



AHMEDABAD'S
FIRST
AGENCY BASED
INSTITUTE



GET READY TO MASTER A POWER-PACKED
**DIGITAL MARKETING
WITH AI COURSE**
WITH 10+ YEARS OF INDUSTRY EXPERTS

ABOUT US

Welcome to Maxcess DMI, Ahmedabad's first agency-based Digital Marketing Institute, built with one clear mission: to make you industry-ready, not just certificate-ready.

MAXCESS DMI is powered by the real-world expertise of **4WHEELS MEDIAWORKS**, a leading digital marketing agency known for delivering performance-driven results across industries. Our institute is designed to bring the agency environment into the classroom, giving students the exact skills, tools, and practical exposure required to succeed in today's fast-evolving marketing world.

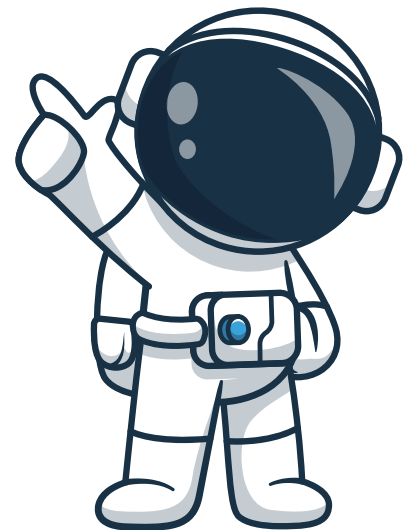
At Maxcess DMI, every module is structured with a balance of strategy, execution, and live practice, so learners don't just understand digital marketing, they learn to apply it professionally.

OUR VISION

To turn learners into doers - by giving them real agency experience, not just theory.

At Maxcess DMI, we don't believe in churning out certificate holders. We believe in building confident, capable digital marketers who can walk into any agency, startup, or business and deliver from day one.

Our vision is simple: close the gap between what institutes teach and what the industry actually needs. We want every student who trains with us to think like a strategist, work like a professional, and grow into someone companies want to hire or better yet, someone ready to build their own thing



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WHY CHOOSE MAXCESS DMI

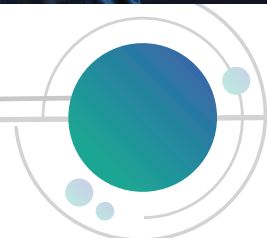
Because we don't just teach theory, We give you real agency experience.

MAXCESS DMI IS POWERED BY 4WHEELS MEDIA WORKS, an renowned digital marketing agency. That means everything you learn here comes from live campaigns, real clients, and what's actually working in the industry today. You won't just sit through lectures, you'll work on live projects, run actual ads, manage influencer collaborations, and even learn how to pitch and convert highticket clients.

Our trainers are active marketers who've worked with influencers, and premium brands, bringing you insights you won't find in textbooks. We keep batch sizes small so you get real mentorship, hands-on campaign execution, and personalized feedback. By the time you finish, you won't just be certified, you'll be confident, skilled, and ready to handle real clients and high-stakes campaigns from day one.



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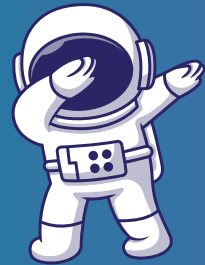


OUR TEAM

MS. NAMRATA RAVAL is a marketing specialist with over 5 years of experience who founded Maxcess DMI to fix a broken system, students graduating with certificates but no real skills or confidence.

Her mission is simple, build job-ready marketers through practical training, live projects, and agency-style execution. But what truly sets Namrata apart is her focus on communication. She believes "Technical skills are useless if you don't know how to communicate." She personally coaches students on closing clients, cracking interviews, and presenting with confidence. Many of her students have landed jobs because she taught them not just the tools, but how to talk, pitch, and succeed in the real world.

MS. NAMRATA RAVAL
CO FOUNDERS
MR. HARIOM SINGH



MR. HARIOM SINGH brings an impressive 7 years of digital marketing expertise to the table. Having collaborated with over 250 brands, Mr. Hariom Singh has consistently delivered outstanding results by driving revenue and business growth through innovative and strategic digital campaigns. Known for an in-depth understanding of the digital landscape and a results-driven approach.

