Certified Digital Marketing Master Course

Classroom Training & Instructor-Led, Online

4,500+ Batches

55+ Countries

59,000+ Participants

10+ Years of Trust
WHY STUDY DIGITAL MARKETING?

Digital Marketing is an obvious pathway to make massive money. Whether you’re a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.

- Expand Your Business
- Start an e-Commerce Store
- Be a Freelancing Giant
- Set up a Website for Regular Passive Income
LinkedIn

Listed Digital Marketing One of the Top Hottest Jobs in the world

7000+ Vacancies
Make yourself Job Ready in 3–6 Months
Plan to Start / Run your own Business?

Learn Growth Marketing Hacks with the course
Earn $ with your existing Job

Unleash your Creativity & become a Freelancing Giant
WHO SHOULD TAKE THIS COURSE & WHY?

Students
Fresher with “0” Industry Experience
Start your Career in top MNCs

Professionals
Unsatisfied with Monotonous Work
UpSkill your Profile and Growth

Business Owners
Not Enough Growth in $ Grow your Money by 10X
Course Highlights

- **110+ Hours** Classroom & Online Sessions
- **100%** Placement Assistance
- **15+** Industry Certifications
- **Learning Center** Lifetime Access to Updated Content

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1. **Online Presence with Free Hosting**
2. **Core Module**
3. **Affiliate Marketing Master Class**
4. **Advanced Modules**
5. **Specialization Modules**

START
Core Modules | Course-1

Search Engine Optimization
- How Search Engines Work
- Use Wikipedia, Forums for Keyword Research
- Creating Content Clusters for Content Marketing
- App Store Optimization
- Google Hacks to Improve Your Search Ranking
- Optimizing for Voice Research: Crack Google’s latest Algorithms 2019
- How to do Backlink Audit & find potential forums for posting with competitor research

Search Engine Marketing
- Understand & Create Customer Journey
- Keyword Research & Planning
- Remarketing, RLSA & Dynamic Targeting
- Shopping PLA Ads & Smart Display Campaigns
- YouTube Advertising
- Quora Advertising

Social Media Marketing
- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- LinkedIn Marketing
- Pinterest Marketing
- Using Hootsuite, Buffer, Sproutsocial for Social Media
- How to make Industry specific Social Media Strategy

Email Marketing
- How to write effective content
- How to increase leads through nurturing
- Email Marketing Strategies for B2B & B2C businesses
- Drip Email Campaigns
- Best Email Templates for Communication
Advanced Modules | Course-2

Inbound Marketing
- Understand and implement the concept of funnel marketing
- Strategize the plans for attracting a relevant audience using cost effective methods
- Learn to use automation tools such as HubSpot, Push Engage & landing page builders
- Start to strategically analyze your campaigns and tactically improve them

Web Analytics
- Understanding Google Analytics (Top Rated tool in Industry)
- Website tracking through Google Tag Manager
- Understanding User Flow & how to create Industry wide reports

Affiliate Marketing Master Class | Course-3

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to multiply earnings
- Tools used by super-affiliates

E-commerce Listing & Marketplace Listing
- 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

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
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 Facebook Marketing Master Course
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 Digital Vidya
Because Our Numbers speak for us!!
From 200+ Trained Professionals in 2014

6000+ in 2016

59000+ in 2020

25000+ SUCCESS STORIES

You are learning the BEST from the BEST
DSIM IS A DIGITAL VIDYA COMPANY!!
Digital Vidya will provide the trainings in the below mentioned locations

15+ CENTERS AND COUNTING

Delhi NCR (10 centers)

Delhi
- Netaji Subash Palace
- Lajpat Nagar
- Malviya Nagar
- Paschim Vihar
- Preet Vihar
- Vishwavidyala

Bengaluru

Baramati

Gurgaon
- Sector 28
- Golf course road
- Noida Sector-18
- Ghaziabad

Jaipur

Indore

Mumbai

Pune

Hyderabad

Kolkata
Our Participants

What did they achieve after the course?
Before

Shantanu Singh
Salary
18K / Month
Profile
Marketing Executive
Company
Beverage & Marketing Industry

Ishan Sadh
Salary
NA
Profile
Student
Company
Family Business

Ripon Borah
Salary
16K / Month
Profile
Productions Engineer
Company
Havels India ltd

Neeraj Dubey
Salary
11K / Month
Profile
Back office executive
Company
Accenture

After

Salary
28K / Month
Profile
Digital Media Consultants
Company
Kritical Edge

Salary
25K / Month
Profile
Digital Media Consultants
Company
Kritical Edge

Salary
25K / Month
Profile
Digital Marketing Executive
Company
DigitDarts

Salary
20K / Month
Profile
SEO Executive
Company
Mindsight Clinic
What do our Participants say about us?
You choose to do Digital Marketing Master’s Certificate with Digital Vidya, what made you take this decision?

