

How to Find the Best TRAINING INSTITUTE



CHECK LIST

CAREER OBJECTIVES: WHAT IS IT THAT I WANT TO ACHIEVE?

- I want to become a confident digital marketer
- I want to enhance my skills and keep myself up to date
- I want to shift my career from _____ to Digital Marketing

CAREER OBJECTIVES: WHAT DO YOU LIKE TO ACHIEVE?

- I want to become a confident digital marketer
- I want to enhance my skills in 3 months to keep me up to date
- I want to change my career from _____ to Digital marketing
- I want to build a career in digital marketing
- I want to start my own business and use digital marketing to grow my business
- I want to help my family business
- I want to earn additional income through freelancing
- I want to _____

OPTIONS TO LEARN:

ONLINE PROGRAM

Advantages: It saves time. **Disadvantage:** Discipline to watch

OFFLINE - CLASSROOM TRAINING

Advantage: Personalized training. **Disadvantage:** Time, Travel

Live/Webinar

Conference/Workshops

DISTANCE

- Within 5 kms from Work
- Within 10 kms from Home

TIME/DAYS

- Time/days:
- 3 months
- 1 month
- Weekday
- Weekends
- Evenings

ATMOSPHERE/ENVIRONMENT/STYLE OF TEACHING

- Friendly
- Strict
- Fun

IMPORTANCE OF CERTIFICATES

- Very
- Not so important
- I prefer practical's

IMPORTANCE OF PRACTICAL'S/LIVE PROJECTS

- Very
- Not so important
- Prefer practical's

REFERENCES

- I want a list of 5 alumni reference
- I want to talk to the current students

MENTOR SHIP

- Yes absolutely. I want a mentor
- No, I can manage without a mentor
- No, I have enough mentors
- Yes, before, during and after the course

PROFILES OF FACULTIES

- I want an expert for each subject
- Years of experience
- Teaching experience

BATCH SIZE

- I want to learn with a small group less than 10
- Doesn't matter

PLACEMENTS

- Very important
- Not so important

SUPPORT AFTER THE TRAINING

- Yes, very important
- Not required

HOW ACTIVE IS THE INSTITUTE?

- Active in social media
- Active in all platforms

REVIEWS ONLINE

- 4.5/5* required
- How genuine is the reviews

TESTIMONIALS OF ALUMNI

- Video testimonials
- Very important
- Not so important

FLEXIBILITY

- I want flexibility in time
- I want flexible back up sessions



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