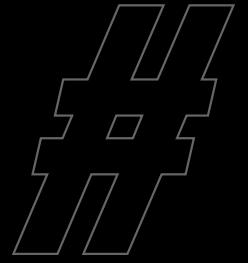


ROADMAP TO DIGITAL MARKETING 2.0

Powered by AI

*A **live**, practical **digital marketing** program
that makes you digital savvy in **90 days**.*

#TARUNSPEAKS



ROADMAP TO DIGITAL MARKETING 2.0

Powered by AI

1-on-1 Guidance

30 Exclusive seats

100% Practical learning

#TARUNSPEAKS



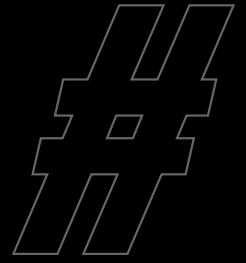
Built by a Practitioner

Powered by Community

Designed for Doers

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MEET TARUN



Tarun is not just a trainer — he's a marketing practitioner with over **10+ years** of hands-on experience building brands, designing campaigns, and leading strategy across sectors.



Chief Educator & CEO, TarunSpeaks
BW Marketing 30 under 30 | 2023
Digital Marketing Consultant,
Corporate Trainer
Co-founded Big Mouth Digital & Media

BW BUSINESSWORLD

BW Marketing 30 under 30 | 2023

 unacademy

 Spotify

GRAPHY | TOP50
OCTOBER 2021

 Voice of Anchor

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27,000+ Individuals Trained

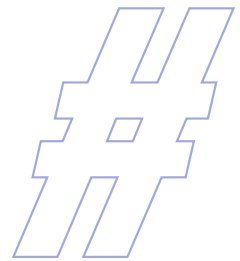
1800+ Training Sessions Delivered

300+ Brands Worked With



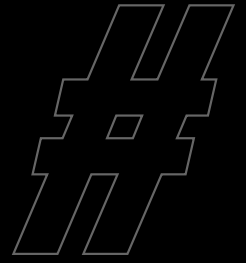
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BRANDS WE ARE ASSOCIATED WITH



#TARUNSPEAKS

WHY TARUNSPEAKS?



Most courses teach marketing like it's a textbook subject. We teach it like it's a mindset — ***live, practical, and built for execution.***

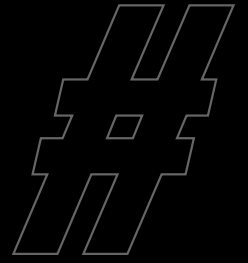
TarunSpeaks was created so learners like you can skip the fluff and get straight to the real work — *with someone who actually does it.* Every session is 100% live, every concept is applied, and every learner is guided personally.

Because at TarunSpeaks, learning is not about watching — it's about doing. And when you start doing, clarity turns into capability.

And capability becomes your career.

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100% LIVE & PRACTICAL LEARNING

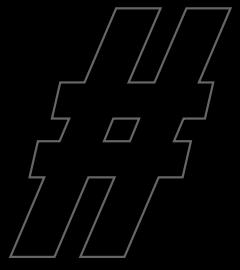


Roadmap to Digital Marketing is a ***100-hour program with 70 hours live sessions + bonus 30 hours*** recorded content.

WEEKEND PROGRAM

Live sessions only happen on ***Saturday & Sunday*** making this the perfect program for students, working professionals and entrepreneurs alike,

#TARUNSPEAKS



NEW AI- INTEGRATED CURRICULAM

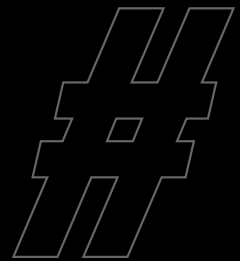
RMDM Batch 12 is built for the future — with **AI tools** integrated into the curriculum. Learn how to create, optimise, and scale smarter with **AI-powered marketing**.

100% JOB ASSISTANCE

RMDM goes beyond learning — it's built to launch your career. Get job and internship support, plus access to the exclusive **TarunSpeaks Jobs Community** with real, verified opportunities from top brands and agencies.

