

# **BizBoost Digital Academy - Placement Driven AI Powered Social media: Paid & organic | Analytics Program**

**PAY PROGRAM FEE AFTER PLACEMENT**



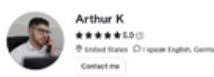
Email: [careersbizboost@am-enterprises.org](mailto:careersbizboost@am-enterprises.org)

<https://bizboost-digital.am-enterprises.org/>

# Get trained & take part in the BizBoost Digital Academy hiring drive



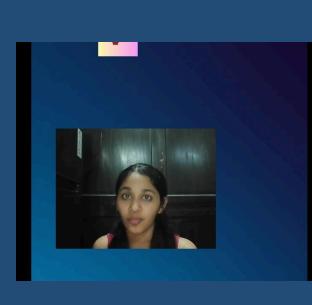
## Our Top Clients Currently Hiring



## We Are Hiring for Our Clients

At BizBoost Digital Academy, our objective is clear: identify the right candidates, ensure they are equipped with the right skills, and if they aren't yet, train them with the best mentors in the industry.

## Hear from the candidates



Register yourself for the hiring drive:

<https://bizboost-digital.am-enterprises.org/bizboost-digital-academy-presents-hiring-drive-for-students-2025/>

# Free consultation from experienced Mentors



Watch our BizBoost Digital Academy Podcast & Mentor Videos where experienced mentors share strategies, tips, and real-world insights on digital marketing. [Learn more →](#)

Learn from the Best: How BizBoost Digital Academy Mentors Shape Digital Marketing Careers



Listen to the mentors here:

<https://bizboost-digital.am-enterprises.org/experienced-digital-marketing-mentors/>

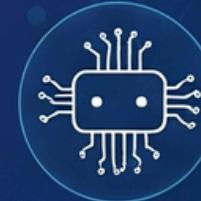
<https://bizboost-digital.am-enterprises.org/>



# Social media: Paid & organic | Analytics

Pay complete fee after placement.

- Total Discounted fee: **Rs 80,000**
- Enrollment fee: **Rs 6500**
- Course Duration: **2 months**



1. AI Driven Google Analytics Course GA4



2. Paid Social & Bing Ads:  
PPC Advertising Part 3



3. AI Driven Social Media Marketsing & Management



AI Driven Google Advertising – Beginner



AI Driven Google Tag Manager – Beginner



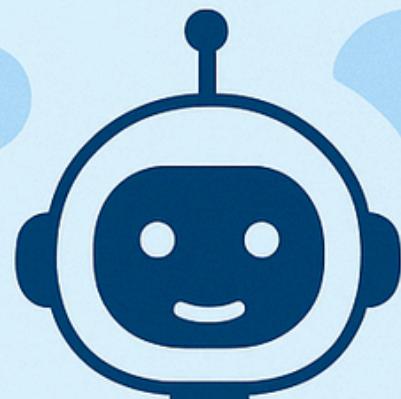
ChatGPT



Midjourney



# AI EQUIPPED DIGITAL MARKETER IS THE NEED OF THE INDUSTRY



# Here's a short and clear breakdown of each course and its purpose:

**AI Driven Google Analytics Course GA4** – Learn to track and analyze user behavior with GA4, using AI to gain actionable insights for data-driven marketing.

**Paid Social & Bing Ads: PPC Advertising Part 3** – Master advertising on social platforms and Bing Ads to expand reach, drive conversions, and diversify paid marketing channels.

**AI Driven Social Media Marketing, Advertising & Management** – Use AI tools to create, manage, and optimize social campaigns for higher engagement and smarter ad spend.

**AI Driven Google Tag Manager – Beginner to Advanced** – Gain expertise in tracking, automation, and event management with GTM, enhanced by AI for precision and efficiency.



# Course Overview: Social media: Paid & organic | Analytics Program

This program focuses on mastering both **paid and organic social media**, with a strong emphasis on data-driven analytics.

You will learn to:

**Develop Organic Strategy:** Build and grow a brand's presence, focusing on content creation and management on platforms including Facebook, Instagram, Pinterest, YouTube, and X. You'll also learn to use tools like HootSuite.

**Execute Paid Campaigns:** Master lead generation and different types of ad campaigns on Facebook and Instagram using Facebook Ads Manager.

**Measure & Optimize:** Use social media analytics to measure analytics on GA4 and GTM, track performance, and make data-driven decisions for continuous improvement.

**Consolidated Reporting:** Learn to build overall social consolidated reports to gain a comprehensive view of your brand's performance across all platforms.





