



INDIA'S <sup>1<sup>st</sup></sup>  
**PRACTICAL**  
DIGITAL MARKETING  
TRAINING INSTITUTE

Arise in an Era of Practical Digital Marketing

**DIGITAL TRAINEE**

**FRANCHISE  
BUSINESS MODEL**

# ABOUT DIGITAL TRAINEE

As Digital Trainee, we boast of being the 1st Practical Digital Marketing Training Institute in, India. Digital Trainee came into existence in the year 2016. Who all can be a part of this course:

- Students & job seekers who are eager to gain knowledge Digital Marketing, for better career & job prospects.
- Entrepreneurs/Business Owners who want to see their business grow & explore more strategies using more online marketing media.
- Working professionals who are willing to get a hike in their current salary by giving best results.

Our practical approach helps to bridge the gap between theoretical knowledge and the skills required to work in the corporate world. Digital Trainee is your stepping stone for a promising growth in the Digital Marketing domain.



# FROM THE DIRECTOR'S DESK

My name is Prashant Kadukar (Founder & Managing Director of Digital Trainee). Digital Trainee is popular as India's 1st Practical Digital Marketing Training Institute.

An alumnus of MIT, my stint with Digital Marketing began when I started sharing content on Facebook, and started getting likes for the same. That's when I believe, my Digital Marketing career got a real kick-start back in 2010. An alumnus of MIT, my stint with Digital Marketing began when I started sharing content on Facebook, and started getting likes for the same. That's when I believe, my Digital Marketing career got a real kick-start back in 2010. Till date, I am glad to possess an experience of almost 10 years in both Digital Marketing as well as Business Consulting. Talking about my earlier days, I started to create content on topics like interview tips, guidance etc.; followed by sharing them on various social media sites. Yet another Digital Marketing endeavors of mine which I tried a hand at is, running my very own website, and getting traffic on it. As a result, I created freshersadvice.com. Although the website is currently not functional, I happened to be pretty successful in achieving the set goal then.

This somewhere gave me an affirmation, and helped me to multiply my interest, as far as pursuing a career in the field of Digital Marketing is concerned. One can say that a path of sorts was thus laid down for me, for a successful career ahead. Post this, there was no looking back for me.

With this, I can say that I began my career in Digital Marketing with an internship. The next step involved working for start ups, middle level and multinational companies. It involved successful handling of 150+ national and international clients.

However, the story behind the seeds of entrepreneurship being sown inside me, I feel, is truly interesting.

The turning point came in my life when I conducted a series of interviews while working for different companies and clients from the industry. According to what I experienced, majority of the candidates I interviewed, were not worth hiring! Reason? Although having theoretical knowledge, they fell short in terms of the practical knowledge. It wasn't their fault though. The training institutes from where they passed out, provided or covered just the theory part, is what they had to say. In fact, the candidates I happened to interview in my tenure, expressed that it was the industry that would provide them the practical knowledge, instead of any training institute out there.

This led me to carrying out an in-depth research and study of the leading training institutes of those times, along with their syllabus. To my surprise, I found that there was a huge gap between the real-time industrial work, and the (theoretical) knowledge provided by the various training institutes as a part of their course curriculum. That's what urged me to do something, to change this scenario in the interest of students and the career aspirants at large.

So, with a strong desire and willingness to come up with a solution to this, I decided to start my own training institute, which would be India's 1st Practical Digital Marketing Training institute. A place where emphasis would be on providing practical Digital Marketing training. There it stands today, by the name Digital Trainee. A popular and preferred name of today, it happens to be a leading Digital Marketing practical training provider. Happy and proud to be the Founder and M.D.

## **MR. PRASHANT KADUKAR**

**Founder & CEO**

DigitizeBrand Hub (India) Pvt Ltd,  
Digital Trainee





## VISION STATEMENT

India's No 1, Top Rated,  
Recommended & Most Trusted  
Digital Marketing Training  
Company.



## MISSION STATEMENT

Digital Trainee is Committed to  
Provide Best Quality Service for  
helping every customer Succeed.