#TARUNSPEAKS

TOP 1% MENTORS!



Akshay Gurnani

Co-founder &
Former CEO,
Schbang



Vanshikaa Oberoi

Founder & Chief
Brand Strategist, The
Fingerprint Labs



Bhawna Sethi

Founder, Letsinfluence.io



Pranita Bajoria

@Mad.AdWoman | 76K+
Following on Instagram



Divyank Jain

Co-founder,
The Wise Idiot

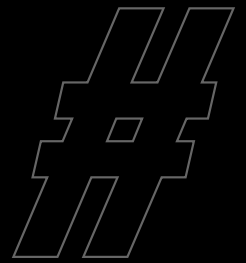


Nandikaa Sachdev

Brand Marketing, Pilgrim,
Ex - Nua, FCBKinnect

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TOP 1% MENTORS!



Deep Mehta
Co-founder,
Digichefs



Apeksha Gupta
Co-founder,
Foldr.studio



Piyush Kukreja
Podcast Host, CEO,
Piyush Kukreja Digital



Neel Mehra
Advisor-in-Chief,
Avinser Advisory



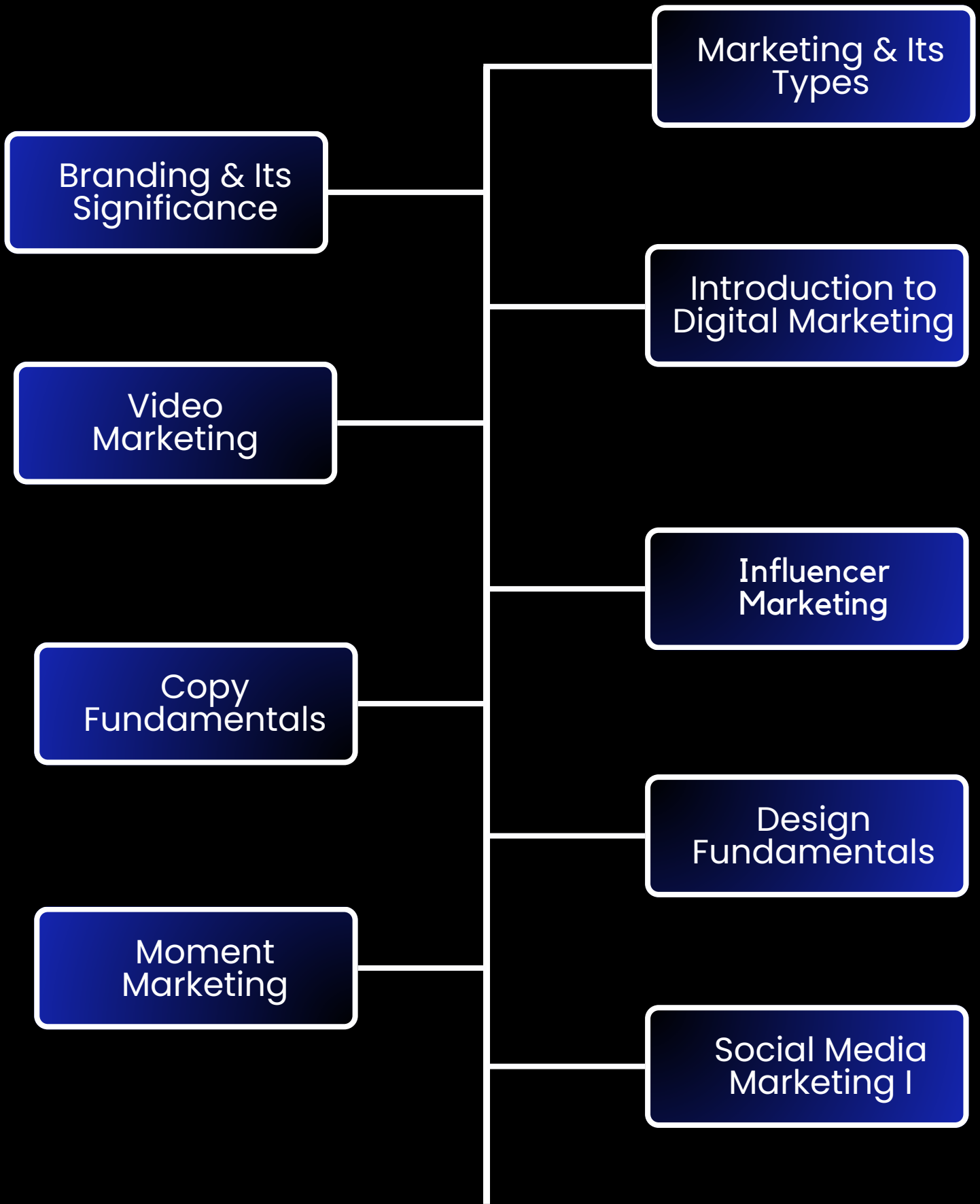
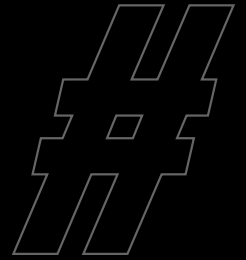
Rishi Nagar
Founder & CEO,
SuperShyft

