



# Digital Chaabi Academy

Hisar's 1st AI Digital Business School

Become a skilled Digital Marketer in **100 Days**



# Welcome to the Future of Marketing with **Digital Chaabi Academy.**

Where AI meets Digital Sphere.



## **Do you know how Artificial Intelligence (AI) is making marketing smarter?**

It's like having a really clever assistant who knows exactly what people like and how to connect with them better than ever before.

We'll show you all the cool stuff, like how AI personalizes ads or predicts what you'll like next. And don't worry, we'll keep it simple, using pictures and stories to explain everything.

# MEET OUR FOUNDERS



## Ankush Mehta

Hi I am Ankush Mehta, I am thrilled to welcome you to Digital Chaabi Academy!

As the founder of Digital Chaabi Academy, I strongly believe that skills are the key to success in the digital era. With the right skills, you have the ability to open doors to limitless opportunities and shape your career.

Having worked with over 500 clients and founded Digital Chaabi Agency, we bring the best learning journey for you I am excited to witness the incredible accomplishments you'll achieve!



## Rohit Kharayat

Hi I'm Rohit Kharayat. From ground zero to hitting the milestone of earning \$1000, the ride has been both challenging and rewarding for me. I've had the privilege of guiding over 2000 students toward their own success in affiliate marketing.

At Digital Chaabi Academy, we're committed to providing the best AI based digital marketing training and resources to aspiring marketers, Join me on this exciting journey



## Himanshu Grover

Hello, I am Himanshu Grover. My journey started in the busy kitchens of a famous hotel, where I learned about hospitality. Even though I did well, I was always fascinated by digital marketing. I took a big risk and left my job to get into digital marketing. I worked hard to learn and master the skills I needed and soon I became Co-Founder of Digital Chaabi Academy, where I help others gain the skills I once needed.

Today, I am inspiring students to follow their true passions and dreams.

# Why Digital Marketing For Your Career? 🤔



## High Demand

With increasing digital investments, demand for skilled digital marketers is rising rapidly. Master the right skills to stay highly in demand



## Join a Great Team

Behind every successful digital marketer is a group of awesome people. You'll be part of a supportive community where ideas flow and dreams come true.



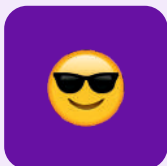
## Endless Opportunities

Digital marketing offers diverse career paths: social media, analytics, content creation—there's a role for everyone in the digital world.



## Work Wherever You Want

Sick of being stuck in an office? With digital marketing, you can work from anywhere! Whether it's a cafe, a beach, or your own couch, the choice is yours.



## Be Ahead of the Game

Enjoy the fast-changing digital world! With our AI-based course, become a digital marketing pro and lead the way!

**Join Digital Chaabi  
Academy Now →**

# Who Should Join Our Digital Marketing Program and Why?



## Career Changers:

If you're looking to transition into a more dynamic and rewarding career, digital marketing offers endless possibilities. Whether you're coming from a different industry or looking to explore new opportunities, our course will equip you with the skills and knowledge you need to succeed.



## Entrepreneurs:

For aspiring or established entrepreneurs, digital marketing is essential for growing your business and reaching your target audience online. Our course will teach you how to leverage digital channels to attract customers, increase sales, and build a strong online presence for your brand.



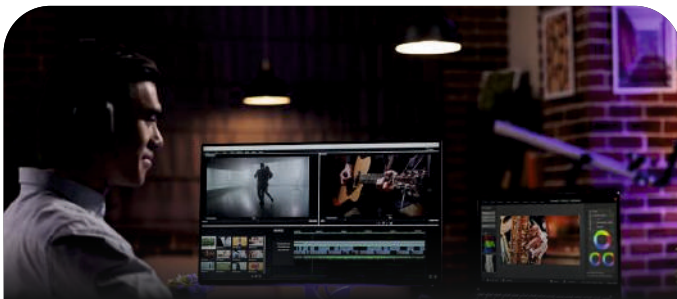
## Students and Graduates:

Whether you're still in school or recently graduated, digital marketing offers a wide range of career opportunities in a growing industry. Our course will give you a competitive edge in the job market and provide you with practical skills that employers are looking for in today's digital age.



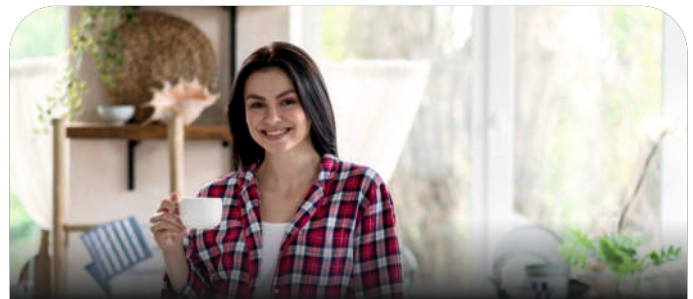
## Marketing Professionals:

Stay ahead in marketing with our course! Sharpen your skills and stay updated on the latest digital marketing trends and tech. Whether you're a newbie or a pro, there's always more to learn in this ever evolving field.



