

GROLIFY

SKILL HUB

Jabalpur's #1 Agency Style

AI - Powered Digital Marketing Institute

Become a **PRO Digital Marketer** in 3 months





We don't just teach— we develop skills that ignite potential. Every lesson is a step toward your transformation into a confident, creative, and future-ready professional.

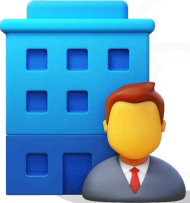
WHO WE ARE ?

Grolify Skill Hub is a leading digital marketing institute in Jabalpur offering hands-on training in SEO, Social media, Content strategy, Website designing, analytics and much more. Our mission is to equip learners with industry-relevant digital skills, bridging the gap between traditional education and job market demands through expert-led curriculum and real-world project experience.

KNOW ABOUT

GROLIFY SKILL HUB

About



As the name suggests Grolify Skill Hub is not just an institute, it's a hub of knowledge, creativity and growth.

Mission

We bridge the gap between academic learning and industry demands, equipping students and professionals with practical, job-ready digital skills.



Mentorship



Our mentors with real-world experience in digital marketing bring practical insights, personalized guidance, and hands-on training to every session.

Expertise

As a leading digital marketing institute in Jabalpur, we deliver a comprehensive and up-to-date curriculum, that meet current industry standards.



Course



Our 3-month offline course offers hands-on training in digital marketing through our advanced programs, live projects and one on one guidance.

THE INDUSTRY GAP

Grolify Skill Hub is created with a clear commitment to empower individuals and professionals with Digital skills that can reduce the gap between the skills provided by the Indian Education system and the skills required by the job industry. We develop industry demand and skilled talent by fostering real-world competencies and career-ready expertise.



FUTURE OF DIGITAL MARKETING

- Digital marketing in India is experiencing rapid growth with over 880 million internet users and rising smartphone penetration are major growth drivers.
- The industry was valued at USD 5.15 billion in 2024. It is projected to reach USD 72 billion by 2034, growing at a CAGR of over 30%.
- India's digital advertising market generated a revenue of USD 13.63 billion in 2024 and is expected to reach USD 32.33 billion by 2030, growing at a CAGR of 15.3%.
- The digital marketing sector is expected to generate over 900,000 jobs in India by 2024, driven by the increasing demand for skilled professionals in the industry.

SCOPE OF DIGITAL MARKETING

Digital marketing in India is evolving into one of the most promising career paths. With the increasing use of the internet and technology, mastering digital marketing today means staying ahead in tomorrow's competitive landscape. It's a field full of innovation, creativity, and endless potential. As businesses rapidly shift to online platforms, the need for skilled digital marketers continues to rise. From social media to content creation and SEO, there are endless opportunities to explore and grow.

ROLES	RESPONSIBILITIES
Digital Marketing Manager	Oversees overall digital strategies, campaigns, and team performance.
Digital Marketing Strategist	Planning and creating effective end-to-end Digital strategies to increase prospective sales for any Business
SEO Expert	Optimizes website content and structure to rank higher in search engine results.
Social Media Manager	Manages brand presence across platforms like Instagram, Facebook, LinkedIn, and Twitter.
Content Writer	Create and proof-read intriguing content pieces that would drive maximum traffic to the website

ROLES	RESPONSIBILITIES
PPC Specialist	Plans and manages paid advertising campaigns for maximum ROI.
Web Designer/ Developer	Builds and maintains websites with user-friendly design and functionality.
Graphic Designer	Designs visual content for ads, social posts, websites, and more.
Analytics Expert	Interprets data from tools like Google Analytics to optimize performance.
E-commerce Marketing Specialist	Focuses on strategies to drive traffic and conversions for online stores.
Email Marketing Specialist	Designs and executes email campaigns to nurture leads and engage customers.
Marketing Automation Specialist	Uses tools like HubSpot, Mailchimp, or Zoho to automate marketing workflows.
Video Editor	Creates engaging video content for marketing, social media, and ads.
Influencer Marketing Coordinator	Plans collaborations and campaigns with influencers to boost brand visibility.
Media Planner	Choosing the right media platform for generating leads that would increase the sales online

COURSE PREVIEW

- 3 Months Duration
- Offline Batches
- Updated Modules
- EMI Options Available
- 100% Practical Session
- 1:1 Mentorship
- Live Projects
- Real Client Pitching
- Interview Preparation

WHO CAN JOIN ?



