

**Make Your Life Digital** 



### WELCOME

Digital technologies have changed the way we work, live, and communicate.

We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional certification that can make a difference in your

life. Industry aligned, it can help you stand out

from the crowd and highlight your capabilities.

It can boost your credibility. It can transform you into a specialist in your field.

As Certifed Advance Digital Marketing Masters, you will be able to dramatically increase ROI and career performance, confidently drive and deliver digital marketing

strategies and campaigns beyond the boardroom

level.

Become a trailblazer in your industry by becoming a Certifed Advance Digital Marketing Masters.

Your digital future awaits.



#### Who we are?

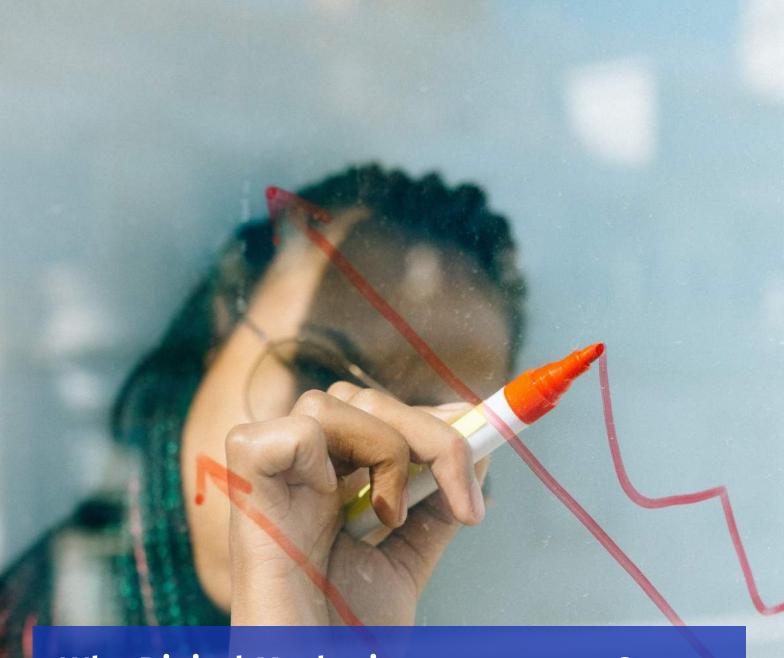
Ground Cyber is a venture of Ground Cyber Pvt Ltd. We provide Digital Marketing Training to Students, Corporate, Professionals, Entrepreneurs and Job Seekers

### **Our Mission:**

Our mission is to provide quality education with 100% practical training with affordable price and Make Your Life Digital.

We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors. Gaining a certifcation from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics, practices into your marketing techniques, measure and iterate the success of your digital marketing strategy

www.groundcyber.com



## Why Digital Marketing as a career?

There's no getting around the fact that almost all businesses, sooner or later, must include digital in their marketing activities. And with the demand for digital marketers outweighing the supply, there are plenty of opportunities out there for those looking to get into the Feld.

If you are a Student, Professional, Entrepreneurs and Job Seekers or a who is serious about learning Digital Marketing for personal or organizational growth then Digital Marketing course is for you. This course will help you build mastery in various disciplines of Digital Marketing – Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Social Media Optimization, Email Marketing & Web Analytics



India's Most Certified Advance Digital
Marketing Training Delivered by
Ground Cyber

478+

STUDENTS SUCCESS
STORIES

## Certified Advance Digital Marketing Masters

(3 Courses in One) (45 Modules)
Course Duration: 3 to 4 Months

01

#### Digital Marketing Course

- Digital Marketing Overview
- Keyword Research & Planning
- Content Marketing
- Advanced Search Engine Optimization (SEO)
- SEO Tools
- Google Webmaster Tool
- Google Analytics Tool
- Business Listing & Google MAP Listing
- PBN
- Paid Marketing using Google Ad words Tool
- Remarketing Management
- Bing Webmaster Tool
- Email Marketing

- Online Reputation Management
- Mobile Marketing
- Social Media Optimization
- Youtube Marketing
- Facebook Marketing
- Linkdin Marketing
- Instagram Marketing
- Twitter Marketing
- E-commerce Marketing
- Landing Page Optimization
- Google Tag Manger
- Lead Generation
- Interview Preparation
- Video Resume

