

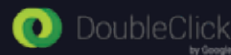
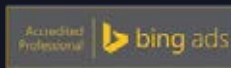


Chandigarh Institute
of Internet Marketing

PAID ADS SPECIALIST

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

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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

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

SOCIAL MEDIA MARKETING

1. Introduction to Digital Marketing
2. Introduction to SM Marketing
3. Facebook Marketing
4. Create your Facebook Page
5. Build your audience
6. Facebook posts
7. Advanced FB page features
8. Engage your audience
9. What is Reach, Engagements & Impression?
10. Understanding FB insight & reports
11. Advanced page & mobile features
12. Growing through social media ads
13. Special Ad categories

SOCIAL MEDIA MARKETING

14. Badge verficiations
15. Instagram Marketing
16. Twitter Marketing
17. Pinterest Marketing
18. LinkedIn Marketing
19. Quora Marketing
20. Google Ads/ PPC
21. Create your first campaign
22. Shopping Ads
23. Google Lead Ads
24. Video Ads
25. Google Tag Manager
26. Conversion Rate Optimization - CRO



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SOCIAL MEDIA MARKETING

1. Introduction to DM

- What Exactly is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Traffic?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get traffic on website
- Types Of Lead & Conversion
- How to Retain your Web Customer?
- Benefit of digital marketing

2. Introduction to SM Marketing

- Concept of Social Media Marketing and Advertisements
- Marketing algorithm & strategy in Facebook, Twitter, Instagram & LinkedIn

3. Facebook Marketing

Get started with marketing on facebook

- Why your business should be on Facebook
- What is a Facebook page?
- How Facebook pages work

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4. Create your facebook Page

- How to create a Facebook page
- Add a logo and cover photo to a Facebook page
- Add a call to action to a Facebook page
- Modify Facebook page settings
- Choose a username for your Facebook page

5. Build your Audience

- Invite friends to like your Facebook page
- Add a Facebook share button to your website

6. Facebook Post

- Post an update on your Facebook page
- Add photos and videos to your posts
- How to pin posts on Facebook pages
- How to schedule Facebook posts
- How to edit or delete Facebook posts
- Best practices for Facebook posts

7. Advanced facebook page features

- How to create a Facebook even
- How ratings and reviews work on Facebook
- Facebook Live

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facebook



8. Engage your audience

- How Facebook comments work
- Facebook messages
- Create a poll

9. What is Reach, engagement & impression?

- Promote your business on facebook
- Boost posts
- Set up an offer, ads & other marketing activities

10. Understanding facebook insights & reports

- Understanding Facebook Insights
- How to track your likes on Facebook
- Analyze the reach of your Facebook posts
- Track your Facebook page views
- View your posts' performance on Facebook
- Export your Facebook Insights reports

11. Advanced page & mobile features

- Add page admins on Facebook & review your notifications
- Merge two Facebook pages
- How to add your page to facebook Business Manager
- How to link instagram account with facebook
- How to link & manage your instagram or FB page to facebook business suit
- How to apply for page verification if eligible





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12. Growing through Social Media Ads

- Deciding when to advertise
- Establishing your advertising goal
- Creating effective social media ads
- Audience Research
- Audience targeting & how to target your business customers
- Understanding the facebook ad structure
- Type of facebook & instagram ads
- Facebook ads testing
- How Campaign Budget optimization works
- Political & social issue ads verification
- All ads types details video
- Ad set creation
- Facebook ads Remarketing
- Facebook Campaign Optimization
- Analysing ads Campaign Stats
- How to set up facebook pixel on website
- Facebook ads budget strategy
- Top Facebook Advertising Tips
- How to add payment methods
- How to share ad account access
- Branding & ads Strategy

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13. Special Ad categories

- Post Verification from facebook & Google
- Linking profile to ad account
- Social issue & politics ads
- Special categories ad strategy

14. Badge Verification

- Facebook page Badge Verification Process
- Instagram page Badge Verification Process
- Twitter page Badge Verification Process
- Youtube Chat support
- Google Cal & chat support
- Facebook Chat support

15. Instagram Marketing

- How To increase followers
- Hashtags Secrets
- Crafting Your Instagram Bio
- Optimizing your Instagram Account
- Theme and Purpose of Your Content
- Types of Content we can use
- Increasing Your Content Engagement
- Influencer Marketing
- The Power of IG ads
- The Perfect Instagram Ad Structure
- Getting Verified





16. Twitter Marketing

- Introduction to Twitter
- Why is it Microblogging?
- How to increase Followers (White & Black hat)
- How to Market your Product
- Understanding # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Tweetdeck

17. Pinterest Marketing

- What exactly is Pinterest?
- How it's different from other social media
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How can it help you to Promote your content?
- Pinterest Analytics

18. LinkedIn Marketing

- Introduction about LinkedIn
- Create your personal & company profile
- Understanding B2B and B2C Concept
- How to use Linked Group for Marketing
- How to Increase your Connection





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19. Quora Marketing

- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply to a Quora Question?
- Create Quora Ad

20. Google Ads/ PPC

- Introduction into Google ads
- Setting Up Google Adwords Account
- Structure A Google Ads Account
- Defining Your Perfect Audience
- Concept of ads
- Keyword Match & types in adwords

21. Create your first Campaign

- Detailing of Google Ads structure
- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting
- Ad Rank
- Types of Google ads
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension

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A stylized logo for Google Ads, featuring a yellow triangle, a blue rounded rectangle, and a green circle. Below it, the text "Google Ads" is written in a large, grey, sans-serif font.

