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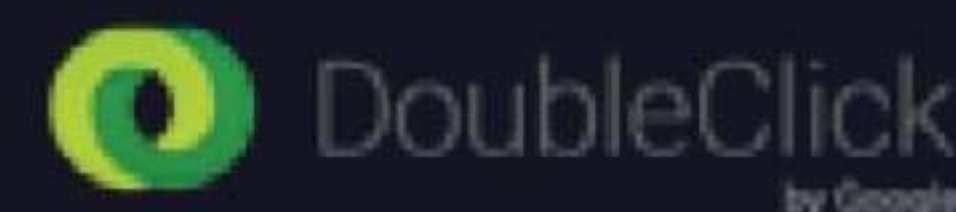
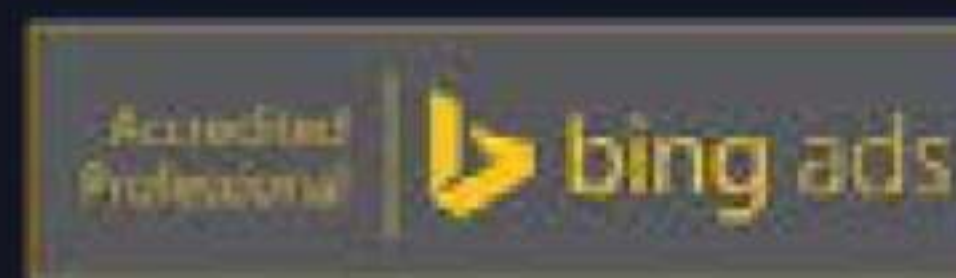
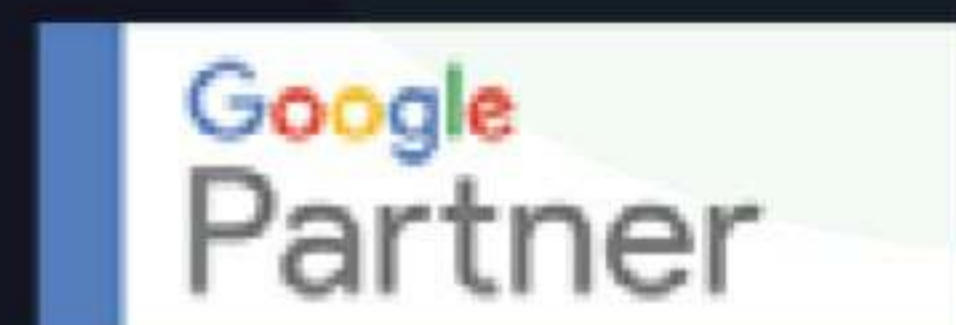
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# Diploma in Digital Marketing & AI Certification Course

Comprehensive • 6 months • Study In-Class  
2 hrs./day • 100% Job Placement • Internship

Affiliated with



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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 2024

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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 + Recorded Videos
- EMI, Installment Payment Options available
- We cover Updated Industry Modules

**15+ yrs.** of Trust

**65,500+** Professionals

**2500+** Batches

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# Who can Join this course?

This is the Most in-demand course in 2024

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

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# Modules you learn

## Our Complete Syllabus Guide

### DIGITAL MARKETING

1. Introduction to Digital Marketing
2. Basic of Computer
3. General Overview of Web Concept & Hosting
4. Website Planning & Creation
5. Search Engine Optimization (SEO) **HOT**
6. Off Page SEO
7. Advance SEO Knowledge **NEW**
8. Google Adwords **HOT**
9. Re-marketing **NEW**
10. Display Advertising
11. Shopping Ads
12. Video Ads
13. Universal App Ads
14. Google Adwords Alternatives **NEW**
15. Tracking Performance & Measurement
16. Social Media Marketing **HOT**
17. Email Marketing
18. YouTube Marketing
19. Lead Generation **HOT**