Mr. Hariom Singh has a proven track record of turning challenges into opportunities, helping businesses thrive in an increasingly competitive market. With a focus on measurable success, Mr. Hariom Singh continues to set new benchmarks in the industry, empowering brands to reach their full potential.

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PROGRAM HIGHLIGHTS

HANDS-ON LEARNING & INDUSTRY EXPOSURE

At Maxcess DMI, we don't believe in boring lectures and theory dumps. We train you the way agencies work, with real projects, live campaigns, and practical skills you can use from day one.

WHAT YOU'LL GET:

- Training across all major digital marketing areas so you're not limited to just one skill.
- Faculties who are working marketers, not just trainers reading from slides.
- Offline classes plus workshops that show you how the industry actually operates.
- Personal one-on-one sessions to clear your doubts and guide your progress.
- Real work experience through 10+ live case studies and actual marketing projects.
- Certificates that employers recognize and respect.
- Recognized Credentials to Boost Your Career in Digital Marketing.
- Hands-on practice with 20+ tools that marketers use every single day.
- Strong recommendations and support from our alumni network when you're job hunting.

WHO SHOULD JOIN MAXCESS DMI:

- Working professionals who want to grow or shift into digital marketing.
- College students or freshers who want real skills, not just a degree.
- Homemakers or anyone looking to restart their career in a flexible field.
- Business owners who want to market their own brand without depending on agencies.
- Freelancers and consultants who want to attract more clients & grow online.



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MASTER DIGITAL MARKETING PROGRAM

MODULE 1.

DIGITAL MARKETING FOUNDATION

(THE COMPLETE STARTER KIT)

Start your journey with a strong base in how the digital world works and how brands grow online.

YOU WILL LEARN:

- Fundamentals of Digital Marketing (concept execution)
- Complete overview of digital channels (SEO, Ads, Social, Email, Content)
- Understanding online consumer psychology & buying behavior
- Digital Marketing funnel & customer journey mapping
- Goal setting (Reach, Leads, Sales) + KPI tracking

OUTCOME: You'll get a brief about digital marketing and how it works for brands and businesses.

MODULE 2.

GRAPHIC DESIGNING WITH CANVA

(DESIGN LIKE A BRAND)

Learn professional designing skills to create scroll-stopping creatives for social media & ads without needing Photoshop.

YOU WILL LEARN:

- Canva fundamentals + design principles
- Social media post design (Instagram, Facebook, LinkedIn)
- Brand aesthetics, typography & color psychology
- Template designing for consistent branding
- High-converting creative structure (hook + highlight + CTA)

OUTCOME: You'll design professional creatives that look premium and perform better.

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MODULE 3.

WEBSITE DEVELOPMENT

(BUILD YOUR OWN ONLINE ASSET)

Create modern websites that are fast, mobile-friendly, and optimized for conversions.

YOU WILL LEARN:

- WordPress website development (from scratch)
- Shopify eCommerce store creation
- Website structure, layout & UI basics
- Plugins for performance & functionality
- Domain, hosting & website deployment
- Page optimization for speed & SEO readiness

OUTCOME: You'll be able to create business websites and landing pages ready for marketing.

MODULE 4.

SEARCH ENGINE OPTIMIZATION (SEO)

(RANK ON SEARCH ENGINE)

Master SEO with practical implementation and real ranking strategies.

YOU WILL LEARN:

- Complete On-Page SEO (Meta tags, headings, internal links, content)
- Programmatic SEO
- Understanding AEO
- Keyword research & keyword clustering strategy
- Technical SEO fundamentals (speed, indexing, sitemap, scheme)
- Off-page SEO + backlink building (safe & scalable)
- Local SEO + Google Business Profile optimization
- SEO reporting & performance tracking

OUTCOME: You'll know how to rank websites and generate organic leads long-term.

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MODULE 5.

SEARCH ENGINE MARKETING (SEM)

GOOGLE AND BING ADS MASTERY

Learn paid marketing the way agencies run it—targeting the right audience and generating measurable ROI.

