



**Delhi School Of  
Internet Marketing**

# CERTIFIED DIGITAL MARKETING MASTER (CDMM) COURSE

India's First Digital Marketing Course Accredited by NASSCOM,  
approved by the Government of India

5400+ Batches  
61000+ Participants  
4.8/5 Rating



Malviya Nagar  
Vishwavidyalaya



Online Instructor Led Training

Our Partners :  Meta |  Google |  LinkedIn |  Microsoft |  NASSCOM® |



# WHY MASTER DIGITAL MARKETING?

Digital marketing has become omnipresent nowadays. Whether you want to ensure your career growth or optimize your business presence, mastering digital marketing skills is important. The Program is designed to help you develop a deep understanding of your consumers and the various digital channels available to reach them.



**Get a Job**



**Start an e-Commerce Store**



**Be a Freelancer**



**Expand Your Business**



# Fasten Your Career & Business Growth

Become an expert in...

Increasing online brand awareness

Bringing targeted traffic to website

Generate potential leads

Increase sales with less marketing expense

# WHO SHOULD TAKE THIS COURSE & WHY?

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## Students



Fresher with No Industry Experience  
**Start your Career in top MNCs**

## Professionals



Frustrated in your Current Job?  
**UpSkill your Profile and Growth**

## Business Owners



Not Enough Growth in Business?  
**Grow your Money by 10X**

# Course Highlights



**130+ Hours**

Course  
Content



**Guaranteed**

Job  
Interviews



**15+**

Industry  
Certifications



**Rs 8000**

Incentive from  
Govt. of India on  
Course Completion



**Rs 10,000 Internship**

on successful course completion\*

\*Course must be completed within the committed time by passing the examination

**Website Development  
& Designing**

**Specialization  
Modules**

**START**

01

02

03

04

05

**Getting started  
with the Journey**

**Core Modules**

**Get Placed with a  
Right Opportunity**

# Foundation Modules



## Getting Started with the Course

- Understand the course structure
- Meet the team
- Guidance on completing the course smoothly

## Website Development & Designing

- Build a Professional Website, get a domain & hosting for yourself.
- Learn content writing for your blog post.
- WordPress installation
- Theme Customisation
- Building Home Page & Blog Section
- Learn to create Brand Logo & Images for website
- Content Optimization of Blog Post



# Core Modules



## Search Engine Optimization

- Understand how Search Engines Work
- Understand how On-page SEO can improve your search rankings
- Learn how to identify the best performing keywords for any business
- Practically implement Off-page and technical SEO
- Learn the trade secrets of SEO from Industry Experts

## Search Engine Marketing

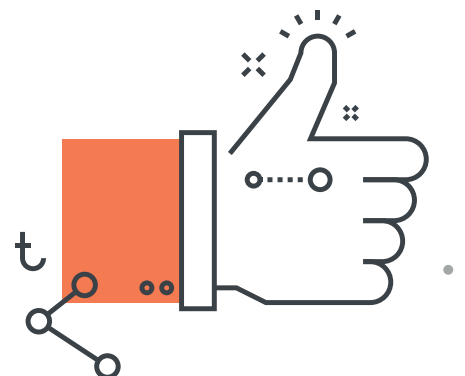
- Understand & create customer journey
- Keyword Research & Planning
- Ad Creation on Google Search & Display Network
- Remarketing, RLSA & Dynamic Targeting
- Shopping PLA Ads & YouTube Advertising
- Campaign Optimisation & Reporting

## Social Media Marketing

- Learn the art of Social Storytelling
- Identify best social platforms for B2B and B2C organizations
- Step into the Metaverse with Facebook & Instagram as Core Social Channels
- Get detailed understanding of Influencer Marketing on Instagram & Snapchat
- Effectively grow your LinkedIn Network and learn to establish your brand presence on Twitter
- Identify your Buyer using Buyer Persona and learn ways to reach them effectively
- Learn to create content that engages and brings you more customers and

## Email Marketing

- Learn how to set up email campaigns for success
- Understand Email Delivery Patterns
- Best Practices for Successful Email Deliveries
- Create DRIP nurturing campaigns to seamlessly provide value to your customers
- Learn to build Email Reputation



# Advanced Modules



## Inbound Marketing

- Learn the benefits of Inbound Marketing
- Get started with Marketing Automation
- Identify Opportunities to Increase your Website Conversions
- Learn to Create Content that Attracts and Converts
- Learn the Tools to set up Conversion Oriented Landing Pages
- Adopt a 360-degree Long Term Digital Marketing Approach