### DIGITAL MARKETING

20. Online Advertising
21. E-commerce Marketing
22. Mobile Marketing
23. Content Marketing
24. Growth Hacking
25. Influence Marketing **HOT**
26. Online Reputation Management
27. Affiliate Marketing **HOT**
28. Become Online Seller
29. Google Adsense **HOT**
30. Freelancing
31. Internet Entrepreneurship **NEW**
32. Interview Preparation
33. Ad Algorithm & Psychology
34. Payment Gateway Set-up
35. Inbound Marketing
36. Blogging /Vlogs **HOT**
37. Conversion Rate Optimization - CRO **NEW**
38. User Experience - UX

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## DIGITAL MARKETING

39. Sales Marketing
40. Video Marketing & Youtube SEO NEW
41. Whatsapp marketing
42. Personality development
43. Telegram & Snapchat Marketing
44. Google Tag Manager
45. Personal branding
46. Increase Subscriber/ followers
47. Trademark/ Company Registration/ Patent
48. Startup Mentorship NEW
49. Instagram Marketing
50. Commercial Ads
51. Outdoor Media Advertising
52. Public Speaking & Pitching your idea
53. Landing page & Email template creations
54. Trending topics we cover NEW
55. Marketing Automation
56. Science behind Digital advertising NEW

## GRAPHICS

74. Introduction of Graphic Designing
75. Fundamentals of Graphic Design
76. CG Part 1 : Adobe Photoshop
77. CG Part 2 : Adobe Illustrator
78. Overview of the Design Process
79. Designing with Adobe Photoshop
80. Designing with Adobe Illustrator

## DIGITAL MARKETING

57. Gender, Age & Graphics Psychology
58. Digital Advertiser
59. Psychology of Search NEW
60. Introduction to Audience Type
61. Building a Sustainable Social Media Strategy
62. Dropshipping HOT
63. Viral Marketing
64. Proposal writing
65. Google , Fb & other Certificate preparation
66. Special ad categories NEW
67. Badge Verification
68. Funnel Creation HOT
69. Selecting ad Platform & placement
70. Advanced Ad features
71. Exercises
72. **AI Tools**
73. **Internship Program**

## VIDEO EDITING

81. Introduction to Film Making Fundamentals
82. Editing your video and adding transitions
83. Adding audio and adding transitions
84. Color Corrections & LUTs
85. Green Screen Techniques
86. Exporting/ Rendering Project
87. Visual effects advance premiere pro
88. Introduction to VFX in Adobe AE
89. Editing in green screen footage
90. Video compiling exercises

# DIGITAL





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## 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. Basics Of Computer

- What Is Internet?
- How Internet Works?
- What is Intranet?
- What Is IP?
- What Is the Use of IP?
- What is Firewall?
- What Is LAN & WAN?

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### 3. General Overview of **Web Concept & Hosting**

- What is WWW?
- What is Domain?
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Types of server
- Different types of website

### 4. Website Planning & Creation

- How to Create a Blueprint of a Website?
- Objective of Website
- Deciding Position of Images & Content
- How to make your website faster than Others?
- How to Create a website in Wordpress?
- Choosing the right domain name for your website
- Choosing a hosting platform Installing WordPress within 5 minutes
- Choosing the right free/paid wordpress theme for your blog
- How to set up Google Webmaster tools and Google analytics for your blog?
- Plugins you need for your WordPress blog/Website

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## 5. Search Engine Optimization (on-Page SEO)

- What is SEO?
- What is SERP?
- What is on Page seo?
- How to Select a Domain Name?
- Page Naming (URL Structuring)
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Title
- What Is Meta Description
- Search Engine Optimization(on Page SEO) Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- HTML Sitemap creation
- XML Site Map Creation
- Tools for seo
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

## 6. Search Engine Optimization (off-Page SEO)

- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?

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## 6. Search Engine Optimization (off-Page SEO)

- Difference between Do follow & No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Forum Posting
- Business Listing
- Classifieds posting
- Social Bookmarking
- Social Networking
- What is Page Rank?
- What is PA & DA?

## 7. Advance SEO Knowledge

- How to optimize your site for Google Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD?
- What is black hat SEO
- Black Hat SEO techniques

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## 8. Google Ads (Search Advertising)

- Introduction to PPC & Adwords
- Setting Up Google Adwords Account
- Payment Option- Which is better ?
- Create First Campaign
- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR
- Conversion Tracking
- CPC/CPM
- How to Optimize your cost?
- How to Maintain QS & High CTR?



