

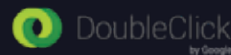


Chandigarh Institute  
of Internet Marketing

# CONTENT MARKETING

45 days • Comprehensive • 100% Job Placement  
2 hrs./day • Study In-Class/ Study Online

Affiliated with



ciim.in





Chandigarh Institute  
of Internet Marketing

# Why study Digital Marketing?

Marketing is the Key to a successful business



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.

- ✓ Highly Demanded in the Market
- ✓ Good Salary Package
- ✓ Brands spend 80% of Ad budget on Digital Marketing only
- ✓ Tremendous Growth after Jio launched in India
- ✓ Various career options
- ✓ Recession Proof career
- ✓ Easy to learn
- ✓ Most preferred skill in 2021

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Chandigarh Institute  
of Internet Marketing

# Why choose us?

## Our Key features

- A Google Partner & ISO certified
- Industry Expert Trainers
- 25+ Industry Recognized Certifications
- Internship
- Work in Live Projects
- 100% Placement Assistance
- Start-up guidance
- Free Study Materials
- EMI, Installment Payment Options available
- We cover Updated Industry Modules

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**10+ yrs.** of Trust

**12000+** Professionals

**1200+** Batch



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of Internet Marketing

# Who can Join this course?

This is the Most in-demand course in 2021

- ◉ Students/ Fresher/ Job Seeker
- ◉ Working Professionals
- ◉ Housewives
- ◉ Entrepreneur/ New Startups

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of Internet Marketing

# Modules you learn

## Our Complete Syllabus Guide

### CONTENT MARKETING

1. What is Content marketing?
2. Introduction to content marketing
3. Objective of content marketing
4. Content marketing 7 step strategy building process
5. 18 types of content with examples
6. How to write great compelling content?
7. Keyword research for content ideas
8. Optimizing content for search engines
9. Discussing authority blog
10. Steps towards developing authority blog
11. Ways to monetizing authority blog
12. How to market your content?
13. Debate- Doesn't great content just spread by itself?
14. Understanding second customer
15. Importance of second customer
16. How to increase second customer
17. Understanding online influencers
18. 10 ways to connect with online influencers
19. 35 unique ways to write magnetic headlines
20. 180 examples of magnetic headlines?
21. How to increase opt-in email list with content
22. marketing with examples?
23. 5 top examples of content marketing
24. Case study on content marketing

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of Internet Marketing

# DIGITAL MARKETING MasterClass

by **Surjeet Thakur**

| Take your skills and knowledge to the next level.

- Skill for the new age
- Ads Planning, Strategy, and Testing
- Growth hacking
- Online Money making ideas
- Startup Guide

**Surjeet Thakur** is a serial entrepreneur & has **15+ years** experience in Web Product UX Research, Open Source Development and Digital Marketing (SEO/SMO/PPC). He has worked with global brands & product startups. Like: HP, WIZIQ, EDUCOMP, UTRADE, PPCChamp, AgentsBids, MedisysKart.com etc.

Surjeet is the founder and **MD/CEO** of Webtech Learning, Problab Technologies Pvt. Ltd., PPCChamp – Digital Marketing & Consulting Company, CIIM – Chandigarh Institute of Internet Marketing SocialGeeks & Chandigarh Academy.





Chandigarh Institute  
of Internet Marketing

# Our Instructors

Learn from India's Top DM faculty & Industry Leaders



Surjeet Thakur  
(Digital Marketing Trainer)



Pradeep Kumar  
(Digital Marketing Trainer)



Mukesh Kumar  
(Digital Marketing Trainer)



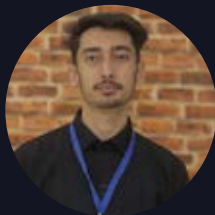
Preety  
(Digital Marketing Trainer)



Ravinder Singh  
(Social Media Specialist)



Bobby Singh  
(Digital Marketing Trainer)



Shubham Kanwar  
(Video Marketing Trainer)



Poonam Sharma  
(Education Consultant)



Vishavjeet Singh  
(Digital Marketing Trainer)



Prateek Bandhu  
(UI/UX Consultant)



Pankaj Kumar  
(Web Developer Trainer)



Rajhav Nehra  
(Content Strategist)



Charanjeet Singh  
(Digital Marketing Trainer)



Kritika Dhiman  
(Graphics Trainer)



Gagan Kumar  
(Web / Wordpress Specialist)



Neeraj Kapoor  
(Automation Engineer)



Gurpreet Kaur  
(Video Marketing Trainer)



Radha  
(Education Consultant)



Rajneesh Sharma  
(Persona & Interview Expert)



Rajwinder Kaur  
(Career Consultant)





# CIIM

Chandigarh Institute  
of Internet Marketing

## Life at CIIM

Well-equipped labs

ciim.in





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# Certificates you get

## 25+ Certifications



1. Google Ads Fundamental
2. Search Advertising
3. Display Advertising
4. Video Advertising
5. Shopping Advertising
6. Mobile Advertising
7. Google Analytics
8. Google Mobile Sites
9. Google Digital Sales<sup>15+</sup>