YOU WILL LEARN:

- Google Ads ecosystem (Search, Display, YouTube)
- Bing Ads
- Campaign planning + keyword targeting + negative keywords
- Writing high-performing ad copies
- Budget planning & bidding strategies
- Conversion tracking (leads/sales goals)
- Optimization techniques: CTR, CPC, CPA improvement
- Scaling campaigns safely without wasting budget

OUTCOME: You'll be confident running Google Ads for lead generation & sales campaigns.

MODULE 6.

CONTENT CREATION & REEL MASTERY

(GO VIRAL + BUILD BRAND)

Learn content creation like a creator + a marketer. Build influence, trust and conversions.

YOU WILL LEARN:

- Content planning & strategy using content pillars
- Reels/shorts script writing & hook framework
- Content calendar system for consistent posting
- Camera presence & on-camera confidence techniques
- Viral reel formats (educational, trending, storytelling)
- Editing tools & workflow for speed + quality

OUTCOME: You'll be able to create high-quality reels that attract audience & convert them.

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MODULE 7.

SOCIAL MEDIA MARKETING

(PAID + ORGANIC)

Master both organic growth and paid advertising across top social platforms to build brands, engage audiences, and drive real business results.

YOU WILL LEARN:

ORGANIC SOCIAL MEDIA STRATEGY

- Content planning and calendar creation for consistent posting
- Platform-specific strategies for Instagram, Facebook, LinkedIn, Twitter/X
- Community management and audience engagement techniques
- Hashtag research and optimization for better reach
- Reels, Stories, and short-form video content creation
- Building brand voice and maintaining consistent messaging
- Organic growth hacks and virality tactics

PAID SOCIAL MEDIA ADVERTISING

- Facebook & Instagram Ads (Meta Ads Manager mastery)
- LinkedIn Ads (B2B targeting and lead generation)
- Twitter/X Ads (overview and use cases)
- Audience targeting (interest, behavior, custom audience, lookalike)
- Funnel campaigns from cold to warm to hot retargeting
- Ad metrics and analytics (CPC, CTR, CPA, ROAS)
- Creative testing and scaling framework
- Budget optimization and campaign performance tracking

OUTCOME: You'll know how to grow accounts organically, create content that connects, and run high-performing paid campaigns that generate real leads and sales for businesses.

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MODULE 8.

PHOTOGRAPHY & VIDEOGRAPHY

(CREATE AGENCY LEVEL VISUALS)

Because marketing is visual—your content must look premium.

YOU WILL LEARN:

- Product photography basics (angles, composition, aesthetics)
- Lighting techniques + setup for indoor shoots
- Social media videography techniques
- Storytelling through visuals (content direction & mood)
- Recording quality setup (mobile/camera)

OUTCOME: You'll shoot professional-looking content for brands and business owners

MODULE 9.

VIDEO EDITING WITH CAPCUT

(FROM RAW CLIPS TO VIRAL CONTENT)

Become skilled at editing engaging videos for reels, shorts, ads and YouTube.

YOU WILL LEARN:

- Video editing basics (cut, trim, sync, pacing)
- Transitions, effects, text animation & captions
- Short-form editing for reels/shorts
- Long-form editing for YouTube videos
- Exporting settings for Instagram & YouTube performance

OUTCOME: You'll be able to edit professional videos that hold audience attention

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MODULE 10.

YOUTUBE MASTERY

(BUILD A CHANNEL THAT GROWS)

Learn YouTube like a content strategist.

YOU WILL LEARN:

- Channel setup + professional branding
- YouTube SEO (titles, tags, keywords, descriptions)
- Content strategy: shorts + long-form combination
- Monetization roadmap
- Community building strategies

OUTCOME: You'll learn how to grow a YouTube channel and convert viewers into followers/customers.

MODULE 11.

BRANDING & VIRALITY

(BUILD A BRAND PEOPLE REMEMBER)

Not just marketing—build identity, trust, and positioning.

YOU WILL LEARN:

- Brand identity creation (logo, colors, typography, theme)
- Brand voice & personality framework
- Storytelling for brands
- Virality framework: trend + content + psychology
- Building brand strategy for different industries

OUTCOME: You'll be able to build brands that feel premium and become recognizable.

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MODULE 12.

AD COPY CREATION

(WRITE ADS THAT CONVERT)

Copywriting is the difference between average ads and profitable ads.

