INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER DIGITAL MARKETING
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Digital Marketing Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ | Trustpilot ★★★★★ | Sulekha ★★★★★

COURSE BENEFITS

- ✓ 100% Practical & Real-Time Hands-on Labs
- ✓ End-to-End Capstone Implementation Projects
- ✓ Industry Recognized Certification Preparation
- ✓ 100% Dedicated Placement Support in MNC's & Mock Interviews

15+	500+	25K	15K
YEARS OF EXCELLENCE	HIRING PARTNERS	STUDENTS TRAINED	STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

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ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE
?

How Inventateq Helps You

Waiting Ends. Careers Begin. Build job-ready skills. Start applying with confidence.	**Turns Gaps into Comebacks** Close skill gaps. Rebuild your career	**Break Free. Move Forward** Learn in-demand skills. Take your next career step.
Doubt Out. Confidence In. Practice real skills. Walk into interviews prepared.	**Turn Rejections into Chances** Turn every setback into skills employers value.	**Be Smart Learn AI** Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+	500+	25,000+	15,000+
Years of Excellence	Hiring Partners	Students Trained	Students Placed

We Collaborate With

Deloitte. Capgemini amazon HCL Tech Mahindra

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WHY LEARN DIGITAL MARKETING ?

Enterprises worldwide are actively hiring certified Digital Marketing professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF DIGITAL MARKETING

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and technology centers

Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION

INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
Gaurang Ahinave
SIGNATURE

QR Verified | Globally Valid | ISO 9001:2015

Direct Business Impact. Fast-Growing Industry Demand. High Career Mobility.

Average Digital Marketing Professional Salary in India

₹5.5 LPA – ₹18 LPA

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WHY INVENTATEQ ?

Because we have placed over 15,000+ students and we can place you as well

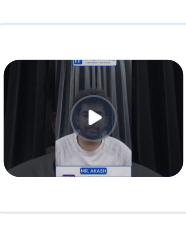
STUDENT PLACEMENTS

- ✓ 100% Placement Assurance Support
- ✓ 500+ Top Tech Hiring Partners
- ✓ Resume & LinkedIn Optimization
- ✓ Industry Mock Technical Interviews
- ✓ Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video

Practical Training Success
Digital Marketing Course in Bangalore, Guaran...
Industry Tech Career
Watch Video



Placement Story
One Instagram post changed more than a clothi...
Campus to MNC Offer
Watch Video

Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
Watch Video

> At Inventateq, Your Success is Our Mission !

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- ✓ Aptitude Training
- ✓ Technical Training
- ✓ Mock Interviews
- ✓ HR Interview Preparation
- ✓ Resume Preparation
- ✓ Cover Letter Preparation
- ✓ LinkedIn Profile Optimisation
- ✓ Job Portal Access
- ✓ Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA | Infosys | wipro | Capgemini | Tech Mahindra | LARSEN & TOUBRO | HCL TECH | accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+	500+	95%	6 LPA
Students Placed	Companies Hired	Placement Ratio	Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Digital Marketing Executive	Manage core Digital Marketing tasks, configure tooling, and support delivery.	Practical Digital Marketing setup files, exercise scripts, and documentation.
Digital Marketing Specialist	Build practical AEO workflows, implement features, and resolve issues.	Functional AEO modules, workflow configs, and practical deliverables.
Senior Digital Marketing Strategist	Lead Digital Marketing technical delivery, design solutions, and set standards.	Complete Digital Marketing capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Digital Marketing concepts, environment setup, and tools.	Configured Digital Marketing workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical AEO workflows and functional domain modules.	Working AEO project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced SEM features, integrations, and optimizations.	Validated SEM configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Digital Marketing capstone project and technical review.	Complete Digital Marketing project portfolio artifact and defense.

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DETAILED MODULE PLAN

10 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Digital Marketing

- Foundations
- Understanding digital marketing channels, customer journeys, and business goals
- Difference between organic, paid, owned, and earned digital growth methods
- How websites, search, ads, social, and messaging channels work together
- Building strategic clarity before moving into channel-specific execution

GUIDED LAB
Design and review a practical marketing action plan centered on Foundations.

INTERVIEW & ASSESSMENT
Explain how Foundations helps attract interested customers to a business.

