



**CONNECTO  
GROWTH**  
INITIAL STEP TOWARDS SUCCESS

# ULTIMATE DIGITAL MARKETING CERTIFICATION PROGRAMME



[www.connectogrowth.com](http://www.connectogrowth.com)

# ABOUT US & FOUNDERS

# CONNECTOGROWTH

A frustrated corporate guy, struggling to meet his financial goals with just salary, Determined to make a change, Learnt Digital Marketing and started freelancing. Started working late nights and weekends to deliver services to the clients. With the time, What started as a small side hustle quickly grew, freelancing gigs snowballed into a full-fledged business, and before i knew it, i had transitioned from a solo freelancer to the owner of a thriving digital marketing agency and Created a Turn over of 32 Lacs in Just 9 Months surpassing anything I ever imagined possible.

But even as my agency grew, i couldn't ignore the gap in the market for quality digital marketing education. noticed so many eager individuals struggling to break into the industry because the courses they took were stuck in theory and lacked real-world application. That's when i decided to take my experience and turn it into something bigger —**A Digital Marketing Coaching Institute.**

So, I want to give aspiring marketers the practical skills they need to succeed, the same way I did. My institute isn't just about learning concepts; it's about mastering the craft and stepping into the digital world with the confidence and ability to excel from day one.

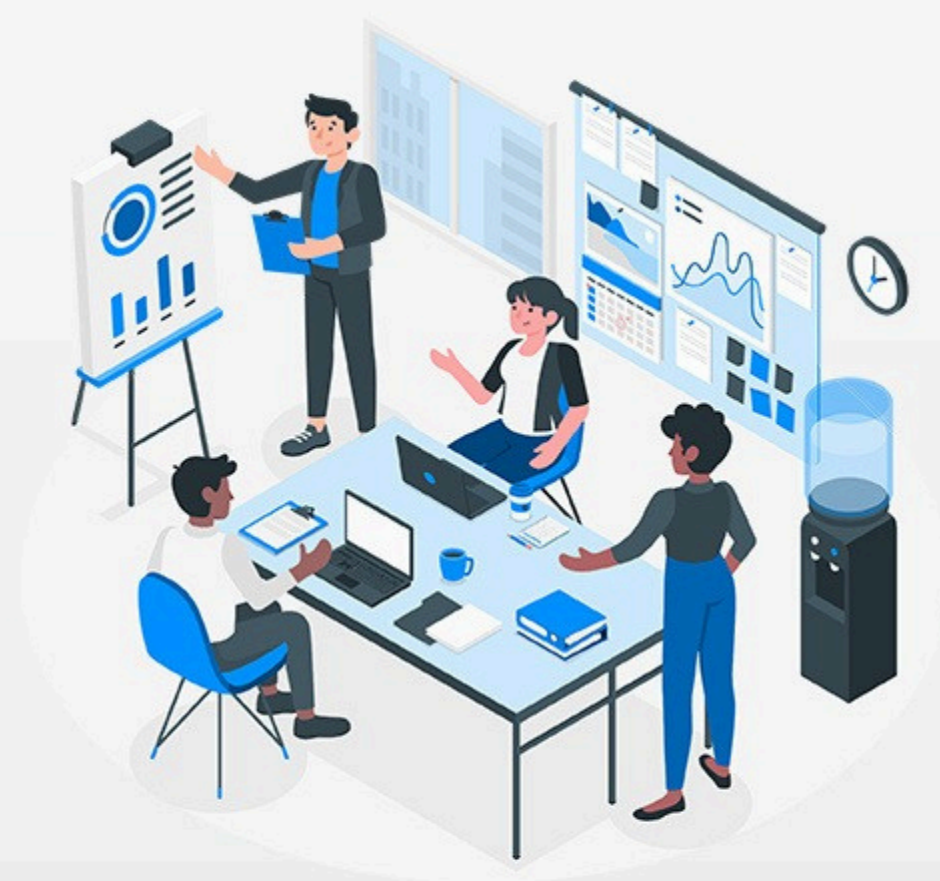


# OUR MISSION | OUR VISION CONNECTOGROWTH

**Our mission is to empower individuals with the knowledge and practical skills needed to excel in the ever-evolving world of digital marketing.** We are committed to providing 100% practical, hands-on training that bridges the gap between theoretical learning and real-world application.