I must say that Digital Vidya has done tremendous work on their own Marketing and Online Reputation Management. I was not aware of Digital Marketing, I heard the term only after searching for the course of Search Engine Optimization. I was working as Sales Manager (trainee) for Shriram Life Insurance Limited. I was fed-up with field sales calls in 5 months’ time, but I was still interested in Marketing. So, I took some help from Google and wanted to learn more about sales and marketing where I landed on information about Digital Marketing.

I then searched for the best Digital Marketing Institutes in India and I found Digital Vidya. On the other hand, I read tons of reviews about Digital Vidya over the web before signing in with the course.

Digital Vidya offers 100% Placement Assistance, how did the placement team help you find your dream job?

A job was never my dream. My dream is to work but not bind myself from 9-6. But, I'm thankful to Digital Vidya for the placement assistance. Because I gained industry expertise as TIS India Pvt. Ltd. where I was placed through, Digital Vidya's Placement Cell.

Rate your overall experience with Digital Vidya?
It's a 10/10 without any doubt.

What’s your advice to people who delay the process of getting up-skilled?
Getting up-skilled is a necessity in the current market. Learning is an investment with the highest returns.

How were your experiences with the course, the course content and the teaching methodology?

It was great, like, because the best part was after paying fees, I don't have to pay tons to stay out here in Delhi to pursue the course. Presentations were pretty good, as I still refer to those if I'm stuck. About the teaching methodology, I would say that all the mentors were experts in their domain, so they very well know how to deliver.

How has the course contributed to your career growth including new job opportunities?

This course actually builds a strong foundation in Digital Marketing, which I feel was the most important aspect of my career. As Digital Marketing is a rapidly changing industry, if you didn't get the basics correct, you will always miss out on the train.
Afreen Hussain Warsi

How Afreen Turned From an Office Admin to a Digital Marketer?

How did it help you acquire new skills related to digital marketing?

I had chosen the CDMM course which had covered the whole modules and topics of Digital Marketing. I was thinking of choosing only SMM but then I thought it would be great to learn the whole process of it. Then I have started my own Food blog account on Instagram which is doing well but needs more patience and consistency in this field to grow.

Why did you choose Digital Vidya’s course?

I did a lot of research. I have been to many demo classes of other institutes in my city. But I didn't find it good enough. According to the search algorithm in Google, Digital Vidya was showing among the topmost institutes of India. I was willing to do it from the best institute where the faculty has good knowledge and hands-on experience in this field which the DV has.

How has the course contributed to your career growth including new job opportunities?

I'm not doing the job in this related field but soon I'll be starting my own business then this course will surely help me to reach my audience in the market.

Would you like to share a few words about the work we are doing at Digital Vidya in educating others about Digital Marketing?

I would say Digital Vidya provides amazing education by knowledgeable faculties, good coordination team, and coordinator are always helpful and available to solve the candidates’ problems. The journey was amazing and good.

For someone who's looking at a full time or part-time job or an internship in Digital Marketing, what approach would you advise?

Internshala is a great website providing lots of job opportunities in the Digital marketing field. Entering there you'll get an amazing option.
You choose to do Certified Digital Marketing Master’s Course with Digital Vidya, what made you take this decision?

Since I was involved in Social Media Marketing at Fuzia so in order to excel at my work & upgrade my skills, I thought of pursuing the CDMM Course and trust me it was the best decision of my life.

How has the course contributed to your career growth including new job opportunities?

This course actually builds a strong foundation in Digital Marketing, which I feel was the most important aspect of my career. As Digital Marketing is a rapidly changing industry, if you didn't get the basics correct, you will always miss out on the train.

Digital Vidya offers 100% Placement Assistance, how did the placement team help you find your dream job?

I have work from home restrictions because I have a 6-year-old son. Otherwise, Digital Vidya is updating its Placement site regularly for job assistance which is definitely of great help for fresher as well as professionals.

Rate your overall experience with Digital Vidya?

Digital Vidya is doing a great job of providing the right knowledge. Team Digital Vidya including the teachers, coordinators, placement support is extremely helpful and understanding. I would rate Digital Vidya an eight out of ten.

What’s your advice to people who delay the process of getting up-skilled?

Invest in yourself whenever and wherever required. It is the need of the hour. One must keep upskilling in order to match up with the new industry standards in this Digital World.
Which course of Digital Vidya you participated in? How did it help you acquire new skills related to digital marketing?

I participated in Digital Vidya’s Certified Digital Marketing Master (CDMM) Course. Digital Vidya is one of the best institutes to learn Digital Marketing. This course provides in-depth knowledge of topics like SEO, SMM, SEM, Email Marketing, Web Analytics, Inbound Marketing & other specialization modules as well as with real-life case studies & assignments.

