

DIGITAL MARKETING COURSE



conceptualise.academy

UNLOCK YOUR DIGITAL FUTURE TODAY!

Empower your career with the skills to succeed in the digital age. Transform your passion into a successful career with our industry-leading training.

**Explore Inside to Discover
Your Path**

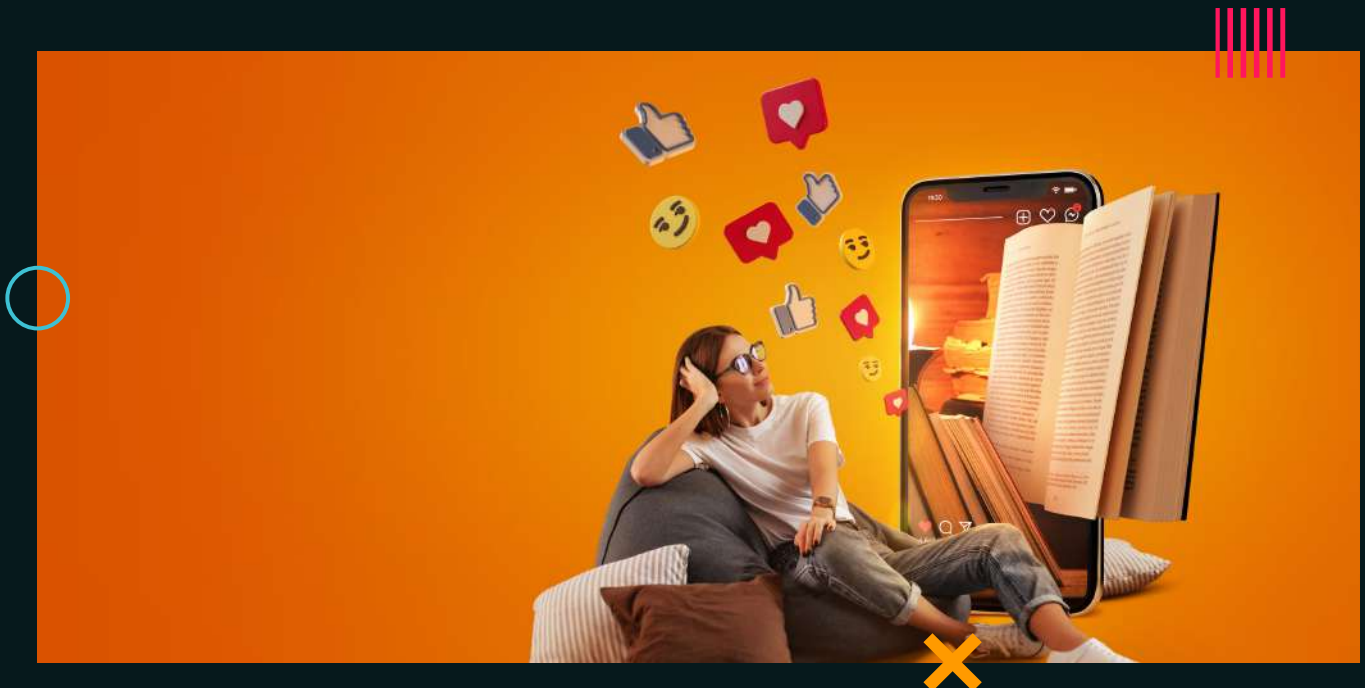


WELCOME TO YOUR DIGITAL JOURNEY!

At Conceptualise, we believe that every digital dreamer can build a bright future. Our Digital Marketing Course is designed for anyone who wishes to succeed in the online world. Whether you are just starting out, looking to enhance your skills, or ready to launch your own business, this course is the perfect guide to help you unlock your true potential.

This brochure is your gateway to understanding the power of digital marketing. Inside, you will find detailed information about our course curriculum, the exciting career opportunities that await you, and how our expert trainers can help shape your future. Get ready to explore, learn, and grow as you step into the dynamic world of digital marketing.