# Job Roles: Social media: Paid & organic | Analytics Program

## ◆ Social Media (Paid + Organic) Roles

### Entry-Level

**Social Media Intern** – Content posting, basic reporting, community management.

**Social Media Coordinator** – Handles calendars, engagement, and assists with paid campaigns.

**Paid Social Intern / Junior PPC Executive** – Assists with Meta Ads, LinkedIn Ads, TikTok Ads.

### Mid-Level

**Social Media Executive (Organic)** – Manages posting, content planning, engagement, influencer coordination.

**Paid Social Media Specialist** – Runs paid ad campaigns (Meta, TikTok, LinkedIn, X, etc.).

**Community Manager** – Builds relationships with audiences, influencers, groups.

**Social Media Analyst** – Measures campaign ROI, engagement metrics, brand sentiment.

**Content & Social Strategist** – Aligns brand messaging with paid + organic efforts.

### Senior-Level

**Social Media Manager** – Manages strategy, teams, budgets for both paid + organic.

**Paid Media Manager (Social Focus)** – Full responsibility for performance of social ad campaigns.

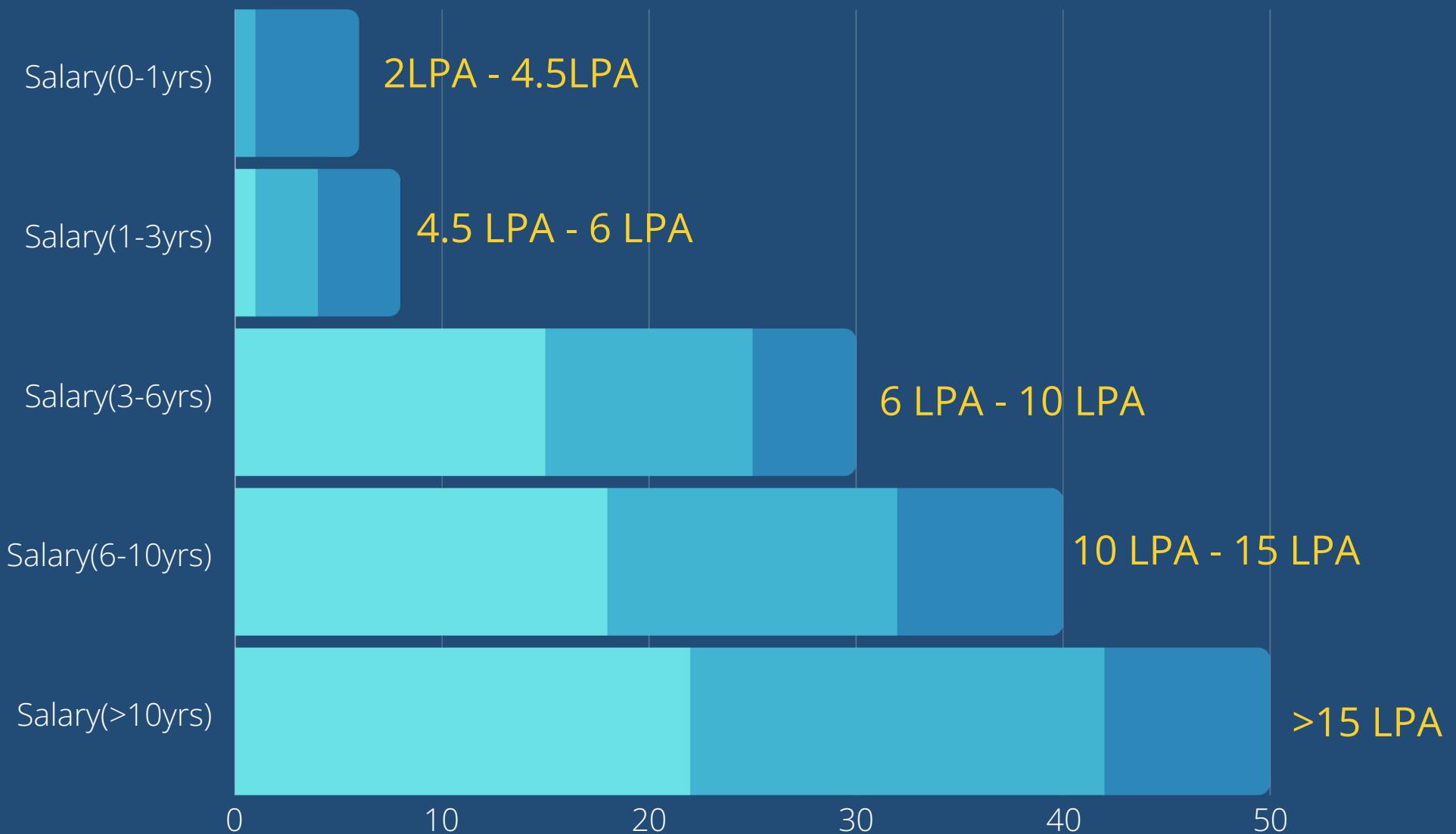
**Influencer Marketing Manager** – Runs collaborations with creators for organic + paid reach.

