

BECOME THE MARKETER EVERY  
BUSINESS NEEDS.

# FULL-STACK DIGITAL MARKETING

STRATEGY & PLANNING

SEO & CONTENT MARKETING

SOCIAL MEDIA MARKETING

EMAIL MARKETING

PAID ADS & PPC

ANALYTICS & REPORTING

**MASTER THE SKILLS.**

**BUILD YOUR BRAND.**

**GROW YOUR CAREER.**

*Market With Purpose.*

*Communicate With Impact.*

*Master The Skills Behind **Great Brands**.*



**12+**

Years of training



**8000+**

Students Trained

# ABOUT WEB D SCHOOL

Web D School is one of India's leading design training institutes, helping aspiring designers transform their creativity into successful careers for over 12 years. With **industry-focused curriculum, experienced mentors, hands-on projects, and AI-powered learning**, we prepare students to thrive in today's fast-changing creative industry.

At Web D School, we believe... Anyone can learn design tools.  
Only those who learn to think strategically create lasting impact.  
That's why our philosophy is simple:  
**"Learn Beyond Tools. Design With Purpose."**

## 12+ Years of Proven Excellence. Trusted by 8,000+ Professionals.

For over a decade, Web D School has empowered thousands of students with industry-relevant skills, real-world projects, and career-focused training. Our commitment to quality education has helped learners build successful careers across leading companies in India and abroad.

**12+ Years**

Industry Experience

**8000+**

Students Trained

**200+**

Hiring Partners

*"Technology will continue to evolve, but great designers are defined by how they think, solve problems, and create value. At Web D School, our goal is not just to teach software—we help students build the mindset, confidence, and creative excellence needed for long-term success."*

— **Harshavardhan**, SPARK Framework Founder



# WE TEACH **PROFESSIONAL** DIGITAL MARKETING **TOOLS**

Master industry-standard digital marketing tools through practical, hands-on training.

Build real-world skills to plan, execute, and optimize successful campaigns.



Google Analytics



Google My Business



Google Ads



SEMRush



Screaming Frog



Ubersuggest



Keyword tool.ai



Sprout Social



YouTube Studio



Meta Business Suite



Mailchimp



Wati



Zapier



WordPress



wix



Canva



ChatGPT



Copy.ai



GoDaddy



Zoho Social



Link Tree



Metricool



Google Search  
Console



Page Speed  
Insights



Shopify



WooCommerce



SpyFlu



Hubspot



Inshot



NeoDove



Hotjar



Google Tag Manager



Photoshop



Perplexity



Razorpay



Runway



Claude



MidJourney



Discord



More Tools

# WHY FULL-STACK DIGITAL MARKETING?

Because Digital Marketing is No Longer Just About Posting Content.

AI is transforming how marketing works..

Companies need marketers who can think strategically.

## Execute Smartly.

That's where Digital Marketers create value.

# GRADUATE WITH MORE THAN SOFTWARE SKILLS

By the end of the program, you will gain experience in:



Market Research



Strategy & Campaign Planning



Social Media Marketing



SEO & Analytics



Email Marketing



Paid Ads (PPC)