Our goal is to equip our students with the tools and confidence they need to secure high-paying jobs and build successful careers in digital marketing. By Creating a learning environment that Enhances Creativity, innovation, adaptability, and continuous growth, we aim to create a community of skilled professionals who are ready to make a significant impact in the digital landscape.

**Our Vision is to become the leading digital marketing coaching institute,** recognized for transforming passionate learners into industry-ready professionals. We aim to set a new standard in digital marketing education by offering comprehensive, practical training that guarantees career success. Our ultimate goal is to build a community of digital marketers who drive innovation and excellence in the industry, making high-paying, fulfilling careers accessible to all



**JOIN US  
AND TAKE YOUR  
FIRST STEP  
TOWARDS  
A SUCCESSFULL  
CAREER IN  
DIGITAL  
MARKETING**

# WHY YOU SHOULD CHOOSE DIGITAL MARKETING AS CAREER?

➤ **92%**

*of companies believe digital marketing is crucial for success*

➤ **54–58.5 Million**

*jobs by 2027*

➤ **What is the future of  
Digital Marketing?**

*Boom and Bustle – Ever  
Shut down? – Never*

# MAKE A DIFFERENCE: THE STATS DON'T LIE!

➤ **46%**

*of Google searches are for local business.*

➤ **81%**

*of people are more likely to try a new product or service after seeing an online advertisement.*

➤ **90%**

*of Consumers sat that they use social media to connect with brands*

➤ **70%**

*of Consumers say that they prefer to learn about new products and services through online content.*

# WHY YOU SHOULD CHOOSE CONNECTOGROWTH?

- Benefits of Joining ConnectoGrowth
- 8+ Years of Corporate Experience
- IT Professional Trainers
- Personalized Learning Experience
- 1 on 1 Mentorship
- 36 Students per Batch
- Lifetime Support
- Internship Opportunities
- 100+ Placement Assistance
- Mock Interview Training
- Learn until you satisfied
- Support on Resume Career for Housewife
- Strategy Build up Support for Business Owner