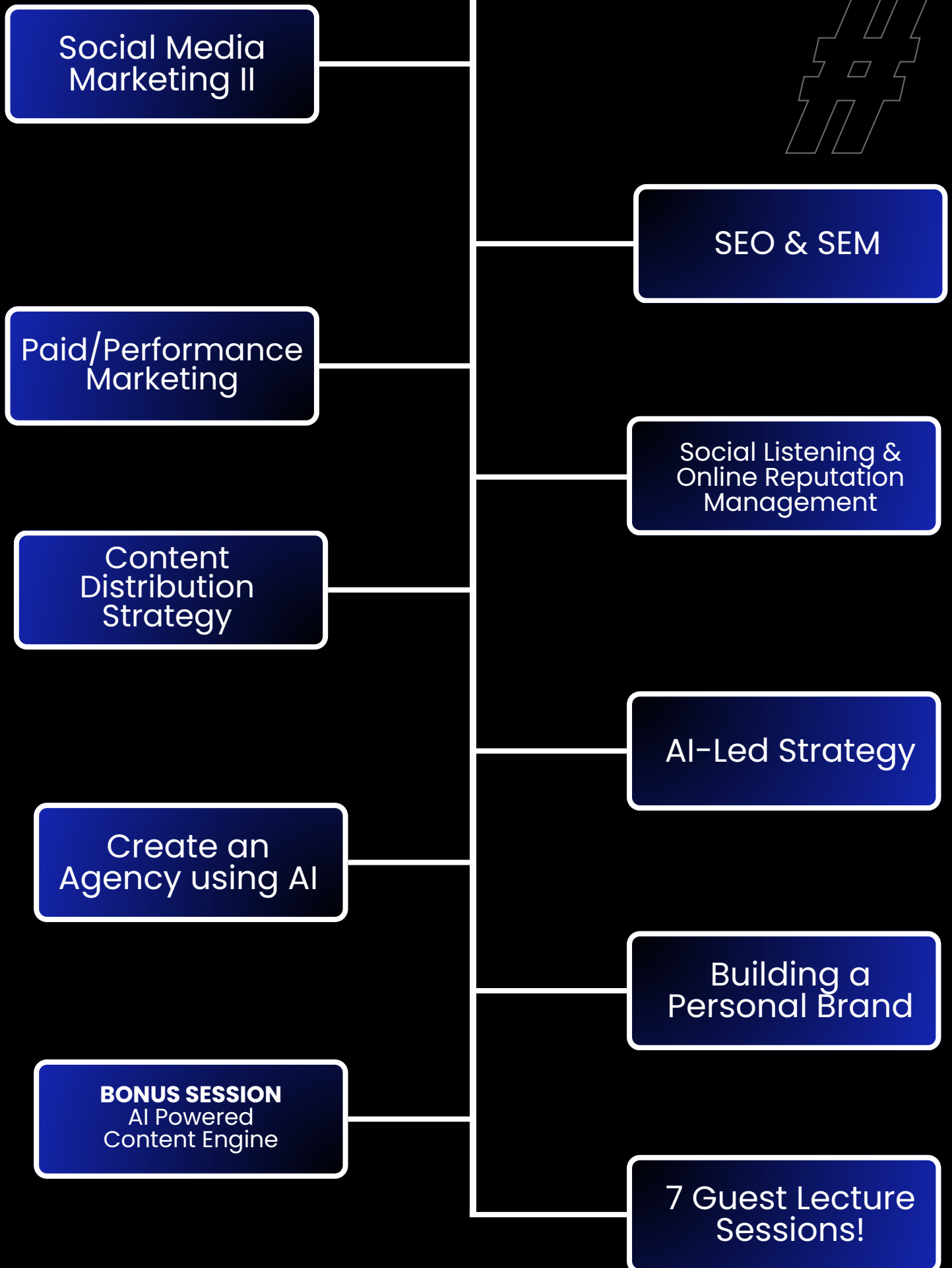
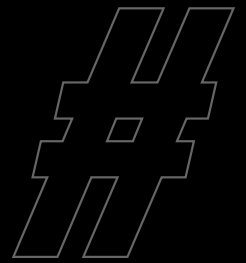