## Freelancers & Side Hustlers:

If you're a freelancer or have a side hustle, digital marketing skills are invaluable for growing your client base and increasing your income. Our course will teach you how to market yourself effectively online and attract high-paying clients for your freelance business or side project.



## Home Makers:

Calling all homemakers! Ready to take your entrepreneurial journey to the next level? Our course gives you the digital marketing skills to grow your home-based business effortlessly. Learn how to promote your products online, attract loyal customers, and increase your income.

# Program Highlights

Over the Program of **100 days**, you will get:



**100 Days**  
Program  
Content



**100%**  
**Guaranteed**  
(Placement Assistance)



**15+**  
Industry  
Certifications



**Guaranteed**  
**Internships**  
On successful Program  
completion



**Scholarship**  
**Available**  
(Financial + IQ Level Based)



# Program Modules



## Wordpress Website

- Introduction to websites: types and purposes.
- Domain fundamentals
- Hosting essentials
- Content Management Systems (CMS)
- WordPress setup process
- Navigating the dashboard
- Installing Themes
- Adding plugins
- Understanding pages vs. posts
- Basics of UI/UX
- Crafting pages with Elementor
- Exploring Elementor interface and settings
- Template customization and creation
- Building a personal website with a live domain and hosting, including wireframing.
- Creating headers and footers



## Overview of SEO

- Definition and key concepts
- How search engines work



## Importance of SEO in Digital Marketing

- Driving organic traffic
- Enhancing online visibility
- Increasing credibility and trust



## Google Business Listing

- Profile setup and optimization
- NAP (Name, Address, Phone Number) consistency
- Claiming and verifying listings
- Review management
- Google Posts utilization
- Location page optimization
- Structured data markup
- Local link building
- Performance monitoring
- Google Maps integration
- Local ranking factors



## Basic Concepts and Terminology

- Keywords and keyword research
- On-page vs. off-page SEO
- SERPs (Search Engine Results Pages)
- Meta tags, title tags, and alt text

# Program Modules



## Content and Copywriting

- Introduction to Content and Copywriting
- Fundamentals of Effective Writing
- Crafting Engaging Content
- Copywriting for Conversion
- SEO for Writers
- Editing and Proofreading
- Advanced Copywriting Techniques
- Writing for Different Platforms
- Creating Compelling Calls to Action
- Storytelling in Copywriting



## Shopify and E-Commerce

- Introduction to Shopify and E-Commerce
- Setting Up Your Online Store
- E-Commerce Best Practices
- Payment and Shipping
- Marketing Your Online Store
- Analyzing Store Performance
- Product Photography and Descriptions
- Handling Returns and Refunds
- Customer Service for E-Commerce
- Scaling Your E-Commerce Business



## Google Ads

- Account creation
- Navigating the dashboard
- Different campaign types
- Understanding bidding strategies
- Tracking conversions
- Creating and launching campaigns
- Post-launch settings and performance measurement
- Competitive analysis



## Meta Ads

- Account setup
- Dashboard overview
- Campaign types and objectives
- Targeting methods
- Conversion tracking
- Campaign setup and launch
- Post-launch optimization and monitoring



## Conversion & Pixel Setup

- Implementing pixels on websites
- Setting up events
- Building remarketing audiences
- Launching campaigns targeting existing audiences

# Program Modules



## Influencer Marketing

- Introduction to Influencer Marketing
- Identifying the Right Influencers
- Building Relationships with Influencers
- Campaign Planning and Execution
- Measuring Campaign Success
- Compliance and Ethics in Influence
- Marketing
- Negotiating with Influencers
- Creating Effective Influencer Content
- Managing Influencer Contracts
- Leveraging Influencers for Brand Growth



## Introduction to Affiliate Marketing

- Setting Up an Affiliate Program
- Creating Effective Affiliate Content
- Traffic Generation Strategies
- Tracking and Analyzing Performance
- Email Marketing for Affiliates
- Ethical Practices in Affiliate Marketing
- Selecting Profitable Niches
- Building an Affiliate Website
- Leveraging Social Media for Affiliate Marketing



## Youtube Optimisation

- Creating and optimizing accounts
- Researching topics and keywords
- Uploading videos
- Optimizing titles, descriptions, and tags
- Customizing thumbnails
- Strategies for Viral Content Creation



## Graphic Designing

- Introduction to Graphic Design
- Design principles: balance, contrast, emphasis, movement.
- Overview of the design process: brainstorming, sketching, prototyping.