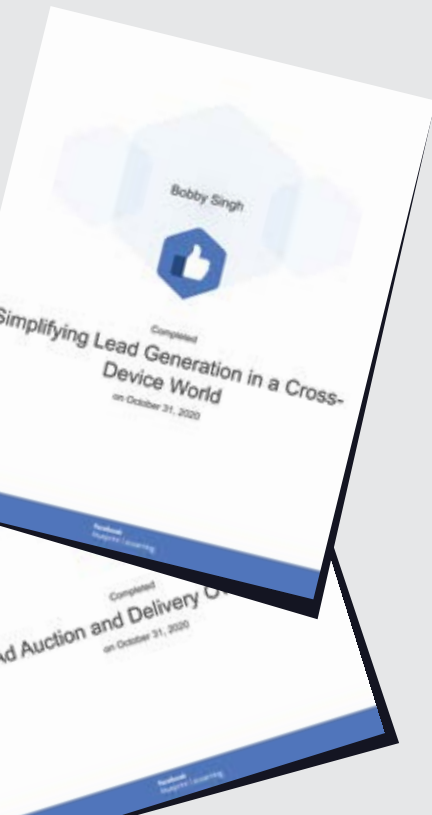
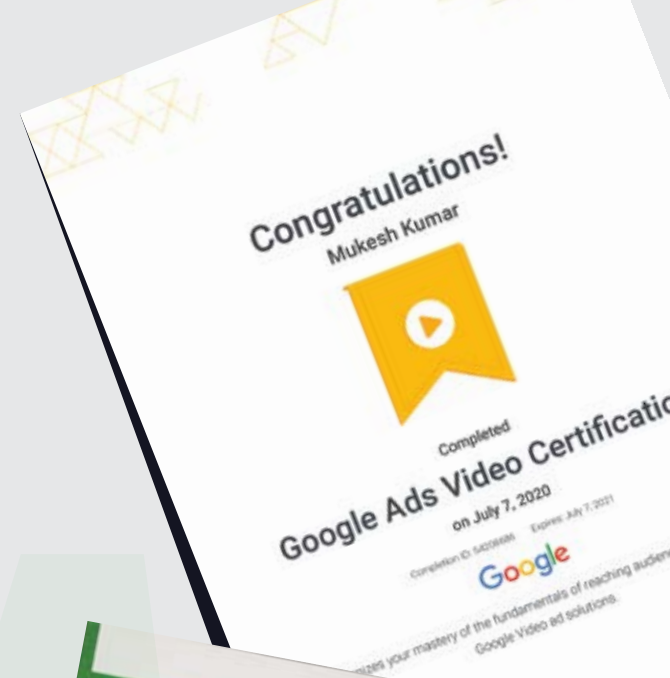
1. Facebook Blueprint Certifications<sup>10+</sup>



1. Inbound
2. Content Marketing
3. Email Marketing



1. Industry Recognized CIIM Certificate
2. YouTube Certification







Chandigarh Institute  
of Internet Marketing

# Placement Partners

Our placement partners across the Globe





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of Internet Marketing

# Our Placed Students

Some of our students are working in Top companies

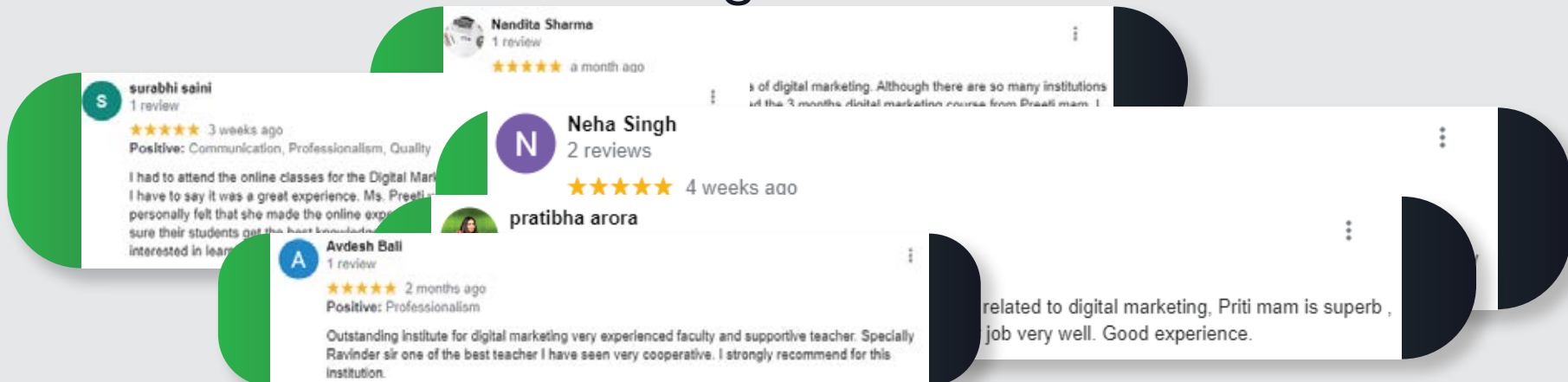


1000+ Placed  
Last Year

## Reviews

For more reviews Check us on Google & Youtube

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Chandigarh Institute  
of Internet Marketing

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