Content Marketing



Conversion Optimization



Web Analytics & Reporting



AI-Powered Marketing Tools



E-commerce Marketing

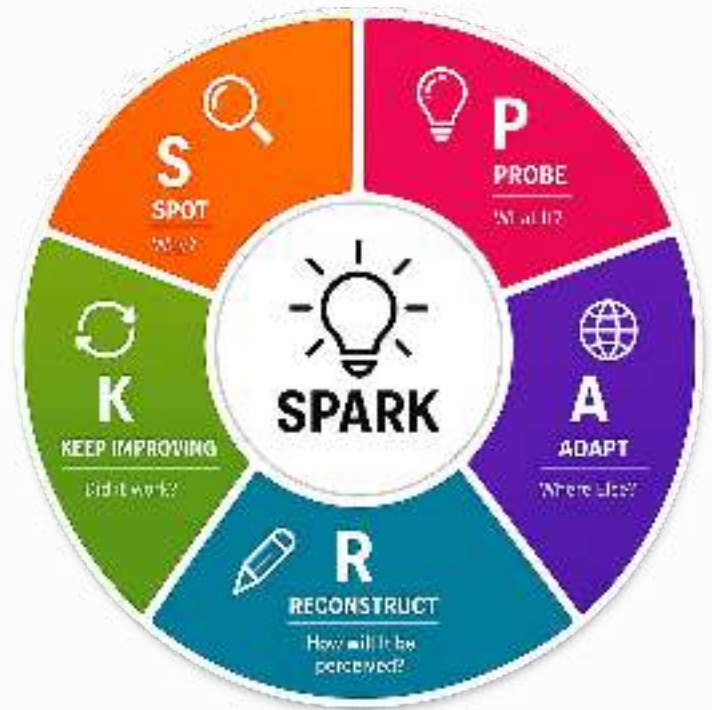


Data-Driven Decision Making

# THE SPARK FRAMEWORK

## Second Layer Thinking for Marketing Professionals

SPARK is the thinking operating system we use at Web D School to solve the right problem, create meaningful work and make a real impact.



## THE SPARK PRINCIPLES

### S – SPOT

**See the real problem.**

Go beyond the surface and identify the true root cause.

### P – PROBE

**Question everything.**

Break assumptions and open up new possibilities.

### A – ADAPT

**Look beyond boundaries.**

Find ideas in other industries, cultures, and experiences.

### R – RECONSTRUCT

**Design with purpose.**

Create solutions that share perception and deliver value.

### K – KEEP IMPROVING

**Iterate for impact.**

Test, learn and refine until the solution creates impact.

### ONE FRAMEWORK. ENDLESS POSSIBILITIES.

From brief to brand, post to packaging — SPARK helps you create work that's strategic, stunning and successful.

## TOOLS THAT ACTIVATE AT THE RIGHT STAGE

### 01 BRIDGE

Helps shape how your work is perceived.

### 02 BRANDLENS

Helps evaluate and improve your work.

### 03 PPR

Helps you present your work with clarity and impact.

# FULL-STACK DIGITAL MARKETING MODULES

## MODULE 01 - BRANDING & THINKING

### Digital Marketing Foundations

#### YOU WILL MASTER

- Understanding the Digital Marketing Ecosystem
- Owned, Earned & Paid Media
- Marketing Versus Advertising Fundamentals
- Building a Modern Marketing Mindset
- Understanding Complete Customer Journey



### Brand Strategy

#### YOU WILL MASTER

- Building Strong Brand Positioning
- Creating Detailed Customer Personas
- Conducting Effective SWOT Analysis
- Developing a Consistent Brand Voice
- Understanding Consumer Buying Psychology

### Creative Thinking

#### YOU WILL MASTER

- Applying the SPARK™ Framework
- Using the BRIDGE™ Framework
- Solving Real Marketing Problems
- Making Better Creative Decisions
- Thinking Like Strategic Marketers

### Project Workshop #1

Pick a real or hypothetical brand. Run SWOT, define positioning, map ecosystem.

Deliverable: 1-page Brand Strategy Document

## MODULE 02 - CONTENT CREATION & WEB

### Content Marketing Strategy

#### YOU WILL MASTER

- Creating High-Impact Content Strategies
- Building Consistent Content Pillars
- Repurposing Content Across Platforms
- Mapping Content to Sales Funnels
- Planning Effective Content Calendars



## Creative Design for Marketing

### YOU WILL MASTER

- Designing Professional Canva Creatives
- Creating High-Converting Photoshop Designs
- Applying Visual Design Principles
- Producing Engaging Marketing Graphics
- Building Powerful Brand Visuals

## WordPress & Landing Pages

### YOU WILL MASTER

- Building Responsive WordPress Websites
- Creating High-Converting Landing Pages
- Optimizing Lead Capture Forms
- Structuring User-Friendly Website Navigation
- Publishing SEO-Friendly Web Pages

### MODULE 03 - AI FOR MARKETERS

## AI Content Creation

### YOU WILL MASTER

- Creating Content Using ChatGPT
- Researching Faster with Claude
- Writing Effective AI Prompts
- Generating High-Converting Marketing Copy
- Automating Everyday Content Creation

## AI Visual Content

### YOU WILL MASTER

- Creating Images Using Midjourney
- Designing Visuals with Firefly
- Enhancing Creative Design Workflows
- Generating Marketing Visual Concepts
- Speeding Up Creative Production

## Video Content Creation

### YOU WILL MASTER

- Editing Short-Form Marketing Videos
- Creating Viral Reels & Shorts
- Writing Attention-Grabbing Video Hooks
- Adding Captions & Motion Graphics
- Producing Mobile-First Video Content

### Project Workshop #2

Map a brand's visual marketing funnel.

