



# A MINI COURSE IN STRATEGIZING

Learn from **Australia's** Leading Digital  
Marketing Agency



Live Online  
Interactive Training



A Quick Mini Course



Globally Recognised  
Certification



**Digi Marketers**  
Academy

# ABOUT US



Digi Marketers came into being when a bunch of “marketing crazy” people decided to use their skills, knowledge and passion to help innumerable businesses around the world achieve their business goals efficiently. Over the years, we have been able to sharpen our skills and enhance our knowledge by solving real business problems and generating real results.

And now we have decided to pass the torch to the next generation and create the next crop of digital marketers who will revolutionise the business world with their skills. That’s where Digi Marketers Academy comes into being. Learn digital marketing from people whose success speaks for itself. Understand the nuances of digital marketing with us.

## HERE’S WHAT THE FOUNDER SAYS

*“I have always been passionate about the growth of the Indian business landscape. For me, business coaching and digital marketing is about empowering the younger generation of India. In today’s digital world, digital marketing is a hot commodity and yet there’s a huge skill gap. And I want to fill that gap. I am looking for young enterprising individuals who want to learn the tricks of the trade and make a name for themselves and their country. My dream is to make their dreams come true.”*

- Chai Bade



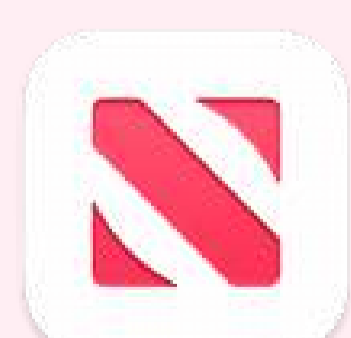
# OUR MISSION

Being a leading Digital Marketing Agency in Australia, our mission is to provide hands-on digital marketing training to students, entrepreneurs, business professionals and job seekers globally to make them capable of disrupting the world of digital marketing and closing the huge skill gap.

# OUR VISION

The vision of Digi Marketers Academy is to become the hub of knowledge and relevant skills for young entrepreneurs as well as job seekers. We want to become the go-to place for people who want to upskill according to the current industry trends.

AS SEEN ON



Apple News



Google News



Daily Herald

CBS

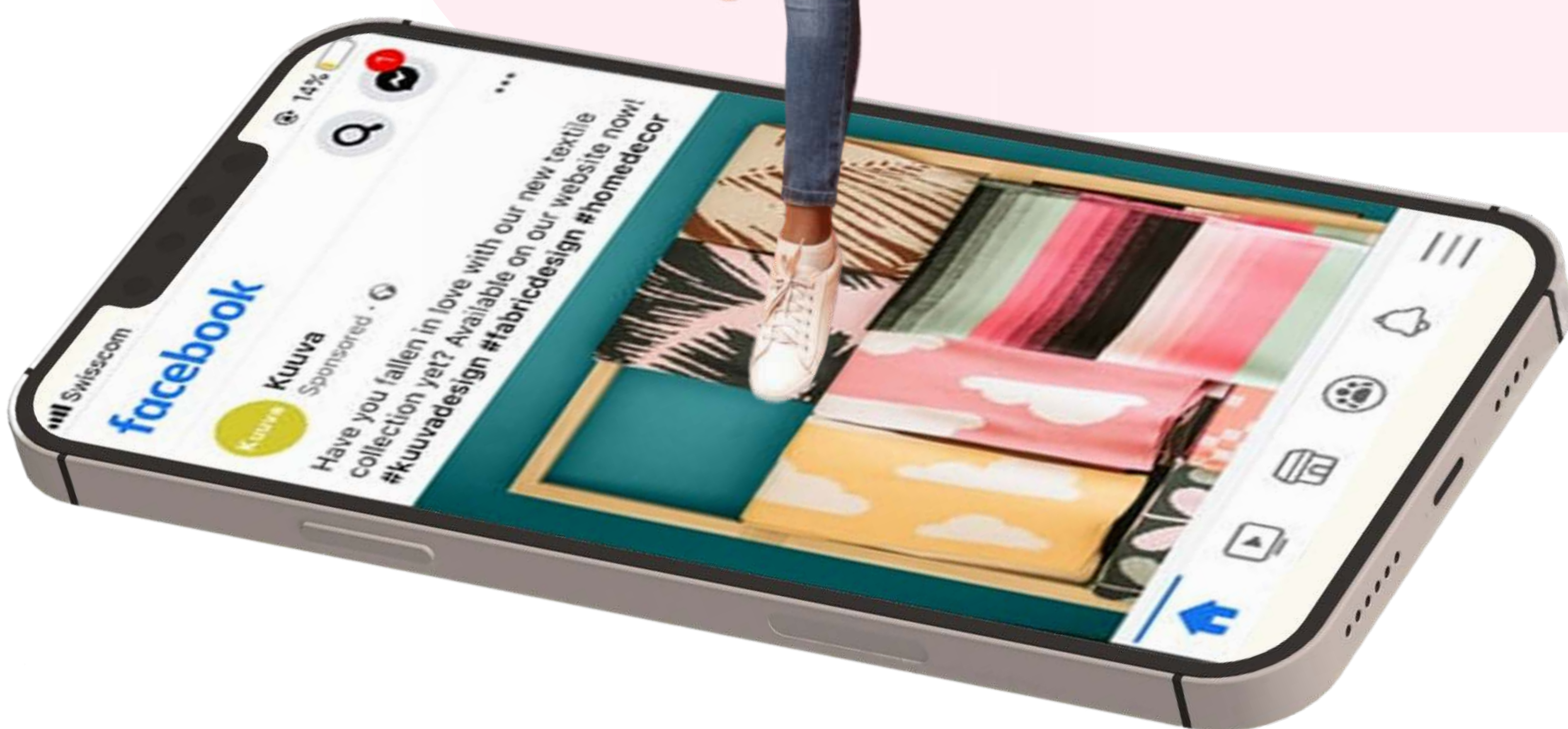
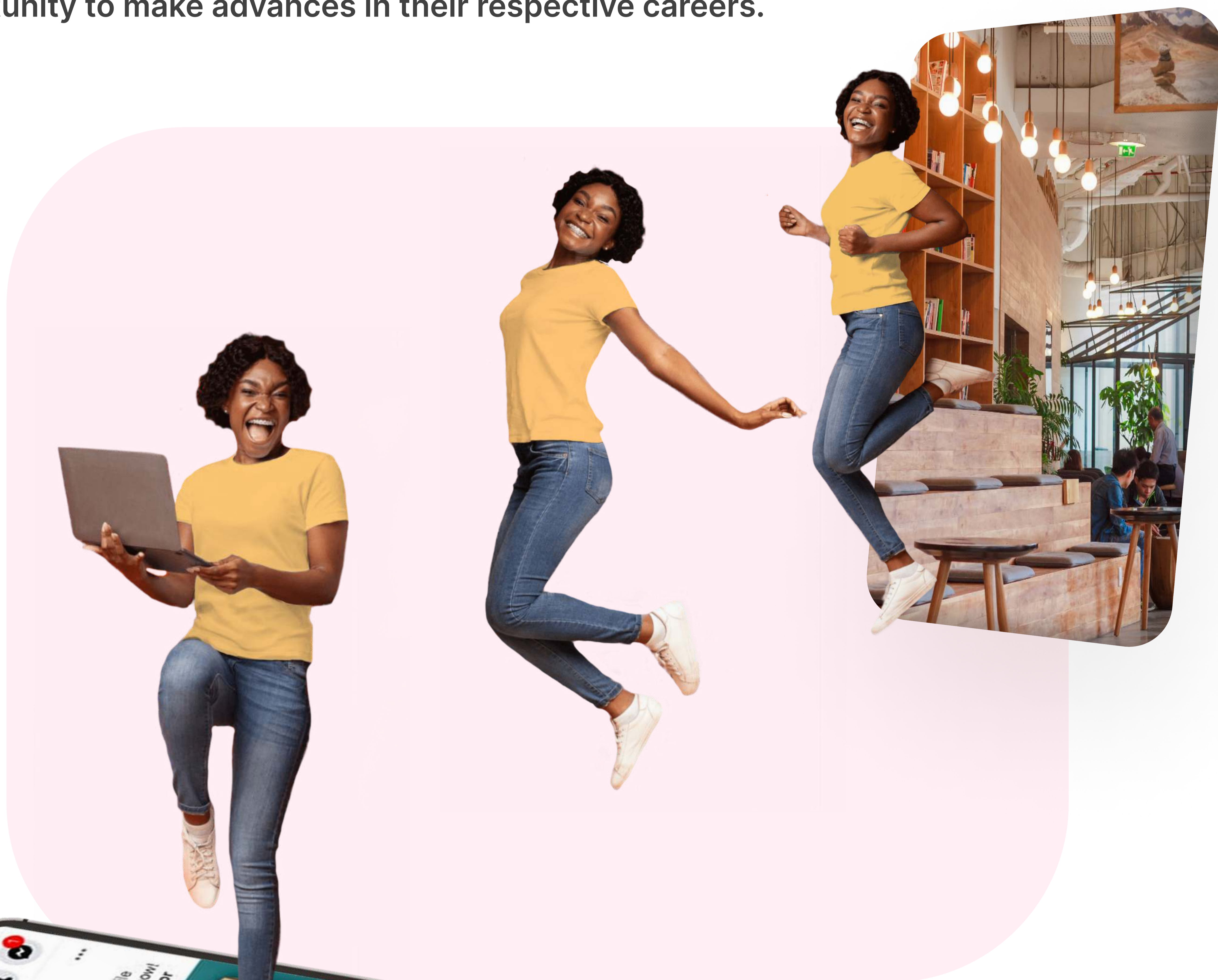
★ Trustpilot



