



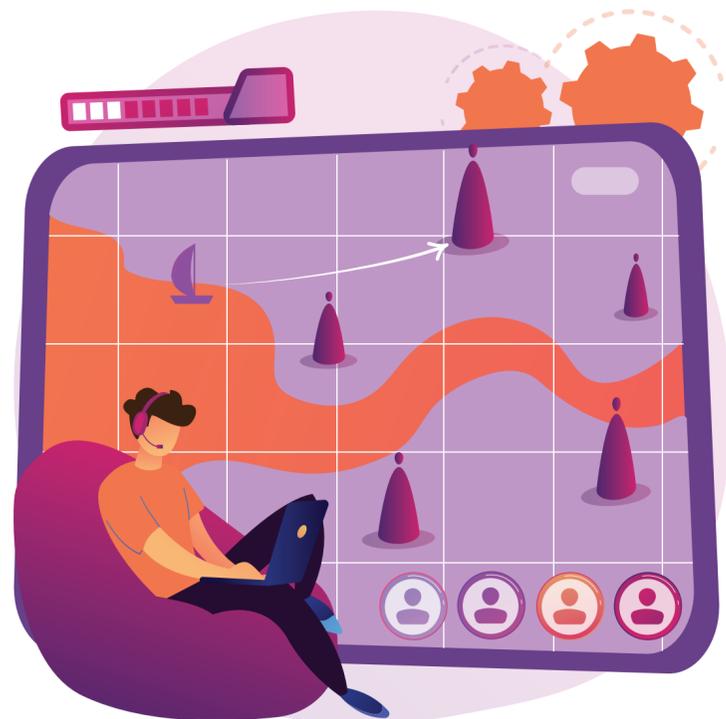
# DIGITAL ARMY

An extensive internship programme  
to equip you with the right tools  
to rule the digital world.

# About the company

“Your challenges are now ours,” we strive to achieve your dreams. We have taken an initiative where you learn, and upgrade your marketing skills. You will find your ethics, explore your passion, and become more aware about digital marketing with us.

Digital Grahak helps you grow your business by offering high-quality online marketing strategies and related services, thereby complementing your marketing efforts.