Deliverable: Analysis using ChatGPT + Canva.



## AI Productivity Workflow

### YOU WILL MASTER

- Building AI Marketing Systems
- Automating Research & Ideation
- Streamlining Daily Marketing Tasks
- Increasing Content Production Speed
- Combining Multiple AI Tools

## MODULE 04 - SOCIAL MEDIA MARKETING

### Social Media Strategy

#### YOU WILL MASTER

- Developing Platform-Specific Content Strategies
- Growing Brands Through Social Media
- Planning Consistent Content Calendars
- Building Strong Audience Engagement
- Managing Meta Business Suite
- Optimizing Organic Social Growth
- Measuring Social Media Performance



### Instagram & YouTube Marketing

#### YOU WILL MASTER

- Growing Instagram Business Accounts
- Optimizing YouTube Channel Performance
- Writing SEO-Friendly Video Titles
- Understanding Platform Algorithms Better
- Increasing Organic Audience Reach



### Influencer & Community Marketing

#### YOU WILL MASTER

- Planning Influencer Marketing Campaigns
- Identifying High-Value Content Creators
- Building Trusted Online Communities
- Growing Professional LinkedIn Presence
- Driving Evergreen Pinterest Traffic

### Social Media Management

#### YOU WILL MASTER

- Scheduling Multi-Platform Content Efficiently
- Managing Campaigns Using Metricool
- Tracking Social Media Performance
- Creating Professional Client Reports
- Optimizing Content Using Analytics
- Building Automated Content Workflows
- Monitoring Real-Time Campaign Results

### Project Workshop #3

Design and execute a complete social media campaign for a real or fictional brand. Create platform-specific content, build a content calendar, optimize social profiles, schedule posts, track performance, and present a growth strategy using industry-standard tools.

## MODULE 05 - META ADS

### Meta Advertising Foundations

#### YOU WILL MASTER

- Setting Up Meta Ads Manager
- Choosing Effective Campaign Objectives
- Structuring High-Performing Campaigns
- Creating Compelling Ad Creatives
- Building Full-Funnel Marketing Campaigns



#### Project Workshop #4

Plan, launch, and optimize a live Meta Ads campaign for a brand.

A dedicated advertising budget will be provided by Web D School for campaign execution.

### Lead Generation Campaigns

#### YOU WILL MASTER

- Creating High-Converting Lead Forms
- Building Effective Audience Targeting
- Installing Meta Pixel Correctly
- Tracking User Conversion Events
- Generating Quality Marketing Leads

### Campaign Optimization

#### YOU WILL MASTER

- Creating Custom Audience Segments
- Building Lookalike Customer Audiences
- Running Effective A/B Tests
- Improving Campaign Performance Metrics
- Scaling Ads with Better ROAS

## MODULE 06 - SEARCH ENGINE OPTIMIZATION

### SEO Foundations

#### YOU WILL MASTER

- Understanding Search Engine Algorithms
- Optimizing Google Business Profiles
- Improving Local Search Visibility
- Understanding User Search Intent
- Building Long-Term Organic Traffic



#### Project Workshop #5

Complete SEO Strategy Project

Deliverables: 1200-word SEO Blog (AI-assisted), Full Keyword Research, Optimized On-Page Elements, Internal Linking Strategy, 5 Link-Building Opportunities, Outreach Email.