# Join India's No 1 Highest Rated Most Recommended & Trusted Digital Marketing Training Institute

## Check Google Review



**Digital Trainee - Digital Marketing Courses**

Website   Directions   Save   Call

4.8 ★★★★★ 1200+ Review (From All Listing)

## Check Youtube Channel



**Reviews: Business Technologist Program in...** 7:13

**Digital Trainee Testimonial By Neha Oswal | Successfully...**

**Digital Trainee Testimonial By Ninad Bhatte | Successfully...** 2:09

**What our Students say about us - Review & Testimonial B...** By Tanja 3:36

**Testimonial By Shaun Tellis - A Digital Marketing Trainee ...** 3:39

**Digital Trainee Testimonial By Raju Angre | Successfully...** 2:45

# ORGANIZATION HIERARCHY

Director

Operations Manager

BD Manager

HR / TPO Head

DM Manager

DM Manager/Trainer

Franchise Manager

BDE Team Lead

HR Executive

Digital Marketing Exe.

Trainer Manager

BDE

BDE

Network Engineer

DM Support Exe.

Trainer

Admin

Graphics/Video Editor



# WHAT WE OFFER:

- 1**  
Digital Marketing Overview  

- 2**  
Graphics Designing Using Canva  

- 3**  
Video Editing Using Software  

- 4**  
Google Data Studio  

- 5**  
Google Tag Manager  

- 6**  
Consumer Behaviour Analysis  

- 7**  
Applications Of AI in Digital Marketing  

- 8**  
Chatbot Marketing  

- 9**  
Facebook Marketing Optimization  

- 10**  
Instagram Marketing  

- 11**  
Twitter Marketing  

- 12**  
LinkedIn Marketing  

- 13**  
Social Media Automation  

- 14**  
Search Engine Marketing (SEM)  

- 15**  
Online Display Advertising  

- 16**  
Mobile Marketing  

- 17**  
Video/ Youtube Marketing  

- 18**  
Remarketing & Conversion  

- 19**  
Email Marketing  

- 20**  
Content Marketing  

- 21**  
Website Creation  

- 22**  
Search Engine Optimization  

- 23**  
Offpage Strategy Planning & Execution  

- 24**  
Local SEO  

- 25**  
Lead Generation For Business  




26

Google Search Console



27

Google Analytics



28

Youtube SEO AdSense & Analytics



29

Google AdSense



30

Quora Marketing



31

Affiliate Marketing



32

Online Reputation Management



33

WhatsApp Marketing



34

SMS Marketing



35

Freelancing



36

Mobile App Creation



37

App Store Optimization



38

Entrepreneurship For Business



39

Startup Planning And Strategy



40

Sales Training



41

E-Commerce Development & Marketing



42

Personal Branding Using Digital Marketing



43

Influencer Marketing



44

Podcast Training



45

Customer Relationship Management (CRM)



# WHY CHOOSE US?



# MANAGEMENT SUPPORT

## Technical Support

- Domain Name & Hosting for each student is provided & controlled from Head Office.
- Separate regional website URL, building and maintained by Digital Trainee. for eg- if you take a franchise for Mumbai and your center is in Thane then your website URL will be “[www.digitaltrainee.com/Mumbai/thane](http://www.digitaltrainee.com/Mumbai/thane)”.
- Account Access is provided & Control from Head Office.

## Marketing Support

- Dedicated Promotional Video for Franchisee.
- Centre name and address will be mentioned on our main website- <https://www.digitaltrainee.com>
- Updated Brochures designed Provided by Digital Trainee.
- Course Completion Certificate Designed is provided by Digital Trainee.
- Organic & Paid leads will be provided with the help of CRM.



## Counseling & Training Support

- Demo lectures by our expert's faculties.
- 
- Sales Team (counsellors) and Trainers will be trained in our corporate office – PUNE.
- 
- Franchise meet on every two months to discuss suggestions and growth or require if any.



