

BECOME THE MARKETER EVERY
BUSINESS NEEDS.

• ONLINE

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 India's trusted online education platform for Design, Marketing and Development. For over 12 years, we've empowered learners with industry-ready skills through live online training, real-world projects, and expert mentor support.

We are more than an online training institute—we are a **career transformation partner**.

At Web D School, we believe that...

Anyone can learn tools, but only a few learn to think like creators.

That's why our philosophy is simple yet powerful:

"Learn Beyond Tools. Design With Purpose."

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

With world-class trainers, industry-relevant curriculum, studio-grade infrastructure, and 8,000+ success stories from the Web D School legacy, ViSA is built for one purpose: **To transform students into confident creators**

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 this online 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

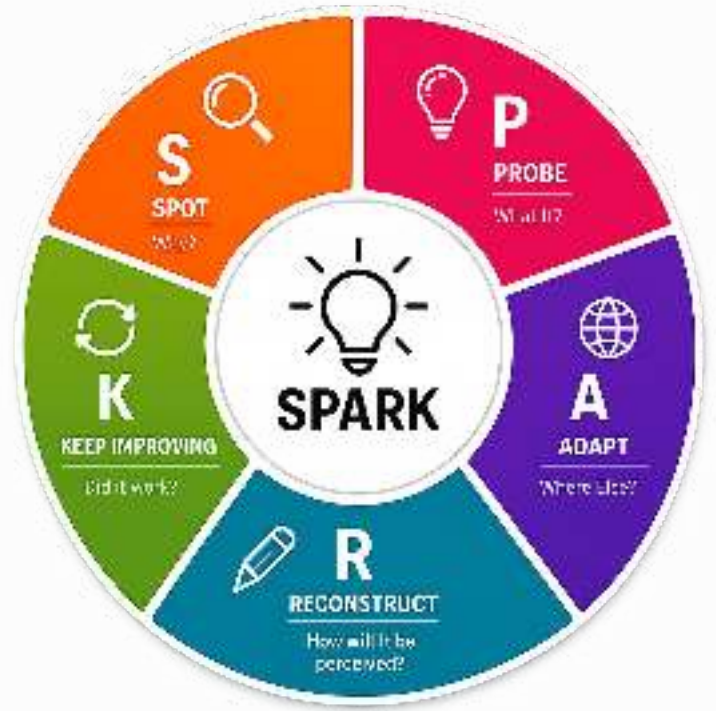


Data-Driven Decision Making

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

Live Mentor-Led Online Classes

Learn from experienced industry professionals through interactive live sessions, personalized feedback, and real-time doubt clearing.

08

Career & Freelancing Readiness

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

09

Flexible Online Learning Experience

Attend live classes from anywhere, access recordings, revisit lessons anytime, and learn at your own pace.



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



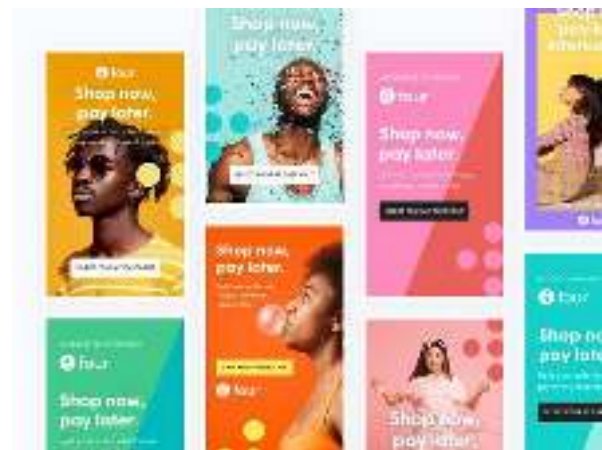
Content Marketing

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.



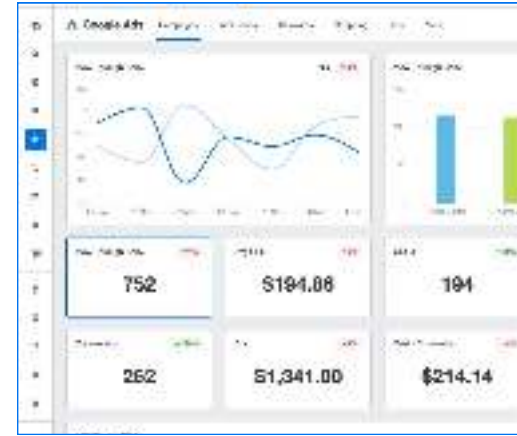
SEO Audit

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
Learning Mode	Live Online Classes + Mentor Support + Recordings	Recorded Content or Limited Interaction
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



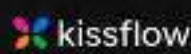
Sundaraveelan

Visual Designer



Bharathraj

Motion Graphic Artist



Akash

Digital Marketer



Anushaa

UX Researcher



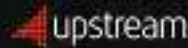
Aravind

Graphic Designer



Ibrahim

Full-Stack Developer



Vignesh

Sr. Digital Engineer



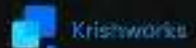
Bhoomika Vasan

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



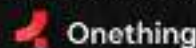
Sagitha

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



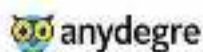
1000+
Industries
hiring



HIGH
Career Growth
Opportunities



COUNTLESS
Success
Stories

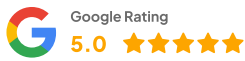


Our Superstars Say!

FROM ZERO TO CONFIDENT MARKETERS.

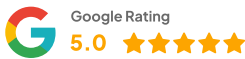
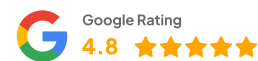
FROM LEARNERS TO LEADERS.

THIS IS THEIR JOURNEY @ Web D School



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 AN **ONLINE COURSE.** A CONNECTED **LEARNING COMMUNITY.**

Live learning. Real connections. Practical experience.

At Web D School, **you're never alone in your creative journey.**



LIVE ONLINE CLASSES

Interactive mentor-led sessions with real-time doubts, discussions, and screen sharing.



VIRTUAL WORKSHOPS

Learn new skills, & build beyond the classroom through live workshops.



ONLINE GRADUATION

Milestones celebrated.
Journeys remembered.
Success applauded.



HACKATHONS & CHALLENGES

Real-time challenges.
Team collaboration.
Real-world learning.



ACTIVE STUDENT COMMUNITY

Connect. Collaborate.
Share. Support.
Grow together.



STUDENT SHOWCASE

Explore industry-ready projects crafted by our creative learners.



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.



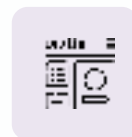
SPARK™ Framework

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

WebDschool

Center Head



Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn
Full-Stack Digital Marketing
@ Web D School

Redesign

Your Story

Contact Us

+91 7845 8733 50

Visit Us

www.webdschool.com