## Keyword Research & On-Page SEO

### YOU WILL MASTER

- Performing Advanced Keyword Research
- Mapping Keywords to User Intent
- Writing SEO-Friendly Meta Tags
- Optimizing Content for Rankings
- Structuring Effective Website Content

### MODULE 07 - ANALYTICS

## Google Analytics (GA4)

### YOU WILL MASTER

- Setting Up Google Analytics GA4
- Tracking User Behaviour Patterns
- Understanding Traffic Acquisition Reports
- Measuring Marketing Campaign Performance
- Making Data-Driven Marketing Decisions
- Setting Up Conversion Tracking
- Creating Custom Analytics Reports

## Google Tag Manager

### YOU WILL MASTER

- Configuring Google Tag Manager
- Managing Tags Without Coding
- Creating Triggers & Variables
- Tracking Custom Website Events
- Simplifying Marketing Tag Management

## Technical & Off-Page SEO

### YOU WILL MASTER

- Improving Technical Website Performance
- Building High-Quality Backlinks
- Implementing Structured Schema Markup
- Performing Complete SEO Audits
- Using Semrush for Competitor Research



## Google Search Console

### YOU WILL MASTER

- Monitoring Website Search Performance
- Improving Search Engine Visibility
- Tracking Keyword Ranking Positions
- Fixing Website Indexing Issues
- Optimizing Content Using Insights

### Project Workshop #6

Set up a complete website analytics system using GA4, Google Tag Manager, and Search Console. Track user behaviour, conversions, and campaign performance through actionable reports.

## MODULE 08 - GOOGLE ADS

### Search Advertising

#### YOU WILL MASTER

- Creating Google Search Campaigns
- Selecting High-Intent Keywords
- Writing High-Converting Search Ads
- Improving Google Quality Score
- Optimizing Campaign Performance



### Display & Video Advertising

#### YOU WILL MASTER

- Creating Display Banner Campaigns
- Launching YouTube Video Campaigns
- Targeting Relevant Customer Audiences
- Designing Effective Display Creatives
- Maximizing Brand Awareness Campaigns

### Performance Max Campaigns

#### YOU WILL MASTER

- Building Performance Max Campaigns
- Optimizing Audience Signal Strategies
- Managing Creative Asset Groups
- Scaling Campaign Performance Efficiently
- Improving Advertising Return on Investment

### Project Workshop #7

Build and optimize a live Google Ads campaign, from keyword research to ROI-driven performance analysis. A dedicated Google Ads budget will be allocated by Web D School for hands-on campaign execution.

## MODULE 09 - RETENTION & AUTOMATION

### Email Marketing

#### YOU WILL MASTER

- Building Professional Email Campaigns
- Creating Customer Email Automations
- Segmenting Marketing Audiences Effectively
- Improving Email Open Rates
- Writing High-Converting Email Copy



## WhatsApp Marketing

### YOU WILL MASTER

- Creating WhatsApp Broadcast Campaigns
- Automating Customer Conversations
- Building Smart Message Workflows
- Integrating WhatsApp Lead Generation
- Nurturing Leads Through Automation

## CRM & Marketing Automation

### YOU WILL MASTER

- Managing Customer Relationship Systems
- Automating Marketing Workflows Efficiently
- Building Lead Nurturing Funnels
- Connecting Multiple Marketing Platforms
- Improving Customer Retention Strategies

### Project Workshop #8

Create a multi-channel marketing automation system using Mailchimp, WATI, and CRM integration. Automate customer communication, nurture leads, and improve retention through personalized workflows.

### MODULE 10 - CONVERSION STRATEGY

## Conversion Rate Optimization

### YOU WILL MASTER

- Understanding Conversion Optimization Principles
- Identifying Website Conversion Barriers
- Improving Customer Conversion Rates
- Optimizing Website User Experience
- Increasing Marketing Campaign Results
- Analyzing User Behaviour Patterns
- Reducing Customer Journey Friction



## Landing Page Optimization

### YOU WILL MASTER

- Designing High-Converting Landing Pages
- Writing Powerful Call-to-Actions
- Optimizing Marketing Offer Presentation
- Reducing Form Abandonment Rates
- Improving Landing Page Performance

## A/B Testing

### YOU WILL MASTER

- Running Effective Split Testing
- Comparing Multiple Design Variations
- Measuring Conversion Test Results
- Validating Marketing Hypotheses
- Making Continuous Optimization Decisions

## MODULE 11 - ECOMMERCE GROWTH

### Shopify Store Development

#### YOU WILL MASTER

- Building Professional Shopify Stores
- Creating Product Collections Efficiently
- Customizing High-Converting Store Themes
- Optimizing Mobile Shopping Experience
- Managing Secure Payment Systems



### Ecommerce Marketing

#### YOU WILL MASTER

- Creating High-Converting Sales Funnels
- Increasing Average Order Value
- Optimizing Shopping Cart Conversions
- Building Customer Retention Campaigns
- Running Ecommerce Advertising Campaigns

### CRM & Workflow Automation

#### YOU WILL MASTER

- Mapping Complete Customer Journeys
- Automating Lead Management Systems
- Creating Zapier Workflow Automations
- Connecting Marketing Software Tools
- Streamlining Business Growth Processes

### Project Workshop #9

Build a conversion-focused Shopify store with CRM integration and marketing automation. Optimize the customer journey, increase sales, and automate ecommerce growth workflows.

