

# Digital Marketing



## Training Program

Duration: 28 Days

Mode: Live Online Classes

### Highlights

- Live Project
- 100% Practical
- Hands-on Training
- Learn By Doing



**Coach: Surojit Mahato**



# Meet Your Mentor

 **Surojit Mahato**

Digital Marketing Consultant & Trainer |  
LinkedIn Coach | Co-Founder @Growthdish

Author of 27+ Business Case Studies

Published in ICFAI Journal, Case Center London,  
& OIKOS International, Switzerland.

10M +  
Impressions

60K +  
Followers

27 +  
Case Study

## Join The 28 Days (04 Weeks) Live Online Interactive Workshop

100%  
Practical

9.6/10  
Avg. Rating

Live  
Project

Live Sessions  
(Recordings Available)

# Who Should Attend ?

## Students/Freshers



You can be in school or college, this workshop will help you develop your interest in digital marketing.

## Working Professionals



If you want to develop your skills in digital marketing and look for a change, this workshop will empower you.

## Entrepreneurs



You will learn how to build your brand and grow on social media. And develop skills in writing & designing.

## Freelancers



You will learn how to build a personal brand and get more clients from social media i.e LinkedIn.

## Job Searchers



If you are looking for a job, this workshop will help you build your skills and strengthen your foundation.

## On Career Break



If you want to start working again after a career break, this workshop will help you build the skills you need.

# What Do You Get?



## Study Material

You will receive PPTs, eBooks, PDFs and references for further reading.



## Bonus Documents

You will receive multiple template sheets to plan, organize, and execute campaigns.



## Community

The whole batch will be connected via groups on Telegram to share and learn from each other

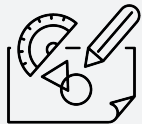
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# Key Highlights Of The Workshop



**LIVE SESSIONS**



**LIVE PROJECT**



**BONUS DOCUMENTS**

# Live Project

## 4 Weeks Intensive Training Sessions



# Live Project

In the Live Project, you will create a fictional service company from scratch and promote it online to bring visitors, generate leads and learn in the process.

You will do all activities under guidance from Trainers of GrowthDish. You will be part of small groups and perform tasks together. There will be doubt clearing sessions once a week.

## Building A Website

You plan, design, and build a website on WordPress

## Optimize For SEO

You will do on-page optimization and create backlinks.

## Run Paid Campaigns

You will run ad campaigns on Google & Facebook/Instagram.

## Social Media Strategy

You will work on a social media strategy for the website.

## Create Content Strategy

You will develop a content calendar for the website.

## Work on Google Analytics

You will integrate and learn how to use Google Analytics

# Live Project Session Plan

## Week 01

29<sup>th</sup> May

Sunday

- Welcome Session + Introduction & Instructions for Live Project
- Phase 01 Initiation

## Week 02

05<sup>th</sup> June

Sunday

- Presentation PPT + Doubts
- Phase 02 Initiation

## Week 03

12<sup>th</sup> June

Sunday

- Live Presentation of Phase 02 + Doubts
- Phase 03 Initiation

## Week 04

19<sup>th</sup> June

Sunday

- Live Presentation of Phase 03 + Doubts

**Note :- Timing for all sessions: 10:30 am - 11:30 am (IST)**



<b>Phase 01</b>  <b>Research &amp; Ideation</b>	<b>Research</b>	<ul style="list-style-type: none"> <li>- Market Analysis</li> <li>- Competitor Analysis</li> <li>- Building Strategy</li> </ul>
	<b>Branding</b>	<ul style="list-style-type: none"> <li>- Name of the Company</li> <li>- Logo</li> <li>- Brand Colors</li> </ul>
	<b>Website Content</b>	<ul style="list-style-type: none"> <li>- Mission</li> <li>- Vision</li> <li>- Homepage</li> <li>- Privacy Policy</li> </ul>
<b>Presentation PPT</b>		
<b>Phase 02</b>  <b>Creation</b>	<b>Website Design in Canva</b>	<ul style="list-style-type: none"> <li>- Prototype</li> <li>- HomePage</li> <li>- Services</li> <li>- About Us</li> <li>- Contact Us</li> </ul>
	<b>Social Media</b>	<ul style="list-style-type: none"> <li>- Content Strategy</li> <li>- Content Calender</li> <li>- Platform: Instagram, Facebook</li> </ul>
	<b>Website Content</b>	<ul style="list-style-type: none"> <li>- Setup Website on Wordpress</li> <li>- Learn Elementor</li> <li>- Google Analytics</li> <li>- Google Search Console</li> </ul>
<b>Live Presentation of Project</b>		
<b>Phase 03</b>  <b>Implementation</b>	<b>SEO</b>	<ul style="list-style-type: none"> <li>- OnPage SEO</li> <li>- OffPage SEO</li> </ul>
	<b>Ads Accounts</b>	<ul style="list-style-type: none"> <li>- Google Ads</li> <li>- Facebook Ads</li> </ul>
<b>Live Presentation of Project</b>		

