

Transformative Courses and Tailored Services!

India's first Comprehensive 360° Performance Marketing & Analytics Based Professional Digital Marketing Courses & Services





YOUR DIGITAL TRANSFORMATION START HERE -

COURSES TO LEARN, SERVICE TO GROW!

About Us

India's First 360° Comprehensive Performance Marketing & Analytics Course. Our Digital Marketing Training & Internship program along with globally recognized certifications. We have a team of professional Digital Marketing experts with enormous experience in the Corporate Digital Marketing domain.

We are digital marketing service provider. We create custom strategies for each of our clients based on their requirements and business goals.

Our team is made up of professional and experience Digital marketing experts, designers and developers, and we know what it takes to get real results online. We also keep the focus on the metrics that mean the most, like leads and revenue generated. We know that hitting these goals is what moves businesses forward and we believe that our clients' success is our motive the best measure of our own performance.



Advertisements

market.

Creatives that you will promote to the target



"As the Director of Operations at PeopleLink Digital Solutions, I understand the challenges businesses and professionals face in navigating the everevolving digital landscape. Our client-centric approach ensures that your digital journey is not only successful but also fulfilling. From crafting innovative marketing strategies to driving impactful online growth, we are here to guide you every step of the way. Trust us to be your partner in achieving lasting digital success. Your journey begins with us."

Mrs. Sheetal *Director, Operations*



"As the founder of PeopleLink Digital Solutions, my vision has always been to build a dynamic platform that empowers professionals to achieve career success through strategic placements, digital upskilling, and innovative marketing solutions. Our transformation from a local service provider to an international digital powerhouse reflects our commitment to excellence and growth. Join us to turn your ambitions into impactful global success stories."

Dr. Atul Ingole

Founder, PeopleLink Digital Solutions





Be part of 21st Century **Marketing Trends** and Innovation with PeopleLink **Digital Solutions.**

CREATIVE BRANDING INNOVATION TECHONOLOGY

OUR TRAINERS WORKED WITH GLOBAL BRANDS























Myntra *Flipkart* 🙀







OUR TRAINERS WORKED WITH GLOBAL MEDIA AGENCIES

WPP Group plc



























What makes us Unique



Business Plan -

Determine a structured business plan



Strategy -

Strategy is how to keep your business stable



Marketing -

Marketing is a way for a business to be known



Data Analytics -

Make comparisons of differences in data

GROW YOUR
CAREER
DIGITALLY

marketing education.

We understand that the digital landscape is evolving at

a rapid pace, and staying ahead requires a deep understanding of the latest trends, tools, and strategies in digital marketing. Established with a vision to empower individuals and businesses with the skills needed to thrive in the digital era, our institute is a leading destination for comprehensive performance







Exclusive Course **Advantages**

PROFESSIONAL DIGITAL MARKETING COURSE MODULES

Duration 3 - 4 months

- Fundamentals Of Digital Marketing
- Market Research
- Content Writing & Strategy
- Website Designing
- Graphic Designing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Google Ad sense (SEM)
- Search Ads PPC
- Google Analytics
- Google Tag Manager
- Google My Business Setup

- **Email Marketing**
- YouTube Marketing & Optimization
- Integration of Al
- Resume Building
- Interview Preparation
- Corporate Specific Training
- Campaign Setups (SMM)
- Campaign Reporting
- Campaign Optimization Techniques
- Client Communication (Verbal + Written)
- **Certifications Case Studies**



Google Ads facebook Linked in.



























Internship Opportunity Global Certifications 100% Placement Assistance



Our Batches:

Morning 9 AM - 11 AM (Mon - Fri) Evening 6 PM - 8 PM (Mon - Fri) Weekend 10 AM - 1 PM (Sat-Sun) Hybrid Mode: Offline + Online

We're
Digital Marketing
Agency

Why Choose Us?

We understand that the digital marketing landscape is evolving at a rapid pace, and staying ahead requires a deep understanding of the latest trends, tools, and strategies in digital marketing. Established with a vision to empower individuals and businesses with the skills needed to thrive in the digital marketing, our Peoplelink Digital Solutions agency is a leading destination for comprehensive Business like small, large Enterprises Startups and Entrepreneurs.