Digi Marketers  
Academy

# WHY GO DIGITAL?

With around 80% of businesses having an online presence, there's a huge need for digital marketing experts. However, around 67% of the current marketing workforce lacks digital marketing, data and analytic skills. As more and more businesses become technologically advanced, the skill gap will only widen which leaves a huge opportunity for young students to learn digital marketing skills. General marketers, small business owners, entrepreneurs and other job seekers can also use this opportunity to make advances in their respective careers.



“

## DID YOU KNOW?

India has become the third-largest startup ecosystem in the world after the US and China.

”



# DO YOU USE INTERNET EVERYDAY?

## Entry Level Position Annual Salary



**\$ 60,000**  
Avg. Salary



**£ 37,000**  
Avg. Salary



**\$ 85,000**  
Avg. Salary



**₹ 600,000**  
Avg. Salary

## Senior Level Position Annual Salary



**\$ 130,000**  
Avg. Salary



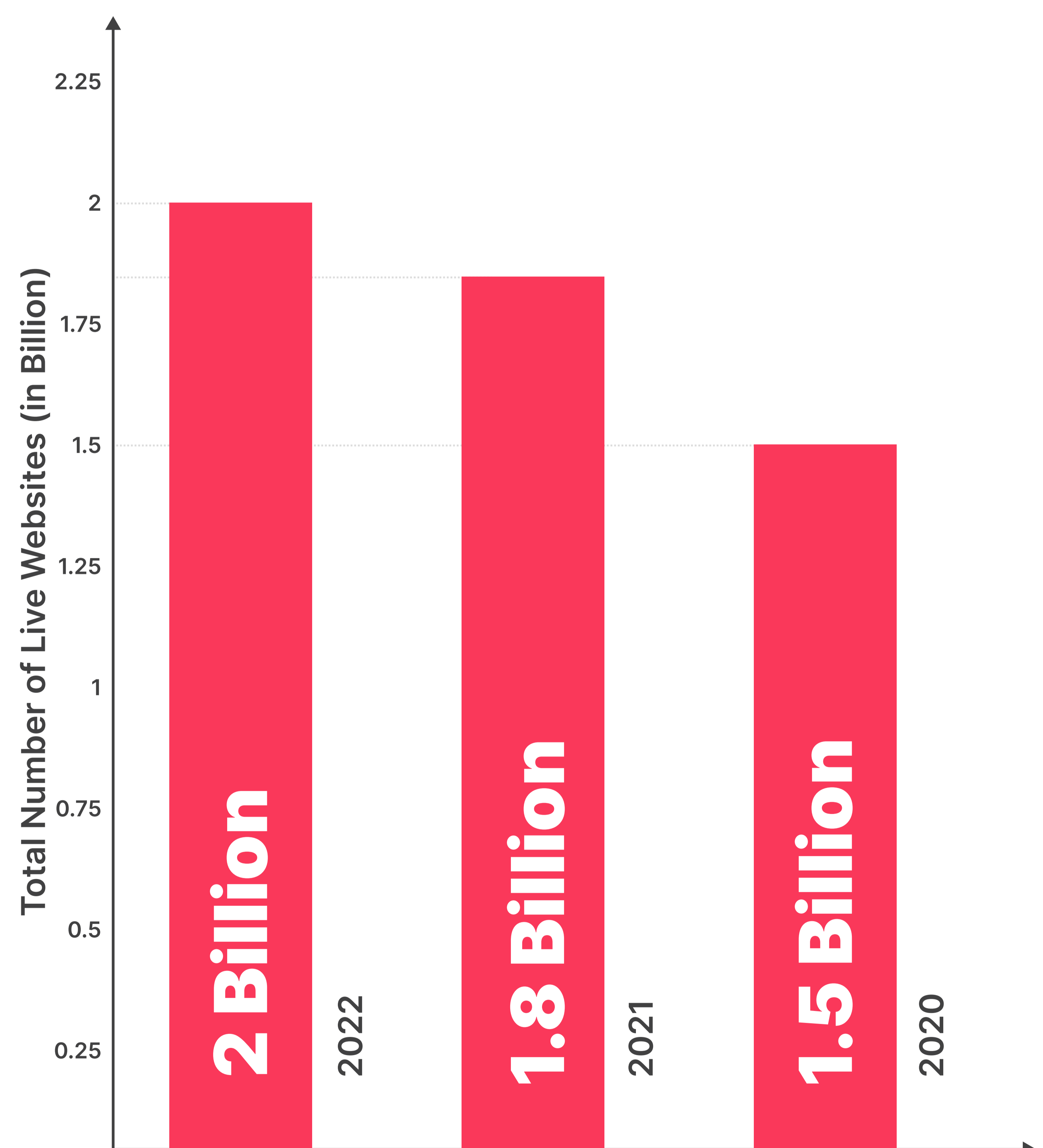
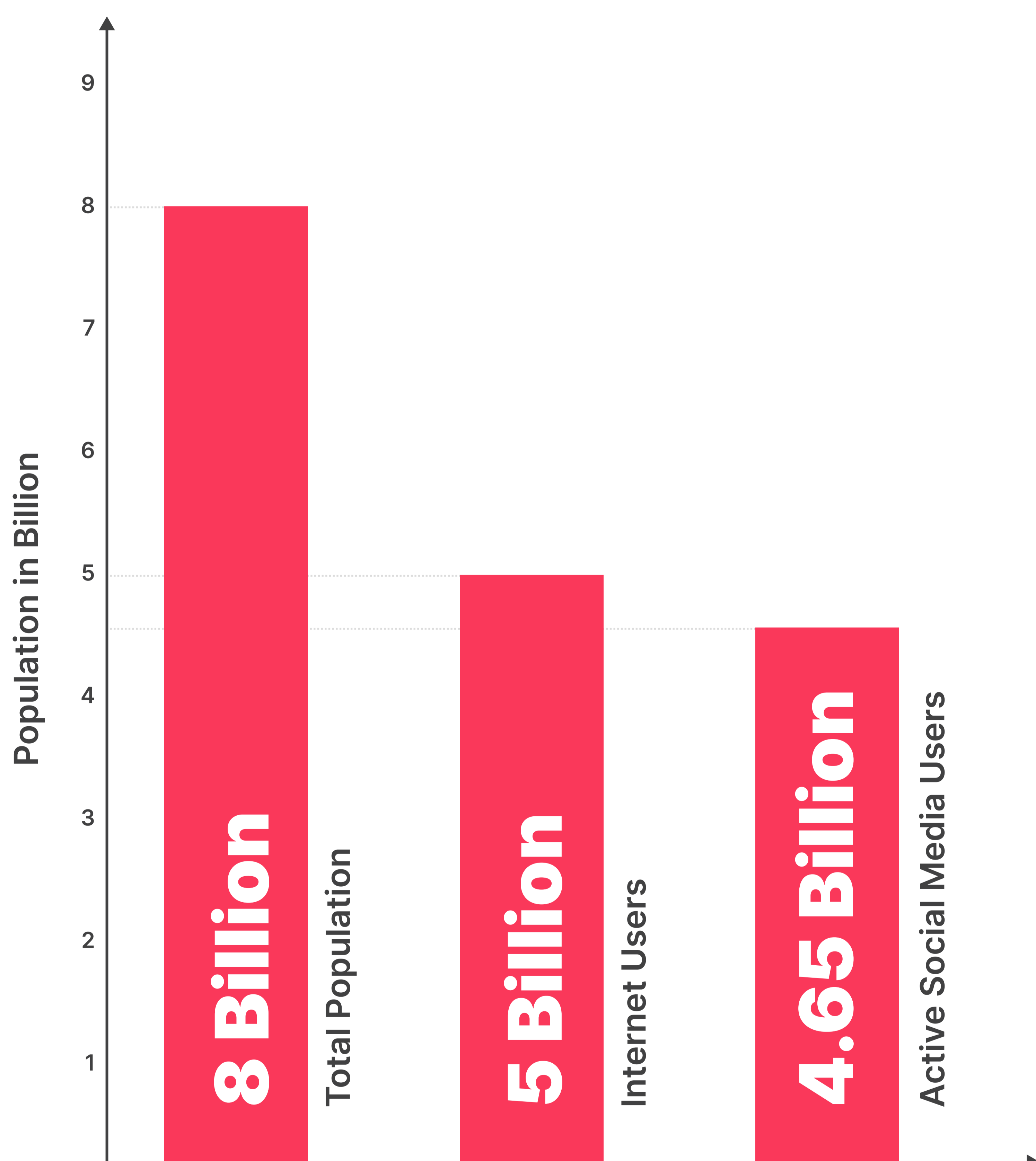
**£ 50,000**  
Avg. Salary



**\$ 120,000**  
Avg. Salary



**₹ 15,00,000**  
Avg. Salary



**“ The Internet Is Becoming The Town Square For  
The Global Village Of Tomorrow ”**

- Bill Gates



# WHY JOIN DIGI MARKETERS ACADEMY?

## Because we care

We love the digital age and all that it has to offer. We help newbies, business owners and digital marketers get into the game and turn them into digital marketing ninjas.



