DIGITAL AKASH · WORKSHOP

Digital Marketing Workshop

SEO · Social media · Google & Meta ads · Analytics · AI · Careers

www.digitalakash.in

1–2 Days
WORKSHOP DURATION

1–2 Days	5	150	100%
Hands-on workshop	Sessions	Participants per batch	Get a certificate

Why This Digital Marketing Workshop?

Every business now needs digital skills. This campus-friendly, practical session shows students from any stream how SEO, social media and ads work — and how to start a career in digital marketing with tools they can use straight away.

01
A career for any degree
BBA, BCom, MBA, BCA or engineering — roles open to every stream.

02
Job-ready tools
Search Console, GA4, Meta Business Suite and AI on real examples.

03
Better projects and internships
Frameworks for final-year projects, internships and placements.

04
Freelancing and side income
Offer social media, SEO and content services to local businesses.

05
AI-powered from the start
ChatGPT for content, research and reporting — the way teams work.

06
A clear learning roadmap
Know which skills, certifications and portfolio pieces to build next.

What Participants Take Away

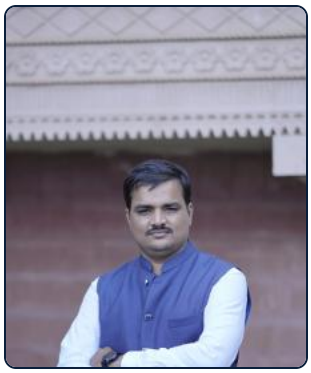
- ✓ **Digital marketing basics** — how the funnel and every channel fit together
- ✓ **SEO essentials** — how Google ranks pages and quick on-page wins
- ✓ **Social media marketing** — content, Reels and platform strategies
- ✓ **Google & Meta ads** — how paid campaigns are planned and measured
- ✓ **Analytics basics** — read GA4 data to make better decisions
- ✓ **Mini campaign plan** — built together during the session
- ✓ **Starter toolkit and roadmap** — career roadmap and resource list
- ✓ **Participation certificate** — for every participant

Why digital marketing skill is needed?

Every business — from local shops to global brands — now finds customers online. Digital marketing is open to graduates of any stream and offers jobs, freelancing and business growth. It is one of the most practical skills a student can learn today.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

Digital Marketing Consultant, SEO Strategist and Corporate Trainer. For over 12 years he has helped start-ups, brands and educational institutions grow online — and has run digital marketing workshops at Christ University, Nandi Institute of Management & Science, Vidya Vikas Institute and more. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Ads · GA4 · GTM · HubSpot certified | Digital Marketing | SEO Strategist | Bengaluru

Who Should Attend

01 College students (any stream)
Discover a career path open to every degree.

02 Freshers exploring careers
Understand roles, salaries and how to start.

03 Business owners
Learn how to grow your business online.

04 Marketing and sales teams
Update skills with digital channels and AI.

05 Placement cells and E-Cells
Prepare whole batches for digital roles.

06 Entrepreneurs and startup founders
Low-budget growth with digital channels.

Workshop Agenda

Session	Focus	Time
1	The Digital Landscape	60 min
2	SEO and Content	75 min
3	Social Media and Ads	75 min
4	Analytics and AI Tools	45 min
5	Careers and Q&A	45 min
	5 sessions · live hands-on	**180 min**

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SESSION 01 The Digital Landscape — 60 min

1.1	What digital marketing is and why it matters	1.2	The marketing funnel: awareness to conversion
1.3	Major channels and how they fit together	1.4	How businesses grow online — real examples
1.5	Owned, earned and paid media	1.6	Digital marketing vs traditional marketing

SESSION 02 SEO and Content — 75 min

2.1	How Google crawls, indexes and ranks pages	2.2	Keyword research basics and search intent
2.3	Quick on-page SEO wins	2.4	Google Search Console walkthrough
2.5	Content marketing and blogging basics	2.6	Google Business Profile for local visibility
2.7	Live walkthrough on a real website		

SESSION 03 Social Media and Ads — 75 min

3.1	Choosing the right social platforms	3.2	Content, Reels and posting strategies
3.3	Meta Business Suite basics	3.4	How Google Ads campaigns work
3.5	How Meta (Facebook and Instagram) ads work	3.6	Targeting, budget and measuring results
3.7	Build a sample campaign together		

SESSION 04 Analytics and AI Tools — 45 min

4.1	GA4 basics: users, traffic and conversions	4.2	Reading data to make better decisions
4.3	ChatGPT for content, research and reporting	4.4	AI tools marketers use daily
4.5	Using AI responsibly and fact-checking		

SESSION 05 Careers and Q&A — 45 min

5.1	Roles and salaries in digital marketing	5.2	Freelancing and side income
5.3	Skills, certifications and portfolio to build	5.4	Personal learning roadmap
5.5	Open Q&A and certificate distribution		

Workshop formats: college workshops for students, placement cells, E-Cells and department events · corporate training for marketing, sales and leadership teams · open public batches. Delivered on-site across India or live online (Zoom / Google Meet), for up to 150 participants, as a half-day, full-day or two-day session. No prior knowledge needed. Every participant receives a Digital Akash participation certificate.

Recent Digital Marketing Workshops

Sessions delivered at colleges and universities across India.



Nandi Institute of Management & Science, Ballari
Mar 2025 · 200 participants



Christ University, Bangalore
Jun 2024 · 160 participants



Vidya Vikas Institute, Ballari
Aug 2025 · 140 participants



Digital Marketing Workshop
Grow your business online

Next step

Workshop participants get discounted enrolment in the full Digital Marketing course — a complete foundation with a live campaign.

TOOLS

Tools Used in the Workshop

Used live in every session

Participants see these tools working live on real examples.

- Google Search Console
- Google Analytics 4
- Meta Business Suite
- Google Ads
- ChatGPT
- Google Business Profile
- Google Trends
- Canva



Live digital marketing session

Certificate included for every participant

> The best marketing doesn't feel like marketing.
>
> — Tom Fishburne · Start your digital marketing journey

CONTACT AKASH

Book this workshop for your college or team

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