

#GoDigitalGoHome

# Why to be a **digital marketer?**

- **In-demand skill** and need of the hour.
- **Cooler profession** with a high ROI.
- Master skill with **relevance in every industry**.
- **Work from anywhere**, any time.
- Become **future ready**.



# **VAYA MEDIA TO VIDA:**



**mera baccha hai tu**

# But before Let's get to know **Vaya Media** first.

- Vaya Media is the unique amalgamation of innovation and ideation. It is a **traditional-to-modern agency** that focuses on Branding and Marketing.
- We're a **bootstrapped company of young marketing professionals** with the coolest working environment.
- We are the **only agency in Raipur** who equally focuses on content and technical aspects of Digital Marketing.
- Our techniques here are **designed for business results** and are customized for a brand.
- Since our inception, we have **worked with more than 150+ clients** in India as well as overseas.





# What is **VIDA** ?

- VIDA is the **acclaimed institute of Vaya Media**, a digital marketing and advertising agency based in Raipur, Chattisgarh.
- We're an institute that doesn't just speak about digital marketing but we rather live it.
- **Coming right from the folks** who handle the social media accounts of some of the biggest clients in the world.
- At **VIDA**, you won't learn things the typical way, rather you'll learn them with the help of **real life case studies and in-class activities**.
- At the end, you'll be presented with a **plethora of opportunities that guarantee placement**.

**If you wish to excel in the world of digital marketing, then you've come to the right place, as we're looking to create a legacy and pass on our expertise to the generation of tomorrow.**

# Why **VIDA** ?

**VIDA**, also known as Vaya Institute of Digital Marketing & Advertising, is the place for young entrepreneurial minds to be. With us, you have the **power to change** how businesses work. Through us, you learn marketing — an art to sell yourself and your product to anyone in the world through a digital medium.

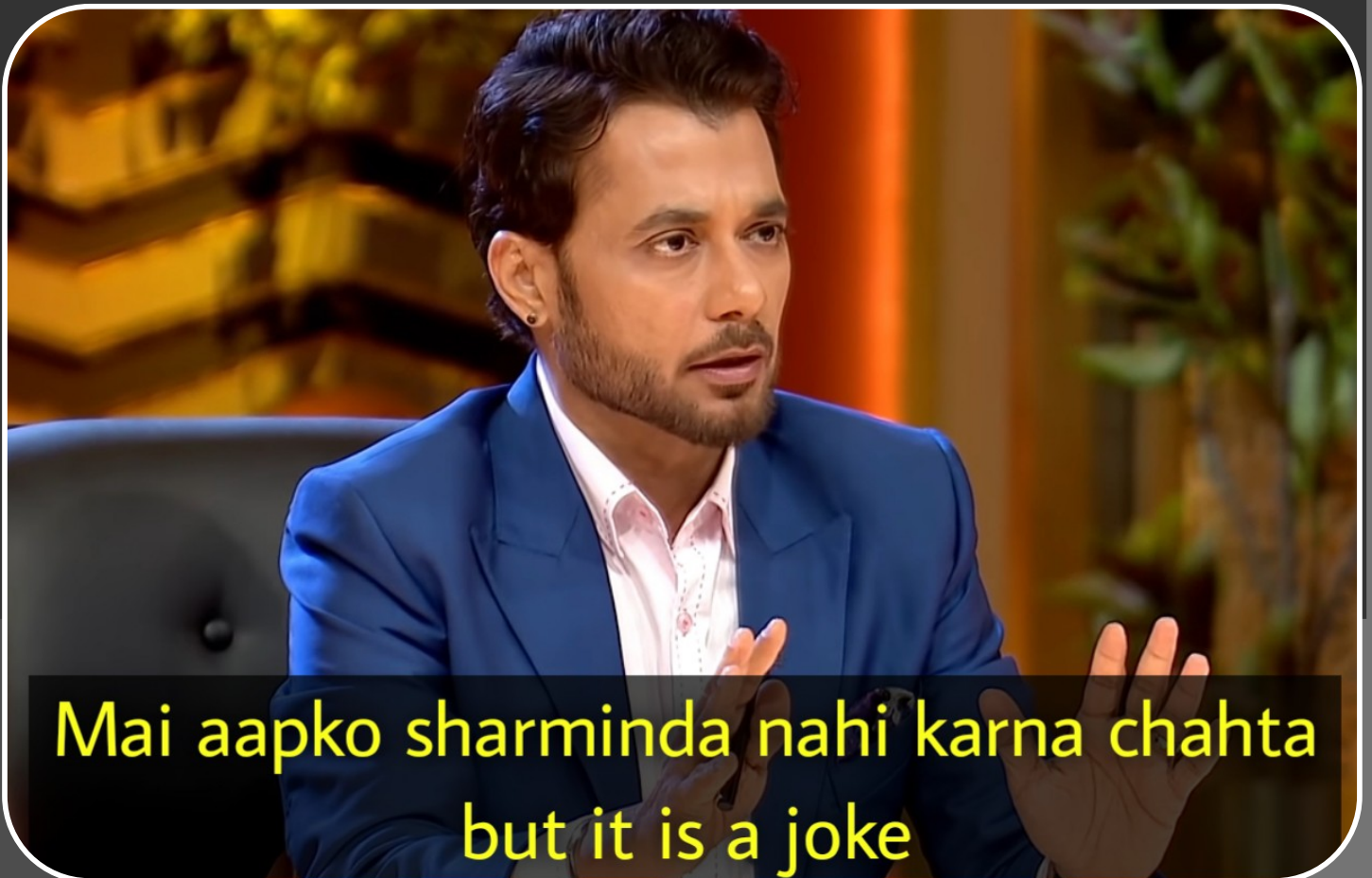
VIDA is an institute that places importance on the essence of what you're learning — you get **real life case studies, private attention, and lessons** from some of the brightest marketing minds in Raipur.



