using Canva Magic studio

Writing effective prompts for image generation

Practical : Design 20+ Post for your portfolio

Module 4 – Video Editing for Digital Marketing

Video editing basics: timeline, cutting, trimming, and arranging clips

Editing Instagram Reels, YouTube Shorts, and Facebook videos

Adding text overlays, captions, and auto-subtitles

Transitions, effects, and keyframe animation basics

Background music, voiceovers, and audio cleanup

Basic color correction for a consistent brand look

Aspect ratios and formats for each platform (9:16, 1:1, 16:9)

Editing video ads for Meta Ads and YouTube Ads

Hands-on project: shoot, edit, and publish a complete reel





Module 5 – Content Marketing

What is content marketing and why is it important?

Types of content marketing

Power of Storytelling

Content Ideation

Content Calendar

Content Creation & Writing

Content Distribution

Sales & Marketing Funnel

Using AI for content writing

Humanising AI content

Practical :- Create & Publish Blog

Module 6 – Introduction to Social Media Marketing

Rise of Social Media

Social Media for Personal Branding

Social Media for Business

Difference b/w Personal & Business marketing strategies

Choosing the Right Platforms for Maximum Reach

Module 7 – Facebook Marketing & Meta Business

Understanding Facebook Profile, Professional Mode & Page

Setup Facebook Page

Facebook Page Optimization

Important Settings





- Privacy Settings
- Using Meta Business Suite
- Scheduling Content on Facebook
- Using Facebook Live
- **Module 8 – Instagram Growth Mastery**
- Introduction to Instagram Platform
- Working with Different Content Format
- Design Carousel in Instagram
- Instagram Story Ideas
- Creating & editing reels using top video editor applications
- Instagram Edits App for Professional Reels
- Writing effective captions & selecting trending hashtags
- Instagram SEO, Keywords, Bio, Captions, Alt Text
- Understanding Instagram Algorithms
- Tips & Tricks for making your content viral on instagram
- **Module 9 – YouTube Marketing**
- Opportunities in Video Marketing
- Selecting the right niche on YouTube
- Creating a YouTube Channel
- YouTube Branding
- Recording & Editing YouTube Videos
- YouTube Shorts Strategy, Hooks and Growth
- Design Eye Catching Thumbnails with AI





- **Monitize your YouTube Channel**
- **Working with YouTube Live Feature**
- **Creating Subtitles for YouTube Video**
- **How to deal with Copyright Claims**
- **YouTube Analytics**
- **Managing your YouTube Channel like a pro**
- **Module 10 – WhatsApp Marketing for Business**
- **Understanding difference between WhatsApp business and API**
- **Business Profile setup & Product Catalogue**
- **Broadcast Lists & Communities**
- **Click to WhatsApp Ads for Instant Customer Enquiries**
- **WhatsApp Chatbots, Concepts and Business Applications**
- **WhatsApp as a lead nurturing & follow-up channel**
- **Practical — set up a WhatsApp Business profile & catalogue**
- **Module 11 – LinkedIn Marketing**
- **Introduction to LinkedIn as a platform**
- **Create a Professional LinkedIn Account**
- **LinkedIn Profile Optimization**
- **Write a Powerful LinkedIn headlines & summary using AI**
- **LinkedIn Skill Endorsement & Recommendations**
- **LinkedIn Content Strategy**
- **LinkedIn Personal Branding for founders & job seekers**
- **Build B2B Opportunities Through LinkedIn**





Module 12 – Emerging Platforms – X & Threads

- Business case for X marketing
- Creating & Optimizing Twitter Profile
- How to monitor conversation about brands & competitors
- Tweet Scheduling
- Best practises for writting tweet copies
- Using influencer search tools
- Understanding Twitter Analytics
- Threads Account Setup and Organic Growth Strategy
- Threads Marketing and Content Strategy Essentials
- Posting strategy differences between X and Threads

Module 13 – Social Media Advertising – Paid Ads

- Understanding Online Advertisement
- Using Facebook Ads manager for Facebook & Instagram Ads
- Understanding different ad formats
- Learn the art of targeting right audience
- How to create a social media budget
- Lead Generation Campaigns
- Master Meta Advantage Plus Advertising
- High Performing Ad Creative Essentials

Module 14 – Master Social Media Insights

- Key metrics used for analysing data





- What to report to clients vs what to track internally
- Create Analysis Report
- **Module 15 – Creating a website for your business/ client**
- Introduction to WordPress
- Understanding WordPress Dashboard
- Selecting the right theme & Page Builder
- Important settings
- Installing and configuring elementor page builder
- Working with elementor widgets
- Creating an impressive Layout
- Using right plugins in your website
- Creating forms for lead generation
- Implementing Payment Gateway for accepting payments from customer
- **Module 16 – Introduction to SEO**
- What is SEO and why it is important?
- Different type of search engines
- How search engine works?
- Understand search engine core algorithms
- Search engine algorithm updates
- Types of SEO
- **Module 17 – Local SEO**
- Understanding Local Ranking Factors





