

Marketplace Digital Marketing Immersion

Learn by Doing. Prove by Showing. Earn by Building.

4 MONTHS STRUCTURED JOURNEY

COHORT-BASED PROGRAMME





The Real Problem Most Students Face

Most digital marketing students finish courses knowing tools — but unable to show work, position themselves, or communicate value to the market. The market does not reward knowledge alone.

No Real-World Exposure

Classroom learning rarely translates into market-ready execution.

No Proof of Work

Without visible output, credibility cannot be established.

No Market Positioning

Students struggle to present themselves or their ideas publicly.

Three Gaps Holding You Back

The gap between learning and earning is not about effort — it is about structure. Three specific gaps keep most students invisible in the market.

Skill Gap

Learning tools without applying them in real contexts. Theory without execution builds no muscle memory.

Proof Gap

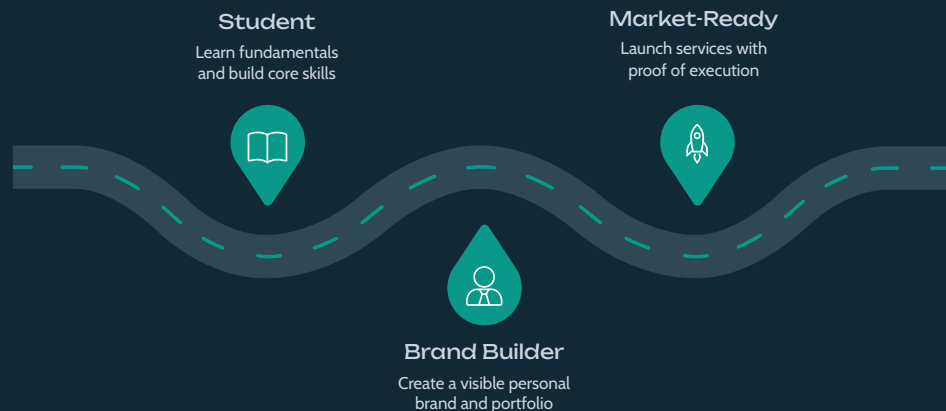
No real work, no portfolio, no visible presence. The market cannot trust what it cannot see.

Confidence Gap

Not ready to present ideas, pitch value, or position oneself publicly — even when the knowledge exists.

 The market rewards **visibility, credibility, and execution** — not just knowledge.

This Is Not a Course. It Is a Journey.



The Marketplace Digital Marketing Immersion is a structured 4 months journey designed to move you from passive learner to a visible, credible individual with real market presence and proof of execution.



The 90-Day Programme Structure

1

Phase 1 — Expert

3 Months

Deep execution-level learning. Build real brand assets, campaigns, and content.

2

Phase 2 — Consultant

15 Days

Real-world brand exposure. Local immersion and city residency experience.

3

Phase 3 — Founder

15 Days

Build your digital identity, clarify monetisation paths, and enter the market with presence.

Each phase builds on the last — from skill to exposure to identity. The outcome is not a certificate. It is a market-ready individual with proof.

Phase 1 — The Expert (3 Months)

Deep, execution-level learning focused on building and growing real brands. Every module is hands-on — no passive watching.

Core Disciplines

- Performance Marketing — Meta Ads, Google Ads, campaign strategy & optimisation
- SEO — Keyword research, search intent, on-page SEO & GEO
- Content Strategy — Content strategy, short-form content, storytelling & social growth
- Digital Strategy & Branding — Audience research, positioning, funnels & brand strategy
- Analytics & Marketing Intelligence — KPIs, campaign performance, data interpretation & insights
- AI-Powered Marketing — AI for research, strategy, content, creative & marketing decisions

Execution Tools

- Campaign Building — Build, structure, test & optimise digital advertising campaigns
- Funnel & Landing Pages — Create conversion-focused landing pages and marketing funnels
- Content Production — Create social content, ad creatives, scripts, copy & visual assets
- AI Workflows & Automation — Build AI-assisted workflows for research, content, data & repetitive tasks
- Analytics & Reporting — Track performance, interpret data and create actionable reports
- Market Research & Brand Audits — Analyse competitors, audiences and brands to identify growth opportunitiesAI



What You Actually Build in Phase 1



Content Portfolio

Real short-form content, ad creatives, and copy pieces built during the programme.



Live Campaigns

Hands-on campaign builds with real structure, testing logic, and optimisation decisions.



Brand Assets

Positioning documents, brand voice, and digital presence built from scratch.



Market Simulations

Live pitch simulations, brand audits, and execution reviews with real feedback.



AI Workflows

Build workflows to automate marketing, manage leads, and boost productivity.

Phase 2 — The Consultant (15 Days)

Real-world exposure to how brands operate, communicate, and grow — not agency roleplay.

Local Market Immersion

Students interact with real local businesses, observe how brands communicate, analyse their marketing presence, and suggest improvements from a brand and positioning perspective. This builds commercial awareness and real-world empathy.

City Residency Experience

Exposure to larger brand ecosystems — agencies, creators, and professionals associated with established brands. Curated sessions with marketers and creators focus on how brands grow, position, and scale. This shifts thinking, confidence, and understanding of value creation.



The Content Factory

Throughout the programme, participants actively build their own personal brand — not as a side activity, but as a core deliverable.



Video Documentation

Document your journey publicly — building trust and visibility in real time.



Platform Presence

Build active profiles on LinkedIn and Instagram with consistent, positioned content.



Authority Building

People trust visible creators and brand builders — not invisible learners.