## MODULE 12 - ADVANCED CONVERSION SCIENCE

### Advanced Google Analytics

#### YOU WILL MASTER

- Building Advanced Funnel Reports
- Segmenting Marketing Audiences Effectively
- Tracking Complete Customer Journeys
- Creating Custom Analytics Dashboards
- Measuring End-to-End Campaign Performance



## Hotjar User Behaviour

### YOU WILL MASTER

- Reading Website Heatmap Reports
- Analyzing User Session Recordings
- Understanding Scroll Map Behaviour
- Optimizing Website Form Performance
- Improving Website User Experience

## MODULE 13 - MODERN GROWTH CHANNELS

## AI Search Optimization

### YOU WILL MASTER

- Optimizing Content for AI Search
- Understanding AEO & GEO
- Improving AI Brand Visibility
- Creating AI-Friendly Content Structures
- Ranking Across Modern Search Platforms

## MODULE 14 - LAUNCH YOURSELF

## Personal Branding

### YOU WILL MASTER

- Building Professional Personal Brands
- Creating High-Impact LinkedIn Profiles
- Positioning Yourself as an Expert
- Developing Strong Online Presence
- Building Long-Term Career Visibility

## Portfolio & Career Launch

### YOU WILL MASTER

- Building Professional Wix Portfolios
- Presenting Powerful Marketing Case Studies
- Showcasing Projects Using PPR
- Preparing for Marketing Interviews
- Launching Successful Marketing Careers

## Advanced Optimization

### YOU WILL MASTER

- Creating Better Testing Hypotheses
- Running Advanced A/B Experiments
- Optimizing High-Converting Call-To-Actions
- Improving Complete Marketing Funnels
- Scaling Conversion Optimization Results

## Content-Led Growth

### YOU WILL MASTER

- Building Successful Podcast Strategies
- Growing Newsletter Subscriber Communities
- Creating Community-Led Marketing Systems
- Repurposing Content Across Channels
- Developing Long-Term Brand Authority

## Freelancing & Client Acquisition

### YOU WILL MASTER

- Finding Your First Clients
- Writing Winning Project Proposals
- Pricing Freelance Marketing Services
- Managing Real Client Projects
- Building Long-Term Client Relationships



# Our Course Highlights!

A Future-Ready Digital Marketing Course  
for the **Next-Generation Marketer**.



01

## Marketing Strategy & Fundamentals

Build a strong marketing foundation by understanding customer journeys, buyer personas, marketing funnels, and campaign planning.

02

## AI-Powered Marketing

Leverage ChatGPT and AI tools to generate content, automate workflows, analyze data, and improve marketing productivity.

03

## Performance Marketing Mastery

Run high-converting campaigns on Google Ads, Meta Ads, LinkedIn, and YouTube with audience targeting and optimization.

04

## SEO & Content Marketing

Learn keyword research, on-page SEO, content strategy, blogging, and organic growth techniques to increase website visibility.

05

## Social Media & Vibe Marketing

Create engaging content, build brand identity, leverage trends, and use AI to execute campaigns that drive community and growth.

06

## Analytics & Conversion Optimization

Track campaign performance using Google Analytics, GA4, Tag Manager, dashboards, and conversion rate optimization techniques.

07

## Real-World Marketing Projects

Work on live campaigns, build marketing strategies, manage ad budgets, and solve real business challenges through practical projects.

08

## Career & Freelancing Readiness

Develop an impressive portfolio, optimize LinkedIn, prepare for interviews, and learn client acquisition and freelancing strategies.

09

## Industry Mentorship & Placement

Expert mentorship, resume reviews, mock interviews, placement assistance, and career guidance from digital marketing professionals.



