



7+ YEARS
INDUSTRY EXPERIENCE

CAREER PROGRAM · 3 MONTHS

DIGITAL MARKETING MASTERY

***Build a Career. Land a Job.
Freelance. Or Start Your Own Business.***

A complete, job-ready digital marketing program — powered by AI — that turns you into a professional who can market, sell and grow any brand online.

3

MONTHS · CAREER COURSE

**AI · ADS · SEO · SOCIAL
EMAIL · AFFILIATE · SALES**

JOB · FREELANCING · YOUR OWN BUSINESS – ALL IN ONE COURSE

THE BIGGEST OPPORTUNITY OF OUR TIME

ONLY **10%** OF BUSINESSES ARE ONLINE TODAY.

Think about that. Around **90% of businesses are still not properly online** — and even the ones that are aren't consistent. In the coming years, almost every one of them **will go digital**. That is a massive wave of demand heading straight toward skilled digital marketers.

~10%

businesses active online today — and not even consistently

90%

still waiting to come online in the years ahead

Today, **no business can grow without being online**. Social media is more impactful than ever — it's where customers discover, trust and buy. As more brands go digital, the **value of digital marketing skills will only keep rising**.

AND NOW — AI MAKES IT EASY

With AI, you no longer need a big team. One trained person can handle content, design, ads, videos and strategy — all alone. That means you can build a powerful career, on your own terms, faster than ever before.

The demand is here. The tools are ready. The only question is — are you?

IS THIS FOR YOU?

WHO CAN JOIN

This course is perfect for anyone ready to build a future in the digital world
— students and working professionals alike.



12th pass-out students



Graduates & final-year students



Anyone planning a job switch



Aspiring freelancers



Business owners & entrepreneurs



Anyone wanting an online career

THREE CAREER PATHS, ONE COURSE

GET A JOB

A job-ready skill set that
companies & agencies are
actively hiring for.

FREELANCE

Start earning from clients
in India & abroad, on your
own schedule.

OWN BUSINESS

Market & scale your own
brand without depending
on any agency.

***Whether you want a salary, freelance freedom or your own brand
— this course builds the skills to get there.***

WHY CHOOSE US

WHY **KK** INSTITUTE

Maharashtra's leading digital marketing training institute — backed by **KK Digi Media**, with real agency experience and a proven, practical teaching approach.

7+

YEARS EXPERIENCE

1000+

CLIENTS SERVED

1000s

STUDENTS TRAINED

▶ Maharashtra's Leading Institute

▶ Backed By KK Digi Media

▶ Real Business Case Studies

▶ 100% Practical Learning

▶ Career & Job-Oriented Training

▶ AI + Marketing + Sales Combined

EVERYTHING YOU'LL **MASTER**

Digital Marketing

AI

AI Designing

Canva

CapCut

Social Media

Facebook

Instagram

Meta Ads

Google Ads

YouTube

SEO

Email Marketing

Affiliate Marketing

Sales

Website Dev

LEARN · IMPLEMENT · GROW

FOUNDATION & AI POWER

01

FUNDAMENTALS OF DIGITAL MARKETING

- Introduction to Digital Marketing
- Business Growth Using DM
- Customer Journey & Funnel
- Branding Fundamentals
- Lead Generation Basics
- Content Marketing Basics

02

ARTIFICIAL INTELLIGENCE (AI)

BASIC→ADVANCED

- Generative AI & Prompt Engineering
- AI for Marketing & Content
- AI for Research & Automation
- Tools: ChatGPT, Claude, Gemini, Grok
- Perplexity, NotebookLM, Napkin AI
- Gamma, Sora & advanced tools

03

AI DESIGNING

- AI Poster & Social Media Design
- Advertisement & Product Creatives
- Branding Creatives
- AI Image Generation
- AI Design Workflow

04

CANVA DESIGNING

- Canva Dashboard & Brand Kit
- Social Media Post Design
- Advertisement Design
- Templates & Automation
- Pro Design Workflow