2 Module 2: SEO Foundations and On-Page Optimization

- How search engines work and what
- influences visibility and rankings
- Keyword research, search intent, content mapping, metadata, and on-page optimization
- Improving crawlability, structure, and content quality for search performance
- Building SEO foundations that support long-term organic traffic growth

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

3 Module 3: AEO and GEO for Modern Search Discovery

- Understanding Answer Engine Optimization and Generative Engine Optimization in practical terms
- Structuring content for direct answers, AI discovery, and citation-friendly information delivery
- Using FAQs, topical authority, clear headings, and semantic coverage effectively
- Connecting modern search behavior with content strategy and brand visibility

GUIDED LAB
Design and review a practical marketing action plan centered on Answer Engine Optimization and Generative.

INTERVIEW & ASSESSMENT
Explain how Answer Engine Optimization and Generative helps attract interested customers to a business.

4 Module 4: Technical SEO and Content Growth Workflow

- Site architecture, indexing, internal linking, page experience, and performance-awareness basics
- Content planning, topical clustering, and search-driven content workflows
- Supporting search visibility through technical hygiene and structured publishing
- Balancing content quality with discoverability and business goals

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

5 Module 5: Social Media Marketing (SMM)

- Building content and campaign strategy for social platforms and audience engagement
- Understanding branding, reach, interaction, content formats, and social-growth logic
- Using social media for awareness, trust, community, and lead support
- Creating platform-aware content instead of posting randomly

GUIDED LAB
Create a sample search ad campaign with budget limits, keywords, and call-to-actions.

INTERVIEW & ASSESSMENT
Explain how paid search advertising works and how to avoid wasting ad budget.

6 Module 6: SEM and PPC Foundations

- Understanding search engine marketing, paid search, and performance-based campaign structure
- Campaigns, ad groups, keywords, match types, ads, and bidding-awareness basics
- How paid media supports lead generation, traffic, and sales objectives
- Reading paid search from a business-return perspective

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

7 Module 7: Paid Ads Across Google, Meta, LinkedIn, and Reddit

- Running platform-aware campaigns across Google Ads, Meta Ads, LinkedIn Ads, and Reddit Ads
- Understanding audience targeting, ad creatives, funnel intent, and platform differences
- Comparing high-intent search traffic with feed-based and community-based ad
- environments
- Building practical multi-platform media understanding for current market needs

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

8 Module 8: Email Marketing and

- WhatsApp Marketing
- Creating email flows, campaign
- communication, and lifecycle messaging strategies
- Understanding segmentation, automation, deliverability awareness, and conversion support
- Using WhatsApp marketing for lead nurturing, reminders, and business communication workflows
- Building customer communication systems beyond ads and search

GUIDED LAB
Create a sample search ad campaign with budget limits, keywords, and call-to-actions.

INTERVIEW & ASSESSMENT
Explain how paid search advertising works and how to avoid wasting ad budget.

9 Module 9: Analytics, Reporting, and Conversion Thinking

- Tracking channel performance, campaign metrics, user behavior, and conversion outcomes
- Using analytics to improve campaigns rather than only generate reports
- Understanding attribution awareness, funnel analysis, and business-KPI thinking
- Interview-oriented campaign analysis and optimization discussions
- Career Opportunities
- Digital Marketing Executive
- SEO Analyst
- Performance Marketing Executive

GUIDED LAB
Find high-opportunity keywords for a local business and write optimized page titles.

INTERVIEW & ASSESSMENT
Explain how search engines decide which website appears at the top of results.

10 Module 10: Real Project Workflow

- Building a complete digital marketing plan across SEO, AEO, GEO, SMM, SEM, PPC, email, and WhatsApp
- Applying strategy, execution, content, paid campaigns, and reporting together
- Preparing portfolio-ready projects and campaign case studies with business
- explanation
- Project output aligned with performance marketing, SEO, and digital-growth roles
- Growth Marketing Associate

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

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REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: explanation

What it is: Set up the core Digital Marketing environment and configure essential business settings.
What you do: Initialize base configurations, create clean templates, and verify workflow controls.
Tools used: Digital Marketing, digital marketing channels
Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Growth Marketing Associate

What it is: Build practical AEO GEO Modern modules to handle everyday business operations.
What you do: Create core functional components, validate input data, and prevent common errors.
Tools used: Digital Marketing, AEO GEO Modern, Answer Engine Optimization
Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: Social Media Marketing Data & Logic Pipeline

What it is: Connect Social Media Marketing with Building content campaign to automate data and team workflows.
What you do: Set up automated pipelines, link required services, and run end-to-end tests.
Tools used: Digital Marketing, Social Media Marketing, Building content campaign
Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Paid Ads Across Integration & Automation

What it is: Optimize Paid Ads Across workflows for security, speed, and reliability.
What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.
Tools used: Digital Marketing, Paid Ads Across, Running platform aware
Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Digital Marketing End-to-End Capstone