By practicing the assignment tasks & case studies, I am able to implement these knowledge in building my own blog & in turn, this will surely help me during the job.

How has the course contributed in your career growth including new job opportunities?

The CDMM Course has certainly contributed a lot in terms of gaining knowledge of the digital world & learning to implement the concepts in real projects.

Recently Digital Vidya has collaborated with NASSCOM Foundation – which is a well-known organization for their noble work on social causes. As a participant of CDMM, I have been given an opportunity to work as a Volunteer with them for six months & implement the SMM knowledge on social mediums by generating content for them.

As a fresher, getting this kind of exposure is a value added to my experience & in my CV as well. I got this opportunity before completing my CDMM course, which will be completed in a month now.

Would you like to share a few words about the work we are doing at Digital Vidya in educating others about Digital Marketing?

Digital Vidya team is doing a commendable job! Everyone at Digital Vidya training is very supportive and very practical.

Digital Vidya has a well-structured syllabus that gets updated in a timely manner. The top notch trainers having industry level expertise will never make you feel dull or boring during the sessions. It is always a fun ride.

Every participant gets a hands-on experience with access to Q/A forums- where anyone can ask their difficulties & get replies from professionals. Digital Vidya is also providing job assistance. They are reliable, professional & truthful & if you search for any industry recognized Digital Marketing Institute in India, no one can beat Digital Vidya!!

I highly recommend Digital Vidya for all Digital Marketing aspirants.
Industry Experts Speak

“Thanks for sharing insights on #SocialMedia with Citibank Marketing Team.

Sanjeev Kapoor
Chief Marketing Officer
Citibank

“Strongly recommend to anybody who wants to leverage Social Media for business objectives.

Sameer Bajaj
National Head Corporate Communication
Amway

“We will be happier to hire from Digital Vidya Alumni for our Digital Marketing needs.

Amit Jain
CEO & CoFounder
CarDekho

“All you need is Digital Vidya to keep yourself abreast of Digital Marketing Concepts.

Swati Bhargava
CoFounder
CashKaro

“Crisp, clear and delivered well. Good program to improve use of social media in their lives.

Ramachandra Yadavilli
Head Marketing
Capgemini
RAJEEV SHARMA
Information Technology fascinates Rajeev. He is a Web Analyst, Digital Marketing Consultant and a Coder. He has produced successful results working closely with various B2B and B2C businesses to achieve their online goals, including measuring the true contribution of each online marketing channel.

HARRY NAIK
Harry Naik is a Digital Marketing Expert with more than 6 years of Digital Marketing Experience. He currently is a General Manager with Eyered Transcription Services, a Healthcare IT Company. He is an alumnus of IIM Calcutta and the co-founder of a Digital Marketing Agency.

NITHYANANDAN RAMAKRISHNA
Enthralled by Digital Marketing, Nithyanandan, also known as Nithy, has already spent more than 8 years of his life in the Digital Marketing industry. He has an expertise in producing audio-visual content & presentations, copywriting, managing websites, lead sourcing & email marketing. He delivers overwhelming results to his clients across the globe.

SAMVIDHA SINHA
Samvidha has served the Digital Marketing industry for over 8 years now. She has worked with big brands like Ebay, Amazon, Chevrolet, ToysRUs along with small businesses such as Handyman.com, WindowDecals.com and CarBras. Samvidha was the Display Specialist (Subject Matter Expert) in her last role at Google.

RAJ SINGH
He works as Specialist, Biddable Media at GroupM Media India Pvt. Ltd. and helps clients achieve targets by driving strategy & innovations. He also works with the BD team by providing projections, product insights & trends. He has hands-on knowledge of paid tools like Google Ads, Facebook Ads, Bing Ads, & so on.

AURINDAM MUKHERJEE
Aurindam is armed with a post-graduate diploma in Mass-Communication from Jadavpur University in Calcutta, West Bengal. He has been a part of the digital advertising industry for 9 years. He has been with 4 agencies and multiple big ticket clients. He has now taken up the challenge of onboarding you into the exciting world of digital marketing as a trainer.
HIREN JOSHI
Hiren does stuff on Internet. He has helped 500+ brands to create buzz online and to grow their business online. 7 years later, he still does the same thing every day with the same pace. Hiren worked for brands like Philips, Baskin Robbins, Sahara India Pariwar, Fasos, Quikr, Starbucks to name a few.

ABHISHEK BHARTIYA
An accomplished senior marketing & analytics professional with 10+ years of experience in Digital Marketing Strategy, Digital Analytics, Brand Management, Content marketing & more. He has expertly built & led successful teams for agencies, businesses & advertising platforms like Google.