Google Ads

## 9. Re-marketing

- How to use the Shared Library?
- What is Audience?
- How to Create a Remarketing List?
- Setting Up your First Remarketing Campaign

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## 10. Display Advertising

- What is Display Advertising?
- Understanding Display Setting Concept
  - Frequency Capping
- Type Of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Placement Targeting
- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting(Display Campaign Optimizer)
- Tips & Tricks

## 11. Shopping Ads

- What is 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 Seats
- Automatic Item Updates
- Linking MCA to Adwords Account

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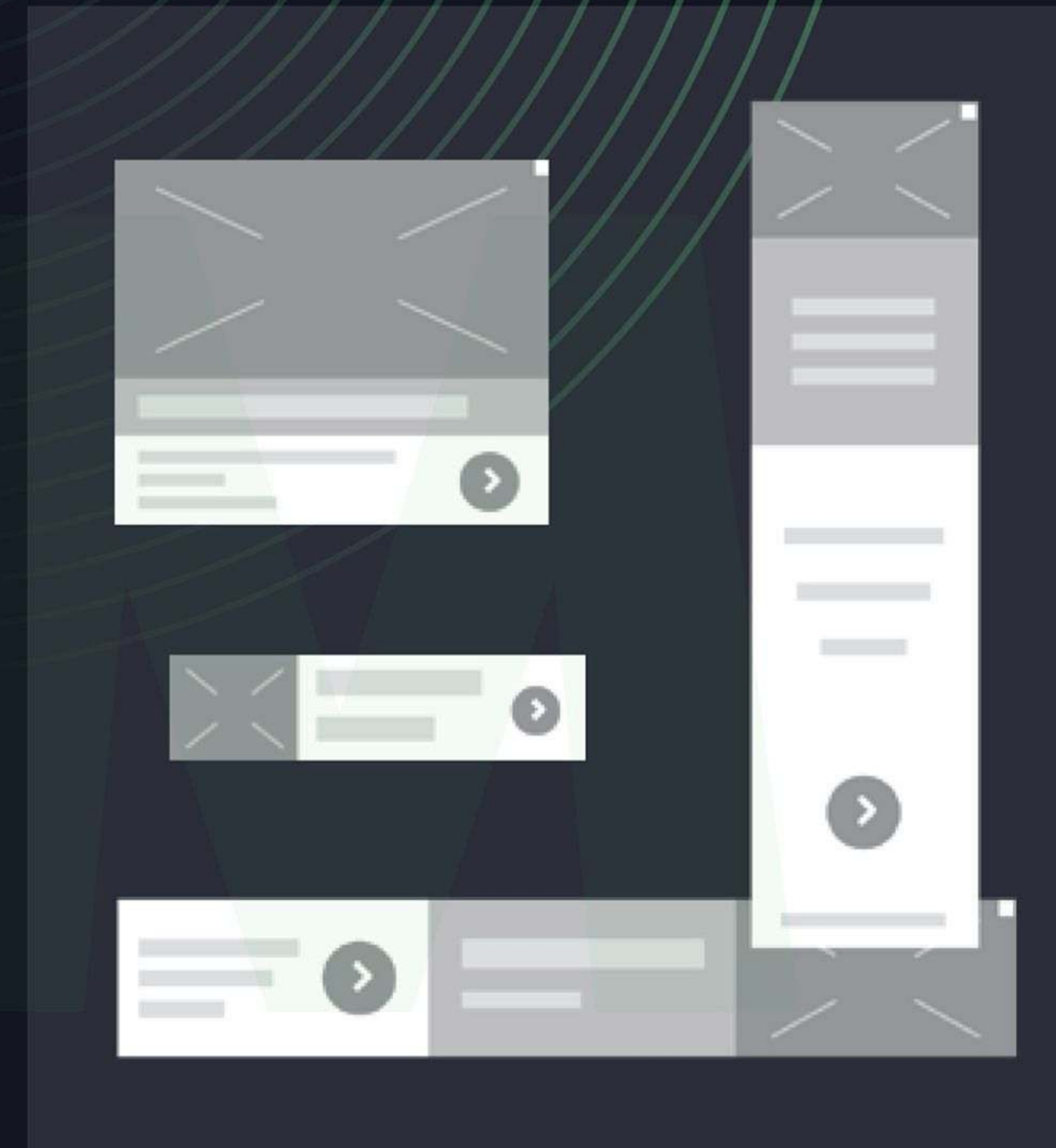
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## 12. Video Ads