### Brand Decoding

Analyze a brand's identity, strategies, and market presence to create a detailed case study.



### Branding Strategy ✨

Launch your own brand and learn to scale it with expert guidance for startup success.



### WordPress Website

Design and develop an SEO-optimized WordPress website.

✦ Free domain and hosting provided exclusively for FSDM students.

# DIGITAL MARKETING PROJECTS



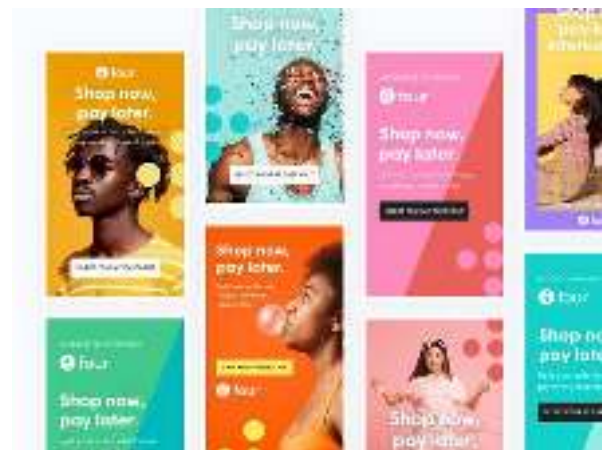
### Content Marketing

Build a content calendar to plan engaging content that boosts web traffic, engagement, and lead generation.



### Social Media Management

Create engaging posts for platforms like Instagram, Facebook, LinkedIn, X, & YouTube to grow your brand and achieve results with organic and paid strategies.



### Social Media Ad Campaign

Design, execute and optimize effective social media ad campaigns.

✦ Funds available for FSDM students.



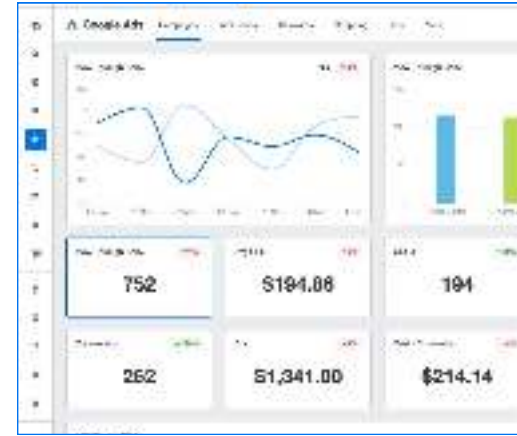
### SEO Audit

Analyze website performance, fix technical issues, improve content, and discover ways to boost rankings and drive organic traffic.



### SEO Strategy ✦

Create and execute an SEO strategy with technical optimization, keyword targeting, content creation, and link-building to boost rankings and organic traffic.



### Google Ads Campaign

Create an effective Google ad campaign targeting profitable keywords and tailoring CTR driven ad copies.

✦ **Funds available for  
FSDM students.**

# DIGITAL MARKETING PROJECTS



### Growth Marketing ✦

Create and implement data-driven strategies to drive growth, optimize user acquisition, and boost customer retention for startups.



### Email Marketing

Create email campaigns to capture leads, nurture them, and build strong connections across various campaign types.



### Marketing Automation

Streamline workflows, optimize campaigns, and use automation tools to craft personalized marketing strategies that engage your audience.



## E-commerce Strategy ✨

Design an advanced e-Commerce system that combines platform efficiency, product innovation, and strategic customer engagement to boost growth and sales.



## Data Visualization ✨

Transform complex data into clear, engaging visuals and dashboards that drive insights and empower decision-making.



## User Journey Mapping ✨

Map the customer journey to identify pain points, optimize touchpoints, and improve the user experience.

# DIGITAL MARKETING PROJECTS



## Canva for Professional Design ✨

Create stunning social media posts, presentations, marketing materials, and brand assets using Canva's powerful design tools and AI features.



## Photoshop for Digital Creators ✨

Design professional graphics for social media, websites, and marketing using advanced tools and techniques to enhance your creatives.



## Mobile Marketing ✨

Use WhatsApp Chatbots to connect with customers, answer queries, and boost sales with personalized mobile marketing strategies.