## Web Analytics

- Understanding Digital Analytics through Google Analytics 4 and Universal (Top Rated tool in the Industry)
- Study of online user behaviour
- Data analysis and conversion improvement strategies
- Traffic Sources
- Campaign Tracking
- Event Tracking
- Conversion setup to measure Leads, e-commerce.
- Advance Segmentation
- Custom Report Creation, GA Universal and GA4 both

# Specialization Modules



## Ecommerce Marketing

- Explore how the billion-dollar online market industry
- How do we be a part of the new age e-tail?
- The pros and cons of listing on marketplace and own website
- Set up your own store
- Drive marketing campaigns for conversions and sales

## Affiliate Marketing

- Introduction to Affiliate Marketing
- What is Affiliate Marketing
- Idea to be a Merchant
- Affiliate Network and Social Media
- How to Become an Affiliate
- Call To Action (CTA) for Affiliate
- Tracking and Timeline Duration
- Tracking and Timeline Duration



## Facebook Marketing in association with Facebook

- Facebook Pages and Post Best Practices
- Facebook Ads - Optimization and Reporting
- Facebook Messenger, Shop, Pixel
- Building Brand Awareness
- Driving Online Sales/Leads

## Content Marketing in association with LinkedIn

- Identifying & creating "Good" Content
- Framework to begin a content marketing program
- How to show ROI for content programs
- About key resources and tools to create and curate content

## Media Buying & Planning

- Setting up the objectives
- Understand the key tasks to draft an "awesome" digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns
- Multiple formats & appropriate for our targeted digital platforms

## Programmatic Marketing

- Real-time bidding
- How Programmatic Advertising Works
- Types of Programmatic Advertising
- Advantages and Challenges

## How to become a Freelancer in Digital Marketing

- Brand's Necessity To utilize Digital Marketing Services
- How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and metrics to track performance

## Integrated Digital Marketing Strategy

- The Customer
  - India on Digital - digital trends: internet users, male v/s female, age groups,
  - Devices, multi-screening,
- Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
- Creating Digital Moments of Truth – AHA Moments
- Digital Strategy: Branding v/s Acquisition. What would differ?
- Analytics (Attribution: various models, cross-device)
- Campaign Optimization – Test, Learn, Deploy what works. Repeat
- Trends (Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re, Internet brands – OnePlus)

## **Adobe Analytics**

- Calibrate the digital marketing strategies on the basis of results
- How to create a digital measurement strategy?
- How to utilize the best of class tools to understand the needs of your audience and cater to them with the relevant products and services?
- How to measure the ROI from different marketing channels?

## **Lead Sourcing**

- Google To Source Information
- Validate Email Ids
- Source Segmented Database
- Learn To Source Email Ids Of Anyone Who Represents A Corporation
- Sourcing Softwares/apps/plugins

## **WhatsApp Marketing**

- Discover and setup best practices for WhatsApp for Business like catalogue management
- Setup custom messages through WhatsApp API links to build an optimized funnel
- Increase conversions with optimized content practices
- Reach out to community 24x7 and increase word of mouth
- Setup a sales and customer care channel with agent support
- WhatsApp automation with template based messages

## **Quora Marketing**

- Learn how to set up your account?
- Basics of research
- How to drive traffic from Quora?
- How to avoid common mistakes using Quora?
- Learn How to create a Personal brand through Quora?
- Learn to Run High Converting Ads through Quora?

## **YouTube Marketing**

- Learn to Create Optimised YouTube channels
- Become acquainted with YouTube search algorithms
- Learn YouTube SEO for getting more views on the Videos
- Learn to Create Quick Content for YouTube videos
- Learn to generate revenue through YouTube Monetization

## **Google Tag Manager**

- In order to measuring the success of the campaigns, to track the traffic sources or what users are doing on the website marketers have to install a tracking script.
- GTM solves this problem for marketers, without touching the website code.
- Web-based interface to install, configure and customise your tracking.
- It's preview mode lets you test before going live.
- Version control to roll back to any previous setup.

