Diz**ital**Square

Learn-Apply-Grow

Leading
Digital Marketing Institute
of Odisha

&

Recognized by
Startup Odisha

Why DizitalSquare?

We are Committed, & Continuously Delivering Quality *(Since 2017)*

- ✓ **High Quality Training**
- ✓ **Industry Expert Trainer**
- ✓ **Latest & Updated Syllabus**
- ✓ **Hands-on Live Project**
- ✓ **Soft-skill Development Activities**
- ✓ **Internship Experience**
- ✓ **Certifications & Experience Letter**
- ✓ **100% Job Support with multiple & Long Term Placement Support**

DizitalSquare Training & Solutions LLP

M: 9078150202   www.dizitalsquare.com

Plot 65, District Center, Chandrasekharpur, Bhubaneswar

Our Successful Journey

"We are Leading from the front in Odisha"

There is always strength in numbers. The more individuals or organizations that you can rally to your cause, the better. We take pride in educating the highest number of Individuals in offline mode in Odisha in Digital Marketing.

700+
Happy Learners

350+
Hiring Companies

70+
Batches Completed

100%
Placement Record

Awards:

>>> We had listed in the "Top 10 Most Promising Digital Marketing Training Institutes of India" in 2019 *by Silicon India Magazine*

>>> We are proudly recognized by Start-Up Odisha & recommended by IIT Bhubaneswar

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Key Mentorship

A Mentor who loves to Lead & Let others to Succeed!

We are grateful to have such mentor in our Organisation. He is just Unmatched, Uncompilable and Irreplaceable. He is more than just a trainer; he is a mentor, a motivator, and an inspiration to us all.

Mr. Umasankar Sahoo
(Founder of DizitalSquare)

Experience: 15+ years

Portfolio:
- PGDM-Marketing (MSRIM, Bangalore)
- Certified Digital Marketer
- Business Coach & Consultant

www.umasankarsahoo.com

"You can learn digital marketing at many places, but if you have not learned under Umasankar Sir, you are going to miss a big thing in your life."

– Sonali (Digital Marketing Specialist)

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Certifications

We will help you to become a real Certified Digital Marketer complied with proper skills. You will get Course Completion Certificate from DizitalSquare and Also we will guide you opt other Certifications like Google etc.

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Recent Placements

People are struggling out there for a Job but we are so proud of our students who are grabbing opportunities easily. Every year we are helping more than 100s of students to land into their Career's 1st Job or switch to a better job.

Debajanee
Placed as : Social Media Strategist
Company : Manorama Web Solutions

T. Santosh Kumar
Placed as : Digital Marketing Execu
Company : Blockbuster, BBSR

Rashmibala Behera
Placed as : Digital Marketing Exec
Company : Digital IT Web

Ambarek parida
Placed as : Digital Marketing Intern
Company : Grovis Technologies pvt.lt
www.dizitalsquare.com

Amisha
Placed as : Social Media Executive
Company : Technovate
www.dizitalsquare.com

Sopnil Sahoo
Placed as : Digital Marketing Executive
Company : Reach Digitally, BBSR
www.dizitalsquare.com

Pallavi Sahoo
Placed as : Social Media Executive
Company : NAVZYA Sol. Pvt Ltd, Delh

Subhasmita Pradhan
Placed as : Social Media Manager
Company : The Technovate, BBSR

Rashmikanta Sahoo
Placed as : Digital Marketing Executive
Company : Moovon Services & Solutio

Pratyush
Placed as : Social Media Executive
Company : Limeli8 ,BBSR
www.dizitalsquare.com

Nandini Malakar
Placed as : SEO Content Writer
Company : Estacha Communications Pvt
www.dizitalsquare.com

Mousumi
Placed as : Digital Marketing Intern
Company : YoByTech, BBSR
www.dizitalsquare.com

Shahid
Placed as : Digital Marketing Exeutive
Company : United Pixel , BBSR

Madhusudan
Placed as : Digital Marketing Exeutiv
Company : United Pixel , BBSR

Monalisa Swain
Placed as : Digital Marketing Execut
Company : The Leutetium, BBSR

Rojalin Sahu
Placed as : SMO Executive
Company : Limeli8, BBSR
www.dizitalsquare.com

Swagatika
Placed as : Digital Marketing Intern
Company : YoByTech, BBSR
www.dizitalsquare.com

Raja
Placed as : Marketing & B D Executive
Company : CARE Hospital, BBSR
www.dizitalsquare.com

for complete placement updates please visit www.dizitalsquare.com/placement

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Hiring Companies

We are working with more than **250+ companies** for the Internship & Placement programs for our students and our team is continuously working to work with more companies and help students to get exposure of the corporate world.