**Head of Social Media / Social Media Lead** – Oversees brand voice, performance, and growth.

# Avg. salary - 5.5 LPA Earn



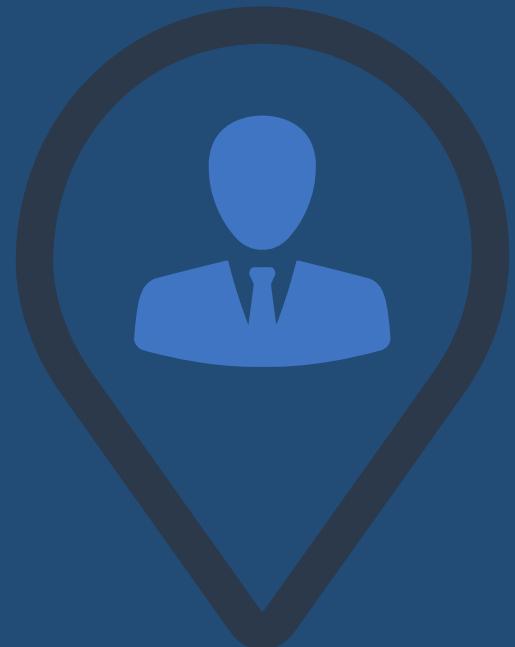
## Upto - 11 LPA



# Work With Top Companies & Startups



KyuTell





## ● DIGITAL MARKETING THE REVOLUTION IS HERE

Digital Marketing is the constant pillar of every business growth strategy today. Businesses across industries are looking for 360-degree digital marketing professionals who can expertly leverage the diverse channels, tools, and techniques that form today's digital environment to generate real value at every step. Welcome to our Digital Marketing Job Guarantee Program - which guarantees you a job within 6 months of graduation! Countless program learners have already made the transition to new jobs. This handbook showcases their stories and is your blueprint to career success in the field.

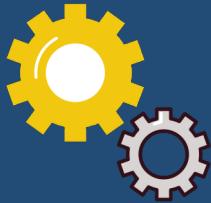
**More than 50,000 vacancies as the industry faces skill shortage for digital marketing professionals.**

-Indeed

**With a 32% growth in Digital Marketing jobs in 2022, India has over 7.2 Lakh professionals**

-LinkedIn

# Social media: Paid & organic | Analytics Program



**Hands-on training  
on industry tools  
to make you job  
ready**



**Career mentoring  
and interview  
preparation**



**Global practitioners  
and industry experts  
as trainers**



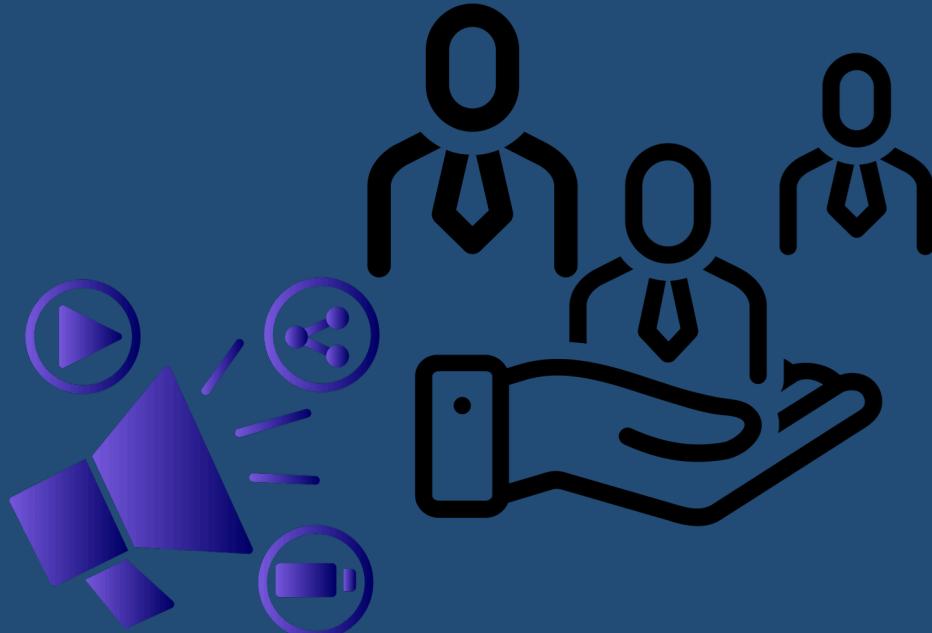
**The complete digital  
marketing suite  
covered**