# 04 Weeks

## Intensive Hands On Live Training



# Week 01

<b>Content Writing</b>	Copy Writing + Storytelling
<b>Designing</b>	Principles of Design + Elements
<b>Live Designing</b>	Canva Designing
<b>Instagram Mrktg.</b>	Live Demo + Complete Guide
<b>LinkedIn Mrktg.</b>	Networking + Personal Branding



## Introduction

- What is Digital Marketing
- How to learn Digital Marketing
- Course Notes and Resources
- How to make the best use of this course
- Skills to develop in Digital Marketing
- How to build experience

## Content Writing + Copy Writing

- How to write a captivating Headlines
- How to write engaging content
- How to write a blog
- How to become a really good writer
- How to write an Ad Copy
- How to write persuasive content
- How to write social media content
- How to write impactful emails
- Elements of storytelling
- How to start freelancing in content writing
- How to find out topics for content
- How to create a content calendar

## Graphic Designing + Branding

- What is Design
- What is Design theory
- What is Color Theory
- What are the Principles of Designing
- What are the Elements of Designing
- What is Color wheel & color pallete
- Types of Fonts & Typography
- What is Minimalistic designing
- What is Branding

## Live Designing (Canva)

- Basics of Canva
- Canva In-Depth
- Tips and Tricks of Designing
- How to make a Quote
- How to make a LinkedIn Banner
- How to design a Facebook Ad
- How to make a Carousel
- How to make a Mock website on Canva

# Instagram Marketing

- How to create an Instagram business account?
- How to Optimize your Instagram profile
- How to use Instagram Story Highlights?
- Complete Instagram Size Guide for Images.
- How to boost story engagement?
- How the Instagram Reels Algorithm Works
- How to Use Instagram Reels For Business
- How to track Instagram Reels analytics
- How to Use Instagram Live
- Content Strategy for Instagram
- How to increase engagement on instagram?
- Daily engagement strategy for Growth
- Hashtag Strategy for instagram
- Instagram Algorithm Breakdown

# LinkedIn Marketing

- How to optimize LinkedIn Profile
- How to create a cover photo
- How to write a good headline
- How to write a good summary
- How to get recommendations
- How to approach people & grow your network
- How to find opportunities/job in your industry
- How to start creating content on LinkedIn
- How to build a personal brand
- How to engage with the community
- How to build a relationship on LinkedIn
- What kind of topics you should write as a beginner
- How to get more likes and comments
- How to find your Target Audience
- How to find active People on LinkedIn
- How to find relevant group
- Where to find content ideas
- How to grow followers of LinkedIn Page
- How to find premium clients on LinkedIn
- Dos and Don'ts of LinkedIn

# Week 02

<b>Website Creation on Wordpress</b>	Domain, Hosting & Theme
<b>Blogging + Landing Page</b>	Content Strategy
<b>Elementor</b>	Website Page Design





## Website Creation

- How to do analyze a website
- How to do website planning
- How to create a website wireframe
- What is domain? How to research available domains?
- How to choose a domain provider?
- How to register a domain?
- What is hosting? How to choose a hosting provider?
- How to buy hosting service?
- How to install wordpress? Basic walkthrough
- How to install necessary plugins
- How to create a page on Elementor

## Landing Page

- What is Landing Page
- Elements of Landing Page
- Purpose of Landing Page
- Difference between Website & Landing page
- Structure of Landing Page
- Tools to create a Landing Page
- Landing Page Examples

# Week 03

<b>Search Engine Optimization</b>	Ultimate Guide For Beginners
<b>Search Engine Optimization</b>	ON Page + Off Page Practical
<b>Google Analytics</b>	Practical Session



# Search Engine Optimization

- How does search engines work
- What is Crawling?
- What is Indexing?
- How does google decide organic ranking
- On Page SEO: How to optimize your website
- Off Page SEO : How to create backlinks
- What is domain authority?
- How to check domain authority?
- What are the factors affecting domain authority
- What is keyword density
- How to optimize website content for SEO
- What is breadcrumb
- What are internal links? Why they are important?
- What are backlinks?
- How to create Backinks?
- How to write SEO Optimized Content