Australia's Leading Digital Marketing Agency & Learning Centre



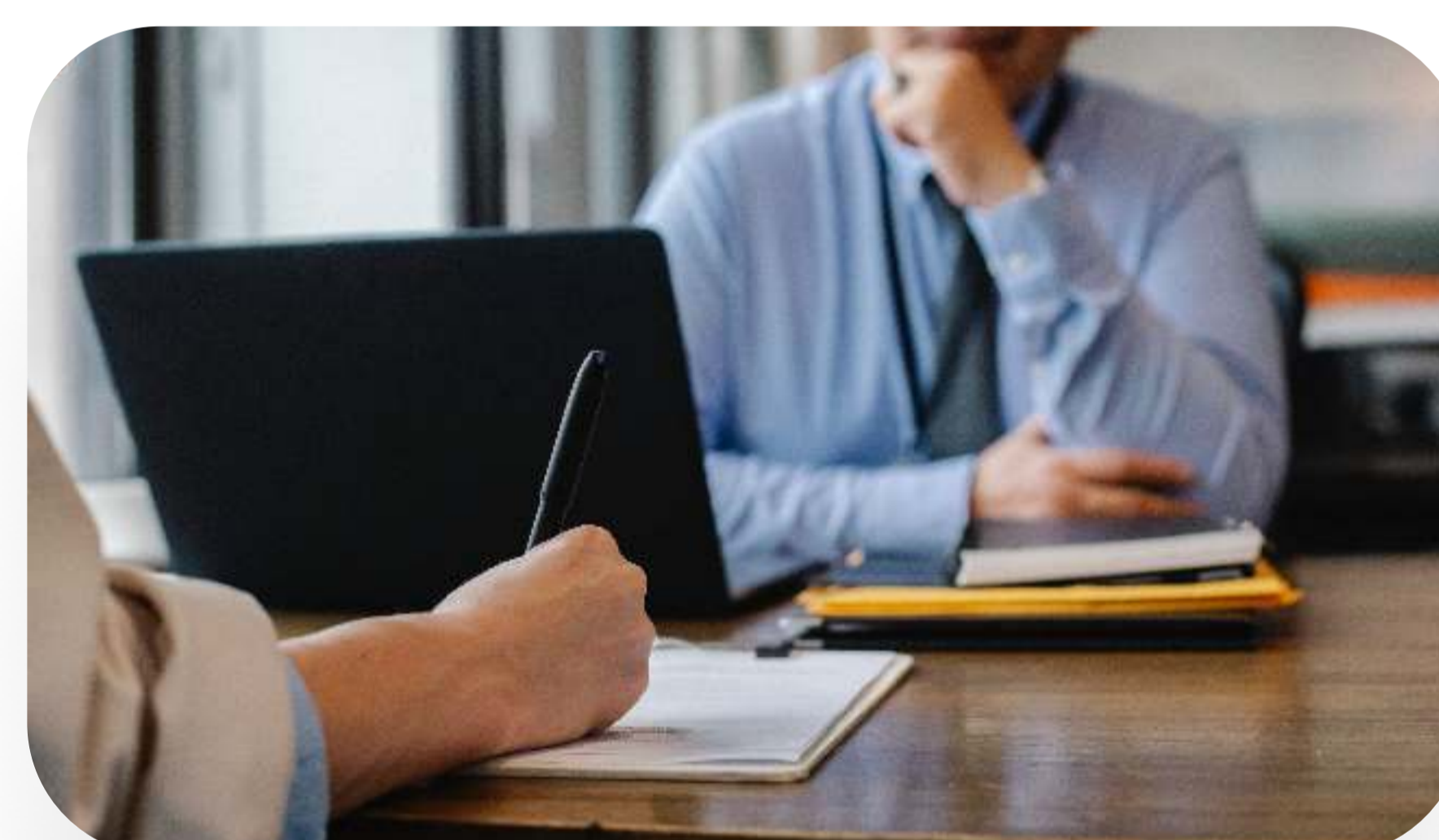
25+ Industry Certifications



1200+ Careers Transformed



500+ Happy Clients



200+ National & International Placement Partners

Join 1000+ DMA members from companies like



and many more...



# WHAT MAKES OUR COURSE UNIQUE?

The experts from Australia's top Digital Marketing Agency teach you the basics of Digital Marketing. With a fun and interactive session, we take you thorough what digital marketing is, how it has evolved and different digital marketing strategies and how you can use them.



## 100% Internship Assistance

We help you secure a paid internship at a reputed organisation



## Access to Free Tools

Get access to digital marketing and SEO tools worth INR 70,000 for FREE



## 100% satisfaction and Money-back guaranteed

If you don't find the course useful, we will refund 100% of your fee, no questions asked.



## Advanced Module

An advanced study Module that will help you properly grasp the concepts and learn how to practically implement the learnings.



## Lifetime access to the recordings

You can access the course recording anytime, anywhere without any additional charges.



## Community Support

Access our Telegram group for the course period to meet people, co-founders, and partners, ask questions, get answers, leave comments, get tips and more