# ONE COURSE. MULTIPLE CAREER PATHS.

Full-Stack Digital Marketing opens doors to fast-growing industries where AI, creativity, data, and strategy drive business growth.

Endless opportunities. One **Growth Mindset**.



## Performance Marketing Agencies

Plan, launch, and optimize paid campaigns across Google, Meta, LinkedIn, and YouTube.



## Brands & Corporate Marketing

Build brand awareness, execute digital campaigns, and drive customer acquisition.



## E-Commerce & D2C Brands

Scale online stores using paid ads, email marketing, conversion optimization & customer retention strategies.



## Social Media & Content Marketing

Boost website visibility, drive organic traffic, and generate quality leads through SEO.



## Marketing Analytics & Automation

Measure campaign performance using GA4, Tag Manager, and automation tools for smarter decisions.



## AI Marketing & Technologies

Use AI to create content, optimize campaigns, automate workflows, and personalize marketing.



## Marketing Entrepreneurship

Launch your own agency, build digital products, and scale businesses using modern marketing strategies.



## Influencer & Brand Partnerships

Plan influencer campaigns, collaborate with creators, and grow brand reach through strategic partnerships.



## Affiliate & Partnership Marketing

Build affiliate programs, manage strategic partnerships, and drive scalable revenue.



## Media & Entertainment

Create impactful ad creatives, campaign visuals, OOH, and innovative designs that grab attention.



## Freelancing & Digital Consulting

Build your personal brand, manage clients, and grow a successful digital marketing career.

## Key Message

Master AI-powered marketing skills to build brands, drive growth, and succeed across startups, agencies, and global companies.

# WHY FULL-STACK DIGITAL MARKETING IS DIFFERENT?

MORE THAN SOFTWARE  
A **COMPLETE**  
TRANSFORMATION.

|                       | DIGITAL MARKETING MASTERY                     | OTHER DESIGN COURSES        |
|-----------------------|-----------------------------------------------|-----------------------------|
| Marketing Scope       | Full-Funnel Digital Marketing                 | Social Media Marketing Only |
| Learning Framework    | SPARK™ + BRIDGE™ + Strategic Thinking         | Tool-focused learning       |
| AI Integration        | AI-Powered Content, Ads & Automation          | Basic AI exposure           |
| Performance Marketing | Google Ads + Meta Ads                         | Limited ad platforms        |
| SEO & Content         | SEO + Content Strategy + Growth               | Basic SEO concepts          |
| Data & Analytics      | GA4, Tag Manager & Looker Studio              | Basic reporting             |
| Brand Building        | Brand Positioning + Vibe Marketing            | Posting & Scheduling        |
| Real-World Projects   | Live Campaigns & Business Case Studies        | Practice assignments only   |
| Career Preparation    | Resume, LinkedIn, Interviews & Freelancing    | Certification-focused       |
| Professional Identity | AI-Powered Growth Marketer                    | Social Media Executive      |
| Industry Readiness    | Startups, Agencies, Brands & Global Companies | Entry-level execution roles |

# STUDENT SUCCESS STORIES

Just a few among thousands – and still growing.



*Pratik*

System Engineer



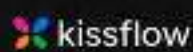
*Sundaravalan*

Visual Designer



*Bharathraj*

Motion Graphic Artist



*Akash*

Digital Marketer



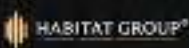
*Anushaa*

UX Researcher



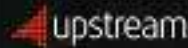
*Aravind*

Graphic Designer



*Ibrahim*

Full-Stack Developer



*Vignesh*

Sr. Digital Engineer



*Bhoomika Vasan*

UX UI Designer



*Balaji*

Marketing Executive



*Dharshita*

Design Engineer



*Harshanan Murthi*

Video Editor



*Nafath*

UX UI Designer



*Saranwathi*

UX Designer



*Muhammad Khaleel*

WordPress Developer



*Shreya*

SEO Analyst



*Jakaraj*

UX UI Designer



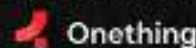
*Sagitha*

UX Researcher



*Balaraman*

Front-end Developer



*Shyam Sundar*

Design Engineer



*Nivetha*

Visual Designer



*Jagann Nivas*

Visual Designer



*Vaishnavi*

Social Media Manager



*Soundarya*

Graphic Designer



**YOU'RE NEXT!**

Let's build your  
success story  
together.