ROHIT UTTAMCHANDANI
Rohit is the Senior Digital Marketing Manager at Social Beat, South India’s leading Digital Marketing agency. He has assisted many of his top-notch clients in crafting their Digital Marketing strategy and to launch their digital marketing campaigns. The precision of his work is reflected in the final outcome.
Placement Partners

TATA  PARLE  RELIANCE  Discovery Channel  Viacom18

PHILIPS  HCL  Dabur  eBay  accenture

GE  Mahindra  Radio City  CNBC  Citi

SAP  FICCI  Motorola  Sony  Cognizant

ht  makemytrip  NDTV  Levi’s  Paytm

NASSCOM  Flipkart  naukri.com  Panasonic  Forbes

SBI  Castrol  KFC  Kotak Mahindra Bank  Yatra
Curious Around how the Training Goes?

Attend a Demo Orientation Class

Online
From the comfort of your home / office

Wednesday
3:00 - 4:30 PM

Saturday
11:00 AM - 12:30 PM

Offline
From your Nearest Offline Centre

Saturday
10:00 - 11:30 AM

Register for Demo
## Our Center Locations

<table>
<thead>
<tr>
<th>Center Location</th>
<th>Address</th>
<th>Nearest Metro Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi Center (Netaji Subash Place)</td>
<td>1001, 10th Floor, Pearl Omaxe Tower 1, Netaji Subash Place, Pitampura, Shakurpur, Delhi</td>
<td>NSP</td>
</tr>
<tr>
<td>Delhi Center (Lajpat Nagar)</td>
<td>B-32, 3rd Floor, Lajpat Nagar 2, New Delhi</td>
<td>Lajpat Nagar</td>
</tr>
<tr>
<td>Delhi Center (Malviya Nagar)</td>
<td>B-26 Shivalik, Near Aurobindo College, Malviya Nagar, New Delhi</td>
<td>Malviya Nagar</td>
</tr>
<tr>
<td>Delhi Center (Paschim Vihar)</td>
<td>3rd Floor, Building No. 29, Paschim Vihar Extension, Rohtak Road Next to Paschim Vihar (East) Metro Station, Opposite Metro Pillar no: 196 Paschim Vihar, New Delhi</td>
<td>Paschim Vihar</td>
</tr>
<tr>
<td>Delhi Center (Vishwavidyala)</td>
<td>Building No. 29, 3rd Floor, Malka Ganj Road, Jawahar Nagar, Opposite Hansraj College Rear, New Delhi</td>
<td>Vishwavidyala</td>
</tr>
<tr>
<td>Gurgaon Center (Sikanderpur)</td>
<td>Office No. 37, 4th floor, JMD Empire Square, MG road, Sector 28, Gurugram</td>
<td>Sikandarpur</td>
</tr>
<tr>
<td>Gurgaon (Golf Course Road)</td>
<td>A26/5, DLF PHASE 1, Golf Course Road, Next to Mega Mall, Gurgaon</td>
<td>Golf Course Road</td>
</tr>
<tr>
<td>Noida Center (Sector - 18)</td>
<td>J 55, 2nd and 3rd floor, next to gurudwara sahib, Gautam budh nagar, Sector - 18, Noida</td>
<td>Noida</td>
</tr>
<tr>
<td>Jaipur Center</td>
<td>Unit 1,2,13,14, VT Tower, Sector 5, Shipra Path, Mansarovar, Jaipur. Landmark - IIS School, Jaipur, Rajasthan</td>
<td>Jaipur, Rajasthan</td>
</tr>
<tr>
<td>Pune Center</td>
<td>DSIM, 2nd Floor, Tandale Prestige, Above Mulchand Sweets, Senapati Bapat Road, Shivaji Nagar, Pune - 411005</td>
<td>Pune - 411005</td>
</tr>
<tr>
<td>Mumbai Center</td>
<td>5th Floor, Quest Coworks, Technopolis Knowledge Park, Nelco Compound, Andheri East, Nearest Station: Western Express Highway Mumbai, Maharashtra 400093</td>
<td>Mumbai, Maharashtra</td>
</tr>
<tr>
<td>Bangalore Center</td>
<td>5, Krishna Industrial Area, Hosur Road, Near Forum Mall, Above Enfield Showroom Koramangala Bangalore, Karnataka–560029</td>
<td>Bangalore, Karnataka</td>
</tr>
<tr>
<td>Hyderabad Center</td>
<td>4th Floor B.V. Raju Bhavan Road no 2 Banjara Hills, Above Harley Davidson Bike Showroom, Hyderabad , Telangana– 500034</td>
<td>Hyderabad, Telangana</td>
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Instructor-Led, Online

Duration
4–7 Months

Weekday batch
Tues & Thurs

Weekend Batch
Sat & Sun

Classroom Training

Duration
3–4 Months

Weekday batch
Tues to Fri

Weekend Batch
Sat & Sun

Interested? Contact Us!

Digital Vidya: +91–80100–33033
DSIM: +91–88002–90309

info@digitalvidya.com
lestalk@dsim.in