Your digital future starts here!



For over 20 years, Conceptualise has been a trusted leader in Branding, Web, Content, and Digital Marketing. Our journey began in Dubai, expanded with a base in Canada, and for the past 11 years, we have thrived in India. We have proudly served over 1,200 brands across 19 countries, in 9 languages, and across 97 industries. Our legacy is built on creative solutions, innovative thinking, and a strong commitment to helping our clients succeed in the digital world.

Finished Project

905

Happy Client

750+

Achievement

100K





EMPOWER YOUR FUTURE WITH COMPREHENSIVE DIGITAL MARKETING TRAINING

Our Digital Marketing Course is meticulously designed to equip you with the essential skills and advanced strategies needed to thrive in the dynamic online landscape. Whether you are a beginner eager to learn the basics, a professional looking to upgrade your skills, or an entrepreneur ready to drive your business forward, this course offers a structured, in-depth curriculum tailored to your needs.

Throughout the course, you will explore a wide array of topics—from SEO, social media, and content marketing to email marketing, PPC, and data analytics. Our hands-on approach ensures that you gain practical experience through real-world projects, preparing you to meet the demands of today's digital marketplace. Taught by industry experts, our training program combines theoretical knowledge with actionable insights, making it a transformative learning experience that sets you apart in your career.

Join us to unlock your digital potential and build a future-proof career in digital marketing.



STRUCTURED LEARNING FOR EVERY LEVEL

Our curriculum is designed to guide you through every stage of your digital marketing journey. With a structured blend of theory and hands-on practice, our course covers essential topics from foundational principles to advanced strategies. We offer tailored learning paths that ensure you gain both the knowledge and practical experience needed to excel in the digital world.

Beginner Level – Digital Marketing Essentials:

- Build a strong foundation with core skills in SEO, social media, content marketing, and more.

Intermediate Level – Advanced Digital Marketing:

- Dive deeper into strategies, analytics, and modern digital tools to enhance your skill set.

Expert Level – Digital Marketing Mastery

- Master high-level techniques and innovative approaches to drive business growth and digital transformation.

Specialisation Courses:

- Choose focused modules in Performance Marketing, SEO, Social Media Marketing, E-Commerce, and AI in Digital Marketing for targeted expertise.

Practical & Industry-Relevant Projects:

- Apply your learning with real-world projects, expert guidance, and career support to become job-ready.

CAREER OPTIONS AFTER A DIGITAL MARKETING COURSE

Digital marketing opens up a world of opportunities. With your skills, you can explore many different jobs where you can help brands grow and succeed.

1. Digital Marketing Manager

Lead online campaigns and drive brand success.

2. Social Media Manager

Build and manage engaging communities on social platforms.

3. SEO Specialist

Help websites rank higher on search engines.

4. PPC Specialist

Create and optimise pay-per-click advertising campaigns.

5. Content Marketing Manager

Craft creative content that captures audiences.

6. Email Marketing Manager

Design email campaigns that keep customers interested.

7. Brand Manager

Shape and protect the identity of a brand.

8. Digital Strategist

Plan innovative digital campaigns for business growth.



**9. Online Community Manager**

Foster vibrant communities across online platforms.

10. Affiliate Marketing Manager

Build partnerships that boost sales through affiliate networks.

11. E-commerce Manager

Oversee online stores and enhance the shopping experience.

12. Web Analytics Specialist

Analyse data to improve digital marketing performance.

13. Influencer Marketing Manager

Connect with influencers to expand brand reach.

14. Content Creator

Develop exciting multimedia content for digital platforms.

15. Social Media Content Specialist

Craft engaging social posts and digital stories.

16. Digital Advertising Manager

Oversee and manage online advertising efforts.

17. Marketing Automation Specialist

Streamline campaigns using the latest automation tools.

18. Conversion Rate Optimisation (CRO) Specialist

Turn website visitors into loyal customers.

19. Digital PR Manager

Manage online reputation and build brand trust.

