

Digital Marketing Certificate Workshop

We at sustainable solutions strive to offer services and programs aiming towards the solutions for critical needs of individuals, processes and business.

This certificate course in “Digital Marketing” is one more of our program, specially designed to cater to the current needs of industry changing with online and social media usage each day.

The course offers participants from Marketing fraternity, management students and all aspirants who wish to work in the field of marketing, the required skills in the current market to start a career in Digital Marketing. A set of well researched tools and modern techniques tested and validated in real Digital Marketing process currently.

The scope of the course allows the participants to explore the practical elements of Digital Marketing and especially the use of social media & Online Platforms purposefully for marketing and sales of products & services.

The participants would be able to apply these skills at their own organisations or can find themselves equipped to apply for job as recruiters. This course is not just a certificate, it allows the participant to hone and implement the skills successfully through its process of project submission as a part of the workshop.

A hands-on experience during the project and techniques of social media recruitment during the workshop shall be very useful for every participant.

The features inherent to the course module shall allow participants to save time and expenses. Otherwise spent in large number, making Digital Marketing a cost effective and dynamic activity in an organisation.

The course is also for people who wish to work on their own in Digital Marketing field. The option for the course participant after successful completion is to get a job or work as a freelance Digital Marketer with any organisation also for Entrepreneurs to do digital marketing for their product & services. This outcome is very high for all participants of the course, as the course empowers the participant to apply the skills of Digital Marketing towards successful Marketing of brands, products and services.

Digital Marketing Internship

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Certificate Workshop in Digital Marketing

This initiative is an extension of the certificate course in Digital Marketing to promote the knowledge within people / students with no prior experience in the Digital Marketing industry.

In a way this program offers the participants to work with guidance post workshop, during the internship and allows gaining a certificate for internship and course certificate.

We recommend this program especially for **management students who opt for 'Marketing' specialization** or any person Interested in learning Digital Marketing. This shall add immense knowledge and practical value for students and make them job ready by the end of the internship (Duration: 1-3 months).

Salient Features of the: **Online Internship in Digital Marketing + Digital Marketing Certificate Workshop**

A) **Empower Yourself with Knowledge! Learn Anything you want!** The current work structure based on non-office and office based jobs in online form, are an experience which we are simulating through the online mode of internship. This shall not only make the intern acquainted with online work structure, it shall also allow more flexibility, and offering a self-working exposure with use of internet technology.

B) The program offers guidance to students/participants and offers online support for day to day tasks in Digital Marketing project.

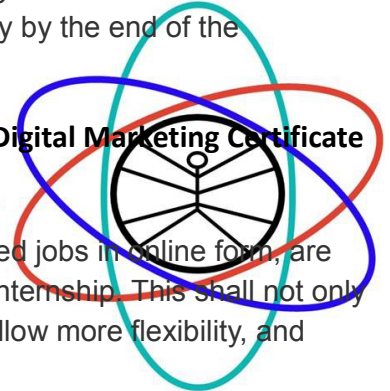
C) This program is hosted by 'Sustainable Solutions' hence, the intern shall be offered exposure to working on real Digital Marketing assignments with us. Consequently, any useful work contribution shall be acknowledged with monetary incentives.

This simulates the actual working structure in Digital Marketing industry today. The incentive shall vary as per ongoing assignment for candidate requirements across India.

D) A combined certificate post completion of the course and internship (3 months) shall add good value to the credentials of the participant. Also, the Intern gets to exhibit the practical exposure and implementing skills received during complete internship program.

Workshop Duration: 2 days + Online Internship/Project: 1-3 months

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Process to earn final certificate as:

“Zero Cost Digital Marketing Professional”

Post attending the Workshop participants shall have to submit a final project report wherein; the tools, skills and techniques delivered during the workshop shall have to be applied on real assignment of Digital Marketing.

Participants should exhibit 70% to 80% of the course content being used in the project to qualify for earning Final certificate.

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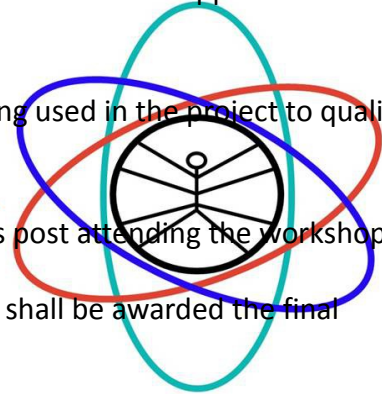
The project can be submitted after 1 month and before 3 months post attending the workshop.

Empower Yourself With Knowledge! Learn Anything You Want!

The project report shall be evaluated and successful submissions shall be awarded the final certificate as:

“Zero Cost Digital Marketing Professional”

Guidance and support for undertaking the project shall be offered on email during the implementation of project by the participants.



Practical Training Programme on:

Zero Cost Marketing!

Using Online & Social Media platforms

Advance Solution for Online Marketing!

Learn to use all tools and techniques available for zero cost marketing to promote within thousands and millions of audience.

Program Content:

- Free Mass Email campaigns (To thousands and millions)
- Free Social Media campaigns (In hundreds/thousands of groups and communities)
- Free Classified Advertising campaigns (in hundreds/thousands of sites)

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- To Send free of cost emails to more than 1 lac people
- To Post unlimited posts to hundreds of facebook groups, Google+ communities, LinkedIn groups and more.
- To Post Advertisements to thousands of Free Advertising Sites.
- To automate the tasks and schedule them for future.
- Techniques for creating visual and video content
- Lots of Tips and Tricks required for the trade!