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

## 13. Universal App Ads

- Understanding Universal App Ads
- Upload your First app to PlayStore/iOS
- Creating your First Mobile App Ad
- Campaign Optimization
- Bid Strategy( Cost per Install)
- Find Best Placement for ads
- Tips & tricks for More Installation



**Advertisements**

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## 14. Google Ads Alternatives

- Overview of Bing & Yahoo PPC
- Transfer Google Adwords Campaign to Bing
- Compare Adword & Bing PPC
- Understanding Google Alternative
- Explore Bidvertiser, Info links, BuySellAds & More
- Adword certification

## 15. Tracking Performance and Measurement with **Google Analytics**

- What is Google Analytics?
- How Google Analytics works?
- Accounts , Profiles & user navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
- Traffic source
- Direct. Referring & search traffic
- Campaigns
- Visitors Analysis
- Unique visitors
- Geographic and language information
- Actionable Insights and the Big Picture

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## 15. Tracking Performance and Measurement with **Google Analytics**

- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

## 16. Social Media Marketing

- What is Social media Marketing
- How to market Company's Product On Social Media
- Why is Social Media Important?
- 7 Wonders of Social Media
- Create your profile one by one

### **Facebook Marketing**

- Understanding facebook marketing
- Creating page on facebook
- Exercise on fan page wall posting
- How to do marketing on fan page
- Fan Engagement
- Facebook Advertising
- Types of facebook advertising
- Best practice for facebook advertising

**facebook**

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- Creating Facebook advertising campaign
- Ad testing, Facebook Business manager Setup
- Targeting in ad Campaign
- CBO & facebook pixel setup
- CPC/CPM
- Facebook analytics
- Facebook strategy Discussion
- Special ad category
- Facebook Remarketing
- Instagram Marketing
- Whatsapp Marketing

### 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

### Twitter Marketing

- Introduction to Twitter
- Why is it Microblogging?
- How to increase Followers (White & Black hat)

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- How to Market your Product
- Understanding # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Tweetdeck

#### **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

#### **Quora Marketing**

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

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## 17. Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- What is Subscriber database?
- Email Marketing Software
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?
- Rules of sending Bulk mail
- Setting auto responder email
- Best practice to send bulk mail
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First email Campaign
- How to track Open/bounce/ unsubscribed Email?

## 18. Youtube Marketing

- Introduction to youtube
- Creating Multiple Chanel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards
- Search optimization of videos

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## 18. Youtube Marketing

- Tools to optimize Videos
- Instream & bumper ad in youtube
- Video Monetization
- Tricks to make Money from youtube
- Distribution of Videos for ranking
- Youtube Analytics

## 19. Lead Generation

- Definition of online sales lead
- Cold, Warm and Hot leads
- What is the landing page?
- Difference between landing page & website
- How to create a landing page?
- How to use the Thank you page?
- Tools to create landing pages: What is A/B testing?
- Lead Funnel
- Converting Leads into sales through internet Marketing

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## 20. Online Advertising

- Introduction to banners, Contextual ads & rich Media
- Tools to manage pop up advertising
- Pop under advertising
- Contextual advertising using images & video
- Online Advertising company
- Creating Banner Ads using tools
- Tracking & Measuring ROI of online advertising

## 21. Ecommerce Marketing

- What is ecommerce?
- Current ecommerce scenario in India
- Driving traffic to e commerce Portal
- How to perform SEO for ecommerce website?
- Create advance strategy for Ecommerce Portal

## 22. Mobile Marketing

- What is mobile marketing?
- Why is it important in current Scenario?
- What is mobile website?
- Tools to create Mobile app Ads on Mobile app
- How to do seo for mobile app search?
- Tools to create Mobile Website
- SMS marketing
- TRAI rules & Regulations for Mobile Marketing

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## 23. Content Marketing

- What is Content Marketing?
- Objective of content Marketing
- Why 'Content is King' for SEO scenario?
- How to write SEO friendly Content?
- How to become a content writer?
- Tools for content writing
- How to Spin other website content?
- How to promote your content online?