# Google Analytics

- What is Google Analytics?
- Why Google Analytics?
- What is a Purchase Funnel?
- To whom does it helps?
- How to get started
- Buyers journey stages
- How does Google Analytics work?
- How does a report looks
- Diiference between GA4 and UA
- All about Account structure
- Types of Reports
- What are Dimensions and Metrics?
- How to Create Goals?
- How to Link Google Ads to Analytics?
- What is the role of Google Tag Manager?
- Introduction to Google Tag Manager
- Introduction to Google Search Console

# Week 04

<b>Google Ads</b>	Intro + Advanced
<b>FaceBook Ads</b>	Live Campaign Creation
<b>Email Marketing</b>	Automation + Drip Campaign
<b>DM Proposal</b>	For Freelancers + Agency



# Google Ads

- What is Google Ads?
- Examples of Effective Google Ads
- Whats the purpose?
- How to make your Ads Unique
- Why Google Ads? Reasons to prefer
- Account Structure
- Negative Keywords
- Search Term
- Ad Rank
- Quality Score
- Landing Page
- Bidding Strategy
- How to do keyword research?
- How to create successful Campaigns
- How to create Ad Groups for Ads
- How to structure campaigns?
- Why multi level campaigns?
- What makes campaigns successful?
- What is CTR (Click to Rate)
- What is Impression & Conversion rate

# Facebook Ads

- Introduction - Dashboard
- Objectives
- How to create Campaign
- How to create Ad Set
- How to create Ads
- How to Select Target Audience
- How to narrow down Audience Selection
- Creating Multiple Ad sets
- Remarketing
- Creating Multi-level campaigns
- Optimizing campaigns for ROI

## Digital Marketing Proposal


- What is Digital Marketing Proposal
- Types of Digital Marketing Proposal
- Elements of Digital Marketing Proposal
- What to Include in Digital Marketing Proposal
- How to convince clients through Proposal
- Tools to use to create a Proposal
- Common mistakes to avoid in a Proposal
- Templates of Digital Marketing Proposal

## Email Marketing


- What is Email Marketing?
- How to write short, crisp and powerful Emails?
- How to create Email Marketing Campaign?
- Tools to create Email Marketing Campaign
- How to nurture leads through Email Campaign
- What is Drip Campaign?
- What makes Email Marketing Successful?
- Free Online Resources to find Email Templates
- How to improve Delivery, Open and Click rate
- Introduction to Aumtotation




# Frequently Asked Questions

What if I miss any LIVE session? 


It's perfectly fine. Recordings of every session will be shared with all participants within 3 hours.

What does 100% practical mean? 


In every session we will teach a concept and show you a demo of how to do it. The workshop is designed to be practical.

Will I get study material? 


Yes, After every session you will receive PDFs, Ppts, eBooks and further reading materials.

How long will I have access to recordings? 


You will have access to recordings for 1 year.

I don't know anything about DM. Is that okay? 


It's totally fine. We will teach every topic from the beginning and go step by step.

What are the pre-requisites for this course? 

You need high-speed internet for the live sessions and a laptop.

Will I get a certificate after the course? 

Yes, once you complete attending the session. You will get a certificate of completion from GrowthDish.

Is there an internship opportunity? 

We hire interns from every batch. It's a paid internship. There will be a test followed by an interview for selection.

**Live Sessions:**

**Contact**

**Timing:** (7:30 pm to 9:30 pm)

[surojit@growthdish.com](mailto:surojit@growthdish.com)

# Alumni Speak !!



GrowthDish has been extremely helpful in terms of the learning curve that it provides & the hands-on experience that it delivers. The course takes you through the whole journey of a Digital Marketer & enables you to become a freelancer. Highly Recommending !! this to all who wish to grow their career in Digital marketing.

**Piyusha Jagtap**  
WELINKAR(MBA) MUM'21



Had the privilege to learn Digital Marketing from Surojit Mahato. He showed up on my LinkedIn feed after one of his posts was featured by LinkedIn. Awesome coach and worth every penny spent! Also, i got my first real client soon after applying the strategies taught by him. Huge shout-out to the entire team at GrowthDish

**Nitin S Nair**  
FREELANCE CONTENT WRITER



GrowthDish has been absolutely great in terms of providing high quality value. Course curriculum has been designed extremely well with focus on practical learning. I would highly recommend Growthdish to anyone who is passionate about Digital marketing and wants to grow in this domain.

**Noor Aziz**  
SOCIAL MEDIA SPECIALIST

100+ Google  
Reviews

50+ LinkedIn  
Recommendations

**a** akash namboodiri  
★★★★★

When you enroll for the Digital Marketing course at Growthdish is dedicated to helping newbies enter the world of digital marketing.

The basic difference between conventional digital marketing courses available at hefty prices in the market and the one Surojit offers is addressing the basic necessity, "if someone wishes to learn, they have to fiddle and learn themselves", I have to tell only one thing, it is really a wonderful experience learning from him.