**3200+**

Students  
Trained

**100+**

Placement  
Partners

**8+**

Years  
Experience

**96%**

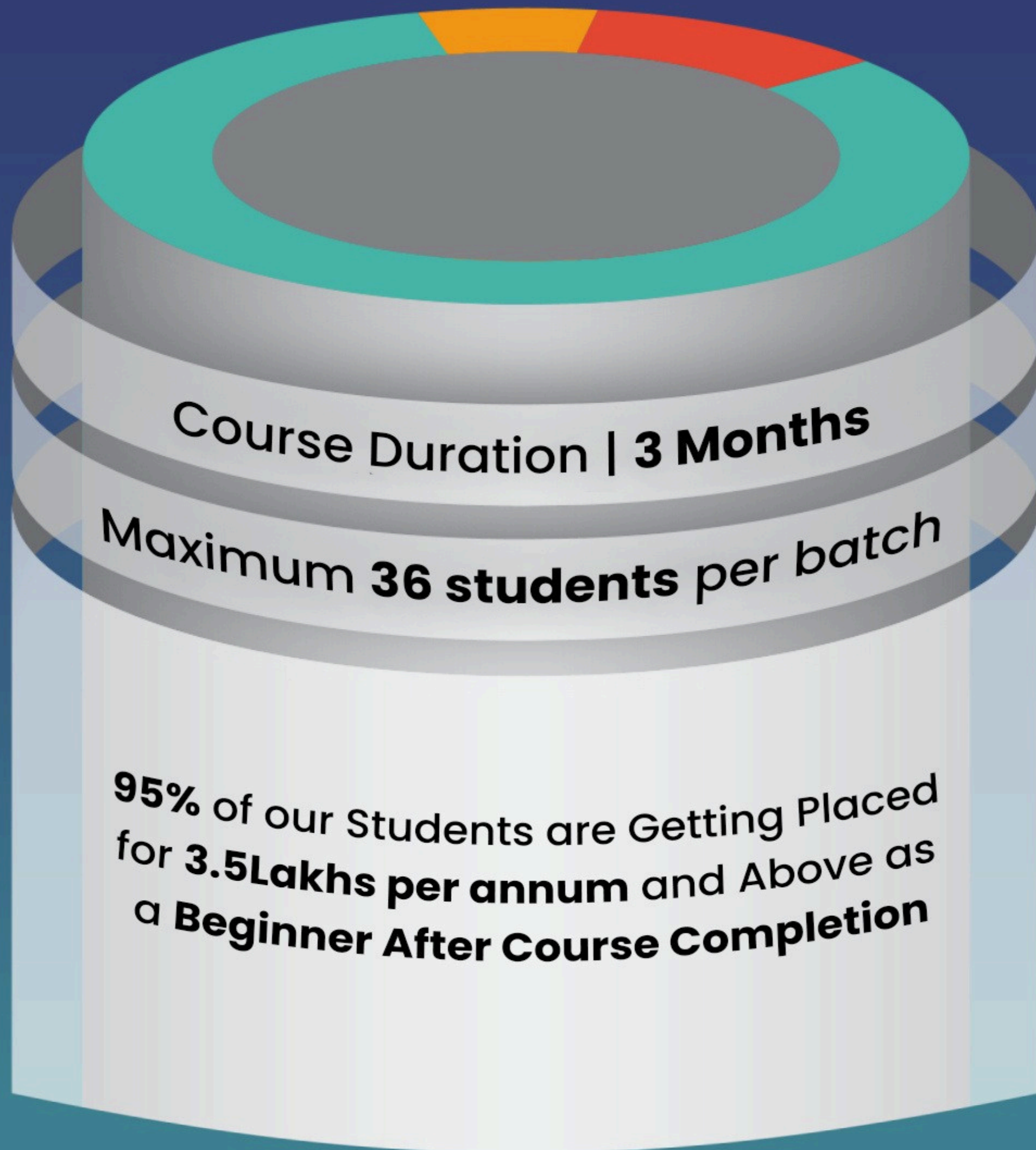
Students  
Gets Job

# OUR COACHING PROCESS

**70%**  
Practical

**10%**  
Theory

**20%**  
Case Studies



Apart from our certificates, students can opt for the following exams, and get certified.



Google Ads



Google Analytics



facebook



# WHO CAN JOIN CONNECTOGROWTH?

Ready to take your **TALENT** to the next level?

Our digital marketing program is your key to significant **GROWTH**

Freshers

Brand & Communication Managers

Housewives

Business Executive

Traditional Marketers

Job Seekers

Digital Marketing Executive

Sales & Marketing Professionals

Small Business Owners

## DIGITAL MARKETING OVERVIEW

- Search Engine Optimization (SEO)
- Search Engine Marketing (Google Ads)
- Social Media Optimization
- Social Media Marketing (Facebook & Instagram Ads)
- Google Analytics
- Content Marketing
- Landing Page Optimization

# COURSE MODULES

## Brief of Marketing

- Basic of Marketing
- Market Analysis
- Consumer Behaviour
- Consumer Psychology
- Basics of Digital Marketing Modules

## Wordpress

- Getting started with WordPress
- Them Installation
- Updating Website Content
- Plugins-What they are and why do you need them!

## Content Creation and Blogging

- What is Blogging?
- Importance of Blogging
- How to plan your first Blog?
- How to select your niche?
- Free platform for Blogging
- How to create your first Blog?
- How to choose best niche for Blog
- Difference between website and Blog
- How to earn from earn from blogging?

## SEO-On Page and Off Page

- The Fundamentals of SEO
- Understand how search engines work and lay the groundwork for SEO
- Keyword Research
- Why not all keywords are the same (why it is important to choose the right ones)
- OnPage SEO
- What is OnPage SEO and why it is critical for your SEO success
- How to optimise your website using Ranking Factor
- Technical SEO - Rank Math
- Off-Page SEO

## Google My Business

- Importance of GMB for local Business
- Setting Up GMB
- Local Ads

## Google Ads

- Introduction to Google Ads and PPC
- Understanding PPC Algorithm
- Search Ads
- Display Ads
- Video Ads
- Shopping Ads