Students

Freelancers



Agency Owner

Businessman



Professionals

Homemaker



COURSE MODULES

1

MARKETING FUNDAMENTALS

1. Basics of Marketing
2. Marketing Funnel
3. AIDA Model
4. Inbound & Outbound Marketing
5. Types of Audience
6. Buyers Persona
7. 4P's of Marketing
8. STP Analysis
9. SWOT Analysis



2

WEBSITE DESIGNING

1. What is Domain?
2. What is Hosting?
3. Basics of HTML
4. Introduction to Wordpress
5. Wordpress Terminologies
6. Installing Themes
7. Installing Plugins
8. Creating & Designing Web Pages using Elementor
9. Website Migration
10. Responsive Website
11. Proposal creation



3

CONTENT WRITING

1. What is Content Marketing?
2. Copywriting vs Content writing
3. Understanding audience need
4. Role of a content writer
5. Content research technique
6. Tools for Content Writing
7. Plagiarism



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BLOGGING

1. Understanding Blog
2. Creating blog in WordPress
3. Introduction to Medium
4. Post and Pages
5. SEO in blogging
6. How to monetize the blog
7. Applying for Google AdSense



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SEARCH ENGINE OPTIMIZATION

1. What is SEO?
2. How do search engine works?
3. SEO Strategies
4. Keyword Research
5. Keyword Intent
6. Type of Search Intent
7. On- Page SEO
8. Technical SEO
9. Off Page SEO
10. SEO Analytics & Reporting
11. SEO Audit & Report
12. SEO Proposal
13. Google Search Console



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LOCAL SEO

1. Local Business Optimization
2. Introduction to Google Business Profile
3. Importance of GBP for local business
4. Potential of GBP
5. Mistakes people make
6. GBP creation & optimization
7. Customer Reviews Right Practice
8. Insights & analytics
9. Advanced Tips & Strategies



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GOOGLE ADS

1. Introduction to Google Ads
2. How does Google Ads Work?
3. Different Types of Google Ads
4. Importance of Landing Pages
5. Understanding Search Ads
6. Search Ad Creation, Optimization, & Reporting
7. Understanding Display Ads



8. Display Ad Creation, Optimization, Reporting
9. All Settings in Google Ads
10. Call Only Ads
11. All types of Audiences in Google Ads
12. Optimizing Different Google Ads
13. Tools Related to Google Ads
14. Competitor-oriented Ad
15. Campaigns
16. Strategies for Ad



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META ADS



1. Introduction to Meta Ads
2. Creating Business Page
3. Introduction to Business Suite
4. Meta Ad Account Setup
5. Understanding Meta Ads Manager
6. Meta Campaign Objectives
7. Audience targeting & Custom audience
8. Remarketing
9. A/B Testing Ads
10. Analyzing Ad Performance

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PERFORMANCE MARKETING

1. What is Performance Marketing?
2. How Performance Marketing Works
3. Cost Per Click (CPC)
4. Cost Per Impression (CPM)
5. Cost Per Sales (CPS)
6. Cost Per Leads (CPL)
7. Cost Per Acquisition (CPA)
8. Benefits of Performance Marketing
9. Performance marketing and Digital marketing



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SOCIAL MEDIA MARKETING

1. Introduction to Social Media Marketing
2. Popular Social Media Platforms
3. Instagram Professional Account
4. Profile Audit & Optimization
5. Understanding Instagram Algorithm
6. Content creation & curation



7. Creating content calendar
8. Social Media Analytics
9. Trends & best practices
10. Instagram Automation
11. Social Media Growth Strategy
12. Influencer Marketing
13. Social Media Page Management
14. How to create Client Proposal for Social Media



11

AI & PRODUCTIVITY TOOLS

1. ChatGPT Overview
2. Prompt Engineering Basics
3. Important Chrome Extensions
4. Top AI Tools (Free & Paid)
5. Important Utility Tools in Digital Marketing



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WHATSAPP MARKETING

1. What is WhatsApp Marketing?
2. How WhatsApp Marketing works
3. How to do bulk promotion on WhatsApp
4. How to register WhatsApp Business API



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E-COMMERCE WEBSITE

1. Ecommerce Website
2. Shopify vs Woocommerce
3. Payment Gateway Setup
4. Woo-commerce Short codes
5. Simple & Variable Product
6. Creating Wishlist
7. Order Tracking Page



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ANALYTICS

1. What is Google Analytics
2. Tracking website traffic
3. Understanding Key Metrics
4. Heatmaps
5. What is GTM
6. How to install GTM
7. Implementing Tags, Triggers, and Variables
8. Tracking Events and User Interactions
9. Setting Up Conversion Tracking with GTM
10. Integrating GTM with Google Analytics
11. What is Microsoft Clarity