What it is: Build a complete, production-ready Digital Marketing project bringing all skills together.
What you do: Design, code, test, and document a full project workflow from scratch to launch.
Tools used: Digital Marketing, Analytics Reporting Conversion
Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Digital Marketing principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on AEO implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate SEM techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Digital Marketing implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Live Digital Marketing portfolio featuring SEO audit decks, keyword plans, and ad metrics.
- Detailed Digital Marketing diagrams, component specifications, and end-to-end workflows.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Project documentation covering AEO setup, configuration steps, and test notes.
- Direct resume bullet points highlighting hands-on Digital Marketing tools and technical outcomes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

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OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

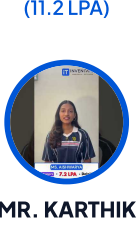
READ REVIEWS

MS. SNEHA
Placed at Wipro (9.5 LPA)

"The practical lab sessions gave me the confidence to transition into enterprise roles. Working on real-world datasets helped me clear technical interviews effortlessly!"
Course Completed : Digital Marketing Specialist
G ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's focus on industry capstone projects and mock interviews was game-changing. The mentors guided me through every real-world implementation hurdle."
Course Completed : Digital Marketing Specialist
G ★★★★★

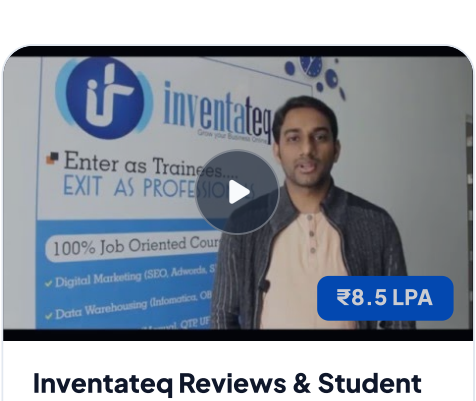


MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Moving from beginner theory to hands-on enterprise tools was seamless. The portfolio defense preparation helped me crack my MNC placement round!"
Course Completed : Digital Marketing Specialist
G ★★★★★

WATCH VIDEOS

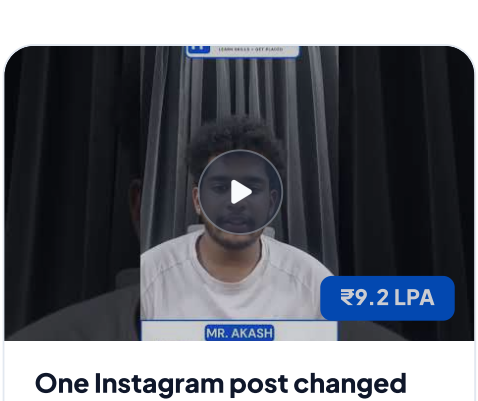
Watch real stories from our students as they talk about their journey, growth, and placement success.



Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
Watch Story

REAL REVIEWS from REAL STUDENTS
DIGITAL MARKETING
INVENTATEQ
₹7.8 LPA

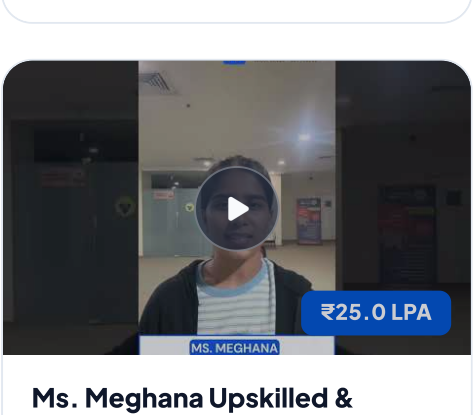
Digital Marketing Course in Bangalore, Guaranteed Placement
Course Video 2 • Student Feedback
Watch Story



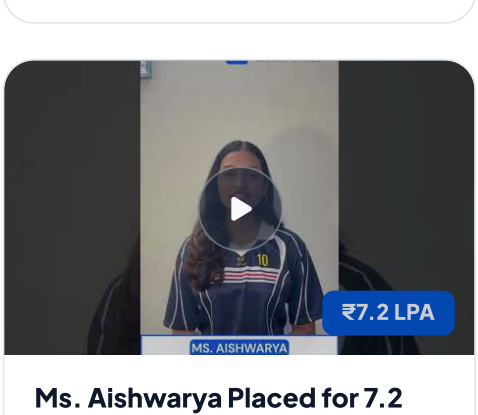
One Instagram post changed more than a clothing store's reach—it changed Akash's career direction
Course Video 3 • Student Feedback
Watch Story

Classes @ INVENTATEQ.COM
₹6.8 LPA

Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
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