## Google Tag Manager

- Introduction to tag manager

## Google Search Console

- Introduction to Google Search Console

# COURSE MODULES

## Social Media Marketing

- Understanding Social Media and its platforms strategies
- Facebook Marketing
- Facebook Business Page and Settings
- Introduction to Facebook ads
- Business Manager and Ad manager accounts creations
- Brand Awareness
- Lead Generation
- Conversion ads, Pixel Setup
- Catalogue Sales
- Page Automation
- Instagram Marketing
- Hashtag Analysis
- Business profile, Promotions and Posting Strategies
- LinkedIn Marketing
- Business page Creation and Posting strategies
- LinkedIn Ads
- Twitter Marketing
- Twitter Introduction and Ads

## Email Marketing

- Introduction to tag manager

## Ad Sense

- Ad Sense Account Set up

## Freelancing Training

- Domestic Market
- International Market

## Interview Training

- Mock Interviews

## Google Search Console

- Introduction to Google Search Console

## Paid Tools / AI Tools

- Paid Tools / AI Tools -1
- Paid Tools / AI Tools -2

## Certifications

- Certification

GET HANDS-ON

# 1000+

MARKETING TOOLS

**ahrefs**

**Google**

**Google Analytics**

**grammarly**

**similarweb**

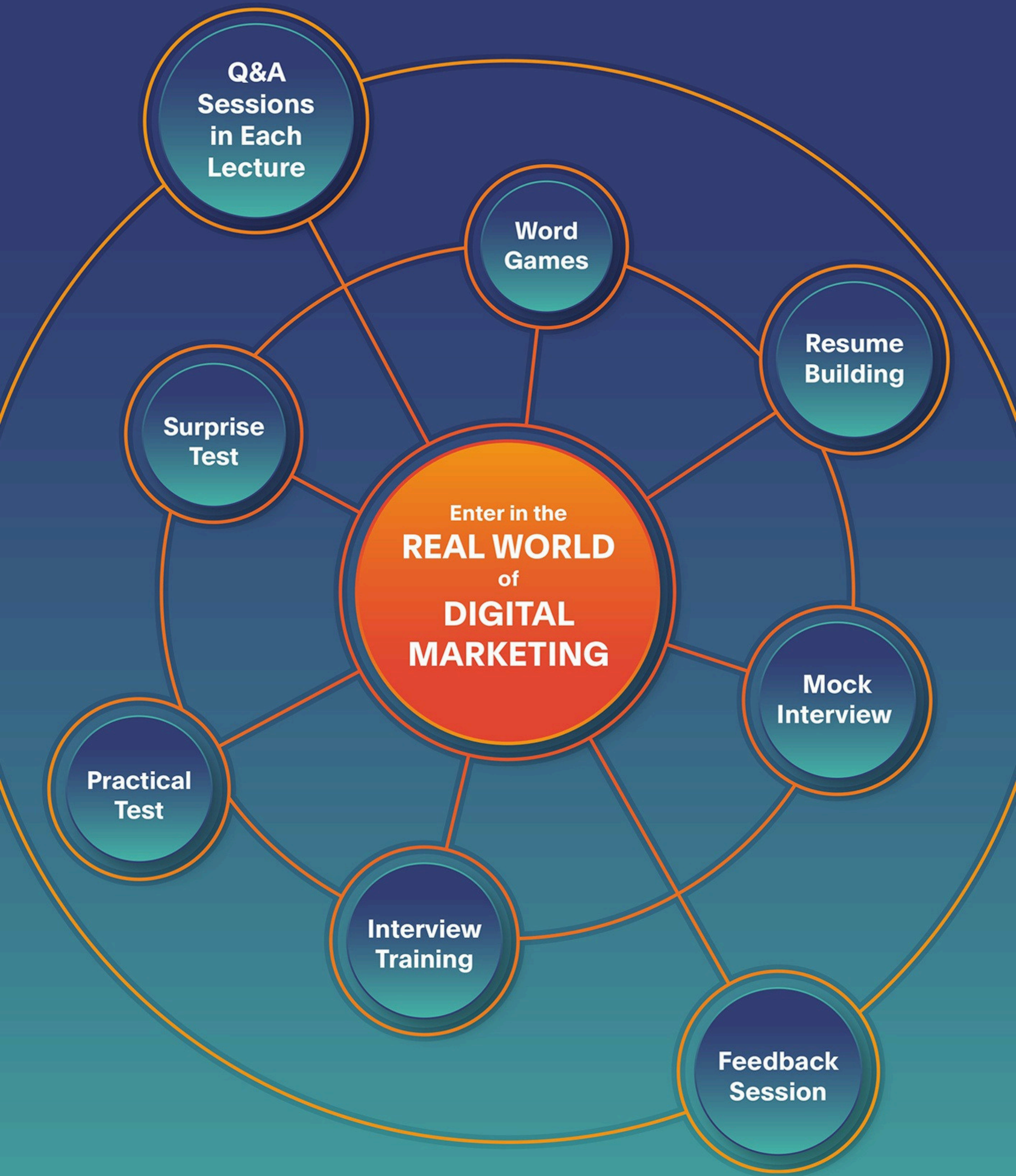
**SEMRUSH**



**Meta**

**Bard**

**MOZ**



# STUDENT TESTIMONIALS

“

The hands-on experience I gained here was unparalleled. I landed my dream job within weeks of completing the course!

-Sagar



“

This program didn't just teach me digital marketing; it transformed my career. The job guarantee is real—I'm living proof!