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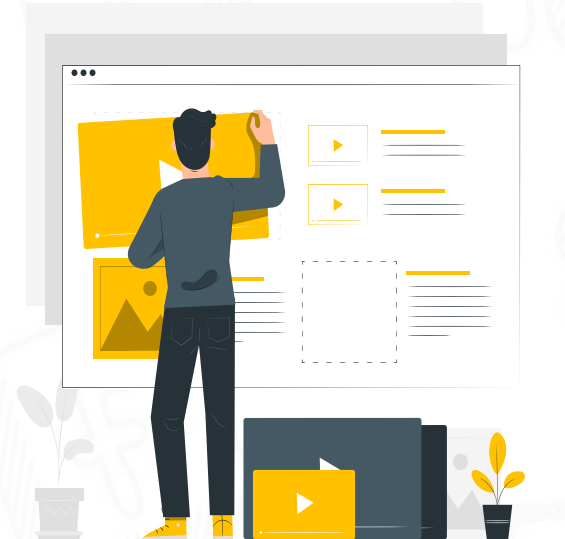
EMAIL MARKETING

1. What is email marketing
2. Building & managing E-mail list
3. Lead Magnet
4. Why email marketing
5. Email marketing tools
6. Email marketing metrics
7. Pop-up form
8. Integration of form to website
9. Email campaign planning
10. Email template design



16 YOUTUBE MARKETING

1. Understanding YouTube Algorithm
2. YouTube Ranking Factors
3. Setting Up YouTube Channel
4. Growing a YouTube Channel Organically
5. YouTube Earning Opportunities
6. Tools to Use for Channel Growth
7. Essentials for Recording Videos
8. Uploading a Demo Video & Optimizing It
9. Checklist for YouTube Videos
10. Importance of Niche on YouTube
11. Royalty Free Music, Images & Videos



17 LINKEDIN MARKETING

1. LinkedIn Real Potential
2. Introduction to LinkedIn Profile
3. Optimization & Algorithm Profile
4. Networking Strategies
5. Monitoring and Improving Profile Performance
6. Cheat sheet for reaching out
7. Get a Job from LinkedIn
8. Get Leads from LinkedIn



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GRAPHIC DESIGNING

1. Graphic design basics
2. AI & Graphic Designing
3. How to use Canva like a pro?
4. Design Principles
5. Design Formates/Sizes
6. Canva Shortcuts
7. Canva Advance Features
8. Website
9. Presentation
10. Resume
11. Logo Design
12. Other Design Tools



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VIDEO EDITING

1. Why Video Editing is important
2. Best Video Editing Tools
3. Elements for Reels Video Editing
4. Reels Editing Sound Effects
5. Reels Editing Music
6. Learn Reels Editing from Scratch
7. How to charge for Reels Editing



40+ TOOLS YOU WILL MASTER

 Meta
Business Suite

 Meta
Ads

 Google Ads

 Google Analytics

 Clarity
by Microsoft

 Google
Search Console

 Screamingfrog

 YouTube | Advertising

 WORDPRESS

 WOO COMMERCE

 elementor

 Snapseed

 Google
KEYWORD PLANNER

 CapCut

 mailchimp

 MOZ

 Razorpay

 ChatGPT

 Ubersuggest

 yoast

 perplexity

 Google Tag Manager

 Canva

 VN

 Pabbly

 Calendly

 QuillBot

 ManyChat

and many more..

TEACHING METHODOLOGY

Our teaching methodology is simple, practical, and inclusive—designed for learners of all ages and backgrounds. We focus on hands-on learning through real-time implementation, open discussions, and teamwork. Students are encouraged to experiment, ask questions, and apply concepts, creating a collaborative digital ecosystem that builds both confidence and industry-ready skills.

- Work in groups
- Assignments
- Case study discussion
- Proposal making
- Client pitching
- Agency do's and don'ts
- Live projects
- Quiz Assessment



FROM CLASSROOM TO CAREER



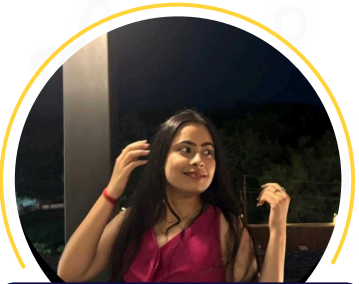
Shaheen Anjum
Social Media Manager
Witty Marketers



Vanshita Makhija
Digital Marketing Executive
Oceansfay



Nidhi Rohra
Freelance Digital Marketer



Riya Khatri
Social Media Manager
65 Digital



Anuj Rajak
Wordpress Developer Intern
Mech Buddy



Jayesh Ratlani
Social Media Executive
Coder House



Himanshu Patel
Digital Marketing Executive
Grolify Digital



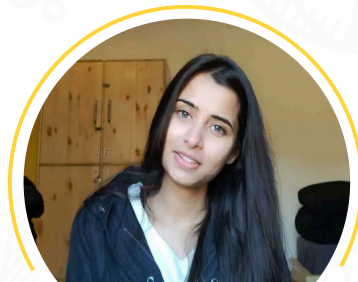
Sanjana Singh
Social Media Intern
Grolify Digital