YOU WILL LEARN:

- High-converting copywriting frameworks
- Psychology of advertising
- Hook writing, benefits, urgency, and CTA writing
- Copy for Ads, Websites, Landing pages & Emails
- Headlines that stop the scroll

OUTCOME: You'll write powerful copy for ads and campaigns like professional marketers.

MODULE 13.

EMAIL MARKETING

(AUTOMATE SALES & RETARGETING)

Turn your audience into repeat customers using email funnels.

YOU WILL LEARN:

- Email campaign creation
- Audience segmentation + funnel-based emailing
- Writing engaging subject lines & email content
- Automation tools + analytics tracking
- Lead nurturing workflows

OUTCOME: You'll be able to build email funnels that generate sales consistently.

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MODULE 14.

AFFILIATE MARKETING

(EARN WITH SMART STRATEGY)

Start earning online by promoting the right products to the right audience.

YOU WILL LEARN:

- Affiliate marketing basics & business model
- Platform setup + affiliate tools
- Finding profitable affiliate products
- Promotion strategy via content & ads
- Tracking performance and earning reports

OUTCOME: You'll understand how to build affiliate income properly

MODULE 15.

MARKETING AUTOMATION

(WORK SMARTER WITH AI & TOOLS)

Learn how agencies scale marketing operations using automation.

YOU WILL LEARN:

- Social media automation + scheduling systems
- Email automation & lead nurturing
- CRM + workflow management
- AI-based automation platforms
- Lead management systems for businesses

OUTCOME: You'll be able to design automated marketing systems for businesses.

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MODULE 16.

INFLUENCER MARKETING

(SCALE REACH WITH CREATORS)

Learn how to collaborate with influencers strategically and profitably.

YOU WILL LEARN:

- Finding the right influencers (niche + authenticity check)
- Collaboration models (paid, barter, revenue sharing)
- Campaign planning and execution
- Measuring ROI and influencer analytics

OUTCOME: You'll create influencer campaigns that generate engagement + leads.

MODULE 17.

AI TOOLS FOR DIGITAL MARKETING

(WORK LIKE A MODERN MARKETER)

Use AI tools to save time and boost results.

YOU WILL LEARN:

- AI for copywriting & ideation
- AI for creatives, captions and branding
- AI for analytics and campaign optimization
- Productivity workflows using AI tools
- ChatGPT, Jasper, Copy.ai, Gemin, Grok, Claude and many more...

OUTCOME: You'll learn marketing with AI faster execution, better output.

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MODULE 18.

WEB ANALYTICS & CONVERSION OPTIMIZATION (CRO)

Be data-driven. Learn how to improve conversions, reduce wasted marketing spend, and scale results.

YOU WILL LEARN:

- Web analytics basics (user flow, bounce, behavior)
- GA4 + GTM + Google Search Console usage
- Tracking conversions (calls, leads, forms, purchases)
- Conversion Rate Optimization strategies
- Funnel optimization and landing page improvement

OUTCOME: You'll be able to optimize marketing like performance marketers.

MODULE 19.

DIGITAL MARKETING AUDIT & STRATEGY PLANNING

Learn how to audit any business and design a complete growth strategy.

YOU WILL LEARN:

- Full digital marketing audit checklist
- Multi-channel campaign planning
- Funnel strategy creation
- Performance reporting & insights
- Competitor benchmarking + action plan

OUTCOME: You'll become confident in handling client strategy & consultation.

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MODULE 20.

RESUME BUILDING & LINKEDIN OPTIMIZATION

Make your profile hire-ready.

YOU WILL LEARN:

- Professional resume formatting and improvement
- Personal LinkedIn branding
- Portfolio building guidance
- Profile optimization for digital marketing roles
- LinkedIn growth and networking strategy

OUTCOME: You'll stand out as a digital marketer in interviews and job applications.

MODULE 21.

COMMUNICATION & PRESENTATION SKILLS

Because skills are not enough you must communicate confidently.

YOU WILL LEARN:

- Verbal & non-verbal communication
- Presentation and public speaking techniques
- Client interaction & professionalism
- Agency-style reporting and presentation

OUTCOME: You'll gain confidence to deal with clients and pitch campaigns.

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MODULE 22.

GUEST LECTURES BY INDUSTRY EXPERTS

Get insights from professionals who are currently working in the market.