20. Growth Hacker

Innovate and experiment to drive rapid business growth.



“YOUR DIGITAL FUTURE AWAITS!”

In today’s fast-paced digital world, endless opportunities lie ahead for those equipped with the right skills and mindset. Our comprehensive Digital Marketing Course is designed to empower every learner—whether you're just starting out, looking to advance your career, returning to the workforce, launching your own business, or expanding your freelance horizons.

With practical training, expert guidance, and real-world projects, this course will transform your passion for digital marketing into a successful career. Let us help you discover the path that suits your aspirations and prepares you to excel in a dynamic, digital-driven marketplace.





WHO ARE YOU?

For Freshers:

Build a strong foundation and gain the confidence to step into the digital marketing arena.

For Professionals:

Upgrade your skills with advanced strategies to accelerate your career growth.

For Women Returning to Work:

Reignite your career with updated, industry-relevant expertise and flexible learning.

For Entrepreneurs:

Master digital strategies that drive business success and foster innovation.

For Freelancers:

Enhance your portfolio and attract high-value clients with in-demand digital skills.

Scroll down to explore the tailored career paths and see how our Digital Marketing Course can be your gateway to success!



ARE YOU A FRESHER?

Are you just starting your career and wondering where to begin?

"Kick-Start Your Digital Marketing Career"

If you are a fresher, our Digital Marketing Course is the perfect launchpad for your career. Designed to teach you the essential skills and practical know-how, this course will help you build a strong foundation and the confidence you need to step into the exciting world of digital marketing.

● Learn the Basics:

Acquire core skills in SEO, social media, content marketing, and more.

● Expert Guidance:

Learn from experienced professionals in the digital marketing field.

● Hands-On Projects:

Work on real-life projects that build your portfolio.

● Career Support:

Receive mentorship and career advice to help you secure your first job.

● Industry-Relevant Training:

Gain knowledge that employers value in entry-level roles.



ARE YOU A WORKING PROFESSIONAL?

Are you looking to upgrade your skills and advance your career in digital marketing?

"Advance Your Career with Cutting-Edge Digital Marketing Skills"

For seasoned professionals, our Digital Marketing Course offers an opportunity to sharpen your expertise and stay ahead of industry trends. Enhance your skill set with advanced strategies and technologies that will enable you to drive business growth and excel in your current role.

● Master Advanced Techniques:

Learn data-driven strategies and new digital trends.

● Expand Your Network:

Connect with industry experts and like-minded professionals.

● Enhance Your Skill Set:

Upgrade your knowledge in areas like AI, automation, and analytics.

● Career Growth:

Increase your potential for promotions and leadership roles.

● Boost Business Growth:

Apply your new skills to drive measurable results.



ARE YOU A FEMALE RESTARTING YOUR CAREER?

Are you ready to restart your career with fresh, modern skills in digital marketing?

"Empower Your Comeback in the Digital Age"

Our Digital Marketing Course is designed especially for women returning to work. This program will update your skills, boost your confidence, and provide the flexibility you need to re-enter the job market successfully. Get ready to embark on a journey that opens up new opportunities and supports your career goals.

● **Update Your Knowledge:**

Refresh your skills in SEO, social media, and content marketing.

● **Supportive Community:**

Connect with peers and mentors who understand your journey.

● **Flexible Learning:**

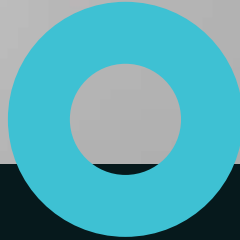
Enjoy a course that fits your schedule and personal commitments.

● **Career Readiness:**

Prepare for interviews and secure a rewarding role in digital marketing.

● **Practical Experience:**

Gain hands-on experience through real-world projects.



ARE YOU AN ENTREPRENEUR?

Are you looking to drive your business forward using effective digital marketing strategies?

