

# DIGITAL MARKETING



## ABOUT US

*Xiartz aims to improve education around the world by creating personalized, interactive learning tools. They combine technology with a focus on students' needs to make learning easier and more engaging. By supporting teachers, students, and parents, Xiartz hopes to inspire a love of learning and prepare future generations to think, create, and lead.*

*Xiartz helps people build careers through practical learning, expert guidance, and future-ready skills.*

## OUR VISION, MISSION, GOALS

### Vision

We aim to improve learning and help people achieve their potential, no matter where they live or their economic background.

### Mission

Our mission is to use technology to make education accessible, spark curiosity, and help every learner reach their true potential.

### Goals

We aim to give students industry skills through expert teaching and practical learning experiences that prepare them for real jobs.

### HEADQUARTER

*Malappuram Dt, Kerala*

*Learn important skills through our certified course and grow confidently*



# Program Highlights

Live Classes

Expert Trainers

Real time projects

Practice tests

Flexible learning program

Doubt Sessions

Weekly Assignments

Placement Training

Certificates

## Industry Trend

The global Digital Marketing workforce is projected to exceed 18 million by 2030, fueled by the rapid shift to online platforms and digital-first customer engagement. Demand is high across e-commerce, EdTech, BFSI, healthcare, IT, retail, and media industries. Roles are evolving with the rise of AI-driven marketing, automation tools, and performance-based strategies.



*Over 1.5 million Digital Marketing jobs posted globally, driven by the surge in online branding, e-commerce, and performance marketing.*

✓ *India: ~180k–220k active roles in Digital Marketing, with strong demand in E-commerce, EdTech, BFSI, IT, and startups*

### *Job Market Activity*

- ✓ 1.5+ million Digital Marketing jobs posted globally across LinkedIn, Indeed, and top hiring platforms
- ✓ India: ~180k–220k active roles, with strong demand in e-commerce, IT, EdTech, fintech, and startups
- ✓ Remote work: ~25–30% of Digital Marketing roles now offer WFH/remote flexibility, especially in SEO, content, and social media management



# PROGRAM DETAILS

## MENTOR LED BASIC

₹ 3500

- 8 hrs of Live class learning
- Mock Tests / Projects
- Industry Aliened projects
- Training & Internship Certificate
- Letter of Recommendation

## MENTOR LED ENHANCE

₹ 5000

- 16+hrs of Live mentor support
- Doubt Clearance Sessions
- Dedicated Mentor
- Mock Tests / Projects
- Training & Internship Certificate & LOR

## MENTOR LED ADVANCED

₹ 8000

- 30+hrs of Live mentor & Training & Internship Certificate & LOR
- Doubt Clearance Sessions & Placement Assistance
- Resume Building & Placement Guidance
- Access to Hiring Platforms  
Interview Preparations
- Special access to placement communities



# DIGITAL MARKETING CURRICULUM

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SEO BASICS 02

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THE SEO CYCLE 03

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TRAFFIC ANALYSIS & TOOLS 04

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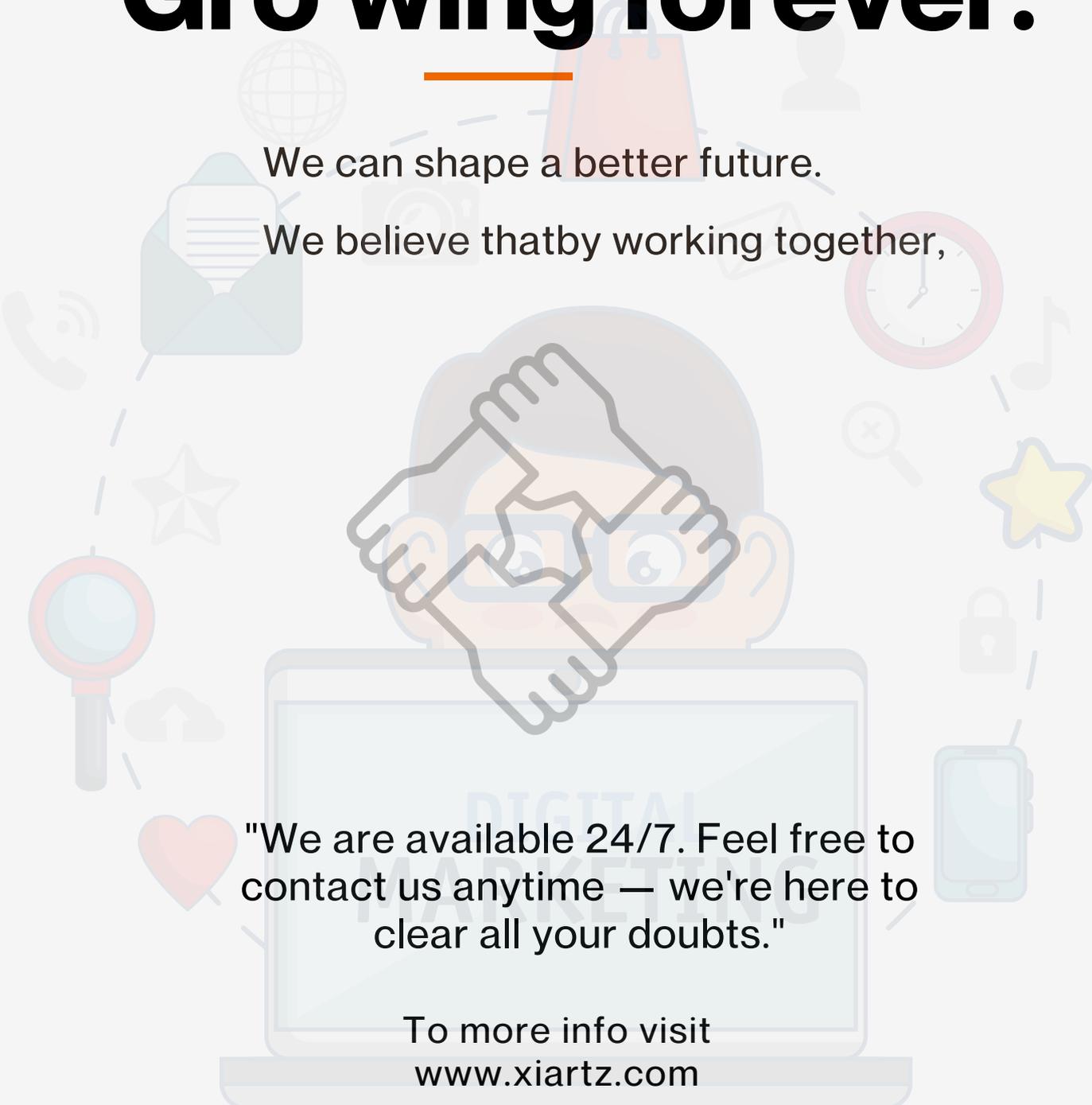
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# Learning together. Growing forever.

We can shape a better future.

We believe that by working together,



"We are available 24/7. Feel free to contact us anytime — we're here to clear all your doubts."

To more info visit  
[www.xiartz.com](http://www.xiartz.com)