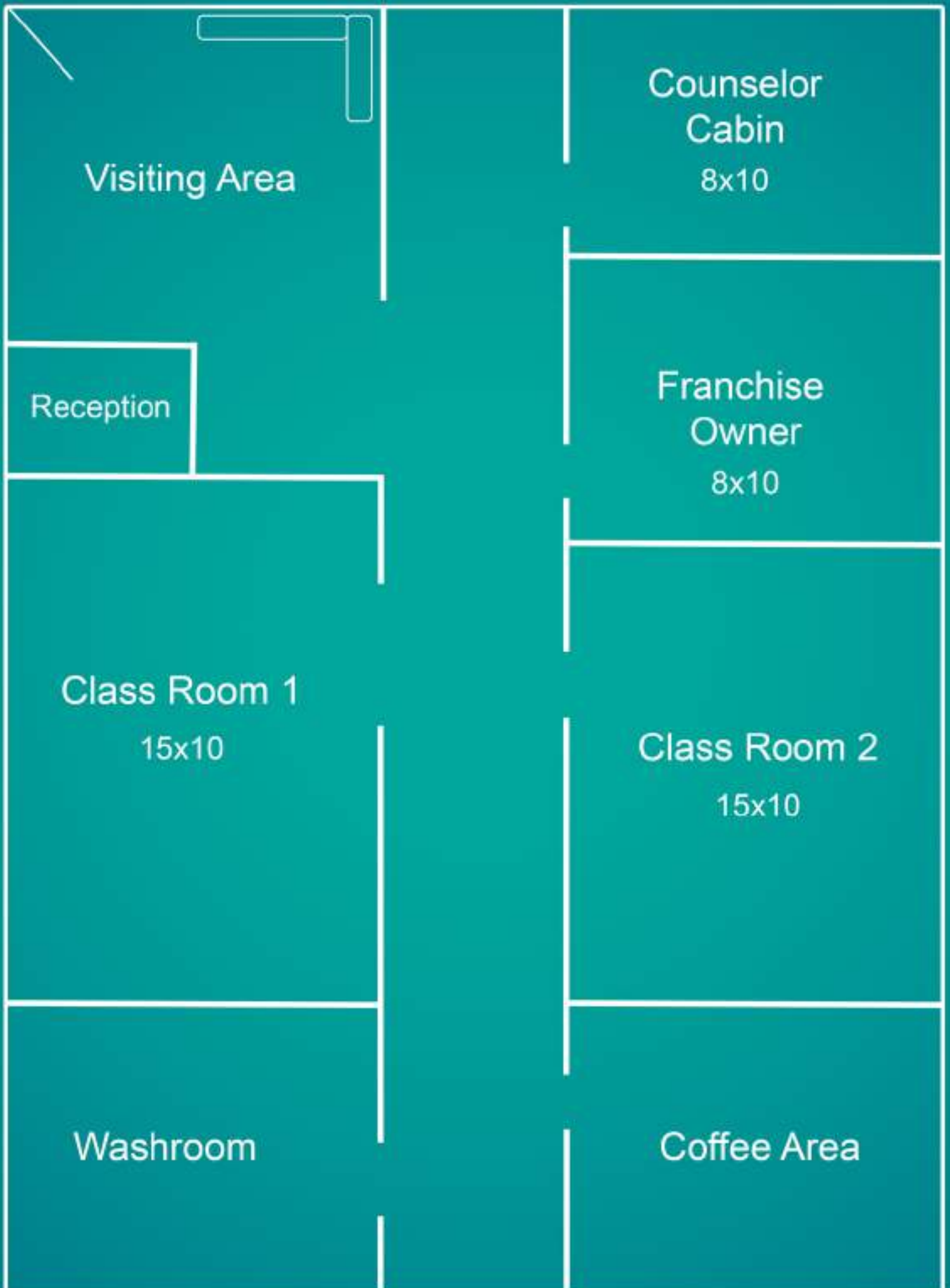
## Hiring support

- Initially Hiring is taken care of by Digital Trainee with one trainer, one counselor & one TPO or you add as per your requirement. (Second-time franchisee needs to pay for Hiring expenses.)
- Training is conducted in Head Office, Training includes our work ethics, values, teaching methods, calling & counseling, Management, how to handle a branch, etc.