"Transform Your Business with Expert Digital Marketing Strategies"

Entrepreneurs can use our Digital Marketing Course to revolutionise their business. This program equips you with the skills needed to build compelling campaigns, manage marketing teams, and scale your business efficiently. Learn to harness the power of digital marketing to reach your customers and grow your brand.

● Strategic Planning:

Develop comprehensive digital marketing strategies.

● Manage Budgets Effectively:

Learn how to allocate your marketing budget for maximum return.

● Boost Online Presence:

Learn to leverage SEO, PPC, and social media to reach more customers.

● Learn from Experts:

Gain insights from industry leaders and successful case studies.

● Data-Driven Decisions:

Use analytics to track performance and refine your campaigns.



ARE YOU A FREELANCER?

Do you want to enhance your skills and attract more clients with expert digital marketing knowledge?

"Boost Your Freelance Career with In-Demand Digital Marketing Skills"

Freelancers can benefit immensely from our Digital Marketing Course, which offers practical skills to build a robust portfolio and win high-value projects. Learn how to deliver impactful solutions and position yourself as an expert in the field. With these skills, you can confidently grow your freelance business and expand your client base.

● Essential Tools & Techniques:

Master the tools that top digital marketers use.

● Understand Client Needs:

Deliver tailored digital marketing solutions.

● Build a Strong Portfolio:

Work on projects that showcase your expertise.

● Network Effectively:

Connect with potential clients and industry professionals.

● Attract High-Value Clients: Learn strategies to pitch your services and secure more gigs.

BENEFITS & OUTCOMES

Transform Your Future with Practical, In-Demand Skills

Our Digital Marketing Course is not just about theory—it's designed to empower you with real-world skills that lead to tangible career success. Whether you're aiming to secure your first job, advance in your current role, or launch your own business, our course will equip you with the tools you need to excel in the digital landscape.



● Acquire In-Demand Skills:

Learn the latest techniques in SEO, social media, content marketing, and more.

● Gain Hands-On Experience:

Work on real-life projects that build your portfolio and boost your confidence.

● Expert Mentorship:

Receive guidance from industry professionals who share practical insights.

● Career-Ready Portfolio

Build a robust portfolio that showcases your achievements to potential employers.

● Future-Proof Your Career:

Stay ahead of the curve in a rapidly evolving digital world.

TESTIMONIALS & SUCCESS STORIES

Inspiring Journeys, Real Results

Our Digital Marketing Course has transformed countless lives, empowering students from diverse backgrounds to achieve their professional dreams. Here's what some of our successful alumni have to say about their journey:

- **"A Game Changer":** "The hands-on projects and expert mentorship gave me the confidence to land my dream job in digital marketing."
— Digital Marketing Manager
- **"Building My Future":** "This course not only taught me the fundamentals but also helped me build a portfolio that truly stands out to employers."
— Social Media Specialist
- **"A Fresh Start":** "After a career gap, the practical skills and supportive environment of this course were key to relaunching my professional journey."
— Returning Professional
- **"Empowering Entrepreneurs":** "The strategic insights I gained allowed me to start my own consultancy and quickly grow a successful client base."
— Entrepreneur
- **"Freelance Success":** "The advanced techniques and real-world projects enabled me to secure high-value freelance projects, elevating my career."
— Freelance Digital Marketer

Each of these success stories highlights our commitment to delivering a transformative learning experience that equips you with the skills needed to excel in the digital world. Join us and become the next inspiring success story in digital marketing.

VINEET BAVEJA

Early Evangelist of Digital Marketing in 20

Vineet Baveja, the founder of **Conceptualise**, is an insightful serial entrepreneur and early evangelist of digital marketing. A true networker and a builder of valuable innovations, Vineet has a proven history of leading cross-cultural teams in areas such as digital marketing, corporate trainings, elder care, printing solutions, corporate gifting, pet solutions, spiritual healing, and business networking. With his sharp business acumen and strategic approach, he has helped create over 70 millionaires from scratch. His diverse education—graduating from the Institute of Hotel Management, Goa, earning a degree in Aviation Management from Edith Cowen University in Perth, Australia, and an MBA from the University of Wales—attests to his strong entrepreneurial spirit. Vineet's remarkable journey and proven track record continue to inspire success in today's digital world.