We Help Business Grow Efficiency

Our Services

- Marketing strategy refers to a business's plan for reaching its target audience and achieving specific goals, such as increasing sales, market share, or brand awareness.
- **Business research** is the systematic process of gathering, analyzing, and interpreting data related to a company's operations, market environment, and consumer behaviour.
- **Corporate branding** refers to the practice of promoting the identity, values, and mission of a company as a whole rather than focusing solely on individual products or services.





OUR DIGITAL MARKETING SERVICES

At PeopleLink Digital Solutions, we offer a comprehensive suite of digital marketing services designed to elevate your brand, engage your audience, and drive measurable results. Our team is committed to providing tailored solutions to meet your unique business needs.



Google Ads

Our Google Ads campaigns are expertly crafted to drive targeted traffic to your website. We focus on optimizing your ad spend to ensure maximum ROI through keyword targeting, compelling ad copy, and continuous performance analysis



SEO Management

We optimize your website to improve its search engine rankings, enhance visibility, and attract organic traffic. Our SEO strategies are designed to drive long-term growth and improve your website's performance in search results.



Meta Ads

We leverage Meta's advertising platform (Facebook & Instagram) to create highly targeted ads that resonate with your audience, driving engagement, leads, and conversions. Our Meta Ads campaigns are designed to amplify your brand's presence and impact.



Social Media Management (SMM)

We manage your social media presence across platforms like Facebook, Instagram, LinkedIn, and Twitter, creating engaging content, growing your community, and driving brand awareness. Our SMM strategies aim to build meaningful connections with your target audience.



Google My Business (GMB) Setup + Management

We help you set up and manage your Google My Business profile to enhance local search visibility, improve customer engagement, and drive foot traffic to your physical location. Our service ensures your business is accurately represented across Google Search and Maps.



Influencer Marketing

We connect your brand with influential voices in your industry to build credibility, increase reach, and drive conversions. Our influencer marketing strategies focus on selecting the right influencers to amplify your message and resonate with your target audience.



Content Management

We provide end-to-end content management services, from strategy development to creation and distribution. Our team ensures your content is optimized for your audience, drives engagement, and supports your business goals.



Graphic Designing

We create visually appealing and impactful designs that reflect your brand's identity and resonate with your audience. Our graphic design services include logos, social media graphics, website visuals, marketing collateral, and more.

Partner with us to amplify your digital presence, engage your audience, and achieve measurable business success through our expert digital marketing services.



We provide a wide range of Web Development Services designed to empower businesses with innovative and high-performing digital solutions. Our expertise ensures customized, scalable, and user-friendly platforms that drive results and elevate your online presence.

Our Services Include:

Custom Web Development

Developing unique web applications tailored to your unique business requirements, ensuring functionality, performance, and user satisfaction.

• Custom CRM Development

Creating customized Customer Relationship Management (CRM) systems to enhance business workflows, customer engagement, and operational efficiency.

Educational Product Development

Building robust educational platforms, including e-learning portals, student management systems, and virtual classrooms, to support modern learning needs.

• SEO-Friendly Website Development

Designing websites optimized for search engines with faster load times, improved accessibility, and higher rankings, driving organic traffic and growth.

Ecommerce Solutions

Developing dynamic Ecommerce platforms with intuitive user interfaces, secure payment gateways, and scalable features to enhance online shopping experiences and boost sales.

Partner with us to bring your vision to life, whether it's a custom application, an SEO-friendly website, or a full-scale Ecommerce solution. Let's build digital experiences that deliver measurable success.

Mobile App Development Services

We provide end-to-end Mobile App Development Services for both Android and iOS platforms, helping businesses and individuals bring their app ideas to life with cutting-edge technology and exceptional user experiences.

Our Services Include:

Custom App Development

Designing and developing tailored mobile applications that meet your unique business needs and objectives.

UI/UX Design

Creating intuitive, visually appealing, and user-friendly interfaces that enhance engagement across Android and iOS devices.