- Google Business Profile
- Local SEO Keyword Research
- Optimize your google business profile
- Utilizing reviews to boost rankings and increase conversions.
- Building local links & citation

● **Module 18 – On-Page SEO**

- Website Audit
- Keyword Research
- Optimizing titles , URL & headlines
- Add target keywords to your body content
- Improving navigation with internal linking
- Schema Markup

● **Module 19 – Off Page SEO**

- Link Buildings (Backlinks)
- Directory Submission
- Image, Infographics & PDF Submissions
- Reviewing Competitor Backlinks
- Listing & Submissions
- Social Bookmarking
- Understanding Local Ranking Factors
- Auditing DA & PA of website





Module 20 – Technical SEO

- Setting up Google Search Console
- Verify your website property
- XML Sitemap & Robots.txt file
- Improving Website Loading Speed Time
- Evaluation Mobile Friendliness of Website
- Use the Secure Protocol – HTTPS
- Setting up 301 Redirects
- Optimize Content for AI Search Engines
- Core Web Vitals Practical Optimization Checklist

Module 21 – Email Marketing

- Fundamentals of Email Marketing
- Contact Management & Segmentation
- Email Personalization
- Email Automation
- Best practices for designing your emails for engagement.
- Understand compliance with privacy regulations
- Craft emails that invite engagement from your customers
- Understand email metrics to make data driven decisions
- A/B Testing





Module 22 – Google Ads (PPC)

- Setting up a Google Ad Account
- Understanding a PPC Model
- Quality Score or Ad Rank
- Setting up an ad campaign
- Search Ad Campaign
- Display Ad Campaign
- Video Campaign
- Performance Max Campaigns for Maximum Results
- Smart Bidding Strategies for Better ROI
- Google Ads Automation and AI Essentials

Module 23 – Google Analytics

- Understand Why tracking your website analytics is important?
- Checking highest engagement and top traffic referrals
- Build an SEO dashboard
- Understanding the GA4 Tracking Model
- Analyze Performance with Key GA4 Reports
- Explorations report basics
- Connecting GA4 to Google Ads
- Master UTM Parameters for Better Analytics

Module 24 – Creator & Influencer Marketing

- What is influencer marketing





- Micro Influencer Marketing Strategy and Outreach
- UGC Strategy for Modern Digital Marketing
- Advertising Compliance and Data Privacy Essentials
- Convert UGC into High Performing Advertisements
- Search & find the right influencer for your business
- Best Practices in Influencer Marketing
- **Module 25 – Affiliate Marketing**
- What is affiliate marketing
- How affiliate marketing works
- Joining affiliate programs
- Tips for affiliate marketing success
- **Module 26 – International Exam Preparation**
- Google Ads
- Google Analytics
- HubSpot Social Media Certification Guidance
- SEMRush
- Meta Blueprint Learning and Certification Guide
- **Module 27 – Ace Interviews / Client Interaction**
- Mock Interview / Mock Client Interaction
- Design Social Media Packages
- Resume / Portfolio Building





- Soft Skill Training
- Latest Digital Marketing Interview Questions
- Build Winning AI Marketing Service Proposals
-



Tools



VN



QRcode
Chimp

 **Gemini**

 **SOCIALBLADE**



ChatGPT

Canva



SEOptimer

vidIQ

 **Meta**



Claude



Filmora



Edits

Linktree



Pinterest

Screamingfrog



YouTube



Trends



WordPress.com



Elementor



WhatsApp



Looker



Bēhance



Google Analytics



Google Ads



GMB Everywhere



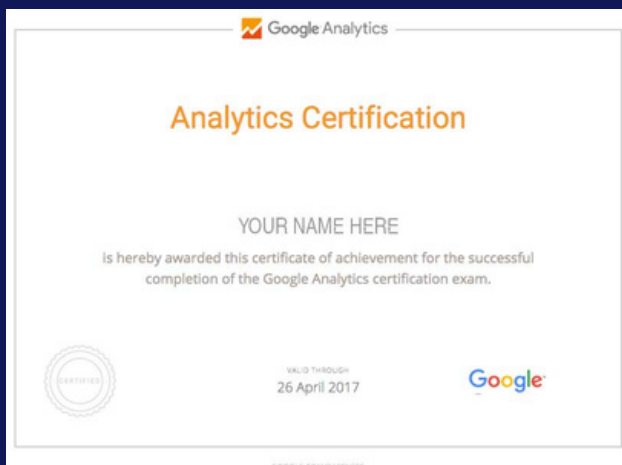
mailchimp



Facebook



Certifications



and many more...