ENROLMENT & PRINCING DETAILS

Begin Your Journey to Digital Success Today

Are you ready to transform your career and unlock your digital potential? Our Digital Marketing Course offers flexible pricing options designed to fit your budget, along with a simple, hassle-free enrolment process. With transparent fees and exclusive early registration discounts, there's never been a better time to invest in your future. Whether you're a fresher, a professional, or an entrepreneur, our course is structured to provide unbeatable value and practical skills that will set you apart in today's competitive digital landscape.

- **Flexible Payment Options:** Choose from full payment or convenient installment plans to suit your financial needs.
- **Transparent Pricing:** No hidden fees—what you see is what you pay.
- **Exclusive Discounts:** Take advantage of special offers for early registrants and group enrollments.
- **Simple Enrollment Process:** Register online in just a few clicks, or get assistance from our dedicated support team.
- **Comprehensive Support:** Receive ongoing guidance from enrollment through course completion, ensuring you're set up for success.

Take the next step toward a brighter future in digital marketing—enroll today and start building the career you've always dreamed of!

FREQUENTLY ASKED QUESTIONS (FAQs)

Got Questions? We Have Answers

Here are some of the most common questions we receive about our Digital Marketing Course. We've designed this section to help you understand every aspect of the course, ensuring you feel confident and ready to take the next step in your digital journey.

● **What is the duration of the course?**

Our course is structured into multiple levels. For beginners, the core program lasts 3 months. Advanced and expert levels range from 4 to 7 months, with specialisation modules available for 2.5 to 3 months each.

● **What are the fees for the course?**

Fees vary depending on the level and specialisation you choose. We offer transparent pricing with flexible payment options, including full payment or convenient installment plans. Please refer to the Enrollment & Pricing page for detailed information.

● **Do I need any prior experience to join?**

No prior experience is required! Our course is designed for freshers as well as professionals looking to upgrade their skills. We start from the basics and gradually move to more advanced topics.

● **Will I receive a certificate upon completion?**

Yes, all successful participants will receive a certificate of completion, which is recognised by industry professionals and can boost your career prospects.

● **Is there any career support provided?**

Absolutely. We offer extensive career support, including mentorship, portfolio development, mock interviews, and placement guidance to help you secure your desired role.

FREQUENTLY ASKED QUESTIONS (FAQs)

Got Questions? We Have Answers

● **How do I enroll in the course?**

Enrolment is simple. You can register online through our website or contact our support team for assistance. All the details are clearly outlined on our Enrollment & Pricing page.

● **What kind of practical experience will I gain?**

Our course includes hands-on projects, real-life case studies, and interactive sessions with industry experts, ensuring you build a robust, job-ready portfolio.

● **Who will be teaching the course?**

Our course is taught by experienced professionals and industry leaders who bring real-world expertise and a passion for digital marketing to every lesson.

If you have any further questions or need additional information, please feel free to reach out to us. We are here to support you every step of the way on your digital marketing journey!



Contact Information & Next Steps

Take the Next Step in Your Digital Journey

Ready to transform your future with our Digital Marketing Course? We are here to help you every step of the way. Whether you have questions, need guidance, or are ready to enrol, our team is just a call or click away. Reach out to us and begin your journey toward a rewarding career in digital marketing.

Office Hours

Monday – Sunday
08.00 AM – 08.00 PM

Address

Content

Get In Touch

(+91) 999 01 68 777
(+91) 999 01 58 777

Follow Us

www.conceptualise.in
training@conceptualise.in

Registered Firm: Enlargenet

GST: 06ADIPB5368H3ZJ
MSME UDYAM-HR-05-
0076774



Next Steps:

- **Get in Touch:** Contact our support team for any queries or assistance with enrollment.
- **Enrol Now:** Secure your spot in our course and start building your future today.
- **Join Our Community:** Follow us on social media to become part of a vibrant network of digital marketing professionals.