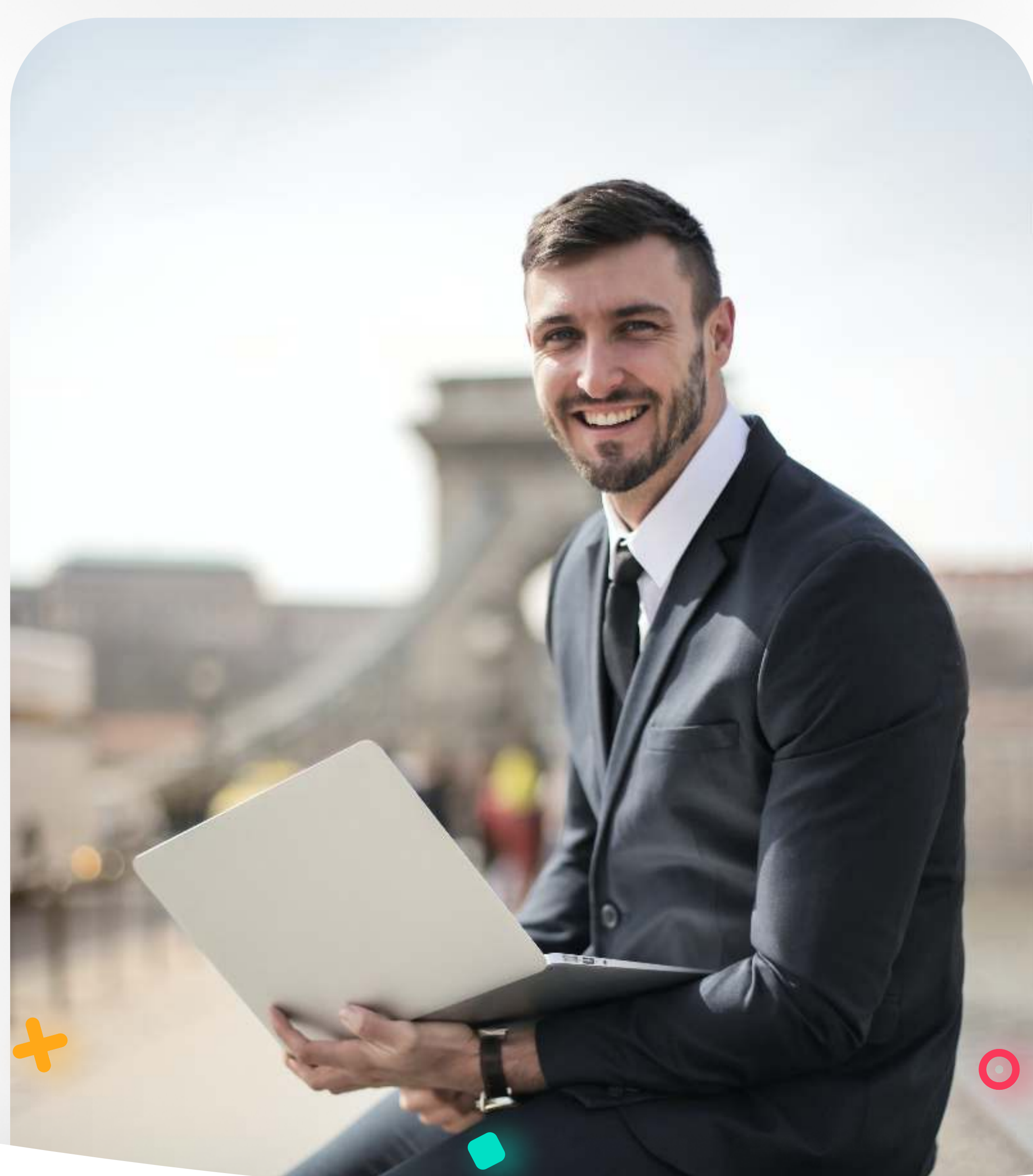




# WHO'S THIS COURSE FOR

You don't need any specific qualification to be eligible for this course. Anyone who has completed their 10+2 education or is a graduate in any subject can apply for this course. If you want to pursue a career in digital marketing or want to expand your skillset, you can join the course. Essentially, it's suitable for:

- Student/Fresher
- Agency Owners
- Coaches
- Freelancers
- Aspiring and Current Entrepreneurs
- Small Business Owners
- A Marketer who wants to upskill



“

## **DID YOU KNOW?**

*India registered a whopping rise of 15,400% in the number of startups that rose from from 471 in 2016 to 72,993 as on 30th June 2022*

”





# LEARNING METHODOLOGY



## LEARN

Attend the live online classes and learn the fundamentals of digital marketing from experts with real experience.

## PRACTICE

Be mentored by the best in the industry until you perfect your skills



## EXECUTE

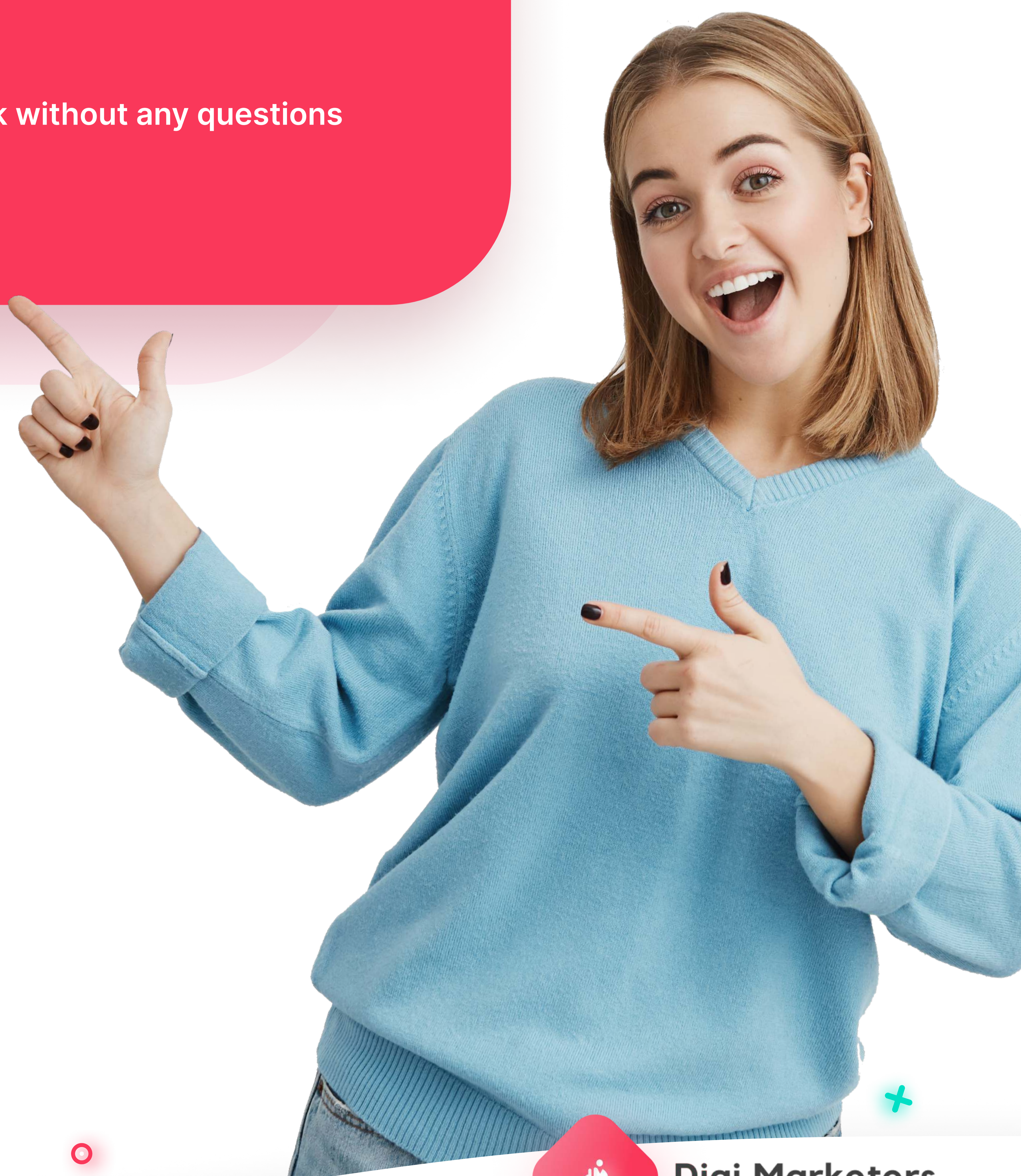
Get to work on real-life projects and become more confident



# 100% SATISFACTION GUARANTEE

We have curated our Courses to ensure every participant gets the best value out of it. If for any reason, you are not satisfied with the course even after 3 Live Sessions, you are eligible for a 100% Money-back guarantee.