Phase 3 — The Founder (15 Days)

The final phase shifts focus from learning to launching — building a personal brand and digital presence that generates real opportunities.

01

Structured Digital Identity

Portfolio, profiles, and positioning — built, refined, and ready for the market.

02

Monetisation Clarity

Freelancing, consulting, content, brand collaborations, or employment — understand your path.

03

Business Identity Setup

Guidance on establishing a basic business identity if required for your chosen direction.

04

Shared Ad Execution Pool

Access to a structured pool of approximately ₹1,00,000 to test real campaigns, understand behaviour, and build execution confidence — without individual financial burden.



What You Will Actually Do

This is not a programme where you watch and take notes. Every day involves active output.



Create Content

Produce real short-form content, ad creatives, and written copy across platforms.



Analyse Brands

Audit real brand presences, identify gaps, and propose positioning improvements.



Interact with Businesses

Engage with real local businesses and observe how marketing decisions are made.



Build & Test Campaigns

Run real ad campaigns, test hypotheses, and make data-driven decisions.



Document Publicly

Share your journey, work, and thinking openly — building credibility as you go.



AI Workflows & Automations

Build AI-powered workflows that automate repetitive marketing tasks, streamline lead management, and improve productivity.

What You Leave With

4

Months of Execution

Structured, immersive, and output-driven from day one.

9+

Disciplines Mastered

From performance marketing to personal branding and copywriting.

₹1L

Shared Ad Pool

Real campaign experience without individual financial risk.

1

Market-Ready Identity

A visible, positioned personal brand with proof of execution.

Final outputs include: personal brand presence, content portfolio, proof of execution, campaign experience, and a clear market identity — not just a certificate.

The Identity Shift

You do not leave this programme as a student. You leave as a visible, confident individual with proof, presence, and a clear position in the market.

Before the Programme

- Invisible to the market
- No proof of work
- Unclear on positioning
- Consuming content, not creating it

After the Programme

- Visible brand presence online
- Portfolio of real executed work
- Clear niche and market positioning
- Creating content that builds authority



Immersion vs. Traditional Courses

Most courses teach you what to do. This programme makes you do it — and show it.

Dimension	Traditional Course	This Immersion
Learning Model	Theory & lectures	Execution & output
Outcome	Certificate	Proof-based identity
Visibility	None	Built during programme
Real Exposure	Case studies	Live businesses & markets
Market Research & Brand Audits	Not included	Core deliverable
Ad Experience	Simulated or none	Real shared ad pool
Market Positioning	Not addressed	Structured & guided

What Most Courses Don't Give You

✗ Real-World Execution

Learn concepts, but rarely build complete campaigns from strategy to optimisation.

✗ AI-Powered Workflows

Learn AI tools, but not how to integrate them into professional marketing workflows.

✗ Proof of Work

Finish with assignments and a certificate—not a portfolio that demonstrates what you can do.

✗ Integrated Marketing Thinking

Learn channels separately without understanding how SEO, content, ads, funnels, analytics and AI work together.



The Real Cost of Going It Alone

Building this independently is possible — but expensive, slow, and confusing without structure.

Tools & Subscriptions

₹20,000–₹50,000/month for professional-grade AI marketing tools.

Ad Spend to Learn

₹20,000–₹1,00,000+ to run real campaigns and understand behaviour.

Content Production

Equipment, editing, and production costs add up quickly without a shared ecosystem.

Trial-and-Error Time

Months of confusion, wrong directions, and wasted effort without guided structure.

❏ This programme is a **structured ecosystem** that reduces confusion, shares costs, and dramatically accelerates growth.



Admission Process

This is a curated cohort — not an open enrolment. Seats are limited by design to protect the quality of the experience.

Interview
Meet industry and academic experts for assessment.



Apply

Submit your application with background details.



Rolling Selection

Curated cohort confirmed on a rolling basis.

A Deliberate Selection

Every application is carefully reviewed with the quality of the cohort in mind. Selection is based on **fit, intent, and readiness** for the programme — ensuring the right people are in the room.

Limited Seats

Small cohorts ensure every participant receives real attention, real feedback, and a genuine immersive experience. Quality over volume — always.

A Clear Comparison

Compare what you learn, how you learn it, and what you leave with.

Factor	Traditional Degree	This Immersion
Duration	Varies	4 months
Cost	₹3L–₹15L+	Significantly lower
AI Intergrations	Standalone AI tools	AI embedded in marketing workflows
Market Readiness	Delayed, often unclear	Built during programme
Proof of Work	Degree certificate	Visible portfolio & presence
Skill Application	Theoretical	Execution-based

The goal isn't to learn more tools. It's to become capable of using marketing, data and AI together to do the work.

Reality Check

"We will not promise you income, instant clients, or guaranteed success. No honest programme can."

What We Do Promise

Strong real-world exposure, structured execution, and a genuine positioning advantage that most students never build.

What This Requires

Commitment, consistency, and the willingness to show your work publicly — even when it feels uncomfortable.

Who This Is Not For

Those looking for shortcuts, passive learning, or a certificate to frame on a wall. This programme is for builders.

The Decision Is Simple

Stay Invisible — or

Become Visible.

Every month without proof, presence, or positioning is a month the market does not know you exist. This programme gives you the structure, exposure, and ecosystem to change that — in 4 months.

Apply Now

Submit your application and take the first step towards building a real market identity.

Limited Cohort

Seats are curated and limited. Rolling selection means early applicants are prioritised.

Your 4-Months Journey Starts Here

Learn by Doing. Prove by Showing. Earn by Building.