## 24. Growth Hacking

- What is Growth Hacking?
- Calculate per-user LTV
- Design Growth Funnel
- Analysis of Growth using analytics tools
- Story Telling technique for Growth Hacking

## 25. Influence marketing

- Introducing influence marketing
- What is brand influencers?
- What are Digital influencers?
- Social Media influencer Marketing
- Influence customer mindset
- Case studies of influence marketing

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## 26. Online Reputation Management

- What is online Reputation?
- Why is Online Reputation Important?
- How to manage your online reputation?
- How to respond first page review
- How to take control on your online reputation?

## 27. Affiliate marketing

- What is affiliate marketing
- Making money from affiliate marketing
- Overview of affiliate marketing networks
- Best affiliate marketing websites
- Secrets of affiliate marketing
- What is CJ.com
- How to apply for affiliate

## 28. Become online Seller

- How to Select Best Product?
- How to Decide Pricing?
- Select Best Marketplace for your Product
- Registering on Marketplace
- List your Product
- Choose Best Logistic option

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## 29. Google Adsense

- Adsense Program overview & Features
- How to get approved for adsense?
- Few tricks to get approval by Google
- How to put ads on your blog?
- How to receive a check from Google each month through Google adsense?
- Building an AdSense network with multiple Adsense websites

## 30. Freelancing

- What is freelancing?
- Popular freelancing websites
- How to take project from a freelancing website?
- How to Choose a Freelancer(For your project)?
- How to get money worldwide?
- Popular online payment option for freelancer

## 31. Internet Entrepreneurship

- How to Start Online Business?
- How to register Company in India?
- Important Tools for Entrepreneur
- Rules & regulation of Taxation in India
- Funding Concept for Company
- How to Get Fund from Investor?
- Problem solving idea creation

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## 32. Interview Preparation

- How to Write Perfect Resume?
- Question & Answer Session
- Important questions List
- Mock test Preparation

## 33. Ad Algorithm & Psychology

- Understanding the human behaviour on Internet
- Ad Concept and analysis
- Ad Psychology & Strategy discussion

## 34. Payment Gateway Set-up

- How to apply for various payment gateway?
- Payment Gateway verifications
- Integrating and receiving payment

## 35. 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

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## 36. Blogging/ Vlogs

- Niche selection for blogging
- Identifying High Search Keywords
- Domain selection & setting up wordpress.
- Competitor analysis
- Content Creation Ideas & strategies
- How to build a successful blog
- Traffic increase ideas
- Blog SEO
- Understanding Search Engines
- Basic Site Setup For SEO
- Teasing Your Content On Social Media
- Blog submission
- WordPress Posts & Page
- Video Content Strategies
- How to engage audience

## 37. Conversion Rate optimization – CRO

- What is CRO
- What is a conversion
- Macro-conversions:
- Micro-conversions
- How to calculate conversion rate
- CRO Marketing Strategies

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## 38. User Experience – UX

- Concept of User Experience
- Role of ux
- R&D process
- Generating framework
- Role of Graphics in UI / UX
- Finalising the layout

## 39. Sales Marketing

- Don't confuse goal , mission & objective with Strategy
- How to make a sale funnel
- Getting Your Customer into the Sales Funnel
- Sales Funnel Marketing
- Autopilot sales marketing
- Ad platform & placement selection
- Identification of Target Audience
- Sale & Ad strategies
- A/B testing

## 40. Video Marketing & Youtube SEO

- Importance of video marketing
- Find video keywords
- Title, Description , Tags
- Video Ranking strategies



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## 40. Video Marketing & Youtube SEO

- Channel customization
- Competitor analysis
- Mixing up competitor strategy
- Ideas for Video Topics
- Optimize your videos for search
- How to engage user
- How to promote your video Paid / organic
- Youtube ads

