

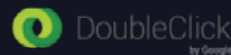


Chandigarh Institute  
of Internet Marketing

# E-MAIL MARKETING

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

Affiliated with



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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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# 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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# 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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# Modules you learn

## Our Complete Syllabus Guide

### E-COMMERCE MARKETING

1. Email marketing Intro
2. Email marketing Basics
3. Audience Management
4. Groups, Segments, and Tags in Mailchimp
5. Lead Capture Forms and Mailchimp Integrations
6. Create a Campaign --> Create an Email
7. email template design
8. Create a Campaign
9. Create a Landing Page
10. Create a Signup Form
11. Email Automations
12. Integrate Mailchimp with Facebook
13. Lead Generation Services & Types of Leads
14. How to Grow an Email List
15. Best Email Subject Lines
16. Email Content



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17. Email Reporting
18. Email Analytics
19. Send Promotional Emails
20. Send Sales Emails
21. Send Retargeting Emails
22. Email writing techniques

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MASTERCLASS



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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  
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# 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)



**Charanjeev 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



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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>



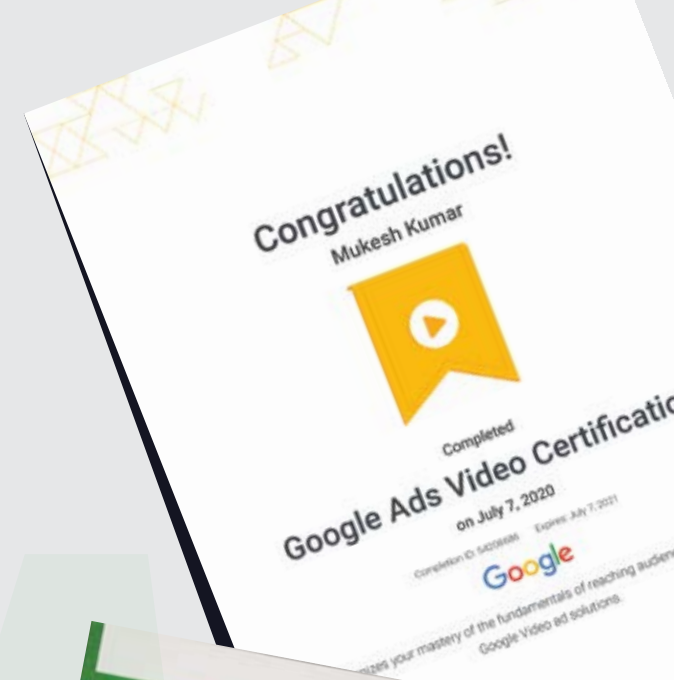
1. Facebook Blueprint Certifications<sup>10+</sup>



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





Chandigarh Institute 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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**surebhi saini**  
1 review  
★★★★★ 3 weeks ago  
Positive: Communication, Professionalism, Quality  
I had to attend the online classes for the Digital Marketing course. I have to say it was a great experience. Ms. Preeti personally felt that she made the online experience more interesting and ensure their students get the best knowledge.

**Nandita Sharma**  
1 review  
★★★★★ a month ago  
...s of digital marketing. Although there are so many institutions of the 3 months digital marketing course from Preeti mam. I

**Neha Singh**  
2 reviews  
★★★★★ 4 weeks ago

**pratibha arora**

**Avdesh Ball**  
1 review  
★★★★★ 2 months ago  
Positive: Professionalism  
Outstanding institute for digital marketing very experienced faculty and supportive teacher. Specially Ravinder sir one of the best teacher I have seen very cooperative. I strongly recommend for this institution.

...related to digital marketing, Priti mam is superb , job very well. Good experience.



Chandigarh Institute  
of Internet Marketing

# Connect us

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