Arpit Soni
Creative Director, Worked
with brands like Google,
Disney+ Hotstar etc.

#TARUNSPEAKS

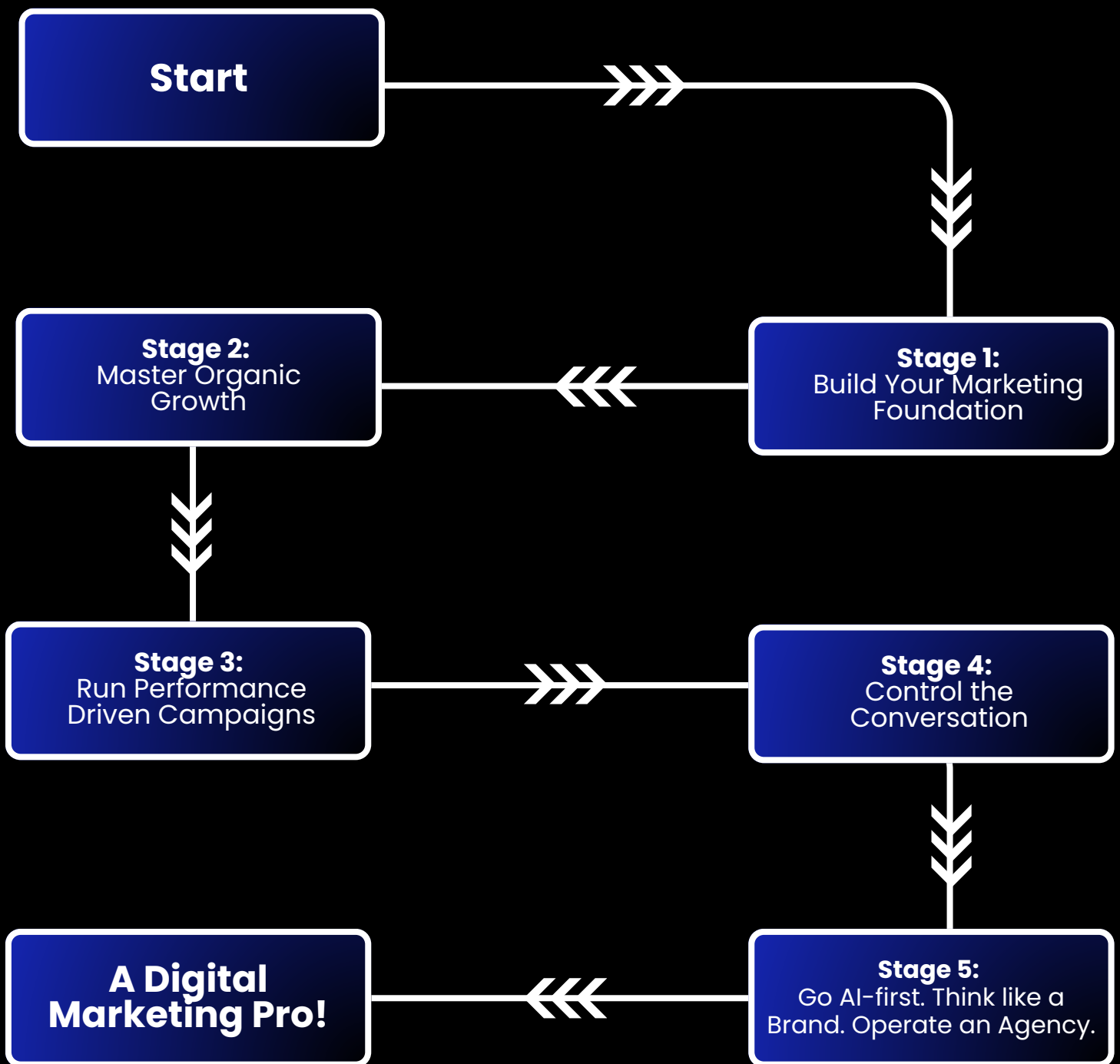
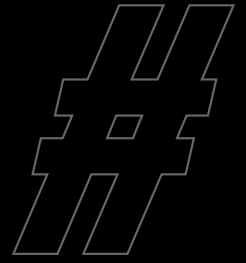
PROGRAM OUTLINE