Dual Certification with Webipher



Student's Placed by Webipher



Sahil
Samar Health



Manjot Kaur
Sekhris Academy



Himani
Damnzgood



Ananya
Dilemmas Diluted



Manmeet
Code Council



Ishika
Movo Dream



Words of Success



Sehaj Narang

My experience at Webipher has been very positive. The trainers explain AI concepts in a simple and practical way, making even complex topics easy to understand. The sessions are interactive, and the hands-on projects helped me gain confidence in applying what I learned. Overall, this training has improved my skills and given me a better understanding of how AI and digital marketing work together. I would recommend Webipher to anyone looking to build practical, industry-relevant skills.



Agampreet Singh

It's been a great experience so far. The course content is up-to-date with the latest trends, and the teaching methods are practical and engaging. The faculty is knowledgeable and always ready to help with doubts. I feel much more confident in my digital marketing skills, and I'd highly recommend this institute to anyone looking to build a career in this field."



Divjot Singh

Had a great learning experience at Webipher. The sessions are practical, interactive, and easy to understand. A special thanks to Mam Balvin for her excellent guidance, supportive nature, and clear teaching style. Highly recommended for anyone looking to learn digital marketing!



Sukhmani Kaur

"I have learned a lot from digital marketing and ai course. The teaching was very good and easy to understand. The course helped me improve my knowledge and skills. The teacher explained every topic clearly. Overall, it was a very useful and informative learning experience."



Manjot Kaur

I have done course of Digital Marketing and AI from this institute and the journey was amazing. The teachers are really nice and helpful. They always make sure to make topic easy, clear and practical. The ambience of the institute is really nice and clean. This place have positive and good vibes.



Sukh Dhillon

I recently finished my Digital Marketing and AI course here, and it was a really good experience. Staff at Webipher is supportive, the classes are practical, and the overall learning environment is very comfortable.



Mansi Bhagat

I recently completed my Digital Marketing course from Webipher and had a great experience. The course was well-organized and practical, with supportive mentors who explained everything clearly. Working on live projects helped me gain real confidence. The learning environment was friendly and interactive. I truly feel more skilled and job-ready now. Thank you, Webipher, for an amazing learning journey. I highly recommend this course to anyone interested in digital marketing.

Meet Our Experts



SIMRANJIT SINGH MONGA

CO-FOUNDER WEBIPHER
IT EDUCATION CONSULTANT
MICROSOFT CERTIFIED TRAINER

He is a techno-mentor having a work experience of more than 14 years of educating more than 1700 students on Website Development, App Development and Digital Marketing. Besides training young minds in technologies like Python, PHP, Java and Database Development, he feels immense pleasure in providing industrial exposure and conducting workshops related to technical know-how and its utility in the modern era. He is a person who lives and breathes technology and spreads the awareness in different section of the society in every possible way.

Dr. DIVYA KHANNA

CO-FOUNDER WEBIPHER
CERTIFIED CAREER ANALYST

She is a qualified counselor and has done her doctorate in the field of psychology. As a career analyst, she aims to enable students to have a broad, comprehensive access to knowledge and education in order to decipher deeper dimensions of learning. She assist students in fulfilling their greater potential and help them choose right career path based on their aptitude and interest. She has published few papers in renowned journals and participated in lot of workshops. She has also worked with school children and helped them be the best version of themselves.



RAGHAV KHANNA

CO-FOUNDER WEBIPHER
CEO DILEMMAS DILUTED

With over 10 years of extensive experience in the dynamic realms of Digital Marketing and IT, he stands as an invaluable mentor for aspiring students seeking profound industrial exposure. His unwavering belief lies in crafting marketing solutions that not only stay ahead of the curve but also empower business owners with a robust digital presence in the ever-evolving landscape of the Internet. Having immersed himself in the intricate world of digital technology and marketing, he eventually co-founded 'Dilemmas Diluted,' a pioneering Digital Marketing agency. This agency specializes in guiding clients towards a comprehensive understanding of the digital landscape and orchestrating successful campaigns that guarantee a tangible return on their investments.

Internship and Career Support



Personalised counselling on various career options



Helps you understand the market



Guaranteed Internships



Makes you Job ready



C.V and Interview support



Soft Skill training



Guaranteed Placement



Other Courses Offered



Data Analytics



Data Science



C/C++/C#



Graphic Designing



Python / Java / PHP



Video Editing



AI & Machine Learning



UI/UX Designing



Full Stack Development



Advanced Excel



Front End Designing



AI Tools / AI Agents



Advanced SEO



Performance Marketing



**Website Development
Using Wordpress**



**Data Structures and
Algorithms**



**E-commerce Website
using Shopify**



**6 Weeks/Months
Industrial Training**



Computer Basics

Our Partners



Contact Details

+91 98880 18040
+91 98781 38788

4th FLOOR SCO NO. 11-12
D-BLOCK MARKET RANJIT
AVENUE , HAVELI BUILDING

 www.facebook.com/webipher
 www.instagram.com/webipher
 in.linkedin.com/company/webipher