YOU WILL LEARN:

- Expert training sessions
- Latest marketing trends & live industry updates
- Growth hacks, case studies, and real examples

OUTCOME: You'll stay ahead with industry-level updates and expert learning.

MODULE 23.

LIVE DISCUSSIONS & GROUP ACTIVITIES

Learn with collaboration, not just lectures.

YOU WILL LEARN:

- Trend discussions and current industry updates
- Brainstorming sessions like agencies
- Real case study analysis

OUTCOME: Better thinking, teamwork & strategy building ability.

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MODULE 24.

CLIENT PROJECTS & LIVE WORK EXPERIENCE

This is where your learning becomes your portfolio.

YOU WILL LEARN:

- Hands-on campaigns with real clients
- End-to-end marketing execution
- Reporting + performance analysis
- Strategy improvement and scaling roadmap

OUTCOME: You leave with “real experience” before your first job.

MODULE 25.

BECOME CERTIFIED + JOB-READY THROUGH REAL EXPOSURE.

INCLUDES:

- Internship program for practical experience
- Industry-recognized certification from Maxcess DMI
- Career support and placement guidance

OUTCOME: Strong portfolio, internship experience, and confidence to apply for jobs.

**25 Modules + Live Execution = Digital Marketers
WHO DELIVER RESULTS**

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KEY SKILLS YOU WILL LEARN



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CAREER IMPACT

JOB PLACEMENT

Getting trained is one thing, but landing the right opportunity is what truly matters. That's why we go beyond just teaching and actively work to connect our students with real job openings. Through our agency partnerships, alumni network, and industry relationships, we help you get your foot in the door. Whether you're looking for your first job or a better role, we're here to make sure you don't have to struggle alone in the job hunt. Our goal is simple — to see you placed, earning, and thriving in a role that matches your skills and ambition.

PROCESS INVOLVED:

- Access to our exclusive job portal with regular openings from agencies, startups, and brands
- Direct referrals to companies looking for trained digital marketers
- On-campus hiring drives and recruitment sessions with partner organizations
- Alumni network support to help you tap into hidden job opportunities

CAREER COUNSELLING

Digital marketing offers multiple career paths — agency jobs, freelancing, in-house roles, entrepreneurship — and it can get overwhelming trying to figure out which one is right for you. That's where we step in. We don't believe in one-size-fits-all advice. Instead, we sit down with you, understand your background, strengths, interests, and goals, and help you map out a clear path forward. Whether you're confused about which specialization to pick or unsure how to position yourself in the market, our mentors guide you with honest, practical advice based on real industry experience.

PROCESS INVOLVED:

- One-on-one career counselling sessions with our mentors
- Discussion on your strengths, interests, and long-term goals
- Guidance on choosing between job roles like SEO specialist, performance marketer, social media manager, content strategist, etc.
- Roadmap creation based on where you are and where you want to go

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CAREER IMPACT

RESUME FEEDBACK & OPTIMIZATION

Your resume is often the first thing a recruiter sees, and if it doesn't communicate your value clearly, you won't even get a callback. Many talented candidates miss out on interviews simply because their resume doesn't do them justice. We make sure that doesn't happen to you. Our

team reviews your resume in detail, helps you highlight your hands-on project work, certifications, and relevant skills in a way that grabs attention. We don't just tell you what's wrong — we help you rewrite it until it's polished, professional, and built to get you interviews.

PROCESS INVOLVED:

- Personalized resume review sessions to highlight your skills and project experience
- Feedback on structure, content, keyword optimization, and formatting
- Help showcasing your live projects and certifications effectively
- Multiple rounds of edits until your resume is interview-ready

INTERVIEW PREPARATION

You might know digital marketing inside out, but if you can't communicate that confidently in an interview, it won't matter. Interviews aren't just about knowledge — they're about how you present yourself, handle pressure, and respond to tricky questions. That's why we prepare you thoroughly through mock interviews and real-world scenarios. We help you practice answering both technical and behavioral questions, improve your communication style, and build the kind of confidence that makes recruiters want to hire you on the spot. By the time you sit for your actual interview, you'll feel ready, not nervous.