You get all your money back without any questions asked.



# COURSE CURRICULUM

## STRATEGIZING

What is digital marketing strategy? How to create a digital marketing strategy for any business? Learn everything about developing and implementing digital marketing strategies.

### 1. Digital Strategy Fundamentals

1. Core Digital Marketing Strategy Components
2. Strategy Purpose
3. Strategy for plan communication
4. Digital Marketing and Digital Media
5. Resource Mapping
6. Budget Planning
7. ROI and Success Metrics

### 2. Setting Strategy Objectives And KPIs

1. Common Business Objectives and Campaign Expectations
2. Identify and Distinguish KPIs
3. Past Performance and Industry Benchmarks for Forecasting
4. Regular Performance Reviews

### 3. Digital Strategy Research

1. Key Research Activities
2. Research Mapping
3. Strong Research vs. Potentially False Reports
4. Owned, Accessed and Desk Research
5. Audit Factors
6. Audience and Competitor Research
7. Social Listening Study
8. Creative vs. Media Brief

### 4. Developing A Creative Strategy

1. Key Creative Strategy Ingredients
2. Maximize and Repurpose Creative Output
3. Content Strategy Elements
4. Creative Format Specifications

### 5. Executing A Digital Marketing Strategy

1. Strategy Objectives
2. Optimize Channel and Budget Mix
3. Media Planning for Paid Channels
4. Key Campaign Components

### 6. Communicating A Digital Marketing Strategy

1. Stakeholder Communication Tools
2. Digital Marketing Strategy Best Practice

### 7. Becoming A Strategic Thinker

1. The importance of strategic thinking
2. Emergent Strategy
3. Benefits of Strategic Thinking
4. Strategic Thinking Behaviors
5. Future-basing® Steps

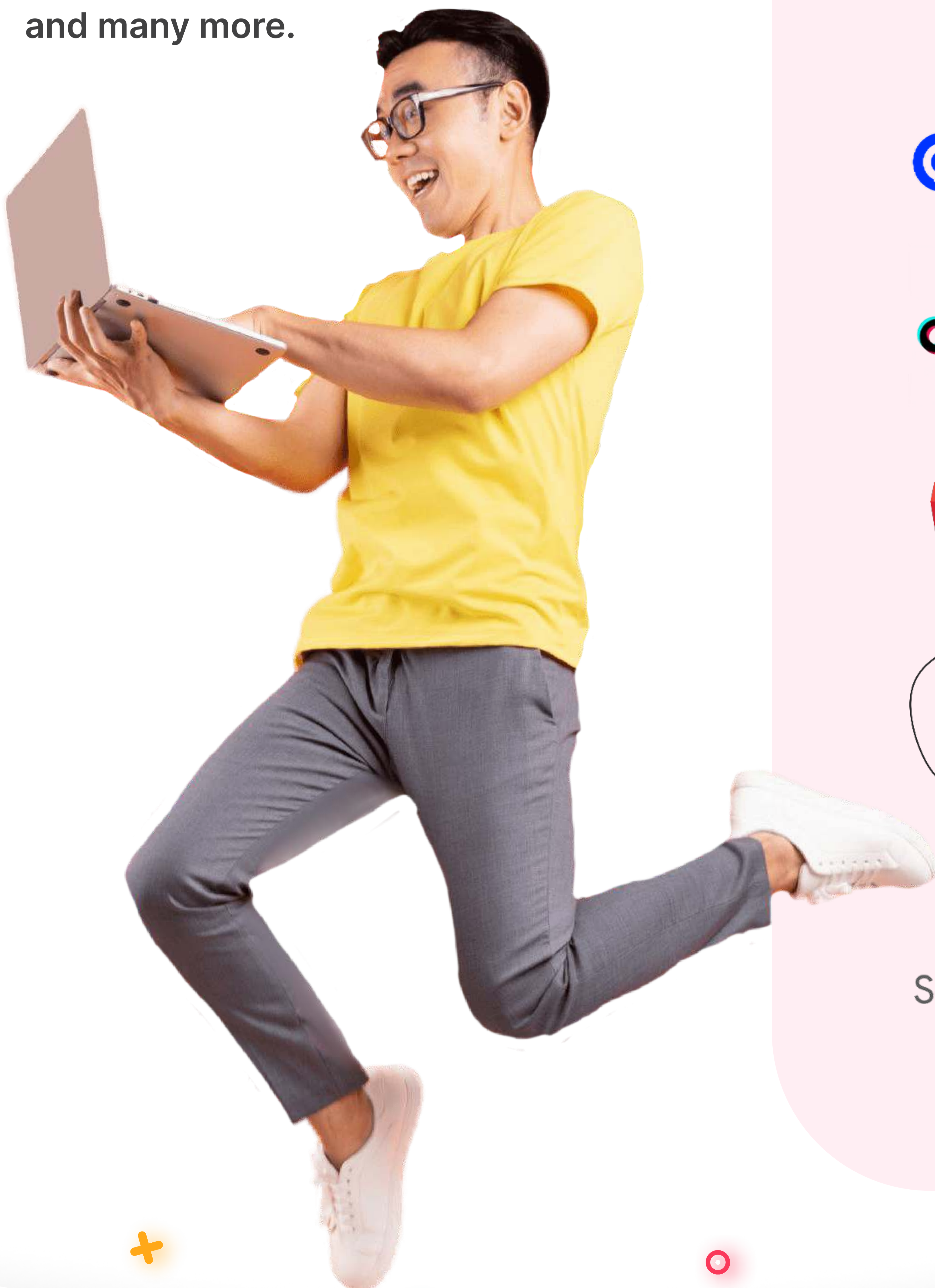
### 8. The Future Of Digital Marketing



# TOOLS YOU WILL MASTER

As a part of our digital marketing certification course, you will learn to use a variety of digital marketing, content marketing, email marketing and social media marketing tools. You also get FREE access to tools worth INR 70000/-

Learn using popular tools like Google Ads, Google Search Console, Meta Business Manager, SEMRush, Mailchimp, Facebook and many more.