# Job Guarantee Services

## Future-Proofing Your Career

We bring you the ultimate job preparation solution to help you get to the next level - from a job-ready professional eligible to be hired to a Digital Marketing professional anywhere in the world.



### Career

### Mentoring

- **Resume preparation & profile building**
  - **1:1 mock interviews and soft skill training**
  - **Mentorship from leading experts**
- Curated job board by BizBoost Digital

**Job Placement, Guaranteed!**  
Get placed within 6 months of graduating or you don't have to pay the program fee.  
• 90000+ jobs openings\*  
Naukri





# Highlighting Features You Should Know

## Pay Program Fee After Placements

### **Weekend & Daily Classroom Program Available**

The student can choose as per their choice in which batch they want to get enrolled

### **Instructor Led Live Classes**

You will be provided with live lectures online from industry experts working with reputed companies. Having 6+ Years Of Experience

### **Recorded Lectures**

You can get the recorded lectures of all the lectures on our LMS for lifetime.

### **Doubt Assistance**

24/7 Doubt Support  
Mentor Doubt Session Available

### **Internship & Experience Letter**

### **Create Your Live Online Portfolio**



## Fee Structure for Email marketing, automation & Analytics Program

	Actual Price
Enrollment fee	6500
Theory & Classroom Program	45000
Capstone Projects	6500
Tools & Softwares	20000
AI Tools Fee	10000
Total Fee	88000(GST Inclusive)
Discounted Fee	80,000(GST Inclusive)



# Work Experience Letter

## To Whom-So-Ever It may Concern

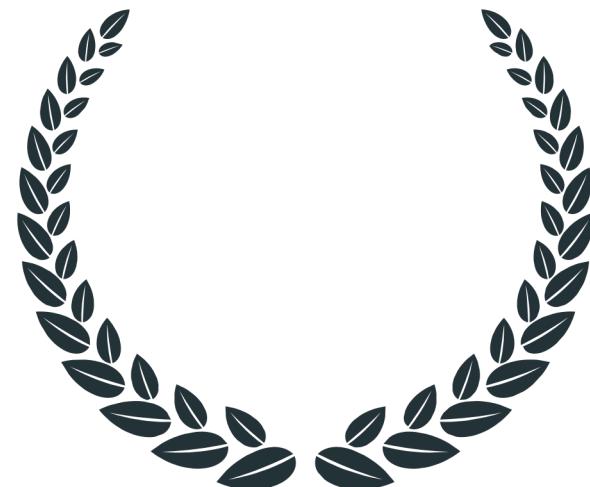
This letter is to certify that \_\_\_\_\_ has worked in our organization as Digital Marketing Executive.

He had started working here on (Joining date) and worked till (Leaving Date). He had served till (total time of work) in our organization.

He had been very responsible till the date he had joined. He had enriched himself with lots of skills and work experiences to date.

We are really glad to have such an employee among us.

Wishing him the best of his luck in his career.



DIRECTOR

SIMPLIFIEDUCOACH



## Course Completion Certificate

# Digital Marketing Course Completion Certificate

CERTIFICATION AWARDED FOR THE SUCCESSFUL COMPLETION OF THE  
DIGITAL MARKETING COURSE WITH BizBoost Digital

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FOR EFFORTLESS CONTRIBUTION IN THEORY, QUIZZES, MODULES AND  
PROJECTS

DIRECTOR



BizBoost Digital



# Blueprint for your success



## How You are Going to proceed - Step by Step

### Step 1

Enroll With Us

It all starts with this step!