## 41. Whatsapp marketing

- Whatsapp business integration
- Chatbot sessions
- Automate your communication
- Software for bulk messaging
- Whatsapp integration to page
- Whatsapp Marketing ideas & Strategies

## 42. Personality Development

- How to make the Good first impression
- Effective speaking
- Tips for building confidence
- Communication skills
- Self discipline & decision making skills

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## 43. Telegram & Snapchat Marketing

- Snapchat Ad account Setup
- Types of Snapchat ads
- Ad strategy & ideas
- Marketing & growing your Account
- Snapchat ad exercise
- Telegram Marketing ideas
- How to promote a Telegram channel from scratch

## 44. 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

## 45. Personal branding

- Introduction to personal brand
- Can people find you
- Defining your niche
- Personal branding influencer

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## 45. Personal branding

- The 30 Second pitch
- Personal branding & Social networking
- How to influence your personal branding by ads
- Ideas strategy for personal branding

## 46. Increase Subscriber / followers

- How to Grow your social channel
- With the help of Paid Media
- Page like & Subscribe techniques
- High reach and engagement activities

## 47. Trademark/company registration / Patent

- Get your Company Registered
- Logo / trademark registration Process
- Patent registration Process
- PAN & TAN Registration
- GST registration process

## 48. Startup mentorship

- Identify customer needs
- Ads & web analytics
- Helps in ads optimization

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## 48. Startup mentorship

- Ad test & Growth Hacking ideas for your project
- Develop product and service
- How to Plan and execute efficient Paid Search Campaigns
- How to Automate Your Digital Marketing Process
- How to be part of a startup submit
- How to find an investor

## 49. 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

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## 50. Commercial Ads

- Commercial Ads making ideas
- Script writing
- Relating your ad to trend





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## 51. Outdoor Media Advertising

- Guide to Outdoor Advertising
- Types of outdoor advertising
- Why business owner prefer outdoor advertising
- When to Go for outdoor Advertising
- Outdoor advertising strategies

## 52. Public Speaking & Pitching your idea

- Build Public Speaking Skills
- How to make a business plan
- What you should know before pitching
- Starting and ending flow of your pitch
- How to impress investor

## 53. Landing page & Email template creations

- Template creations ideas
- Email Automation
- Email followup marketing
- Email ad landing page experience

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## 54. 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)

## 55. Marketing Automation

- Marketing Automation
- Tools Email Campaigns
- Email Autoresponder
- SMS Autoresponder
- Creating Landing Page
- Landing Page CTA
- Lead Generation Strategy
- Capturing Leads from Sources
- Website Widgets
- Products Integration

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## 56. Science behind Digital advertising