## **Advanced SEO**

- Local SEO (Google My Business)
- Mobile App SEO
- Voice Search SEO
- Youtube SEO

# Assignments

## Search Engine Optimization (SEO)

Duration: 8 Hours

### Assignment Promises

- Research the right keywords to get your website ranked better on Google.
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Identify the keywords and strategies implemented by your competitors.

### Tools you will Learn



## Search Engine Marketing (SEM)

Duration: 10 Hours

### Assignment Promises

- Set up a Google Ads Account to run ads on Google.com and Google's associated properties
- Understand how to create ad-groups, write catchy ad text and select keywords to run and optimise your ad campaign's performance
- Create and run responsive ads on Google Display Network to show your ads on all devices
- Connect your marketing objective to Ads solutions to achieve a business's objective

### Tools you will Learn



These assignments will require running live Google Ads Campaigns by spending Rs 1000.

## Social Media Marketing (SMM)

Duration: 8 Hours

### Assignment Promises

- Learn to create a profitable Facebook page that converts the viewers into customers.
- Build your network of existing customers and potential customers while making yourself reliable in the eyes of audience.
- Create and run effective ad campaigns to target the relevant audience who are interested in your offering.
- Build your fan base on Twitter to create buzz about your business and products.

### Tools you will Learn



## Email Marketing

Duration: 8 Hours

### Assignment Promises

- Become hands-on on Legal Aspects involved in sending Emails in various countries
- Never let your emails land in Spam Folders - Be equipped with key techniques
- Start to manage your emails professionally using MailChimp

### Tools you will Learn



Chrome Extensions:



Anymail finder



VoilaNorbert

Email Generator

## Inbound Marketing

Duration: 10 Hours

### Assignment Promises

- Learn secret techniques to multiply your reach without increasing your Ad budget.
- Learn step-by-step approach to nurture your emails contacts automatically.
- Build an effective Landing Page
- Strategize Drip Marketing Campaign to nurture your leads.

### Tools you will Learn



## Web Analytics

Duration: 8 Hours

### Assignment Promises

- Presenting data in a story telling format
- Studying a live e-commerce website's data
- Understanding user behaviour
- Understanding Traffic and
- Share your data analysis observations
- Draw your campaign life cycle and outreach plan.
- Creating and Implementing Measurement Model for any type of Business.
- A simulation of real life project enables you to work with deeper understanding and the best practices.

### Tools you will Learn

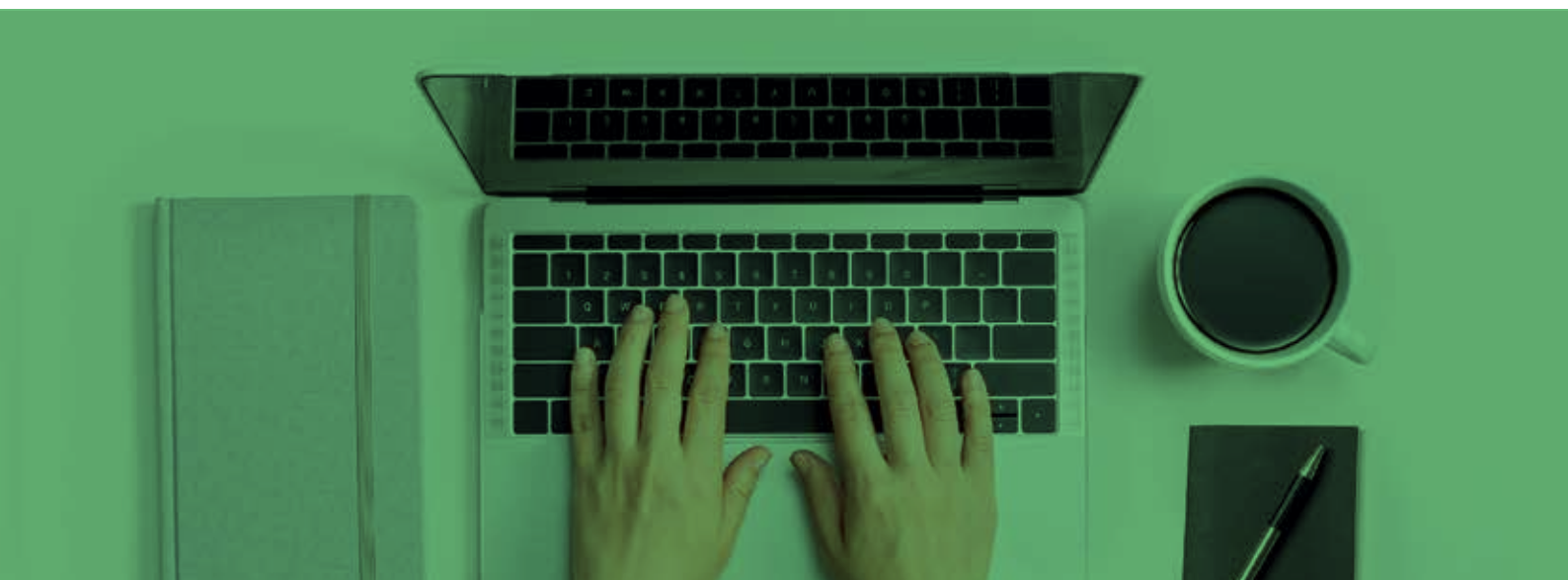
- It's a practical implementation of Google Analytics with select tools covered in the entire Digital Marketing Course depending upon the tactics and strategies you define for your assignment project.