# CLASSROOM LAYOUT





Visiting Area

Counselor Cabin

8x10

Reception

Franchise Owner

8x10

Class Room 1

15x10

Class Room 2

15x10

Washroom

Coffee Area

# BASIC INFRASTRUCTURE



1 Projector with  
Projector Screen



1 Printer



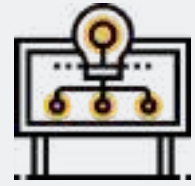
10 Laptop



1 High Speed Internet  
Lease line of at least 20  
Mbps.



1 Biometric Machine for  
Employee



Creatives  
& Hoardings



Extension Boards



Office Accessories



Stationary



Chairs



3 Tables for Cabins &  
Reception. Boards



1 CCTV Cameras connect  
to Head Office



Drinking Water  
Freezer



Swipe Machine



AC(Mandatory in  
Classroom)

# OUR HIRING PARTNERS

Infosys  
Move to the next

wipro

Capgemini

MARKETS  MARKETS

futurism  
accelerating technology with education

GGMB GROUP

firstcry  
com

DATA BRIDGE  
MARKET RESEARCH

ZEDO

The INSIGHT  
Partners

Splashgain  
Make it brilliant

FutureWise  
Market Research & Insights

IBN

Mark and Make  
Marketing. Messaging. Measuring. Making.

SME Networks

AFFINITY X

WMC

Indiacom  
Connecting Business. Creating Value.

Venturecare

XENIA  
ANALYTICS

crave  
INFOTECH

TRIDENT WEB

GRAND VIEW RESEARCH

fmi

QUIN STREET

WMS

& Many More



# WHAT WE PROVIDE TO STUDENTS

19+ International Certification



Congratulation!  
Your Name



Completed

### AdWords Fundamentals Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Google AdWords and how to promote your business online.



Congratulation!  
Your Name



Completed

### Google My Business Basics Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Google My Business to create listings that stand out where customers search online.



Congratulation!  
Your Name



Completed

### Google Analytics Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Google Ads Video Certification

on March 16, 2019

Completion ID : 23154376

You know how TrueView ads work and how to set up a Google Ads video campaign.



Congratulation!  
Your Name



Completed

### Google Ads Mobile Certification

on March 16, 2019

Completion ID : 23154376

You know how Google Ads can help you reach customers on mobile devices in the moments that matter.



Congratulation!  
Your Name



Completed

### Digital Sales Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Google Ads Search Certification

on March 16, 2019

Completion ID : 23154376

You know how Google Ads Search work and how to set up your Google Ads Search campaign.



Congratulation!  
Your Name



Completed

### Google Ads Display Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Programmatic Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Youtube Channel Growth Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Youtube Content Ownership Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Shopping Ads Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Video For Brand Basics Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Youtube Creative Essentials Certification

