

1.1 Advanced Course in Digital Marketing

You have enrolled into the '**Advanced Course in Digital Marketing**'. Your objective is to implement digital marketing on your own live projects and for your live customers. For that, you will need to understand and master the different tools and techniques of digital marketing. My objective is to help you in this journey of Mastery in Digital Marketing.

Who can benefit from the '**Advanced Course in Digital Marketing**'? It turns out, many can and many have already benefited from this course.

- **Solopreneurs & Entrepreneurs** can learn and implement all the necessary digital marketing skills and techniques, that will result in huge savings per month.
- **Freelancers** can start offering more in-demand digital marketing services to their clients, thereby increasing their average earning potential.
- **Housewives** can supplement their family income by offering in-demand freelance services in an easy and hassle-free manner, through the newly acquired skills.
- With the course certification, **working professionals** are able to add more qualitative achievements to their resume, thereby making them ready for promotions and rich career moves.
- **Marketing Executives** can generate leads & returns for their companies through effective implementation of digital marketing tools, techniques and best practices.



‘Advanced Course in Digital Marketing’ is a guided course that follows a structure to ensure that the digital marketing skills are internalized by the participants. The course is a self-study course that runs over 13 weeks with a scientifically designed course structure. Users are urged to practice with the optional live capstone project which tests their digital marketing skills in a live environment.

- The **‘Advanced Course in Digital Marketing’** is a very comprehensive and extensive course for those who want to implement digital marketing in their business or for their clients. It is a great step forward.
- With the **‘Advanced Course in Digital Marketing’**, we promise “Digital Assurance” of digital marketing skills & expertise.