

| COURSE BROCHURE · 2026

Digital Marketing

2 months · live + recorded · SEO, paid media, content, analytics, AI automation. Run real campaigns with real budgets. The performance marketers who prove ROI cross Rs 5L/month freelance.

DURATION

2 mo

MODULES

8

ROLES UNLOCKED

8+

SALARY BAND

4-40 LPA

| ABOUT THIS PROGRAMME

Digital marketing in 2026 is no longer 'run some Facebook ads' — it's a measurable discipline blending SEO, paid media, content, analytics, and AI automation. Performance marketers who can prove ROI command Rs 6-18 LPA at agencies and brands, and senior freelancers cross Rs 5 lakh/month. This programme is built for career switchers and business owners. You'll cover SEO (technical and content), Google Ads, Meta Ads, email marketing, analytics (GA4, GTM), CRM, and the AI tools (ChatGPT, Jasper, Surfer) that 10x modern marketing teams.

| BUILT FOR

- Career switchers entering digital marketing
- Business owners + founders running their own ad campaigns
- Aspiring freelancers building a high-income marketing practice

OUR COMMITMENT

Job-focused training. Real instructors. Lifetime access. We don't sell certificates — we get you hired.

WHY NOW · 2026 MARKET SIGNAL

Indian D2C, fintech, and EdTech doubled marketing budgets in 2025-26. Performance marketers who can prove ROI are the hottest hire across agencies and brands.

01

Performance marketer postings up 120% YoY (Naukri)

02

AI-fluent marketers earn 30%+ over traditional peers

03

Senior freelance performance marketers billing Rs 4-6L/month

| TECHNOLOGY STACK

Technologies you'll master

The exact stack senior engineers + consultants are billing for in 2026 — nothing taught for show, everything taught because it lands on a job posting.

- SEO — technical, on-page, content, off-page, local SEO
- Google Ads — Search, Display, Shopping (PMax), YouTube
- Meta Ads — Facebook + Instagram, audience + creative strategy
- LinkedIn Ads + B2B lead generation playbooks
- Email Marketing — Mailchimp, Klaviyo, MailerLite
- Google Analytics 4 + Looker Studio for attribution + dashboards
- SEMrush + Ahrefs + Surfer for SEO research
- AI tools — ChatGPT + Claude for copy, Midjourney + Adobe Firefly for creative
- Marketing automation + CRM integration
- Conversion rate optimisation (CRO) + A/B testing

| WHY THIS PROGRAMME

What makes this different

- ✓ Run a real campaign with a real budget — not theory
- ✓ SEO deep-dive — technical, on-page, content, and link building
- ✓ Google Ads and Meta Ads with real account access for hands-on practice
- ✓ GA4 and GTM for analytics and attribution that holds up to scrutiny
- ✓ Email marketing automation with Mailchimp and Klaviyo
- ✓ AI marketing stack — ChatGPT for copy, Jasper, Surfer, Canva AI
- ✓ Performance marketing math — CAC, LTV, ROAS, payback period
- ✓ Portfolio of 3 live campaigns with measurable performance data

| CAREER OUTCOMES

By the end, you will be able to

- ✓ Run Google Ads and Meta Ads campaigns that hit target ROAS
- ✓ Build SEO strategies that drive organic traffic at scale
- ✓ Set up GA4 and GTM with proper event tracking and conversion attribution
- ✓ Write high-converting copy using AI tools without losing brand voice
- ✓ Design email automation flows with proper segmentation and lifecycle logic
- ✓ Calculate and report CAC, LTV, and ROAS to executive stakeholders
- ✓ Audit and optimize any digital marketing stack for measurable improvement
- ✓ Apply for performance marketing roles paying Rs 5-15 LPA, or freelance independently

| SALARY OPPORTUNITIES

Job roles + earning potential

Indian-market salary bands for 2026, sourced from active listings on Naukri, LinkedIn, and Instahyre. Bands assume the certifications and projects this programme delivers.