on March 16, 2019

Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



Congratulation!  
Your Name



Completed

### Youtube Asset Monetization Certification

on March 16, 2019

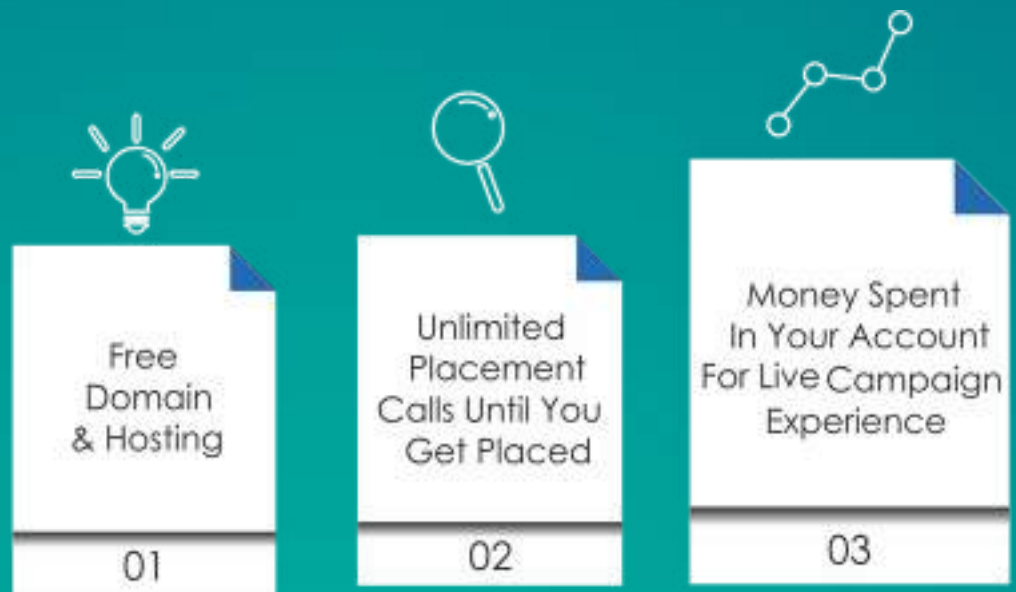
Completion ID : 23154376

You know the basics of Display Advertising and how you can show ads to your audience via the Google Display Network.



# Free Domain Name & Hosting For 1-2 Year

Think  
Out Of The  
Box



## Best Learning Management System

Backup Training  
Videos of Each  
Module (125 + Videos)

