About Techbooz

Techbooz was created with one strong belief — technology should not be complicated or limited to a few. It should be simple, practical, and accessible to everyone. We saw that many students and young professionals learn about technology but struggle to use it in real life. This inspired us to build Techbooz — a platform that connects learning with real-world skills.

At Techbooz, we make modern tools like Artificial Intelligence, Digital Marketing, and Programming easy to understand and apply. Our courses are designed to teach through examples, hands-on practice, and real projects. We focus on helping every learner gain confidence, think creatively, and use technology to solve real problems.

To maintain the highest standards of quality and trust, Techbooz is an ISO 9001:2015 certified company. This certification reflects our commitment to deliver world-class education, consistent results, and a learning experience that meets global standards. At Techbooz, we continue to grow with one goal — to make every learner skilled, confident, and capable of shaping the future through technology.

OUR MISSION

Our mission is to make technology learning simple, useful, and accessible for everyone. We want learners to gain skills they can apply directly in studies, jobs, or small businesses.

We design our courses step by step so even beginners can understand and grow. Through practical learning, we aim to build confidence and help people move ahead in today's digital world.

OUR VISION

Our vision is to see every learner in India use technology confidently in their personal and professional life. We want to make digital learning reachable to people from all backgrounds, supporting the goal of **Digital India** — a nation where knowledge and technology are within everyone's reach.

We believe that when people gain real skills, they become independent and capable of creating better opportunities for themselves and their communities. At Techbooz, we work to make that change simple, practical, and achievable.

Digital Marketing

About the Course

This course will teach you step by step how to promote products, services, or ideas on the internet. You will learn how to use tools like social media, Google, websites, and ads to reach the right people. The focus is on practical learning so that you can apply what you learn immediately. By the end of the course, you will have the skills to grow a business online, get more customers, or build your own career in digital marketing.

Why Choose Digital Marketing

Today, every company and business needs to be online. Digital marketing is the best way to connect with people and grow faster. It gives you more job options, freelancing work, and even a chance to start your own business. The demand for digital marketing experts is increasing every day, and those who learn it can earn well and work from anywhere. Choosing digital marketing means choosing a skill that will always stay useful in the future.

Who Should Join?

Anyone who wants more than just regular 9-to-5 jobs and wants to build something of their own. If you are passionate to grow and achieve financial freedom, this course is for you. This course is especially beneficial for the people discussed below

Job Seekers: If you're looking for a career in the fast-growing digital marketing field, this is the right place to start.

Students: If you're a student who wants to build a career, this course helps you learn digital marketing skills to get a good job, start freelancing, or even grow your own online business..

Professionals: Want to upgrade your skills and stay ahead in your career? This course will help you do that.

Homemakers: If you're a woman who wants to earn from home or restart your career, this course helps you learn digital marketing to build your brand and follow your dreams.

Business Owners: If you own a small business and want to take it to the next level, this course will teach you how to market online effectively.

Students Planning to Go Abroad: TechBooz's Digital Marketing Course is certified by ISO 9001:2015 and is recognized worldwide. It helps you earn online while studying abroad, build global skills, and avoid low-paying part-time jobs.

Course Modules

Introduction to Digital Marketing

In this module, you will learn what digital marketing is and why it's essential in today's business world. We'll cover the key concepts, tools, and platforms that shape online marketing. By the end, you'll understand how businesses connect with customers through the internet and how digital marketing can create career opportunities.

Basic Graphic Design

Learn how to create professional and eye-catching designs easily with Canva. You'll practice designing social media posts, banners, and marketing visuals that attract attention. No prior experience needed—just creativity and willingness to learn!

Basic Video Editing

This module introduces video editing using Filmora, one of the most user-friendly tools available. You'll learn how to trim clips, add text overlays, effects, transitions, and audio to create engaging videos for promotions, ads, and social media.
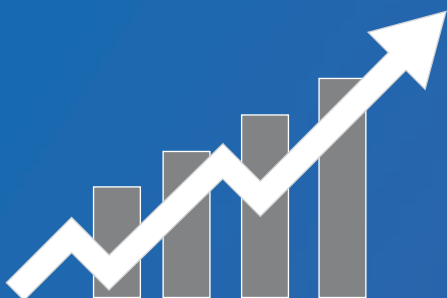
Content Writing

Discover the art of writing content that informs, persuades, and converts. You'll learn how to structure blogs, create compelling headlines, and use SEO-friendly writing techniques. This module will help you craft content that ranks on search engines and builds trust with audiences.