 Google Ads

 Meta

 yoast

 SEMRUSH

 ahrefs

 mailchimp

 WORDPRESS

 LinkedIn ads

 shopify

 WIX

 unbounce

 MOZ

 TikTok Ads

 GoDaddy


 ZOHOO

 HubSpot

 Typeform

 Google Analytics

 Google Search Console

 Google Tag Manager

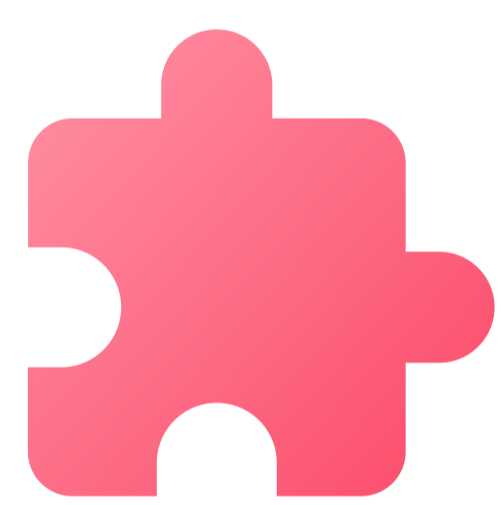
and many more...



# PAST PARTICIPANTS OF DIGI MARKETERS WORK AT

Digi Marketers is proud to be a part of 1000s of amazing success stories. From freshers securing high-paying jobs in reputed organisations, to our alumni getting promotions, and making big career advancements. We have been a part of it all. And it would be an absolute honour for us to contribute to your success as well.

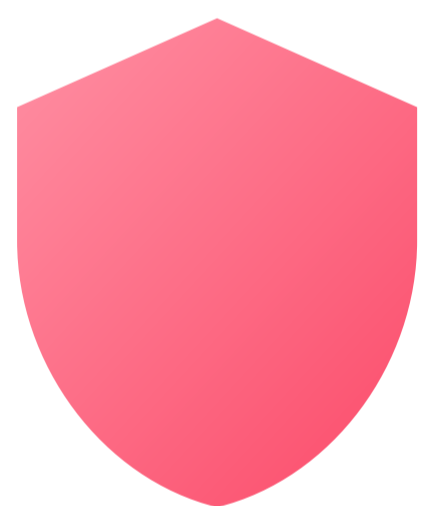
## PAST PARTICIPANTS PROFILES



**95%**  
Consultation



**81%**  
Internet/ E-commerce



**88%**  
Banking and Finance



**40%**  
Self-Employed



and many more...



# CERTIFICATIONS & BEYOND

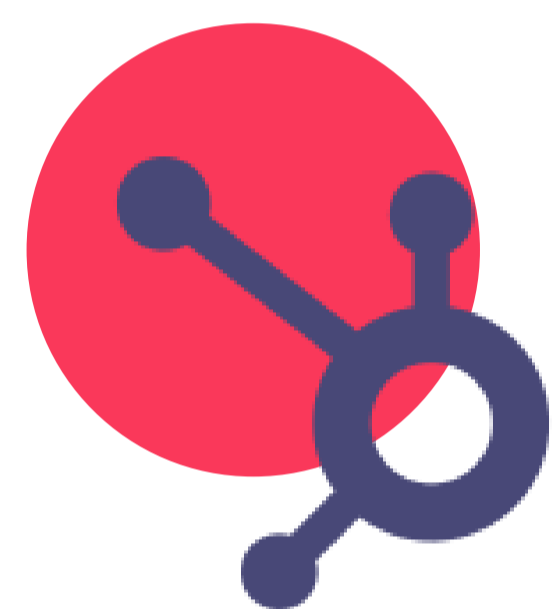
Digi Marketers Certification is not just recognised all over the globe- it's setting the global standards. We'll also assist you in receiving other certifications that will make you stronger than ever.



Digi Marketers Academy Course Completion Certificate  
& 9 Digi Marketers Module Specific Certifications



Google My Business  
Certification



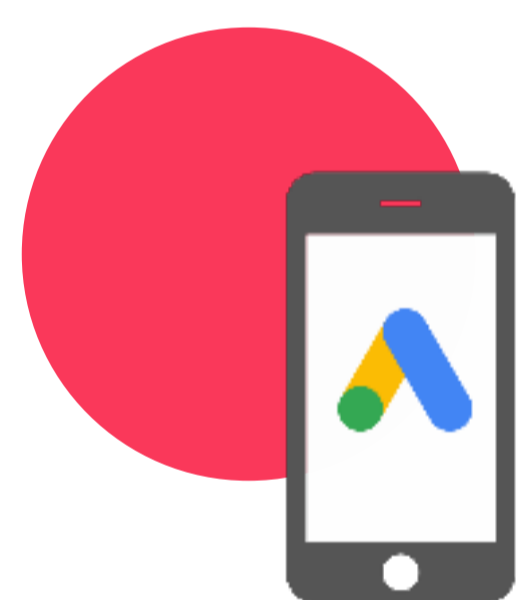
Hubspot  
Certification



SEMrush  
Certifications(6)



Shopping Ads  
Certification



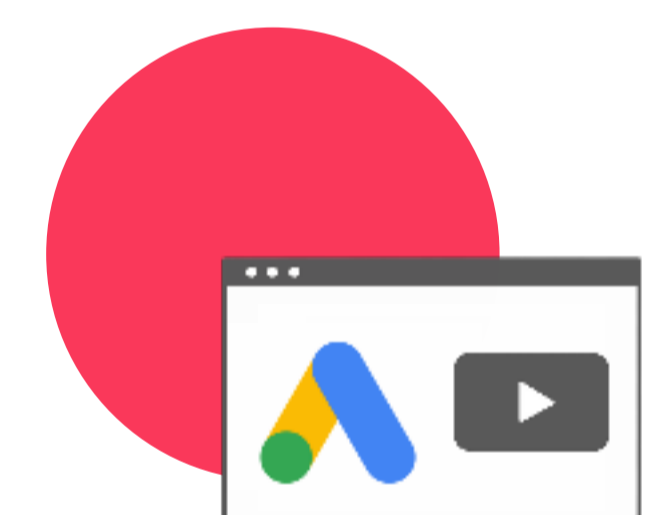
Google Mobile  
Certification



Search Ads  
Certification



Display Ads  
Certification



Video Ads  
Certification

and many more...