## Facebook Advertising

Duration: 8 Hours

### Assignment Promises

- Strategize and launch your Facebook Page and Ad Campaign
- Design Impactful creatives, run ads and optimise your campaigns based on your performance.
- Build brand awareness for your brand and use Facebook Messenger and Facebook Shop
- Get more conversions online and offline with Facebook



# Case Study Exercises

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DSIM has identified top Digital Marketing Campaigns in recent times. We have worked with the implementation team of each of these campaigns and designed 60 hrs of case studies exercises. You will create a Business Case Solution in each individual exercise.

## SMM Case Study Exercise: Cadbury Dairy Milk



**Duration:** 20 Hours

### Learning Outcomes

- Generate a perfect idea to create a rewarding social media marketing campaign.
- Learn to connect your social media marketing campaign with a special event to ensure maximum attention from the audience.
- Identify the best ways to get user-generated content.
- Choose the most relevant social media channels for your campaign to ensure better results with minimal effort.

## SEO Case Study Exercise: ICICI Bank



**Duration:** 20 Hours

### Learning Outcomes

- Gain competency in improving search engine ranking of your website content and blogs.
- Implement and learn to get your content indexed in the search engines frequently.
- Learn to analyze which web pages are working well and which need improvement.
- Research and shortlist best keywords to make your content searchable.

### Tools you will Learn



## SEM Case Study Exercise: Carwale



**Duration:** 4 Hours

### Learning Outcomes

- Create an effective search engine marketing campaign to target relevant people.
- Learn to set appropriate budget to get the most out of your campaigns.
- Analyze the performance of your campaigns and keep track of the conversions.

### Tools you will Learn



## Web Analytics Case Study Exercise: Puma



**Duration:** 8 Hours

### Learning Outcomes

- Discover ways to turn your website into a conversion tool that ensures sales.
- Identify the geographies from where your website traffic is coming from.
- Analyse the interaction of the visitors with your website.
- Assess the points of improvement and update your website to deliver better experience.

### Tools you will Learn

- Google Analytics

## Inbound Marketing Case Study Exercise: Myntra



**Duration:** 8 Hours

### Learning Outcomes

- Take the bird's eye view of the Inbound Marketing strategies adopted by big brands.
- Create a next level Inbound Marketing strategy for your business.
- Create an appealing landing page to get targeted people landed on your website or product page.
- Design a landing page

### Tools you will Learn

- Unbounce.com Landing Page Builder

## Email Marketing Case Study Exercise: Microsoft



**Duration:** 8 Hours

### Learning Outcomes

- Create appealing content for your promotional emails.
- Learn to properly segment users based on their demographics and interests.
- Create relevance of your product for the prospects to convert them into customers.

### Tools you will Learn

- MailChimp

# Digital Marketing Tools

Worth Rs 70,000+ Free



# Certifications



Digital Vidya & DSIM Certification of Completion (Hard-Copy) - Provided after completion of course