Integration of APIs and Advanced Features

Adding robust functionality with third-party integrations, such as payment gateways, social media platforms, geo location services, and more.

App Security and Data Protection

Implementing advanced security protocols to ensure the safety of user data and compliance with platform-specific standards.

Testing and Optimization

Rigorous testing for performance, functionality, and compatibility across various devices to deliver a flawless app experience.

Deployment and Maintenance

Publishing apps on the Google Play Store and Apple App Store, adhering to their respective guidelines, and providing ongoing maintenance and updates.

Scalability and Support

Building scalable apps with the ability to grow with your business and offering continuous technical support to ensure smooth operation.

Whether you're looking to build an Android app, an iOS app, or a cross-platform solution, we are here to deliver innovative, high-quality applications that align with your vision and business goals.

MOBILE APP DEVELOPME SERVICES





GRAPHICS DESIGNING & VIDEO EDITING

Mastering The Most In-Demand Skill Graphic Designing & Video Editing For The 21st Century

PeopleLink Digital Solutions is where innovation meets learning. As leaders in education in India, we are excited to offer the city's first Graphic Designing & Video Editing course focused on the corporate world. At PeopleLink Digital Solutions, we aim to develop talent and encourage creativity in an active and supportive learning environment. Our industry-driven course, taught by experienced professionals, gives you the practical skills and knowledge needed to succeed in the fast-growing field of digital design and video production. Join us at PeopleLink Digital Solutions and start your journey towards a successful career in visual communication.

Our Graphic Designing Services Include:

Logo Design

A logo is the face of your brand. Our expert designers create unique and memorable logos that reflect your brand's identity and values.

Branding and Identity

We help you build a strong brand identity through cohesive visual elements, including business cards, letterheads, and brand guidelines.

Marketing Materials

From brochures and flyers to posters and banners, we design marketing materials that effectively convey your message and attract potential customers.

Digital Graphics

Enhance your online presence with eyecatching digital graphics for social media, websites, and email campaigns. Our designs are optimized for various platforms and devices.

Illustrations

Custom illustrations add a unique touch to your projects. Whether it's for a book, website, or marketing campaign, our illustrators bring your ideas to life with creativity and precision.

UI/UX Design

Our user interface and user experience design services focus on creating intuitive and engaging interfaces for websites and mobile apps, ensuring a seamless user journey.

Packaging Design

Make your products stand out on the shelves with our innovative packaging designs. We create functional and aesthetically pleasing packaging that

COURSE DETAILS: GRAPHICS DESIGNING

Graphic Design Course Offering Professional Graphic Designing Course Modules

Duration 3-4 Months

- Introduction to Communication Design
- Principles of Graphic Design
- Difference between Graphics & Design
- Logo Design with R&D
- Print Media Design
- Social Media Design
- Electronic Press Kit
- Podcast Cover Art
- Mock-up Creation from Scratch
- Photo Editing
- Typography Rules
- Design Theory
- Colour Theory
- Printing Scheme and Paper Size
- Build your Own Online Portfolio
- Freelancing Technique to meet Orders

SHORT TERM GRAPHIC DESIGNING COURSE MODULES

Duration 1-2 months

- Introduction to Communication Design
- Principles of Graphic Design
- Difference between Graphics & Design
- Social Media Design
- Typography Rules
- Design Theory
- colour Theory
- Build your Own Online Portfolio

TOOLS & PLATFORM YOU'LL MASTER

















Internship Opportunity
Global Certifications
100% Placement Assistance

Our Batches:

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Course Details: Video Editing

VIDEO EDITING COURSE OFFERING PROFESSIONAL VIDEO EDITING COURSE MODULES

Duration 3-4 months

- Introduction to Communication Design
- Mock-up Creation from Scratch
- Principles of Graphic Design
- Photo Editing
- Difference between Graphics & Design
- Typography Rules
- Logo Design with R&D
- Design Theory
- Print Media Design
- Color Theory
- Social Media Design
- Printing Scheme and Paper Size
- Electronic Press Kit
- Build your Own Online Portfolio
- Podcast Cover Art
- Freelancing Technique to meet Orders