# COMPANIES WHERE OUR STUDENTS WORK

A glimpse of the organizations where students from our 12+ year training ecosystem have built their careers.



**1000+**  
Superstars  
Placed



**150+**  
Top MNCs  
& startups



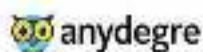
**1000+**  
Industries  
hiring



**HIGH**  
Career Growth  
Opportunities



**COUNTLESS**  
Success  
Stories

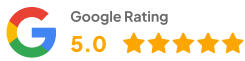


# Our Superstars Say!

FROM ZERO TO CONFIDENT DESIGNERS.

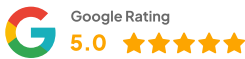
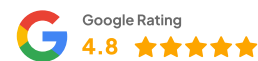
FROM LEARNERS TO LEADERS.

THIS IS THEIR WEB D SCHOOL JOURNEY



*I joined this course with almost zero knowledge in marketing. The trainers at Web D School made everything simple from the very beginning. They taught me how to think like a marketer before teaching tools. Today, I can confidently create complete marketing funnels, run Meta & Google ads, and build AI-powered content strategies that actually work.*

*I was very excited to learn AI tools like ChatGPT, Midjourney, Canva AI...and the best part is, everything was taught practically. Earlier, creating content took me hours — now I can do it in minutes with AI. The team also helped me with resume building and placement support. I feel truly industry-ready.*



*The Project Workshops were the best part of the course. We didn't just learn theory — we created real campaigns, SEO blogs, landing pages, and ad creatives. During my interview, the recruiter loved my portfolio because it looked like I had already worked in a digital agency.*

*I started getting freelance clients even before completing the course. I learned how to price my services, pitch to clients, and present my ad campaigns and content strategies professionally. I posted my SEO project on LinkedIn — and I got my first paid social media client that same week!*



# MORE THAN A CLASSROOM. A CREATIVE COMMUNITY.



# WHY WEB D SCHOOL?

Because your marketing career  
deserves more than just learning tools.

Master AI-powered marketing, real-world  
campaigns, and industry skills to become a  
future-ready digital marketer.



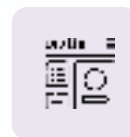
## SPARK™ Framework

Develop strategic  
thinking using our  
proprietary SPARK™  
framework.



## Growth Marketing

Master acquisition,  
engagement, retention,  
and data-driven growth  
strategies.



## Industry-Standard Tools

Master Google Ads,  
Meta Ads, GA4,  
ChatGPT, Canva, and  
more.



## AI-Powered Marketing

Use AI to create content,  
automate tasks, and  
optimize campaigns.



## Real Product Projects

Build portfolio-ready  
campaigns through live  
business projects.



## Career & Placement Support

Get resume guidance,  
interview preparation, and  
placement assistance.

# START YOUR **SUCCESS JOURNEY** WITH WEB D SCHOOL...



# Certificate of Completion

This certifies that

**Your Name**

has successfully completed the course

**Full-Stack Digital Marketing**

with specialization in

- ✓ Branding and Growth Marketing
- ✓ Content Marketing
- ✓ Inbound: SEO, SMM & Email Marketing
- ✓ Outbound: PPC & Performance Marketing
- ✓ Lead Generation and Marketing Automation
- ✓ Conversion Rate Optimization

Course Duration **4 Months**

Issue Date

Chennai's No.1 Institute

**WebD**school

Center Head



**Course** :

**Duration** :

**Lumpsum Fees** :

(or)

**Installment Fees** :

**Down Payment** :

**Balance** :

# Learn

## Full-Stack Digital Marketing @ Web D School

### Reach Out To Us

Ashok Nagar **+91 9791 3333 50**

Anna Nagar **+91 7305 9533 50**

Online Enquiry **+91 7845 8733 50**

### Visit Us

#### Ashok Nagar Branch

Sector 10, Dr. Natesan Salai,  
Above Bank of Baroda,  
Ashok Nagar, Chennai – 600 083.

#### Anna Nagar Branch

New No. 107 / Old No. AB9,  
2 Avenue, Near Max Showroom,  
Anna Nagar, Chennai – 600 040.

### Website

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