Content Marketing - In Association with LinkedIn



Certified Meta Marketing Master Course



Shopify Certification



Vskills Certification



Google Ads Search Advertising



Google Ads Display Advertising



Google Ads Video Advertising



Google Ads Shopping Advertising





Analytics Certification



Google Mobile Advertising



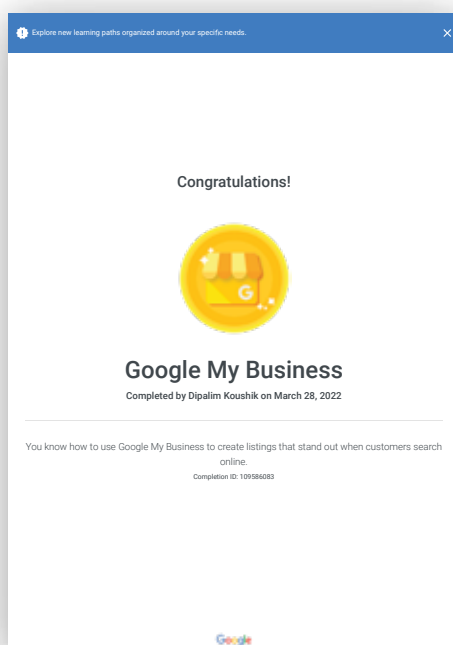
Email Marketing by HubSpot



HubSpot Inbound Marketing



Social Media by HubSpot



Google My Business

**Note: The cost to appear for Facebook Blueprint Certificate is not included in the course fees. Participants will have to pay to Facebook directly while scheduling the exam.**

# Why DSIM?

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From 200+ Trained Professionals in 2014

6,000+ in 2016

60,000+ in 2020

25,000+ SUCCESS STORIES

You are learning the BEST  
from the BEST

# CAREER OPTIONS

(for freshers)

In 2022 Skills & Knowledge Matters... Degrees don't



## Social Media Analyst

Salary : 20k to 32k  
After 3 years of experience  
Designation- Social Media Manager  
salary 42k to 80k



## PPC Analyst

Salary: 22k to 35k  
After 2 years of experience  
Designation - Sr. PPC Analyst  
Salary: 45k to 90k



## Content Marketing Executive

Salary: 25k to 40k  
After 3 years of experience  
Designation- Content Marketing Manager  
Salary: 50k to 70k



## Digital Marketing Executive

Salary: 27k to 45k  
After 3 years of experience  
Designation- Digital Marketing Manager  
Salary: 65k to 1L