Your digital future awaits—reach out today and take the first step toward success!

Learn the CORE DIGITAL MARKETING SKILLS to build SOILD FOUNDATION

Be EMPLOYABLE – not just a plain QUALIFICATION

Be Ready for Real-World Challenges with an Affordable, Online Program

Launch your journey into the digital marketing world with a comprehensive 3-Month Foundation Course designed for beginners and early learners.

Course Fee: Rs 19,000 + GST || 03 Months || 34 Modules

Who is it for?

- **Beginners:** Perfect for students and professionals who want to step into digital marketing with a structured, easy-to-follow approach.
- **Freelancers:** Build your foundational knowledge to offer digital marketing services confidently.
- **Anyone Curious About Digital Marketing:** A great starting point for exploring the vast world of online marketing.

Why Choose This Foundation Course?

- **Structured Learning:** Learn digital marketing concepts in an easy, step-by-step manner.
- **Affordable & Flexible:** Access online learning at your own pace, at an accessible price.
- **Comprehensive Modules:** Covers 34 key modules essential for digital marketing success.
- **No Prior Experience Needed:** Learn from scratch, even if you have no previous knowledge.
- **Certificate of Completion:** A strong credential to showcase your digital marketing skills.

What You Get?

- **Foundation Digital Marketing Certificate:** A mark of your commitment and learning.
- **34 In-Depth Modules:** Covering SEO, Social Media, Content Marketing, Ads, and more

Transform your knowledge and take your first step into digital marketing with confidence!

Enrol now and build your digital foundation.

Program Starting Dates

01st & 15th for every Month



conceptualise™

20+ Years, 1200+ Brands, 97+ Industries,
20 Nations, 9 Global Languages,
7 Indian Languages, 1950+ Videos



conceptualise.academy



9990158777

Master ADVANCED DIGITAL MARKETING Skills to Become a Pro Be EMPLOYABLE – not just a plain QUALIFICATION

Go Beyond Basics with Deep-Dive Knowledge and Industry-Ready Training

Elevate your career with a 5-Month Advanced Digital Marketing Course designed for serious learners and professionals.

Course Fee: Rs 35,000 + GST || 05 Months || 50+ Modules

Who is it for?

- **Intermediate Learners:** Ideal for those who have a basic understanding of digital marketing and want to upskill.
- **Marketing Professionals:** Boost your career by mastering advanced strategies and tools.
- **Entrepreneurs & Business Owners:** Learn cutting-edge techniques to scale your brand effectively.
- **Freelancers:** Expand your services by offering high-value digital marketing solutions.

Why Choose This Advanced Course?

- **Advanced Strategies:** Go beyond the basics and learn what works in the real world.
- **50+ Industry-Relevant Modules:** Covering performance marketing, analytics, advanced SEO, paid ads, and more.
- **Learn at Your Own Pace:** Fully online, so you can balance learning with your schedule.
- **Certificate of Completion:** A valuable credential for your resume or LinkedIn.
- **Updated Content:** Stay ahead with the latest trends, tools, and case studies.

What You Get?

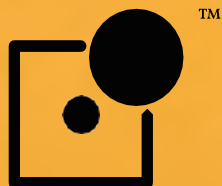
- **Advanced Digital Marketing Certificate:** Prove your expertise to employers and clients.
- **50+ In-Depth Modules:** Covering everything from advanced analytics to creative ad strategies.

Upgrade your digital marketing skills and become a valuable asset in any organization!

Enrol now and take your digital marketing career to the next level.

Program Starting Dates

01st & 15th for every Month



conceptualise™

20+ Years, 1200+ Brands, 97+ Industries,
20 Nations, 9 Global Languages,
7 Indian Languages, 1950+ Videos



conceptualise.academy



9990158777

Learn REAL SKILLS THAT WORK

Be EMPLOYABLE – not just a plain QUALIFICATION

Launch Your Career in Digital Marketing with Hands-On Training and Real-World Experience!