Thanks Growthdish, thanks Surojit.

**J** Jagraj Singh  
★★★★★

I enrolled in Surojit Sir's Digital marketing course for which was a packed course. In that whole journey He was not just a digital marketing but a great mentor. The course was very interesting and fun with, we had assignments to do and it was the whole course was totally practical. He also has a community of all other participants which encourages you each day to learn something new.

From practical experience to helping us if we were stuck anywhere, He has given immense value knowledge and Support.

Wish him great success.



**Bhargavi Selarka**



One day I was scrolling on LinkedIn and I came through your post, that you will teach digital marketing fee was also reasonable. There are so many digital marketing courses available, but I got intuition that yours will be the best and I will learn so much from you. And after two months I feel like I have gained so much knowledge that it will be very useful in my career. Thank you for the same sir.

Also, I recommend every learner to go through this course, as it will turn your life around.



**vedika nigania**



I was part of Surojit's Digital marketing course. He is not just a digital marketer but a complete mentor. The course was super fun with assignments and totally practical. It's so good to be a part of a community which encourages you each day to learn something new.

From practical experience to helping in any career suggestions. He has added immense value and knowledge.

Wish for many more such sessions with him.



**Shaina Mehta**



GrowthDish is really a very good platform to learn Digital Marketing specially for beginners. Surojit is a mentor who is always ready to clear all the doubts with big smile and patience.

Thank you so much for the wonderful sessions by Surojit n team.



**Shikha Bhadouria**



The power-packed insightful sessions offered by Mr. Surojit Mahato differentiates his digital marketing course from any other courses available in the market. This course is well-designed to teach you the theoretical as well as practical aspects of digital marketing.

I would highly recommend this course to anyone who wants to start their career in Digital Marketing



**Satwik Das**



I joined the 3 weeks program, and that has been one of the fulfilling investments, I have ever made. The course curriculum, is completely curated to suit the practical markets, thus allowing anyone to start directly in to the field after having learnt the concepts.

Thus for anyone willing to actually learn digital marketing - "THIS IS THE COURSE", I would highly recommend.



**Shahid Khatib**



Great learning.. very nicely planned and executed. In last week seissions many are absent due to covid19 2nd wave. Recorded season may helpful to those..

Best learnings are ..

1. practice sessions are made more confident
2. learned to making content and writing skills
3. importance of designing.

# Session Plan

## Week 01

27 <sup>th</sup> May	Friday	Welcome + Imp. Resources
28 <sup>th</sup> May	Saturday	Content Writing + Copywriting
29 <sup>th</sup> May	Sunday	Designing Theory + Canva Live
30 <sup>th</sup> May	Monday	LinkedIn Marketing
31 <sup>st</sup> May	Tuesday	Instagram Marketing

## Week 02

03 <sup>rd</sup> June	Friday	Website Creation Intro
04 <sup>th</sup> June	Saturday	WordPress (Practical)
05 <sup>th</sup> June	Sunday	Elementor (Landing Page)

## Week 03

10 <sup>th</sup> June	Friday	SEO (Theory)
11 <sup>th</sup> June	Saturday	SEO (Practical)
12 <sup>th</sup> June	Sunday	Google Analytics

## Week 04

17 <sup>th</sup> June	Friday	Google Ads
18 <sup>th</sup> June	Saturday	FaceBook Ads
19 <sup>th</sup> June	Sunday	DM Proposal + Email Marketing

**Note :- Timing for all sessions: 7:30pm - 9:30pm (IST)**

# BONUS Documents

We are giving away valuable Add-ons in the form of bonuses for every important aspect of Digital Marketing.

These bonuses will be an additional value for all the attendees of this batch.

The bonuses will be given to you at the end of every weekly session.

**On Next Page is the list of the bonuses:**

<b>Writing</b>	Power Words
	28 Day Action Plan To Become A Good Writer
	Analysis of Blog
	Comparative Analysis of Email
<b>Designing</b>	4 Step Action Plan To Learn Designing
	Analysis of Good Design
	Linkedin Cover Samples
<b>Website Creation</b>	Website Creation Guide (Wordpress)
<b>SEO</b>	SEO All In One Checklist
<b>SEM</b>	Campaign Creation Template (Google Ads)
	Campaign Creation Template (Facebook Ads)
	Audience Selection (Facebook)
	Facebook Size Guide
<b>SMM</b>	Best Bios on Instagram
	Social Media Content Calendar
	Instagram Size Guide

# Kickstart Your Career in Digital Marketing

[Join Now](#)



[www.growthdish.com](http://www.growthdish.com)