# ACHIEVEMENTS

There is a reason this course has a rating of 4.8★ out of 5 with over 100 testimonials, and dozens of our graduates have gone on to make \$10,000 or more (in some cases, \$20k+) monthly using the skills they learned in their 60-day intensive program. And yes, I bet this is the best digital marketing course in the world.



## 95%

of our Certified Members are currently employed



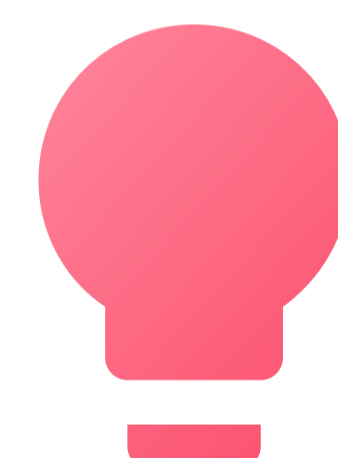
## 81%

were promoted after earning their certification



## 88%

of our Members are working at senior or management level



## 40%

of our members are self-employed

## BRANDS ASSOCIATED WITH US



and many more...

AS SEEN ON



Apple News



Google News



Daily Herald



★ Trustpilot



Digi Marketers

Academy

# TESTIMONIALS



“ Digi marketers academy literally changed my life. The best decision ever made. They went above and beyond to offer the best support and skills. Thanks team! ”

**EBONY DOLL**

CEO & Founder

“ Just a huge thank you. Got a job in just 3 weeks with a salary of 60,000 Rs. Woohoo!! ”

**PRIYA B**

Freelance Digital Marketer



“ I bought another course online a few months ago which was of no value. This Digi Marketers course is very simple to understand and the team is very patient. ”

**SANJAY ANAND**

Digital Marketing Manager





# TESTIMONIALS



“

I'm a working mom and I love it when I can find a digital marketing course that fits my busy schedule. This one was great!

”

## JANICE ROLL

Digital Marketing Manager

“

I love the way Chai explains everything. Very clear and very patient. The most detailed digital marketing course ever.

”



## STEVE RON

Digital Marketing Manager

“

This course is worth every single dollar, I promise. An absolute life-changer. Thank you very much guys! You nailed it.

”



## AN NGUYEN

CEO and Founder



# TESTIMONIALS



**EMILY WATSON**

“

I've been building websites for years, but I had no idea how to get the traffic I needed to make them profitable. I tried all of the "tools" out there, but none of them taught me how to actually use those tools in a way that would help me grow my business.

Then I took Chai's digital marketing course and learned exactly how to strategize my campaigns and implement them—and now my website is getting more traffic than ever before!

”

“

I can't say enough good things about Chai. I've been his student for a few years, and he has helped me grow as an entrepreneur in so many ways.

When I first started working with him, I didn't know anything about marketing or how to use social media to my advantage. But now I grew into someone who not only knows how to set up a Facebook ad or create an Instagram post that gets engagement—I also have strategies for growing my business overall!

Chai is great at teaching people how to think strategically about their businesses as well as teaching them specific skills. She brings in real-life examples from her own experience and makes sure that everything she teaches is actionable so you can take what you learn right away and apply it to your own business.

”



**MADISON M.**



# TESTIMONIALS



**ROBERT LEE**

“

Digi Marketers Academy was always so helpful is definitely in the knows when it comes to marketing and businesses. I was able to express my idea whilst being listened to and advised well by Chai! Thank you for your knowledge and expertise and willingness to share that with me.

I will definitely be the first one to buy your next course. And I am sure you'll help many others like me. Thank once again for your help!!

”

“

The Digital Marketing Course is just the most comprehensive course. Gave me the right skills that I needed to get into my dream job. Got a job in literally 2 months after finishing this course. My life has changed. A big big thank you to the Digi Marketers Academy team. And unlike other courses, these are all online live sessions which makes it 100 times more effective.

Each course has complete new strategies. Chapters such as Content Marketing, SEO, SMM, SEM are just the best. I highly recommend their courses.

A big thanks to Chai. The one-on-one sessions just changed my whole perspective towards Digital Marketing. This course is a game-changer for sure.

”



**VENKATESH B.**



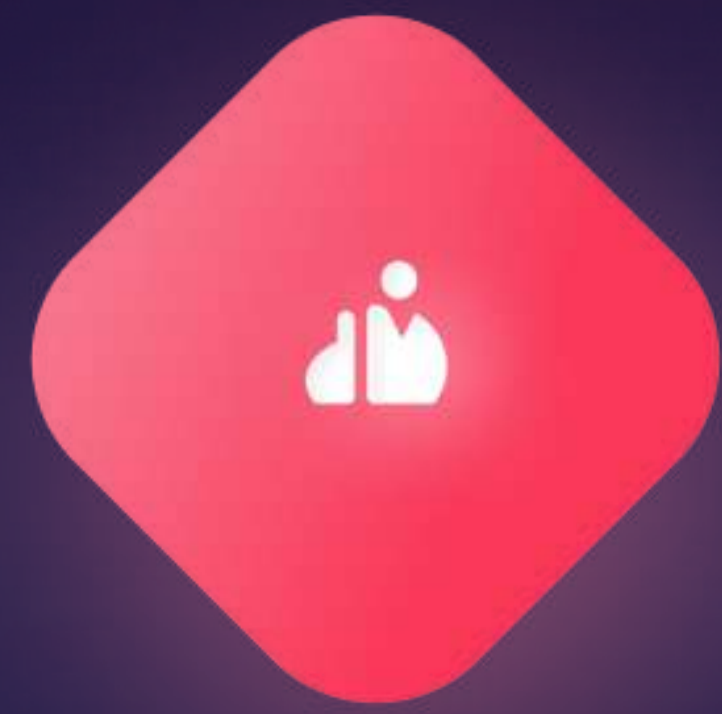
# COURSE FEE

Payment type	Payment Amount
One time payment	<b>₹ 12,999</b> per course
2 payments	<b>₹ 6,699</b> per course/month

## Accepted Payment Methods

- ✓ Credit Card / Debit Card Payment
- ✓ Online banking (NEFT, RTGS, IMPS, TPT etc)
- ✓ UPI payments (Paytm, G Pay, PhonePe)
- ✓ Tuition fee cannot be paid in cash or cheque





**Digi Marketers**  
Academy

# WANT TO **ADVANCE** YOUR CAREER?

Sign up for the course →

## Got Questions?

✉ [support@digimarketers.co](mailto:support@digimarketers.co)

🌐 [www.digimarketers.co/academy](http://www.digimarketers.co/academy)