## Canva

- Learn the interface and tools.
- Customize templates.
- Use design elements: shapes, lines, icons.
- Advanced features: grids, frames, effects.
- Design for social media, presentations, marketing.

# Program Modules

## Photoshop

- Understand the interface and essential tools.
- Work with layers and edit photos (color correction, cropping).
- Advanced techniques: masks, retouching, text effects.
- Creating graphics in Photoshop.

## Figma

- Get familiar with the interface and basic tools.
- Create layouts that adapt to various screen sizes.
- Prepare and export your designs for development.
- Utilize advanced features like components and styles.
- Work with your team in real-time on the same project

## Canva and Photoshop Essentials

- Creating text-based elements in Canva
- Designing graphic overlays using Photoshop
- Understand how to bring graphics and text elements from Canva and Photoshop into your video editing software.

## CapCut Fundamentals

- Interface overview
- Adding text and overlays
- Basic editing functions (trimming, cutting, merging)

## Adobe Premiere Pro

- Basic editing techniques
- Effects, transitions, and color grading
- Exporting videos in different formats

## Exploring Veed.io Features

- Online video editing capabilities
- Exporting and sharing options
- Adding subtitles, effects, and audio enhancements

# Program Modules



## Social Media Optimisation

- Setting up and optimizing accounts
- Conducting content research
- Optimizing profiles
- Managing important settings
- Automating messages and comments
- Linking accounts
- Understanding Business Manager
- Scheduling content
- Planning and creating content calendars
- Boosting posts



## AI Integration (in-built)

- Leveraging Chat GPT for various content-related tasks
- Utilizing Canva apps for animation
- text-to-image, and bulk creation
- Exploring voice generation with 11labs
- Caption generation with caption.io
- Content rewriting with Quilbot
- Background removal with Removebg
- Alternative to Photoshop with Photopea



## Selling Skills

- Understanding customer needs
- Role play: Sales pitch to a peer with feedback
- Closing techniques
- Features vs. benefits
- Case study: Handling objections during a sales call
- Group exercise: Creating persuasive sales presentations



## Communication Skills

- Importance of effective communication
- Verbal and non-verbal communication
- Group discussion: Assertive communication scenarios
- Role play: Diffusing conflict through effective communication
- Pair exercises: Active listening and paraphrasing
- Assertiveness vs. aggression



## Resume Building

- Components of a strong resume
- Tailoring resumes for different job roles
- Highlighting achievements and skills
- Resume critique and improvement exercise
- Group activity: Matching skills to job descriptions
- Peer review: Resume writing workshop

# Program Modules



## Interview Preparation & Mock Interviews

- Researching the company and role
- Common interview questions & answers
- Body language and attire
- Mock interviews with peer feedback
- Panel interview simulation
- Behavioral interview role-plays



## Public Speaking

- Overcoming stage fright
- Structuring a speech
- Engaging the audience
- Individual speeches with peer feedback
- Impromptu speaking exercises
- Group presentation with Q&A session



## Relationship Building

- Building rapport and trust
- Empathy and understanding
- Group discussion: Strategies for client retention
- Pair activity: Building rapport through active listening
- Role play: Handling difficult client interactions
- Maintaining long-term relationships

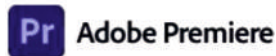


## Corporate Etiquettes

- Professional behavior in the workplace
- Interacting with superiors, peers, and clients
- Group discussion: Cultural sensitivity in a global workplace
- Etiquette scenarios: Dining, networking events, etc.
- Role play: Handling difficult workplace situations
- Email and phone etiquette



# Tools you will learn



# OUR TRAINERS



**Vikas Dhariwal**  
Senior Digital Marketing  
Trainer



**Naveen Rao**  
Full Stack Digital  
Marketing Trainer



**Sadhna Mehta**  
General Manager  
& Corporate Coach



**Ashwarya Ralhan**  
Brand Content Strategist



**Sunil Munjal**  
E-commerce & Shopify Expert



**Vikas Sharma**  
E-commerce Expert



**Monu Saharan**  
SEO Trainer



**Gaurav Singh**  
Student Success Manager

# OUR MENTORS



**Ankush Mehta**

Multiprenuer, Founder-  
Digital Chaabi Brands



**Rohit Kharayat**

Co-Founder - India's  
Leading Affiliate Marketer



**Harsh Gogia**

Founder HGX Media  
Co-Founder DC Brands



**Dr. Neha Mehta**

Consultant Psychologist (Tedx  
Speaker + Josh Talk Speaker)



**Sunil Mehta**

Co-Founder Digital Chaabi  
& Marketing Expert



**Aadil Chahal**

Bollywood Actor &  
NLP Coach



**Saurabh Rana**

India's Leading SEO  
Practitioner aka 'SEO Rana'