# Here's what you get when you study at **VIDA**

- ✓ Get trained by digital marketing leaders.
- ✓ Curriculum set by a digital marketing agency.
- ✓ Learn business acumen and marketing, along with digital marketing.
- ✓ Real life application and case studies.
- ✓ 1:1 attention for maximum learning.
- ✓ Guaranteed placements at some of the best businesses.
- ✓ Certification to show the world your accomplishments.
- ✓ Guidance on how to excel in the industry.

**If you are planning to pursue  
Digital Marketing from some other  
theory based institute then**



# who is **Digital Marketing** for ?



**Graduates**



**Entrepreneurs**



**Housewives**



**Career builders**



**Businessman**



**Everyone**





# Meet your **Tutors** ▼



**Vineet Ramani**

Founder

Born as a marketer, Vineet has pursued digital marketing as a career for years now. He's won the hearts of hundreds of clients, helped build thousands of campaigns, and has worked on millions of ideas. So, who better to learn digital marketing than from the master of marketing himself?



**Tanay Begani**

Team Leader

Revered as one of the top strategists and managers Vaya Media has ever seen, Tanay was once an engineer who dreamed of doing something creative. As part of Vineet's inner circle since the first day of Vaya Media's inception, he knows the in's and outs of digital marketing better than any other traditional marketer.

# Meet your **Tutors** ▼



**Akansha Bhagwani**

Head of Operations

As the 'Head of Operations' at Vaya Media, Akansha is the star of keeping all media strategies moving at all times. She has the brains of an engineer with the heart of a marketer, and there's no one better to teach you about the technical (and the creative) side of things.



**Anurag Bagde**

SEO Strategist

There's no better guy on this planet who understands industry trends better than Anurag does — sure, he's known for his punctuality, but here's something he's known better for: SEO strategies and website development. Every team needs someone who's always on top of their game, and for us, Anurag is that guy.

# Program Curriculum

- ✔ 50+ hours of live lectures.
- ✔ Doubt sessions.
- ✔ Real life case studies.
- ✔ Rigorous assignments.
- ✔ Guest lectures from achievers themselves.
- ✔ Course Duration: 2 Months.
- ✔ Final Assignment before Course Completion.

# Tools you will Master

## SEO Tools



## SMM Tools



## Keywords Tools



## Analytics Tools



## Web Design



## Other Tools



Course Name	Advanced Certification in Digital Marketing
Registration fee	5,000
1st installment	15,000
2nd installment	15,000
<b>Total:</b>	<b>35,400/-</b> (inclusive GST)

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### Mediums to pay the fee:

- Credit/Debit card payments.
- Online banking (NEFT, RTGS, IMPS, TPT, UPI, etc.)

### Things to keep in mind about the fee payments:

- Registration fee will be charged when you enroll for the course.
  - First installment has to be paid at the beginning of the first month and the same goes for the payment of the second installment with the beginning of the second month.
  - None of the above mentioned payments will be refundable.
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# Certified course & Placements



## Contact



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**VIDA**  
by Vaya Media