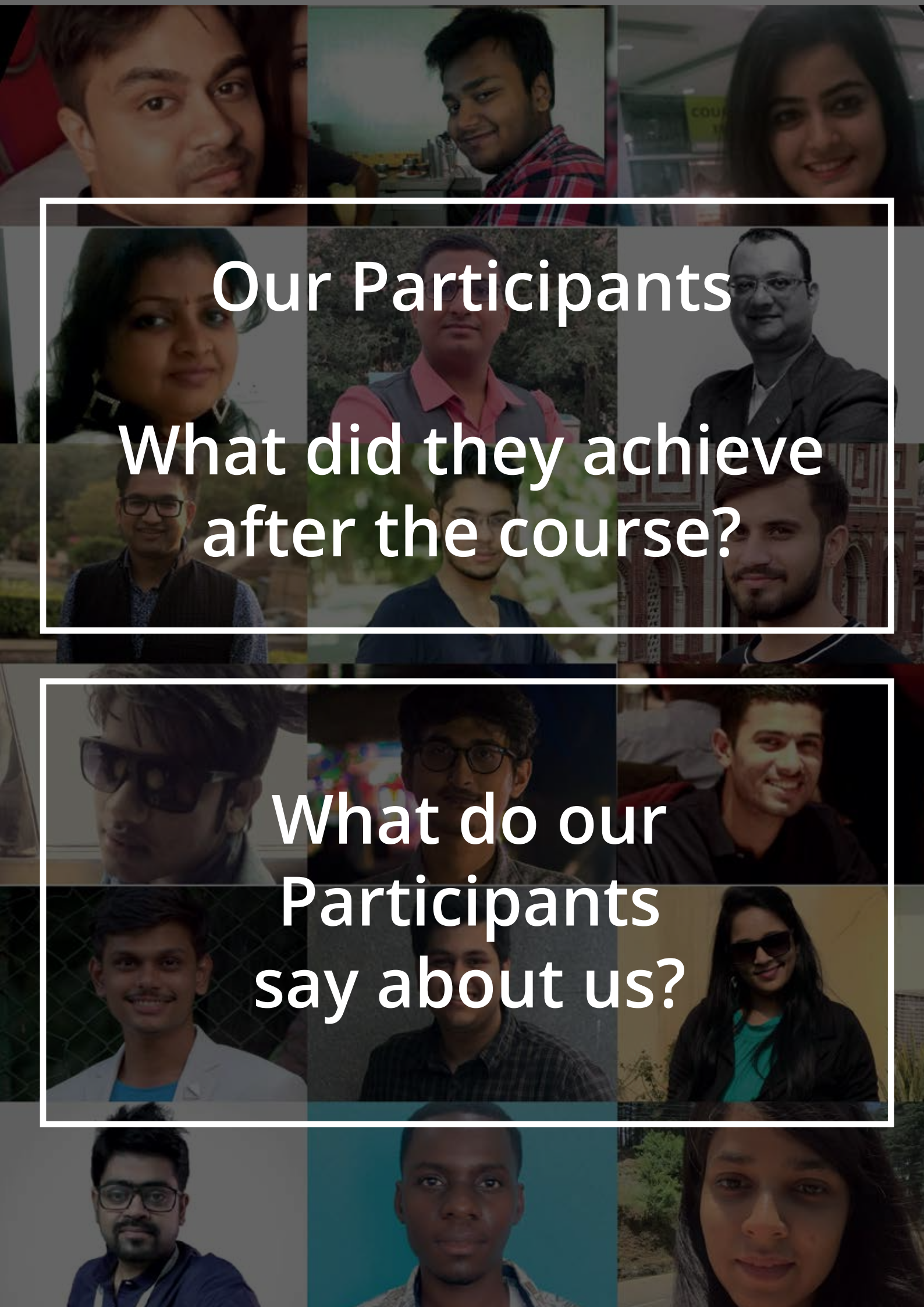
## Online Reputation Executive

Salary: 23k to 32k  
After 3 years of experience  
Designation- Online Reputation Manager  
Salary: 42k to 60k



## Freelance Digital Marketer

Monthly earning with just  
2-3 projects: 50k to 85k  
Monthly earning with just  
4-5 projects: 1.2L to 2L



# Our Participants

What did they achieve after the course?

What do our Participants say about us?



## Rahul Chauhan

*"I learnt a lot from DSIM and it will help me in my future projects."*

## Kishan Chand Sharma

*"The trainers put extra effort to make you understand."*



## Pooja Kaushik

*"Overall experience was amazing and had a great time here."*

## Saurabh Manchanda

*"Overall experience was amazing and the amount of information given was very good."*



## Abhishek Verma

*"The practical training was the best part."*

## Bharat Malhotra

*"DSIM can really enhance your knowledge and the course is very helpful."*





## Heman Joshi

*"Excellent trainers and comprehensive course content"*

## Nitesh Jha

*"My experience at DSIM was very good."*



## Preeti Sharma

*"I'm glad I joined DSIM. The course content here is very broad."*

## Shalini Singh

*"DSIM helped me to make my career in Digital Marketing."*



## Vivek Narayan

*"DSIM provides good atmosphere and great knowledge."*

## Yash Narula

*"DSIM helped me to gain vast knowledge and helped me in getting placed"*





"DSIM  
helped me to  
join Google as  
a Senior Analyst."

- Manish Gupta

"DSIM  
gave me my  
first job at  
Accenture."

- Sai Kiran Reddy



"DSIM  
delivers what  
it promises."

Devansh Singh

DSIM TRAINEES ARE WORKING AT

ZARA

Google

TATA  
TATA CONSULTANCY SERVICES

SOUTH INDIAN Bank

SAMSUNG

Reliance  
Industries Limited

rediff

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Institute of Management Studies

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McAfee

lifestyle  
YOUR STYLE. YOUR STORE.

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LAVA

ITC Limited

INTEX  
DEMAND MORE

INVESTORS  
CLINIC  
Property • Finance • Prosperity

JABONG.COM

JAYPEE  
GROUP

JET AIRWAYS

Justdial  
India's No. 1 local search engine

kotak

IndiGo

THE INDIA  
TODAY  
GROUP

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IndianOil

इंडियन बैंक  
Indian Bank

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HCL

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LAUNCHER

Cipla

Coca-Cola

WIPRO  
Applying Thought

CONVERGYS

Cognizant

Apollo  
HOSPITALS

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bharti

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Amway

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# Curious Around how the Training Goes



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**Book Your Seat**





**Delhi School Of  
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~~yesterday~~

**NOW**

~~tomorrow~~



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Weekday & Weekend  
Classes