Google Ads



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21. Creating your first campaign

- What is the Quality Score?
- What is CTR
- Conversion Tracking
- CPC/CPM
- How to Optimize your cost?
- How to Maintain QS & High CTR?

22. Shopping Ads

- Creating & Verify Google Merchant Center Account
- Add Product in your MCA
- Understanding all required Fields for Product Listing.
- Add your Product in feeds using Google Sheets
- Automatic Item Updates
- Linking MCA to Adwords Account

23. Google Leads Ads

- Lead Generation & strategies
- Conversion rate optimization- Google ads

24. Video Ads

- What Are Video Ads?
- Video Ads Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads





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24. Video Ads

- Different bidding methods
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads
- Google ads strategies
- Remarketing ads
- Ad Optimisation

25. Google Tag Manager

- Introduction
- How Google Tag manager works
- Google tag manager account setup
- Installing tag manager to website
- Google Tag Manager Panel Overview
- Installing Facebook Pixel with Google Tag Manager
- Google Ads Conversion Tracking
- Track button clicks in Google Analytics

26. Conversion rate optimization – CRO

- What is CRO & conversion?
- Macro-conversions
- Micro-conversions
- How to calculate conversion rate & CRO Marketing Strategies

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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)



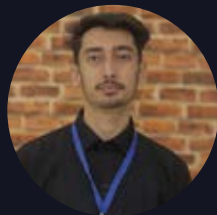
Preety
(Digital Marketing Trainer)



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)



Charanjev 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)



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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 ¹⁵⁺



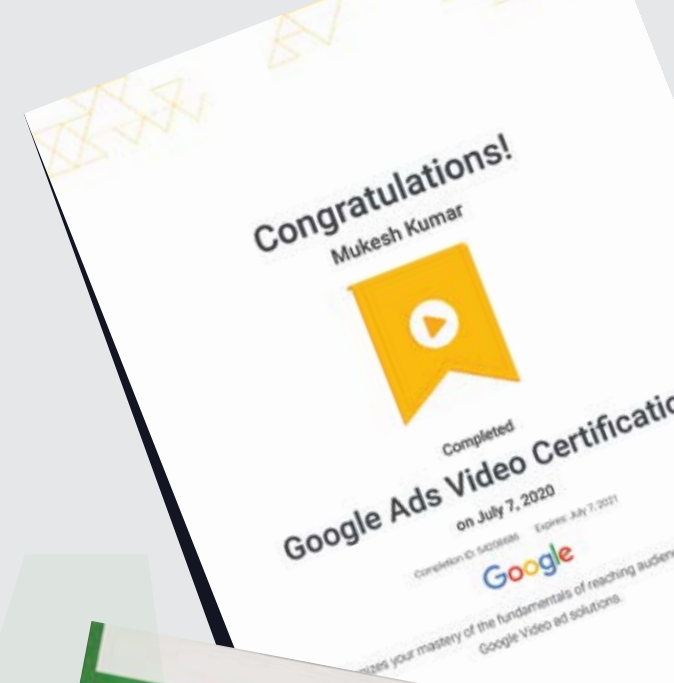
1. Facebook Blueprint Certifications ¹⁰⁺



1. Inbound
2. Content Marketing
3. Email Marketing



1. Industry Recognized CIIM Certificate
2. YouTube Certification





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Placement Partners

Our placement partners across the Globe





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Our Placed Students

Some of our students are working in Top companies

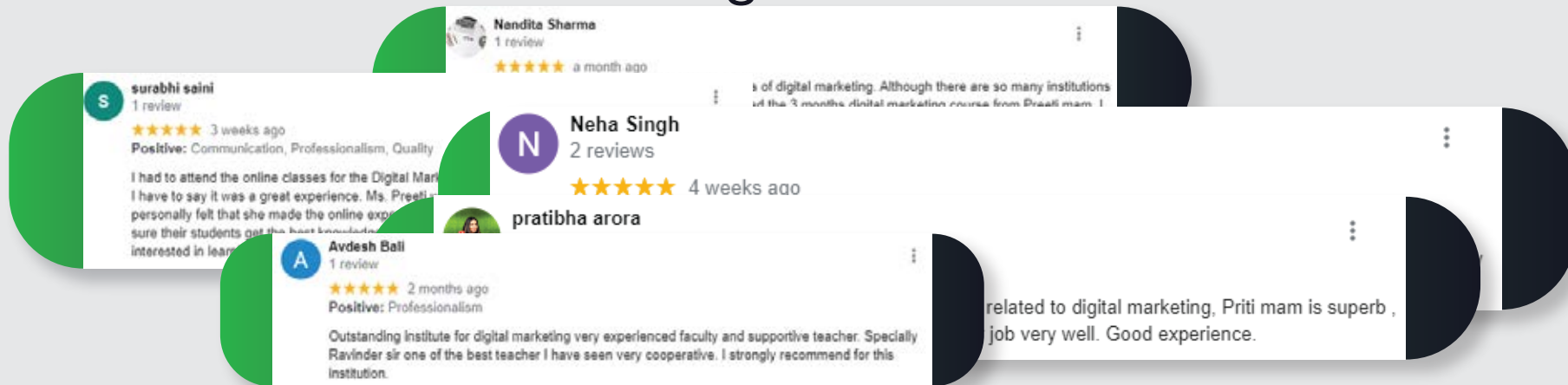


1000+ Placed Last Year

Reviews

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