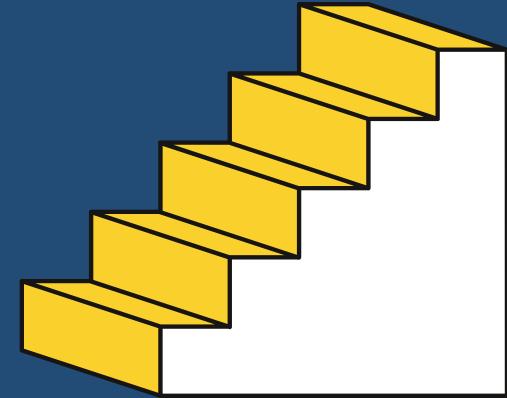
### Step 2

Start your learning & Get certified

Clear theory, projects, quizzes like a Pro!

### Step 4

Get access to placement assistance  
Resume preparation, Mock Interview, career workshops, etc



### Step 3

Sign the ISA

Once you complete the training program, you sign the Income Share Agreement (ISA) and become a part of the placement program.

As per the agreement, you will pay your course fee in installments.

# The Complete Road map:

- DIGITAL MARKETING Intro:  
Learn Fundamentals of  
Digital Marketing
- AI driven Social Media  
Marketing,  
Advertising & Management



- Paid Social & Bing Ads: PPC Advertising Part 3



- Ultimate Google Analytics course 4
- Google Analytics 4: Advanced
- Google Tag Manager - Beginner to advanced
- Placement Assistance, Building Profile & Internship Offer



# Tools Covered: Social media: Paid & organic | Analytics Program



## PAID & ORGANIC | ANALYTICS PROGRAM



Ads Manager



Ads Manager



Hootsuite



Business Manager



SEMRUSH



GTM



GA4

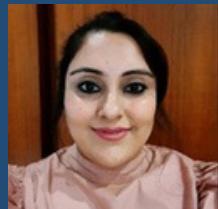


Google  
Data Studio

# Success Stories of Alumni



Aryan Maheshwari  
Sr. Digital Marketing Analyst  
Accenture in India - Full-time



Richa Shukla  
Executive - Social Media Marketing  
ALTBalaji - Full-time



Sakshi  
Business Analyst  
American Express - Full-time



Sanya  
Marketing Executive  
Z1 Media - Full-time



# What are you waiting For?

## Enroll today!



### Submit Application

Submit the application with required information and check for eligibility



### Assessment and review

Talk to our counsellor for the course requirements and any eligibility test

### Admission RollOut

Secure the admissions by accepting the program enrollment and making the payment

# Get Certified. Get Placed.



Technology is moving at a breathtaking speed today. Businesses worldwide are looking for talented professionals who can not only keep up with the pace but also drive the change.

Today, acquiring cutting-edge skills is vital for starting a career or career growth in any field including digital marketing.

## **Develop skills for starting a career in Digital Marketing**

This job guarantee program includes theory from basic - advanced, projects, and quizzes. Also, internship opportunities are provided so that you can solve real-life problems with your acquired skills.

## **Learn from experts active in their field**

Learn from the mentors who are themselves working professionals who can guide you in the digital marketing industry.

## **Perfect your skills working on real-world problems**

Capstone projects include real-world data sets with hands-on learning.

## **Structured guidance ensures learning never stops**

24/7 learning, doubt support so that you grow everyday in your skills.



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# AI driven Social Media Marketing, Advertising & Management



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# LinkedIn - Create & Manage Ads

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# Paid Social & Bing Ads: PPC Advertising Part 3



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Types of Ads

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Product selection Data collection in Ecommerce II  
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Implement variation in Ecommerce  
Implement Data collection on checkout  
Implement Data collection on order complete  
Implement Data collection on remove Item  
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Custom reports in GA4 & Data studio

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# Google Tag Manager - Beginner to Advanced

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# Placement Assistance, Building Profile & Internship Offer

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About BizBoost Digital (a unit of A & M Enterprises), we are dedicated to revolutionizing the education landscape by empowering individuals with the knowledge and skills they need to succeed in their careers. Our innovative approach combines cutting-edge technology, an industry-relevant curriculum, and a unique Pay After Placement policy.

#### Our Mission:

We strive to bridge the gap between education and employment by offering high-quality, job-focused training programs that prepare individuals for in-demand roles. Our mission is to equip learners with practical skills, real-world experience, and the confidence to excel in their chosen fields.

#### Pay After Placement:

Our unique Pay After Placement policy sets us apart from traditional educational institutions. We believe in the value of our programs and the potential of our learners. With Pay After Placement, learners have the opportunity to focus on their education without the financial burden upfront. They only make payments after securing a job with a qualifying salary.



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