**Aryan Tiwari**

Growth Catalyst

# WHY DIGITAL CHAABI ACADEMY?



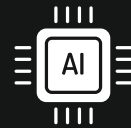
2000+ Trained Professionals



10000+ Success Stories



50+ Experienced Industry Mentors

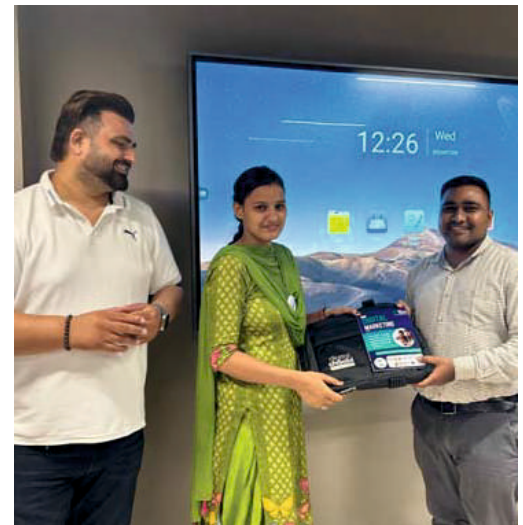
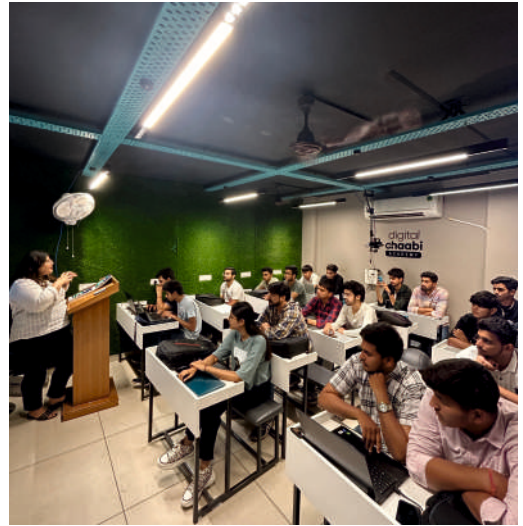


Hands-on Experience in AI Digital Marketing

**Leave The Rest - You are Training From The Best**



# Conducted Successful Workshop



# Conducted Successful Workshop



# Pleased To Meet Known Influencers ❤️



# Pleased To Meet Known Influencers ❤️



# Student's Success Stories



## Dev's Video Editing Journey

Dev Bhatnagar completed his Digital Marketing course from Digital Chaabi Academy, where he learned skills such as video editing, designing, and website development etc. He is currently working as a video editor with a good package and is continuously learning and growing in his role.



## Rhythm's Social Media Success

Rhythm, a student at Digital Chaabi Academy, was eager to learn about social media marketing. With the academy's easy-to-understand lessons and helpful tools, he quickly became a pro at creating engaging content and connecting with people online. Thanks to what he learned, Rhythm now has a big following on social media and works with top brands.



## Jiya's Content Creation Journey

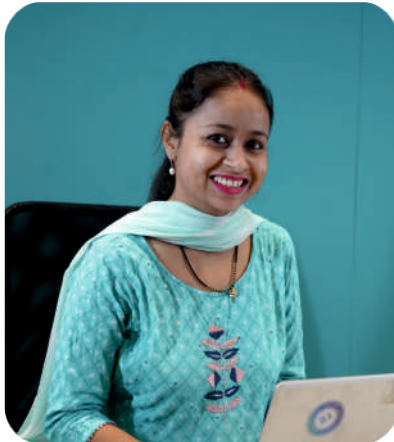
Jiya loved to write and make videos, so she joined Digital Chaabi Academy to learn how to create great content. With the academy's easy-to-follow lessons and helpful tips, she started her own blog and YouTube channel. Now, lots of people enjoy her content, and she even gets paid to work with cool brands.

# Student's Success Stories



## Lavish's Email Marketing Adventure

Lavish, a student at Digital Chaabi Academy, was eager to learn about social media marketing. With the academy's easy-to-understand lessons and helpful tools, he quickly became a pro at creating engaging content and connecting with people online. Thanks to what he learned, Lavish now has a big following on social media and works with top brands.



## Parul's PPC Journey

Parul wanted to learn about online advertising, so she joined Digital Chaabi Academy. With the academy's easy-to-use strategies and helpful tips, she learned how to create ads that people click on. Now, she helps businesses get more customers using online ads.



## Nishant's Analytics Adventure

Nishant always loved numbers and data, so he joined Digital Chaabi Academy to learn about analytics. With the academy's simple lessons and tools, he learned how to understand data and use it to make smart decisions. Now, he helps companies grow using data-driven strategies.

# You Will Be Able To Get Placed IN



# Digital Chaabi Academy

Hisar's 1st AI Digital Business  
School For Digital Marketing



digital  
**chaabi**

ACADEMY



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