Placement  
Calls

Freelancing  
Quotations

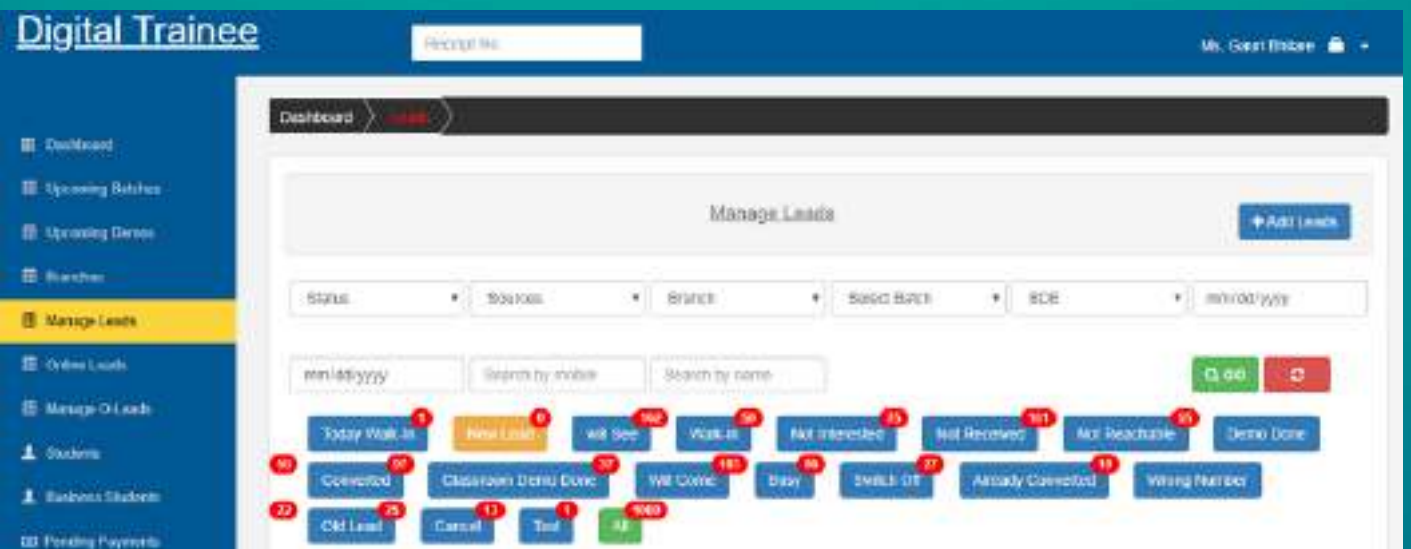
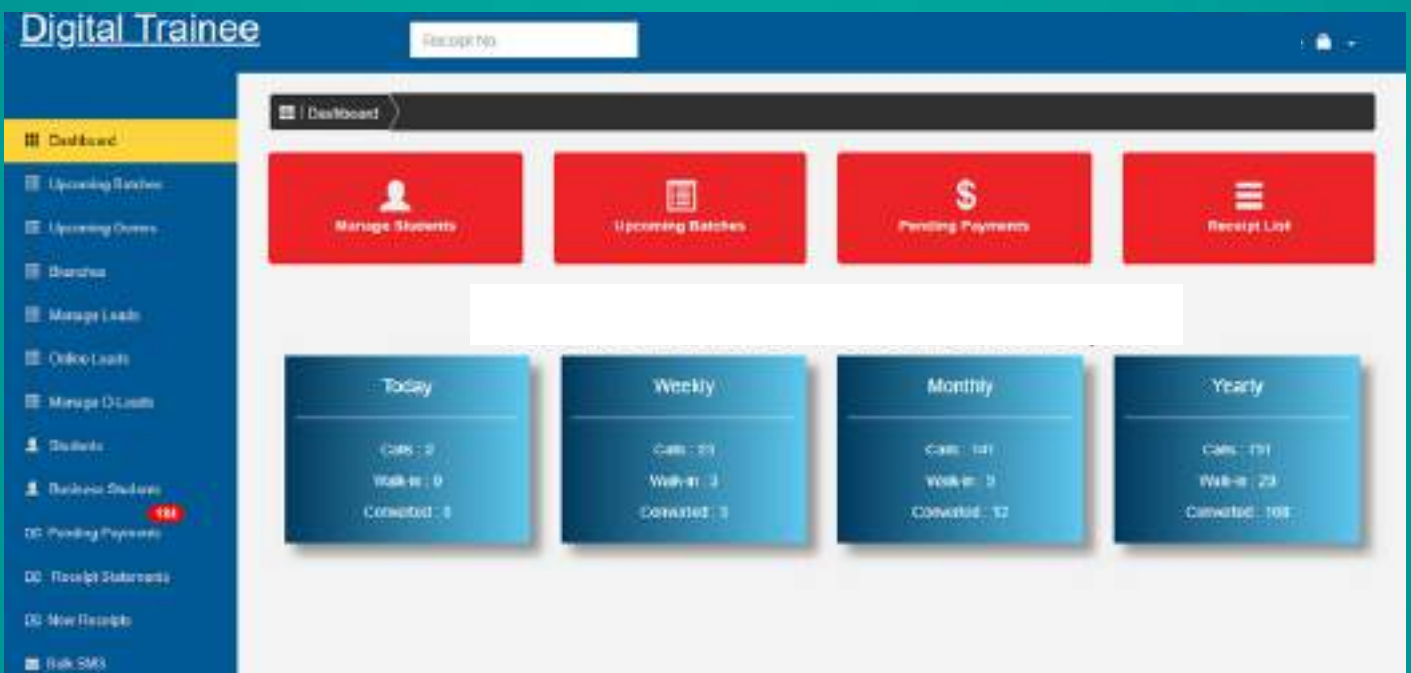
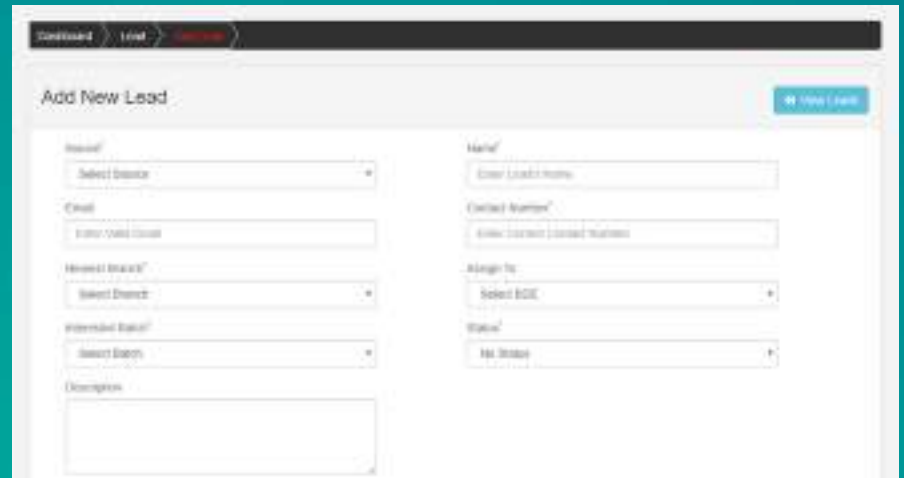
Study  
Material