Introducing a Comprehensive 3-Month Internship and Training Program Designed for Aspiring Digital Marketers.

Course Fee: Rs 85,000 + GST

Who is it for?

- Freshers: Kick-start your career with essential skills and real-world project experience.
- Career Returnees: Ideal for women looking to re-enter the workforce with updated digital marketing skills.
- Managers: Enhance your managerial skill set with in-depth digital marketing knowledge.
- Business Owners: Empower your brand with the tools and techniques to succeed in the digital space.

Why Choose Us Over an Institute?

- Real-Time Projects: Apply your learning to live campaigns and real business challenges.
- Collaborative Team Environment: Work alongside experienced digital marketers and real teams of Content, Visual Designers, Ads specialists, SEO experts, Web
- Developers and Marketers.
- Guidance from Practising Managers: Learn directly from experts actively leading digital strategies across industries globally.
- Balanced Learning Approach: A perfect mix of theoretical foundations and practical application.
- Enhanced Job Prospects: Our program equips you with the skills employers are actively seeking.
- Deep Dive into Digital Marketing: Gain a thorough understanding of digital marketing beyond just the basics.

What You Get?

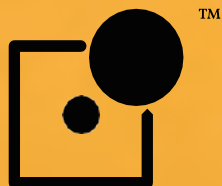
- Digital Marketing Certificate: Validate your skills with a certificate recognized in the industry.
- Completion of Internship Certificate: A testament to your practical experience and dedication.

Transform your understanding of Digital Marketing with us!

Enrol now and start your journey towards a successful marketing career.

Program Starting Dates

01 June 2025, 15 July 2025, 01 September 2025, 15 October 2025, 01 December 2025



conceptualise™

20+ Years, 1200+ Brands, 97+ Industries,
20 Nations, 9 Global Languages,
7 Indian Languages, 1950+ Videos



conceptualise.academy



9990158777

Digipreneur Founder's Grooming Program

Empower Your Entrepreneurial Journey with Our Founder's Grooming Program

Program Overview: Invest in yourself with our intensive three-month grooming program, designed to equip founders with the necessary skills to thrive in the competitive market landscape. Whether you're just starting out or looking to refine your business approach, our program offers invaluable insights and strategies.

Course Fee: Rs 1,50,000 + GST

Who is it for?

- Digi-Preneurs: Kick-start your digital marketing business.
- Founders of IT Firms: Ideal for IT founders looking to add Digital Marketing to their business offerings.
- Founders of PR Firms: Apt for PR Company Founders looking to add Branding and Digital Marketing to their profile.

What You Get?

- Real Hands-On Experience: Work alongside seasoned professionals in our dynamic environment.
- Shadow Internship: Gain insight into the operational, customer care, and sales aspects of running a digital marketing business.
- Personal Mentorship: Receive guidance and feedback from the founder's team at Conceptualise.
- Understand the Talent Acquisition: Learn who you need and how they work together as a well knitted digital marketing team.

Why Our Program?

- Real Business Insights: Learn from the successes and challenges of a functioning digital marketing firm.
- Network Building: Connect with other entrepreneurs and potential collaborators.
- Strategic Development: Refine your business model with expert advice and proven strategies.
- The Art of Closing Sales: Understand what it takes to close deals and manage clients' expectations.
- Out of the Box Thinking: Marketing requires thinking beyond just tools and common knowledge of digital marketing. Focus on adding real values to growth of client's business.

Are you ready to transform your business idea into reality?

Join our Founder's Grooming Program and pave the way for your (digital) entrepreneurial success!

Program starting dates: Ask us



20+ Years, 1200+ Brands, 97+ Industries,
20 Nations, 9 Global Languages,
7 Indian Languages, 1950+ Videos



conceptualise.academy



9990158777

THANKS

AND SEE YOU NEXT TIME