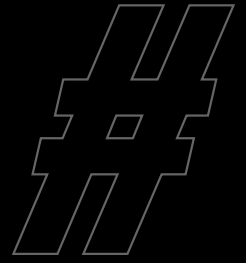
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YOUR COMPLETE LEARNING JOURNEY



#TARUNSPEAKS

STAGE 1



BUILD YOUR MARKETING FOUNDATION

Understand the real principles behind great marketing & branding

You'll learn:

- What marketing really means (beyond buzzwords)
- 4Ps of marketing & different types
- The power of branding: colors, fonts, positioning
- Build your own brand name, logo, and tagline
- Copywriting basics and design principles that convert

By the end you'll think like a strategist and create like a designer

STAGE 2

MASTER ORGANIC GROWTH

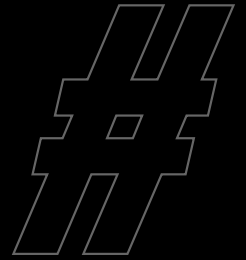
Learn how to grow using content, social media, and storytelling

You'll learn:

- Instagram, Facebook & LinkedIn content strategies
- Reels, Stories, Lives, Posts, and platform algorithms
- Influencer marketing — from strategy to execution
- Video marketing: tools, frameworks, and formats
- Moment marketing + content repurposing
- Social media tools & platform comparison

By the end you'll be publishing with confidence and consistency

STAGE 3



RUN PERFORMANCE-DRIVEN CAMPAIGNS

Understand how to use paid marketing to reach, retarget, and convert

You'll learn:

- SEO & SEM fundamentals: on-page, off-page, tools
- Google Ads campaign creation
- Paid ads on Facebook & Instagram
- A/B testing, audience targeting, and writing high-converting ad copy
- Performance marketing metrics & dashboards

By the end you'll know how to turn content into clicks, and clicks into results.

STAGE 4

CONTROL THE CONVERSATION

Master reputation management and content distribution strategy

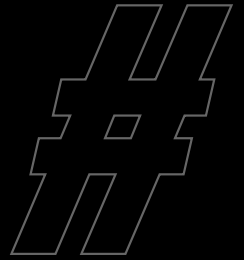
You'll learn:

- Social listening vs monitoring
- Tools like Brand24, Google Alerts
- Sentiment analysis & crisis response
- How to distribute content effectively (organic + paid)
- Funnel-based distribution systems
- Creating repeatable visibility systems

By the end you'll have a full content strategy + reputation game plan.