	JOB ROLE	EXPERIENCE	SALARY
01	Junior Data Scientist	Fresher to 2+ Years	4-8 LPA
02	Data Scientist (Entry/Mid)	Fresher to 3+ Years	6-12 LPA
03	Machine Learning Engineer (Junior)	1 to 3+ Years	6-12 LPA
04	Business Analyst / BI Analyst	2 to 4+ Years	7-12 LPA
05	Data Scientist (Mid-Level)	3 to 5+ Years	12-20 LPA
06	Machine Learning Engineer (Mid-Level)	3 to 5+ Years	12-22 LPA
07	Senior Data Analyst	4 to 6+ Years	10-18 LPA
08	Senior Data Scientist	4 to 7+ Years	20-35 LPA
09	Applied Scientist (ML/NLP/CV)	5 to 8+ Years	20-40 LPA
10	Data Engineer (ML/AI Focused)	5 to 8+ Years	12-25 LPA

| CAREER PATHS

Roles you can target

Roles ordered from entry → senior. The same role titles you'll see on Naukri, LinkedIn, and Instahyre filtered to the tech stack you'll master.

- Digital Marketing Executive
- SEO Specialist
- Performance Marketing Specialist
- Social Media Manager
- Growth Marketer
- Content Strategist
- Freelance Marketing Consultant
- Digital Marketing Manager

Emerging — high-demand roles for 2026

Roles that didn't exist five years ago, paying premium because the talent pool is small.

- AI-Augmented Marketer
- Marketing Automation Engineer
- Growth Hacker
- AI Content Strategist

| CAREER TRAJECTORY

Where this programme leads, in 5 years

Median 2026 salary bands for the role progression this curriculum unlocks. Numbers are conservative — top performers cross the upper band earlier.

YEAR 1

Performance Marketing Associate

Rs 4-8 LPA

Run multi-channel campaigns. First measurable ROAS win.

YEAR 3

Senior Performance Marketer

Rs 10-18 LPA

Own a brand's marketing function end-to-end.

YEAR 5

Marketing Director / Head of Growth

Rs 20-40 LPA

Lead growth function. Influence company strategy.

| COURSE CURRICULUM

What you'll build, module by module

Every module is taught hands-on with real datasets, instances, or codebases — not slides. By the end, you'll have built, not just watched.

Module 1: Digital Marketing Fundamentals

- Digital marketing overview & ecosystem
- Customer journey, funnels, KPIs & metrics
- Attribution models & industry case discussions

Module 2: Social Media Marketing

- Social media strategy & platform overview
- Meta Business Manager & asset setup
- Audience targeting & segmentation
- Creative strategy & Canva usage
- Campaign setup, budgeting & bidding
- Optimization, scaling & reporting

Module 3: Search Engine Marketing (Google Ads)

- Google Ads account structure & keyword research
- Search ads creation & ad copywriting
- Display, remarketing & YouTube ads
- Conversion tracking, GA4 & ROI analysis

Module 4: Search Engine Optimization (SEO)

- SEO fundamentals & keyword research
- On-page SEO & content optimization
- Technical SEO & website audits
- SEO tools, reporting & performance tracking

Module 5: Content Marketing & Branding

- Content strategy & funnel-based planning
- Canva, AI tools & creative workflows
- Personal branding & content distribution

Module 6: Freelancing & Income Enablement

- Freelancing overview & income models
- Freelancing platforms & profile positioning
- Proposal writing, pricing & negotiation
- Client acquisition & retention strategies

Module 7: Organic Social Media Optimization

- Organic social media algorithms & best practices
- Content calendars, hashtags & engagement growth
- Analytics, insights & optimization techniques

Module 8: Interview Preparation & Career Readiness

- Digital marketing interview fundamentals & role cla...
- Interview questions, case scenarios & mock Q&A
- Resume review, portfolio discussion & career roadm...

| INSTRUCTED BY

Trained by working practitioners

Not academics. Not pre-recorded YouTubers. Engineers and consultants who still ship production code at top companies — the exact people you want to learn from.