PROCESS INVOLVED:

- Mock interview sessions that simulate real hiring scenarios
- Practice answering common and tricky digital marketing interview questions
- Feedback on communication style, body language, and clarity
- Tips on handling salary negotiations, portfolio presentations, and client pitches
- Confidence-building techniques so you walk into interviews ready to win

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LEARNING EXPERIENCE



A SUPPORT SYSTEM BUILT FOR YOUR SUCCESS

At Maxcess DMI, learning doesn't happen in isolation. We've built a complete support ecosystem around you – from daily doubt clearing to lifetime access to resources – so you're never stuck, never confused, and always moving forward with confidence.



DAILY DOUBT RESOLUTION

Questions don't wait for the next class, and neither should answers. After every lecture, we hold dedicated doubt-clearing sessions where you can ask anything – no matter how basic or complex. Our goal is to make sure you leave each day with complete clarity, not confusion. Whether it's a technical concept, a tool you're struggling with, or a strategy you didn't fully understand, we're here to break it down until it clicks. This daily support ensures you build a strong foundation without gaps in your learning.



INDUSTRY MENTORS & PERSONALIZED GUIDANCE

You're not just another student here. You get direct access to industry experts and teaching assistants who provide one-on-one mentorship tailored to your learning pace and goals. They review your assignments, give you personalized feedback on your work, and guide you on how to improve with every project. This isn't generic advice it's real, actionable input from people who've been in the field and know what works. With continuous performance tracking and support, you're always improving, always growing.



EXPERT FEEDBACK ON LIVE WORK

Every assignment, every live project, every campaign you execute gets reviewed by professionals. We don't just check if you completed the task we evaluate the quality, strategy, execution, and results. You'll receive detailed feedback that helps you understand what you did well and where you can do better. Regular live sessions with experts keep you connected to real market trends and ensure your learning stays relevant and industry-aligned. This kind of feedback is what separates average work from professional-level output.

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LEARNING EXPERIENCE



ALUMNI SUPPORT & NETWORK

When you graduate from Maxcess DMI, you don't just walk away with a certificate you become part of a growing community of digital marketers who've been where you are. Our alumni network is active, supportive, and always willing to help. Whether you need advice on cracking an interview, feedback on a freelance project, a referral for a job opening, or just someone to brainstorm ideas with, the community has your back. Many of our alumni also come back as guest speakers, mentors, and collaborators, keeping the connection strong and the , opportunities flowing. This network becomes one of your biggest. career assets over time.



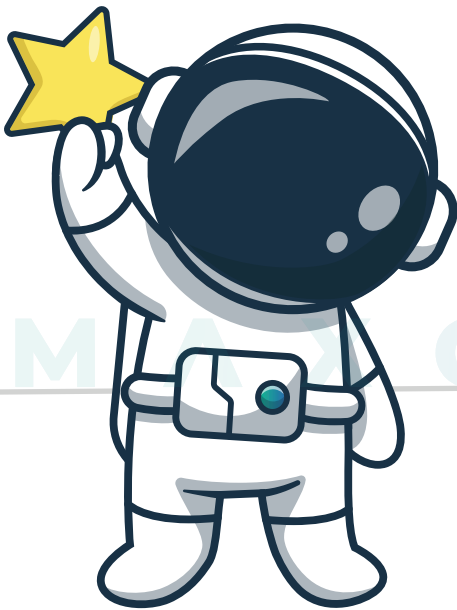
LIFETIME ACCESS TO PROGRAM CONTENT

Your learning doesn't have an expiration date. Once you enroll, all recorded lectures, resources, templates, and training materials remain accessible to you for a lifetime. Want to revisit a module six months later? Need a refresher before an interview? Starting a new project and need to brush up on a tool? It's all there, anytime you need it. This ensures that Maxcess DMI becomes a long-term resource in your career, not just a one-time course.



ALWAYS-AVAILABLE STUDENT SUPPORT

Got a question outside of class hours? Need help with enrollment, schedules, or technical issues? Our student support team is available six days a week to assist you with anything you need. Whether it's through email at info@maxcessdmi.com or direct contact with management for urgent queries, we make sure you're never left waiting. We believe support shouldn't be complicated – if you need help, we're here.



GLIMPSE OF OUR Convocation



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WWW.MAXCESSDMI.COM



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