-Gungun

“

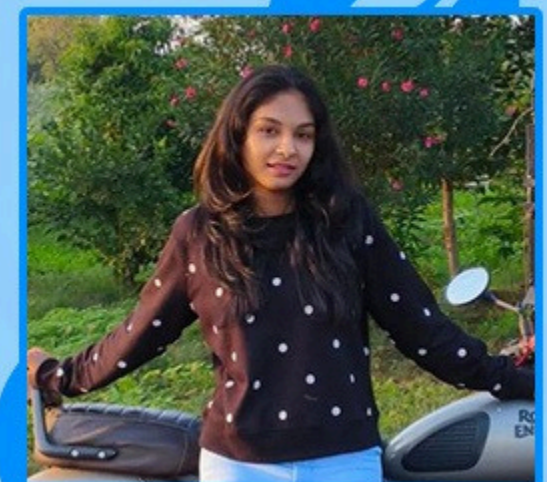
This program didn't just teach me digital marketing; it transformed my career. The job guarantee is real—I'm living proof!

-Gungun

“

The course structure and job placement support exceeded my expectations. I'm now working in a role I'm passionate about, thanks to this institute.

-Ayushi



“

The practical approach and real-world projects made all the difference. I now feel confident in my digital marketing skills.

-Moksh



“

This program didn't just teach me digital marketing; it transformed my career. The job guarantee is real—I'm living proof!

-Gungun

# OUR PARTNER COMPANIES

**thinkwhy**

**ultronNeous**

**THE  
GREY  
METAPHOR**

**Lets  
Nurture**

**VOX360**

**ELSNER**  
Technologies Pvt Ltd.

**BLISSFUL7**  
Consult ▶ Plan ▶ Manage

**adit**

**STRIVE  
DIGITALS**

**CYBERNET**  
IT Solution Pvt Ltd.

**INDA SEO**

**CONCEPT  
INFOWAY**

**uplers**

**yudiz**  
Solutions Limited

# PRICING COMPARISON CONNECTOGROWTH

OTHER  
INSTITUTE



WEBSITE DESIGN	10,000/-	???
CONTENT WRITING	3,500/-	???
GRAPHICS DESIGNING	5,000/-	???
SEO	12,000/-	???
EMAIL MARKETING	6,000/-	???
SOCIAL MEDIA MANAGEMENT	7,500/-	????
CONTENT CREATION	8,000/-	????
<b>TOTAL MARKET VALUE</b>	<b>52,000/-</b>	<b>17,996/-</b>

## CONNECTOGROWTH

WILL PROVIDE ALL THE ABOVE

IN JUST **17,996/-**

+ VIDEO EDITING COURSE FREE WORTH OF 5000/-



छोड़ो कल की बातें,  
कल की बात पुरानी

WE  
**TEACH**  
WHAT WORKS  
**TODAY!**

you're just one click away!

**+919265085774**

**[connectogrowth.com](http://connectogrowth.com)**