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Student Testimonials

The Strength of Dizitalsquare lies in its Team & they have a Great team. Support is Good & knowledge delivery is what makes them more strong.

Mayur Khandelwal, Entrepreneur
★★★★★

Whole teaching style was practical based using best and modern tools. Also we were thoroughly introduced to day-to-day updates in the field of Digital Marketing.

Aswini, MBA Student- IMI, BBSR
★★★★★

The overall learning experience was quite amazing. If you really want to hold a strong knowledge on digital marketing then dizialsquare is the best place.

Taptaparna, Bcom Student, SAI International College
★★★★★

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Advanced Digital Marketing
(Course Content)

We always upgrade our course content by understanding the trends, technologies and industry requirements

1. **Digital Marketing Planning, Setup & Integration**

2. **Web Designing & Blogging (WordPress)**

3. **Graphic Deigning & Video Editing (Canva & AI)**

4. **Content Writing & New Generation SEO (AI)**

5. **Social Media Marketing & Optimization (Automations)**

6. **Performance Marketing- (PPC & Performance)**

7. **Bulk SMS/WhatsApp/Email Marketing**

8. **AI & AI Implementation in DM**

9. **Web Analytics (Google Analytics)**

10. **Placement Activities, Interviews & Certifications**

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Advanced Digital Marketing
(Course Content)

1. Digital Marketing Planning, Setup & Integration

➤ **Intro:** What's is Digital Marketing, Understanding Various aspects of Marketing, Traditional Marketing vs Digital Marketing, Benefits of Digital Marketing, Inbound Marketing Strategy, Case Studies, Digital Marketing Implementations, Strategy Creation, Budget Management, Funnel Creation, Lead Generation, Branding Strategy, and various Functionalities of Digital Marketing

➤ Digital Marketing Planning, Setup & Practical Implementation

2. Web Designing & Blogging (WordPress)

➤ Create a blog using Blogger & WordPress, Work on Blogger Templates and create beautiful blogs, WordPress Theme Customization, Work on both free & paid themes

➤ Advanced Page Designing, Landing Page Creation using Page Builders like- Gutenberg, Elementor, Divi, WP Bakery, Plugin Management, Responsive Site Designing, Learn embedding YouTube videos, Instagram feeds, Google Map & Contact Form Integration, Integration with mail server, work on chat-bots, chat messengers, Social Media integration etc.

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3. Graphic Deisgning & Video Editing (Canva & AI)

➤ Getting started with designs and creatives, Layout, design rules and basics, hands on knowledge on latest, fastest and most advanced tool like Canva with AI integration

➤ Hands on Experience on creating various Graphics, YouTube videos, Reels, Shorts, Animations, Infographics etc

4. Content Writing & New Generation SEO

➤ **Content Writing:** Understanding the role of content in Digital Marketing, types of content, Content Creation Tools, SEO Friendly content writing, Copywriting, Website content writing, Blog writing, AI Content Writing, Humanization of Content Writing

➤ **New Gen SEO:** Understanding SEO, Its Concepts, Benefits, And Strategic Implementation, Understanding Search Engines & their Mechanism, Search Engine Algorithms, Generative AI.. etc

Keyword Research: Understanding Keyword in SEO, finding most relevant keywords, Keyword Research process, Using various tools

Google search Console: Google Search Console Integration, URL Inspecetion, Taking control on Search Engine Performances etc.. >>>

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➤ **On page Optimization-** Tag Optimisations, URLs, Permalinks, Heading Management, Formatting, Image alt text, Link Management, etc

Technical Optimization- User Experience, Site Loading Speed, Cache System, Robots.txt, Sitemap, AMP, Redirection, Canonical URL

Off Page Optimization- Link Building, Social Bookmarking, Citation Creation, Trust Flow, PR Optimization, Brand Mentions, Social Signal

➤ **Local SEO-** Add Business on Google Map, Verification, Google Map Optimization, Rank on Google Map Google Search Console- Integration, Performance monitoring, Technical Fixing, Keyword Position Mapping

5. Social Media Marketing & Optmization

➤ **Platforms Covered:** Facebook, Instagram, YouTube, LinkedIn, X, Threads, Pinterest and all other leading digital platforms

Social Media Marketing, Tips & Techniques, Choosing the right platforms for Brand Building, Organic Growth Hack, Effective Content Marketing Strategies, SMO Techniques, Use of Advanced & New generation AI Tools, Use of Social Media Management Tools like Meta Business Suite, Hootsuite, Buffer, Chat Automation to Response Automation & Complete Growth Strategy

Outreach Strategies, Collaborations, Finding Ways to go viral on Instagram & YouTube