STAGE 5

GO AI-FIRST



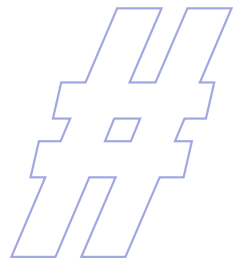
Integrate AI tools, scale content, build your brand or agency

You'll learn:

- Using AI tools like ChatGPT, Notebook LM etc.
- Designing an AI-powered content engine
- Creating your own personal brand strategy
- Launching a lean, smart AI-first agency
- Client outreach, proposal creation, landing pages
- Turning followers into clients or career leads

By the end you'll have built your brand, your workflow, and your confidence.

TOOLS WE WILL COVER



SEMRUSH

ahrefs

Canva

**NOT JUST
ANALYTICS**



SimilarWeb

pingdom



Meta



HypeAuditor



SOCIALBLADE



Google Ads

yoast



WordPress.com



Typeform

copy.ai

bitly

pexels

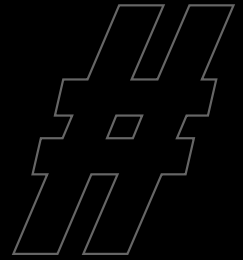


NotebookLM

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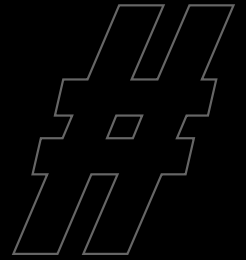
WHAT YOU GET?

Real Skills. Real Clarity. Real Career Moves.



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WHAT OUR ALUMNI HAVE TO SAY!



"All students, freshers, small and medium size business owners and anyone who's interested or planning to enter the digital marketing field – go ahead and take this course. His sessions are not only informative but also very power-packed. You will not regret it at all. Rather, you may thank me later."

Ravi, Ad Factors PR



"It was all worth it. I would really recommend this course for all those who want to pursue or learn digital marketing. Anyone can join this course – businessmen, homemakers, students etc."

Ritika, Roongta Capital

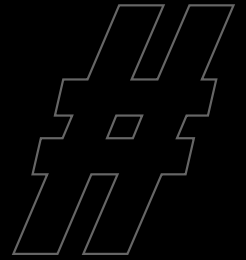


"All sessions were interactive with insightful knowledge. Every topic was explained with great examples that one could easily understand. It's an incredible course to kickstart your career in Digital Marketing!"

Fenil, White Rivers Media

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WHERE OUR ALUMNI WORK



Our alumni have gone on to work with leading startups, agencies, and digital-first companies across India.

This program is designed to make you job-ready — and here's where some of our learners have started their journeys.

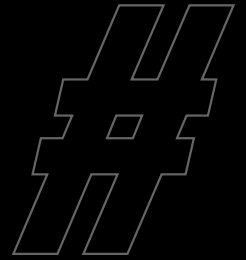


Our alumnis turned their skills into real opportunities — with brands that matter. You've seen where they went. *Let's find where you're going!*

Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.

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YOUR INVESTMENT



INR 97,000/- only
Inclusive of all taxes

SCHOLARSHIP TIERS

This year, we're offering up to ₹17,000 in merit-based scholarships to 10 deserving learners. Based on your test performance, you'll qualify for one of 3 tiers — designed to make your RMDM journey more accessible and rewarding.

85%+ Score

₹7,000

95%+ Score

₹12,000

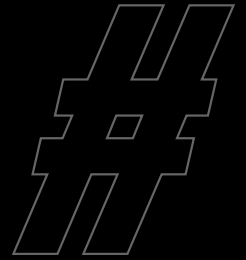
100% Score

₹17,000

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GET STARTED

OR GET IN TOUCH:)



Apply for the **Roadmap to Digital Marketing Certification** by TarunSpeaks here

[Apply Now](#)

Speak to a Member of the TarunSpeaks Team

If you're exploring RMDM and want clarity before enrolling, you can book a free 1-on-1 session with our team and they will address all your queries!

[Book A Call](#)

For more details, please get in touch with us at teamtarunspeaks@gmail.com

Ansh: +91 7565 900 500 | Tarun: +91 977 022 3646
www.tarunmakhija.in

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