## 02

## Web & Graphic Designing

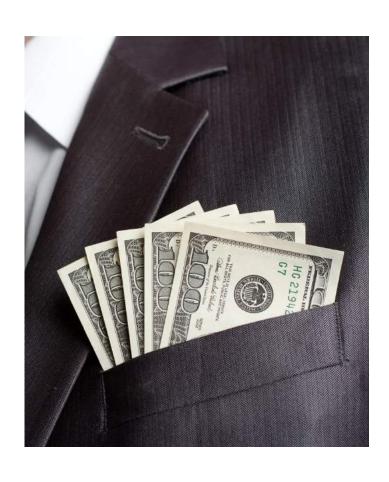
- Website Overview
- Website Creation Method
- Domain Management
- Hosting Management
- Established connection between Domain & Hosting
- Business Website Creation with Wordpress

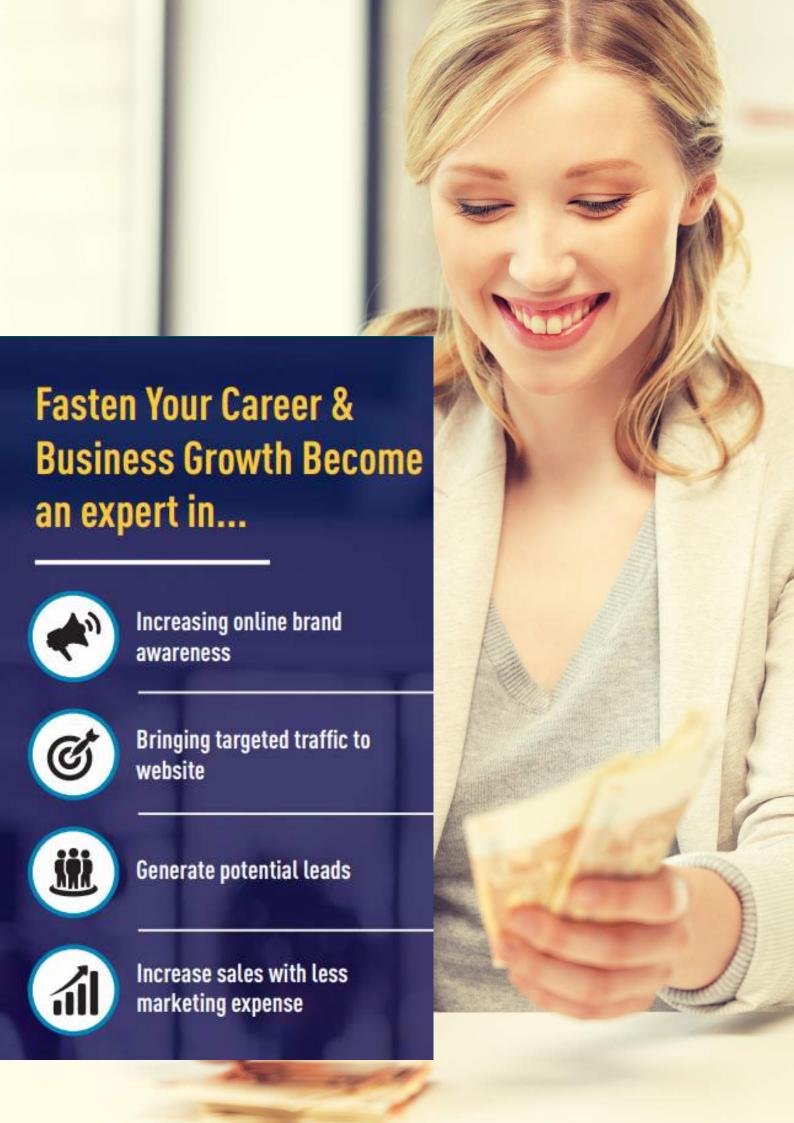
- E-commerce website Creation with Wordpress
- Blog Website creation with Wordpress
- Collaborate and Create Amazing Graphic Design With Canva
- Logo Creation

## 03

#### **Earn Money Online**

- Deep Blogging Secrets that makes money
- Google Adsense
- Affiliate Marketing
- Click Bank
- Grab Freelancing Project
- Lead Generation Strategy
- Marketing Techniques & Strategies
- Money Making Secrets





## Become A Google & Facebook Certified Professional

An institute is place where a journey of student starts with enhancing his skills and ends on being certified. Skills matter overall but if not certified then skills are not worthy. So after successful completion of course grab your certificates and be a certified professional in digital marketing industry.

# One Training Program 15 Certifications

#### 6 AdWords Certification

To Become Adwords Certified you'll need to pass the AdWords Fundamental exam and one more Adwords exam. prepare and help you to clear all these exams -

- AdWords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertisement
- Mobile Advertisement

#### 3 Hubspot Certifications

- Inbound Certification
- Email Marketing Certifica
- Content Marketing Certification

Facebook Blueprint Certification
Google Analytics Certification
Google Mobile Sites Certification
Google Digital Sales Certification
Ground Cyber's Certificate











### 17+ Career Options for You









Ground Cyber is training partner for Google Partners Academy