Mr. Prince Kumar Singh

Industry Trainer

A senior Digital Marketing trainer with 13+ years of industry experience, specializing in Performance Marketing, SEO, Social Media Marketing, Content Strategy, Analytics, and Growth Marketing. He delivers hands-on, industry-focused training that equips learners with real-world skills in campaign execution, optimization, and ROI-driven strategies, preparing them for job-ready roles in Digital Marketing and Growth. Approved trainer by Raj Cloud Technologies.

APPROVED TRAINER · RAJ CLOUD TECHNOLOGIES

| WHAT'S INCLUDED

Everything you get beyond the curriculum

The sessions are the tip. Here's the full value stack a single fee unlocks — mentorship, community, career support, and lifetime updates.

- + Lifetime access to recordings — re-watch any session, forever
- + Private community access — get unblocked in minutes, not days
- + 1:1 mentor reviews on every portfolio project you build
- + Weekly doubt-clearing sessions led by the instructor
- + Resume + LinkedIn rewrite by a working hiring manager
- + Two full mock interviews with real-time feedback
- + Interview question bank — 50+ scenario-based questions
- + Real-world datasets + playground accounts you keep
- + Verifiable course completion certificate
- + Lifetime curriculum updates — when modules refresh, you get them

| ENROLMENT

Pick your tier and enrol

Two tiers — pick what fits your budget. Both include lifetime access to recordings and a verifiable certificate.

MOST POPULAR

LIVE + RECORDED

Rs 17,499

- ✓ All live sessions + Q&A
- ✓ Lifetime recordings
- ✓ Doubt-clearing sessions
- ✓ Resume + interview prep
- ✓ Certificate of completion

HOW TO ENROL

Three steps to your seat

01 Book a free demo

30-min walk-through with the instructor — ask anything before you commit.

02 Pick your tier + enrol

Live + Recorded or Recorded-only. UPI, card, EMI — all accepted.

03 Start on day one

Onboarding kit, course portal access, and your first live session calendar invite.

I HOW WE STACK UP

Compared to your alternatives

Free tutorials and generic bootcamps both have their place. Here's exactly where they fall short — and where the fee here pays for itself.

WHAT YOU GET	FREE YOUTUBE TUTORIALS	GENERIC BOOTCAMPS	RAJ CLOUD
Live practitioner instructors	×	×	✓
Real datasets + playground accounts	×	partial	✓
1:1 mentor reviews on your portfolio	×	×	✓
Mock interviews with feedback	×	partial	✓
Resume + LinkedIn rewrite	×	×	✓
Job referral network access	×	×	✓
Lifetime updates + recordings	partial	×	✓
Verifiable certificate	×	✓	✓

I QUESTIONS ANSWERED

Common questions, answered upfront

Q. Do I need prior experience to start?

Most students begin with little to no experience. We assume only basic computer literacy. The first two weeks ramp you up to the level the rest of the curriculum needs — no one is left behind.

Q. What if I miss a live session?

Recordings are uploaded within 24 hours of every session. Weekly doubt-clearing sessions catch you up on missed material. Your community is active 24/7. Nothing gets lost, only delayed.

Q. Is there a job placement guarantee?

We don't promise placement — we engineer outcomes. Resume + LinkedIn rewrite, two mock interviews, a referral network, and portfolio reviews are all included. The work happens; the offer is yours to earn.

Q. Can I pay in instalments?

Yes. UPI EMI, credit-card EMI, and a 3-month no-cost split-pay are all supported. Email admissions and we'll set up a plan that fits your cash flow.

Q. Does the certificate hold weight in interviews?

Yes. It's dated, verifiable via our website, and signed by the trainer. Alumni reference it on LinkedIn and inside offer-stage interview rounds — but the portfolio you build matters more, and that's the point.

Talk to admissions

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WEB

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OUR COMMITMENT

Job-focused training. Real instructors. Lifetime access. We don't sell certificates — we get you hired.