Email Marketing

Understand how email marketing can build relationships and generate sales. You'll learn how to create engaging newsletters, set up campaigns, and segment your audience for maximum impact. Learn automation techniques and how to track campaign performance.

Website Development

Learn how to build a professional website without coding. From selecting themes to customizing layouts, you'll create user-friendly websites that represent brands effectively. This module helps you establish an online presence for businesses or personal projects.

Search Engine Optimization

Get hands-on experience with Search Engine Optimization techniques to rank websites higher on Google and other search engines. You'll learn keyword research, on-page optimization, local SEO strategies, and tools that improve visibility and drive traffic.

Social Media Optimization

Learn how to optimize profiles, pages, and posts across different platforms for better reach and engagement. You'll explore platform-specific features, content strategies, and analytics to grow your audience and boost interaction.

Social Media Marketing

Dive deeper into advertising on social platforms like Instagram, Facebook, YouTube, and LinkedIn. You'll learn how to create ad campaigns, set budgets, target audiences, and track performance. This module helps you run data-driven marketing strategies for maximum results.

Affiliate Marketing

Understand how affiliate marketing works and how you can earn commissions by promoting products. You'll learn how to choose the right programs, create content, and build a network that drives sales while helping businesses grow.

Influencer Marketing

Explore how influencers impact buying decisions and brand awareness. Learn how to collaborate with influencers, run campaigns, and track engagement. This module is perfect for students who want to manage partnerships and brand promotions.

Google Ads

Master the fundamentals of Google Ads to drive targeted traffic and increase conversions. You'll learn how to create search, display, video, and shopping ad campaigns. Understand bidding strategies, keyword planning, ad extensions, and performance tracking to manage cost-effective ad campaigns, and track engagement. This module is perfect for students who want to manage partnerships and brand promotions.

Prompt Engineering

AI tools can generate content efficiently when given the right instructions. This module teaches prompt writing to create blogs, ad copy, and scripts quickly and creatively.

- Write prompts for AI tools like ChatGPT and Gemini.
- Generate blogs, scripts, and ad copy efficiently.
- Save time and boost creativity in content creation.
- Apply AI to multiple digital marketing tasks.

AI in Digital Marketing

Discover how artificial intelligence is transforming marketing strategies. You'll learn how AI tools assist in data analysis, content creation, personalization, and customer experience. Stay ahead by incorporating AI into campaigns and decision-making processes.

Conversion Rate Optimization (CRO)

Learn how to improve website or campaign performance by analyzing user behavior. You'll explore tools and techniques to increase lead generation, sales, and sign-ups by making small but impactful adjustments.

Online Reputation Management

Understand how a brand's reputation is shaped online. You'll learn how to monitor reviews, respond to feedback, and build trust with customers. This module helps you protect and enhance a brand's credibility across platforms.

Freelancing in Digital Marketing

Prepare to work independently by learning how to offer digital marketing services as a freelancer. You'll learn how to find clients, manage projects, create proposals, and build a professional portfolio that stands out in the marketplace

Benefits

- Learn with real projects for better understanding.
- Gain skills that companies demand in today's market.
- Get support to clear Google and Meta certifications.
- Build a portfolio to showcase your work.
- Create and grow your own personal brand.
- Increase opportunities for jobs and freelancing.

STUDENT
Stories

"Motivation gets you started, but discipline keeps you going."

Message From CEO

Sandeep Kaushik is an erstwhile Indian Air Force professional, educator, programmer, and entrepreneur dedicated to empowering learners through technology and digital education. Drawing from his Air Force background, he brings strong discipline, leadership, and vision to Techbooz.
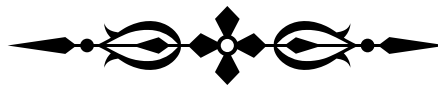
He founded Techbooz to make modern technology, AI, and digital marketing easy to understand and practically useful for every learner. His mission is to help students and individuals gain real skills, build confidence, and create opportunities in the digital world.

Sandeep Kaushik
Founder & CEO, Techbooz

Under his guidance, Techbooz continues to bridge learning with real-world application, inspiring India's youth to innovate, grow, and become future-ready.

"True leadership is not measured by the number of followers you have, but by the leaders you create"

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