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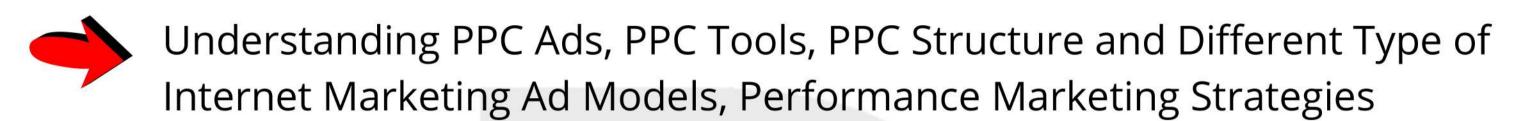# Advanced Digital Marketing
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➤ **Facebook, Instagram-** Brand Account optimization, Chat and Response Automation using AI, Page likes & Followers increase planning, Content Strategy, Hashtag management, understanding Facebook and Instagram algorithms & Brand Building Strategy

➤ **YouTube-** YouTube Channel, Video & Shorts Optimization, Video Content Strategy, Subscriber Management, YouTube SEO, Tag Management, Influencer & Collaboration Marketing

➤ **LinkedIn-** Understanding LinkedIn platform, brand account creation, team creation, network building, professional connection optimization, B2B business opportunities, lead generation, database building, LinkedIn

➤ **Pinterest-** Pinterest Planner, Understanding boards, pins, and various opportunities for marketing

➤ **X(Twitter), Threads-** Brand Account Management, Tweet Strategy, Hashtag Management, Customer Handling, Brand Maintenance, Handling Threads, Finding Growth Opportunities in Threads App

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Advanced Digital Marketing
(Course Content)

6. Performance Marketing- (PPC & Performance)

➤ Understanding PPC Ads, PPC Tools, PPC Structure and Different Type of Internet Marketing Ad Models, Performance Marketing Strategies

➤ **Google & YouTube Ads-** Hands on Google Ads tool (Google AdWords), Ads on Search Engines, Map, Play Store, etc, Image, Video Ads, App Promotions. Lead Generations, Brand Awareness, Traffic campaigns on Google Network, creating target audience, custom audience, re-marketing, conversion optimization, various bidding strategy, control bidding options, budget management, etc

➤ **Meta Ads(Facebook, Insta & WhatsApp)-** Hands on Ad Manager & Business Manager, setting up Ad accounts, Running objective oriented advertisements on Facebook network, Brand Awareness, lead generation, traffic, app promotion, page likes, conversion ad campaigns, boosting posts, budget management, pixel integration, custom audience management, re-targeting & re-marketing Ads, Facebook Insights, etc

➤ **LinkedIn Ads-** Hands-on Campaign Manger tool, targeting options, understanding audience on LinkedIn network etc

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Advanced Digital Marketing
(Course Content)

7. Bulk SMS/WhatsApp/Email Marekting

➤ **SMS Marketing-** Bulk SMS Panel Setup, running promotional and transactional SMS campaigns, Understanding the DND rules, TRAI guidelines, DLT Registrations

➤ **WhatsApp Marketing-** Use of WhatsApp Marketing in Business, Automations, Business Account creation, Broadcasting, Group Management, Product Management etc

➤ **Email Marketing-** Basic Understanding of Email Marketing, Benefits and startegy to execute, Hands on most popular Email Marketing tool (Mail Chimp), Email Audience management, Template Creation, Email writing, Automations,

8. AI & AI Implementations in DM

➤ **AI Implementation:** Explore Various AI Tools used in Digital Marketing, Prompt Writing, And Generate AI version of Content Fast and Qualitative. Such as: Text to Image, Text to Audio, Script Writing, Digital Marketing Planning, Social Media Planning, Blog Writing, AI Video Generation, Content Automation, Video to Blog, Blog to Video, etc

Tools: ChatGPT, Gemini, Leonardo, Meta AI, Invideo, Dall-e, Davinci, and many more AI Tools

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9. Web Analytics (Google Analytics)

➤ **Analytics & Reporting-** Integration of Google Analytics with website, Live tracking & monitoring real time users, Understanding website visitors demographically, geographically, The source of traffic, technology & device monitoring, Various report generation on visitors, Goal setup and Conversion tracking, forecast and strategy preparation

10. Placement Activities, Interviews & Certifications

➤ **Placement-** Team will help Job seekers to prepare resume, getting ready for interview, mock interview, final interview calls and Job offers.

➤ **Certification-** Students will be guided for Google Certifications, & final Certification will be done from DizitalSquare.

Explore Our Instagram: www.instagram.com/dizitalsquare

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Tools & Technology

Without Hands on Tools & Latest Technology(AI) Digital Marketing is just a Theory & does not give any value addition in Skill Development or Growth. We cover 100s of the required tools to learn practically. Here is a list of few tools but we will learn many more.

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Di**zital**Square

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For Admissions

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Explore Our Social Media:

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DizitalSquare

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