VIDEO & SOCIAL MEDIA

05

CAPCUT VIDEO EDITING

- Video Editing Fundamentals
- Social Media Reels Editing
- AI Video Editing
- Captions & Effects
- Marketing & Promo Videos

06

SOCIAL MEDIA MARKETING

- Strategy & Fundamentals
- Content Planning & Calendar
- Brand Positioning
- Organic Growth Techniques

07

FACEBOOK MARKETING

- Page Setup & Optimization
- Content Publishing
- Audience Building
- Facebook Algorithm
- Growth Using Facebook

08

INSTAGRAM MARKETING

- Professional Setup
- Reels & Stories Strategy
- Content Growth Framework
- Viral Strategy & Algorithm
- Branding via Instagram

ADS & LEAD GENERATION

09

META BUSINESS SUITE

- Dashboard & Scheduling
- Inbox Management
- Analytics & Insights
- Team Management

10

META ADS MANAGER

HIGH-DEMAND

- Ads Setup & Campaign Creation
- Audience Targeting
- Lead Gen & WhatsApp Ads
- Traffic & Conversion Ads
- Retargeting
- Budget & Scaling Strategies

11

GOOGLE BUSINESS PROFILE

- Profile Creation & Optimization
- Reviews Management
- Local SEO Basics
- Business Visibility Growth

12

YOUTUBE MARKETING

- Channel Setup & Optimization
- Thumbnails & Content Strategy
- YouTube SEO
- Growth Using YouTube

ADVANCED SKILLS & SALES

13

GOOGLE ADS & YOUTUBE ADS

- Search & Display Ads
- YouTube Ads
- Remarketing
- Lead Generation Campaigns
- Business Growth Campaigns

14

SEO (SEARCH ENGINE)

INCLUDED

- How Search Ranking Works
- On-Page & Off-Page SEO Basics
- Keyword Research
- Content for SEO
- Getting Found on Google

15

EMAIL MARKETING

INCLUDED

- Email Marketing Fundamentals
- Building an Email List
- Campaigns & Automation
- Lead Nurturing
- Conversions via Email

16

AFFILIATE MARKETING

INCLUDED

- How Affiliate Marketing Works
- Choosing the Right Products
- Promotion Strategies
- Earning Passive Income Online

17

SALES STRATEGIES

- Lead Management & Follow-Up
- Sales Psychology
- Customer Conversion Framework
- Closing & Growth Strategy

18

WEBSITE DEVELOPMENT

OPTIONAL - EXTRA

Want your own website too? Learn website designing & development as an add-on. Only the **website module carries a small extra charge** — everything else is included in the course.

CHOOSE YOUR PATH

FLEXIBLE LEARNING OPTIONS

Go all-in for the full career program, or start focused and expand later — whatever fits your goal.

RECOMMENDED

01 COMPLETE DIGITAL MARKETING MASTERY

The full 3-month career program — AI + Designing + Video + Social Media + Ads + SEO + Email + Affiliate + Sales + Business Growth. Everything you need for a job, freelancing or your own business.

02 AI & AI DESIGNING PROGRAM

Learn AI from basic to advanced, plus professional AI-powered designing.

03 AI DESIGN + SOCIAL MEDIA

AI Design + Facebook + Instagram + Meta Ads — start marketing fast.

ADD-ON · WEBSITE DEVELOPMENT

Website designing & development can be added to any option. Only this module carries a small extra charge — all other skills are fully included in the course.

Not sure which fits you best? *Talk to us — we'll guide you.*



ENROLL NOW

BUILD YOUR CAREER IN DIGITAL MARKETING

Join Maharashtra's leading institute and get job-ready,
freelance-ready and business-ready — in just 3 months.

DURATION
▶ **3 Months · Career Course**

FOR
▶ **Students · Job Seekers · Owners**

OUTCOME
▶ **Job · Freelancing · Business**

COVERS
▶ **AI · Ads · SEO · Email · Sales**

LANGUAGE
▶ **English (Marathi support)**

APPROACH
▶ **Practical · Case-Study Based**

CALL / WHATSAPP TO ENROLL

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VISIT US

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