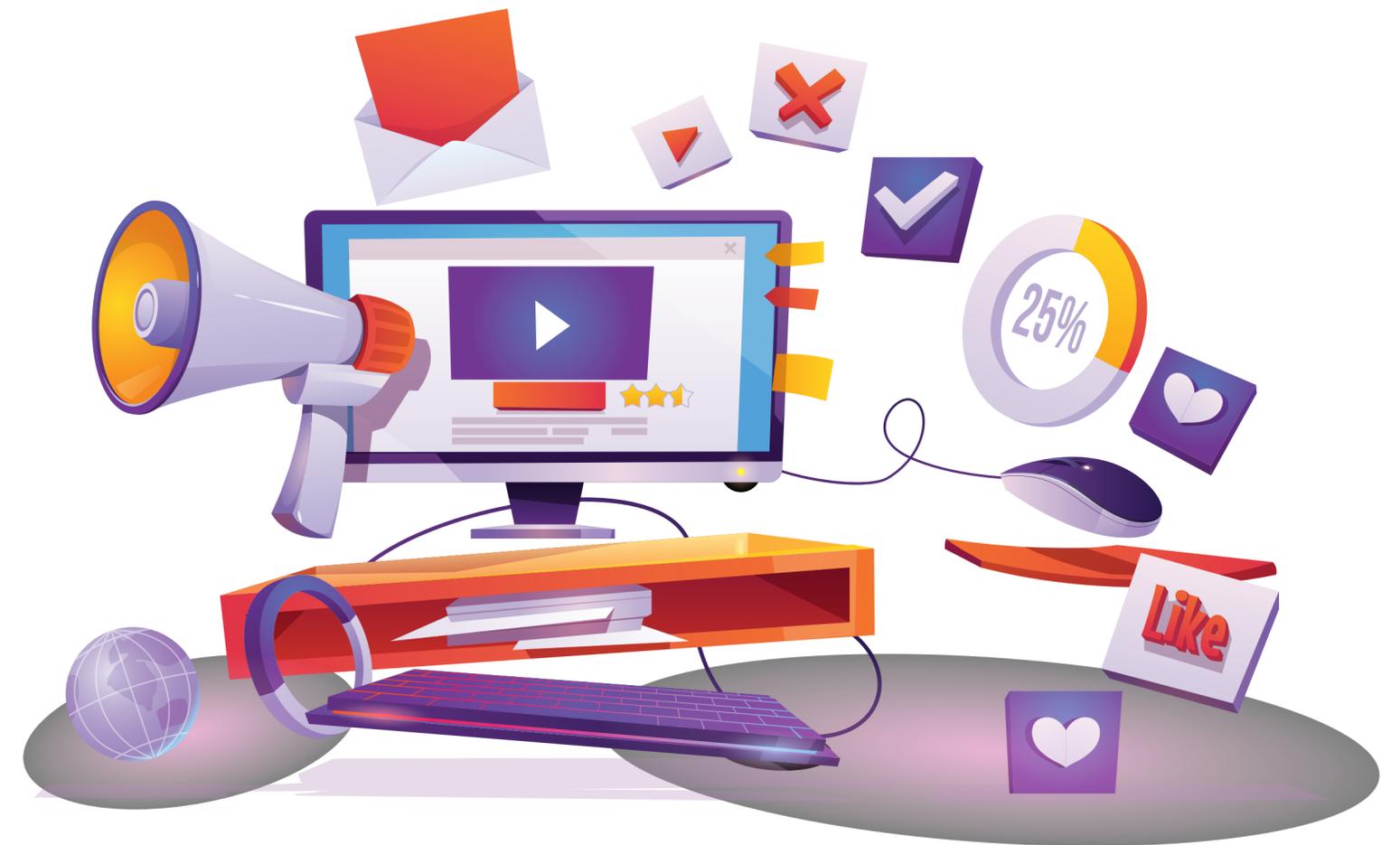
# About Digital Army

Digital army is a platform for young and vibrant students to develop their digital marketing skills and business development through this apprenticeship. We believe that youth is the way to shaping a better future, and through our expertise, we endeavour to create entrepreneurs.

# Why Digital Marketing?

With the steady increase of internet users across the globe due to the changing scenarios, the quantity of online-based/web-based industries is expanding at an incredible speed. There is a requirement for Digital marketing to understand all this. With this, you can now connect to your audience and be enlightened with the new possibilities which would further help create brand loyalty and expand your marketing horizons.

This requires the requirement for Digital Marketing. With this, you can know your audience helps to create brand loyalty in the near future and expand your marketing horizon.





## Role

Intern/Soldier  
in the Digital Army



## Responsibility

- Developing and Implementing various sales funnels
- Implementing Social Media Strategies and using the learning to apply into the practical experience.
- Giving online presentations to potential clients
- Proactively seek new business opportunities in the market

## Ruling Hours

- Working from home, is better than being idle at home  
9:30 am-7pm  
**Learning Days:** Three times a week; 24 days in 2 months  
**Working Day:** Monday to Saturday

## Commencing Date

14<sup>th</sup> June, 2021

## Duration

2 Months



## Eligibility

- Bachelors in the fields of management, marketing or any other related course
- Willingness to learn new things

# Skills

- Basic knowledge of MS Office
- Communication Skills
- Multi-tasking
- Time Management
- Action-oriented Qualities
- Creative Mindset
- Languages- English, Hindi or any regional languages

# Benefits

- Digital Marketing Training Course
- Learning Social Media Marketing Strategies
- Hands-On Experience of Digital Marketing Tools
- An Eight Weeks Experience Certificate
- A Digital Marketing Beginner Certificate
- LinkedIn Profile Boost
- Recommendation Letter
- Performance Based Stipend

# Process



# Course Structure for Digital Marketing





## Introduction to Digital Marketing

Digital marketing is any marketing strategy that takes place through digital means usually through Internet-connected devices. There are many examples: inbound marketing, email marketing, social media marketing, and content marketing are just a few. The candidates would be taught the basic nuances of digital marketing and their usage in real life.



## E-mail Marketing

Marketing your products or services by email can be a fast, flexible and cost-effective way of reaching new customers and retaining existing customers by encouraging repeat website visits.

## Advanced Social Media



## Website Development



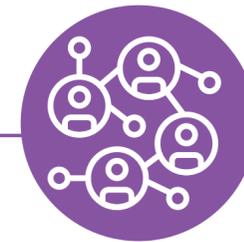
Students would be taught how to lead, launch and manage a successful social media program.

## Search Engine Optimization

It is the kind of marketing without the usage of paid advertisements. The students would be taught how to make tailor made custom solutions for clients.

## Google Adwords

SEM has now become an extremely crucial ingredient for effective marketing campaigns as advertisements are generally linked to conversion-focused landing pages that provide direction to the web traffic through the sales funnel. We specialise in Google AdWords, Display Ads, Shopping Ads, Video Ads, etc and would teach you how to use it and enhance the client experience.



## Website Development Structure and Tools

An app would give you the facility to access data anytime and anywhere. It provides direct communication and geo-targeted marketing. The website is an online shop where most individuals will interact with your business. These visitors are the ones who are probably going to purchase the business' services or products. More visitors means more opportunities to attempt to persuade potential customers to purchase.

## Organic Social Media

It is the kind of marketing without the usage of paid advertisements. The students would be taught how to make tailor made custom solutions for clients.

## Inorganic Social Media

Inorganic marketing involves the usage of paid advertisements. Students would be taught on how to do it.

# Contact Us

 Phone: +91-8595892226

 Website: [www.digitalgrahak.in](http://www.digitalgrahak.in)

 Email: [info@digitalgrahak.in](mailto:info@digitalgrahak.in)

 Address: Plot no. 10, Second Floor,  
Sector 18, Electronic City,  
Gurugram, Haryana-122001