TOOLS & PLATFORM YOU'LL MASTER

















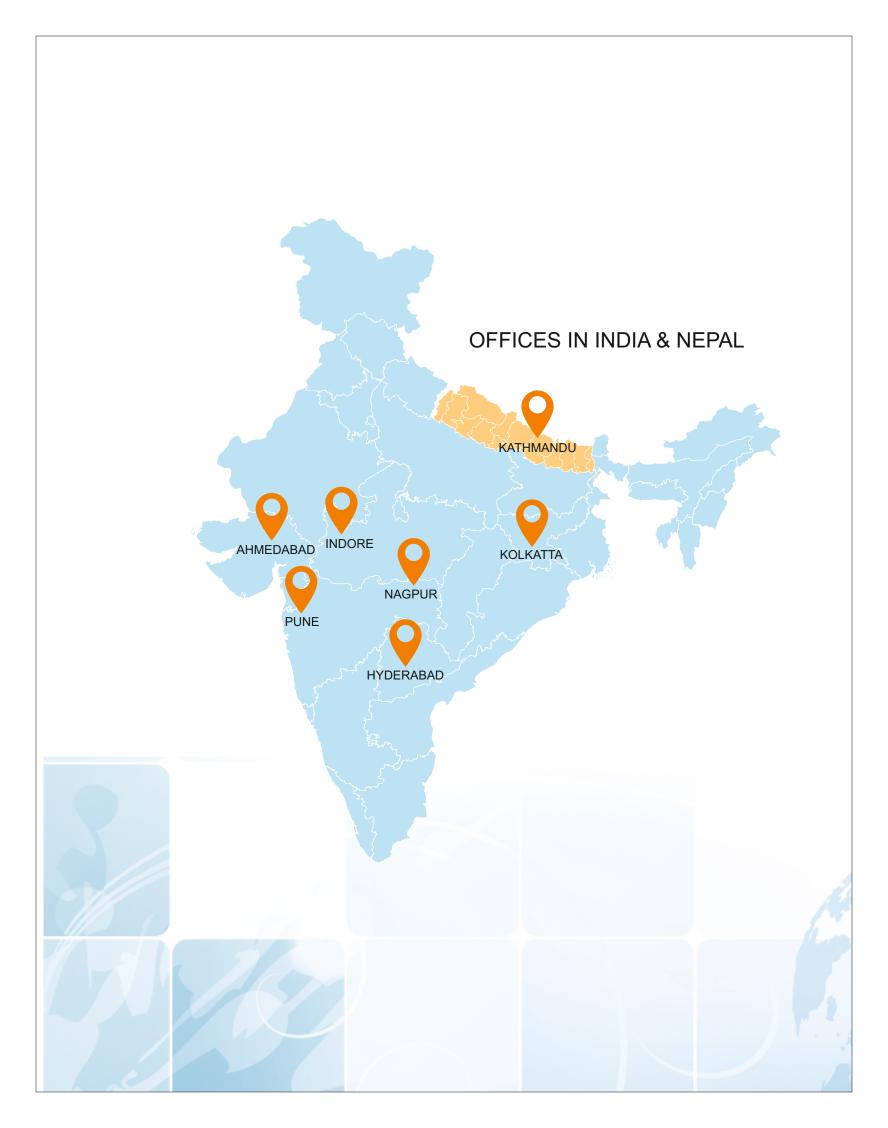


Why Choose PeopleLink Digital Solutions?

- Experienced Designers: Our team consists of skilled and experienced designers who are passionate about their craft.
- Tailored Solutions: We provide customized design solutions that align with your specific requirements and objectives.
- Cutting-Edge Tools: We use the latest design tools and software to deliver highquality graphics.
- Collaborative Approach: We work closely with our clients to understand their vision and deliver designs that exceed their expectations.
- Timely Delivery: We respect deadlines and ensure that your projects are completed on time, every time.

Ready to bring your ideas to life? Contact us today to discuss your graphic design needs and let PeopleLink Digital Solutions help you create stunning visuals that make a lasting impact.







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