Bhavna Prakash
Social Media Intern
Grolify Digital



Daksh Nechani
Social Media Intern
Social Wallet



Nikita Singh
SEO Executive
Dintellect Solutions



Komal
Digital Marketing Executive
Mirai Logistics



Our Newly Setup INSTITUTE

GROLIFY
SKILL HUB







**More than Students
-Our Family !**



WHY CHOOSE

GROLIFY

SKILL HUB

We provide an agency-style learning environment to deliver unmatched digital marketing education. Our hands-on approach, AI-integrated curriculum, and special focus on job-ready skills ensure that every learner is equipped to succeed in today's competitive digital landscape.

ADDONS

- Free Website Domain
- Canva Pro
- Practice Ad Budget
- Live Projects

***1 Month Internship Letter : Based on Student's Performance**



TESTIMONIALS

Grolify Skill Hub | Jabalpur's 1st Agency Style Digital Marketing Institute | Photography Course

1st Floor, 49 (B, Narmada Rd, behind Anytime Fitness, Gorakhpur, Jabalpur,
Madhya Pradesh 482001, India

5.0 ★★★★★ 8 reviews ⓘ

✓ All

learning 4

experience 3

expertise 2

Sort by

✓ Most relevant

Newest

Highest rating

Lowest rating



Shaheen Anjum

7 reviews · 1 photo



★★★★★ 6 months ago

I'm really thankful to Sahil Sir for guiding me in learning digital marketing. He made difficult topics easy to understand with clear examples and helped me feel confident about using these skills. His support and encouragement meant a lot. [...More](#)



Komal Shrivastava

1 review



★★★★★ 4 months ago

I just finished the digital marketing course at Grolify Digital and I really loved it. The course was super helpful and Sahil Sir was friendly and explained everything clearly I highly recommend Grolify Digital If anyone wants to join it's a fantastic place to learn and improve your skills

TESTIMONIALS



Jayesh Ratlani

1 review



★★★★★ 4 months ago

Want to be a new age digital marketer join the grolify course guys. I just completed my course this month and got to learn many things to learn & see better opportunities in future..all under the guidance of our dearest sahil sir!



Ashu Malik

4 reviews



★★★★★ 2 weeks ago

"I'm extremely grateful to have been a part of Grolify Skill Hub! I want to extend my heartfelt thanks to Mr. Sahil, whose guidance and mentorship have been invaluable. His expertise and support have helped me gain practical experience ...[More](#)



Anshika Jain

2 reviews



★★★★★ a week ago

Grolify Skill Hub has been a game-changer in my digital marketing journey. The trainers don't just teach they mentor, support, and genuinely care about your growth. The sessions are practical, up-to-date, and filled with real-world ...[More](#)



Sanjana Singh

3 reviews



★★★★★ a week ago

I've recently completed my digital marketing course with grolify skill hub . I always wanted to learn different skills and i was amazed to know that there is an agency in jabalpur who started this course . Ive learnt different skills like ...[More](#)

MESSAGE *from* THE FOUNDER

After spending more than three years working in the IT and Telecom industry, I decided to take a bold step and switch to digital marketing. It wasn't an easy journey in the beginning. I faced many challenges and struggled to understand this new field. But I kept learning and slowly started working as a freelancer.

Freelancing gave me the real-world experience I needed. It helped me grow my confidence and sparked a new dream — to make a bigger impact by helping others learn digital marketing. That dream led to the creation of my own digital marketing agency in Jabalpur.

During this journey, I realized that many people struggle to learn digital marketing online. There are too many courses, and each explains things differently. That makes it confusing and hard to understand. That's when the idea of building something better took shape.

Today, that idea has become a reality — Grolify Skill Hub, Jabalpur's first agency-style and AI-powered digital marketing institute. Here, we focus on practical, offline training. We simplify complex topics and teach everything from the basics to advanced strategies in a clear, easy-to-understand way.

My goal is simple — to help students, professionals, and entrepreneurs gain real skills that can shape their future.



“

**YOUR FUTURE
BEGINS WITH THE
SKILLS YOU BUILD
TODAY.**

-SAHIL R PAUL

Ready to Build a Future-Proof Career in Digital Marketing?

BOOK YOUR



FREE DEMO CLASS

Don't just learn—transform.

Join Grolify Skill Hub and master the skills that matter.



Let's Make Your Skills Future-Ready !

CONTACT US

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Gorakhpur, Jabalpur

 <https://skillhub.grolify.com/>



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