Resume, Mock  
Test, Quizzes,  
Etc

& Many  
More



# CRM Provided by Digital Trainee



# OUR CAMPUSES





# INVESTMENTS & EXPENSES

## Initial Investment:

- 6 Lacs franchise amount for area of less than 20 lacs population for 1 Years. (Non refundable)
- 8 Lacs franchise amount for area of more than 20 lacs population for 1 Years. (Non refundable)
- 3 Lacs advanced for commercial space depends on the area. (may increase or decrease)
- 3 Lacs interiors depend on interior. (Partition, planning & creatives)
- 2 Lacs furniture's & electronic accessories like projector, Pc's, AC's, Printer, Biometric etc.
- 1 Lacs Digital Trainee Bags, Pen, Diaries, other stationary.

So total initial investment will be 15 Lacs to 17 Lacs.

## Monthly Operating Expenses:

- Rent: 30K-50k max(Depend)
- Trainer salary: 20k-50k max.
- 1 BDE salary: 15k-30k max.
- Marketing expenses: 75k minimum (depend on requirement)
- Other expenses 20k (Internet, water, phone bills, electricity bill etc.)

Total expenses per month will be 150000 minimum.

## **Royalty & Revenue Sharing**

**Our Offline Fees: Rs.27500/-**

- **Franchise model work on revenue model of 70%-30%**
- **70% of revenue works with franchise whereas 30% goes to the company(Digital Trainee)**

**You have to pay domain name and hosting charges per student to Digital Trainee as we have to purchase it first. Condition for domain and hosting student fees should be completed.**



# TERMS & CONDITIONS

- Marketing Expenses & Royalty Amount of previous month should have to pay by 1st date of next Month. (e.g. Total students enrolled from 1st January to 31st January is 50, then have to pay Royalty amount on 1st February of that 50 students).
- Monthly salary for the staff has to be paid before 5th of every month.
- All the credential of Digital Trainee is highly Confidential, if the companies found any leak, Digital Trainee have authority to terminate the agreement.
- All the Student Portal activities are controlled from Head Office.
- Domain Name & Hosting is provided only after completion of full amount.
- Fee is Non- refundable in any circumstances. (Students Fees)

# TERMINATION POLICY



- Any misuse of the Company's trademarks or copyrights will result in the termination of this agreement.
- Any use of the owners copyrighted material without prior approval will be subject to agreement termination.
- All confidential information exchanged between owner and company shall be labeled and clearly marked as confidential.
- All the staff members need to follow the Company ethics.



### **Nalstop, Pune**



2nd Floor, office No 203, 204, Siddharth Hall  
Near Ranka Jewellers, Behind HP Petrol  
Pump Opp to Mahesh Bank, Karve Rd,  
Khilarewadi, Erandwane,  
Pune, Maharashtra 411004

### **PCMC, Pune**



Spot 18 Mall, 6th Floor, Office no.610 Near Jagtap Dairy, Shivar Garden  
Road, Pimple Saudagar Pimpri Chinchwad, Mana-mandir Society,  
PCMC, Pune, Maharashtra 411027

### **Vimannagar, Pune**



Office No. 102, Gulmohar Centre Point, Sopan Nagar Road Oppo to  
Phoenix Market City, Viman Nagar, Kargil Vijay Nagar, Chowk,  
Pune, Maharashtra 411014

### **Hadpsar, Pune**



Digital Trainee, KPCT Mall, A- Wing, Office No.209 Vitthal Rao  
Shivarkar Rd, Hadapsar, Fatima Nagar, Wanowrie, Pune, Maharashtra  
411013

### **Thane, Mumbai**



Krishna Plaza, Office No. 201- 2nd floor, Thane Station Rd, Jambli Naka,  
Thane West, Thane, Maharashtra 400601

### **Trivandrum, Kerala**



Digital Trainee, Tc 26 | 871 Behind Saudi airlines, Panavila JUNCTION,  
Po, Thycaud, Thiruvananthapuram, Kerala 695014

# TALK TO US

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