- Google Ai
- Facebook Ai
- Youtube Ai
- Instagram Ai

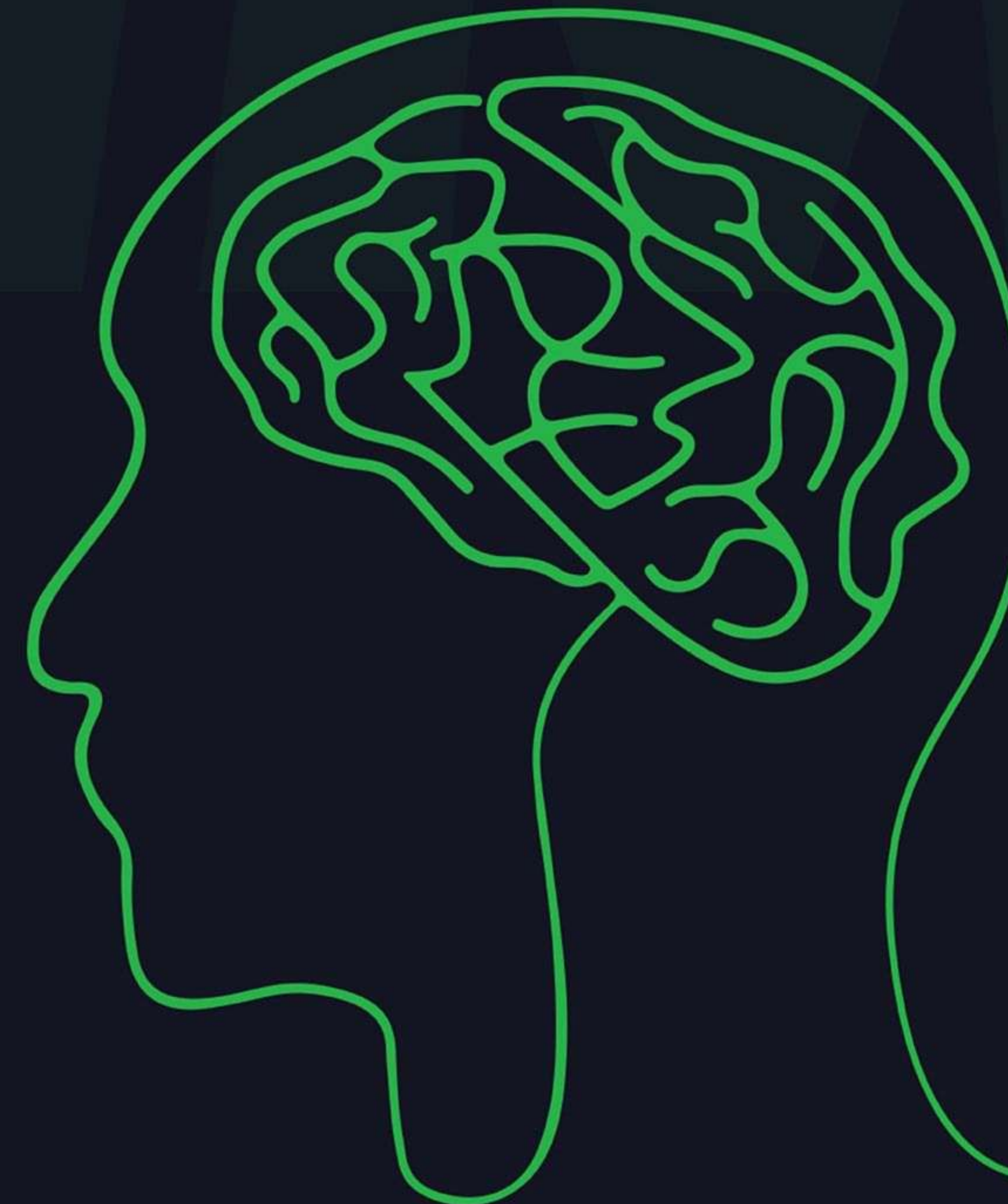
## 57. Gender, Age & Graphics Psychology

- Connection between human mindset and Graphics
- Impact of Colors
- Age Strategy
- Gender Strategy

## 58. Digital Advertiser

- Never Repeat Mistake
- Customer Identification
- Ads statistics
- Optimization
- Concept of Ad making

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## 59. Psychology of Search

- Introduction
- The search Process
- How an advertiser fit into search Process
- Search Terms used to Trigger your Keywords

## 60. Introduction to Audience Type

- Introduction
- The remarketing process
- Customer Match With CRM Data
- Target user with in - Market And affinity audiences
- Demographic Targeting Options

## 61. Building a Sustainable Social Media Strategy

- Social Media Challenges
- Strategy Building Guide
- Establishing and Benefitting
- Creating a Campaign Message
- Planning and Benefitting from a Diversified Posting Strategy

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## 62. Dropshipping

- What is Dropshipping?
- How to Do Drop Shipping
- Finding a product to sell
- Dropshipping Strategy

## 63. Viral Marketing

- Content
- Idea
- Information
- Message
- Emotional aspects
- Specific motive - character

## 64. Proposal writing

- How to write Business Proposal
- Custom Proposal
- Strategic Proposal

## 65. Google , Facebook & other Certificate preparation

- Google ads Certification
- Facebook blueprint certification
- Bing ads
- Hubspot

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## 66. Special ad categories

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

## 67. 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

## 68. Funnel Creation

- Funnel strategy
- Funnel process
- How to create a power marketing funnel
- Types of funnel

## 69. Selecting ad Platform & placement for Your Business Growth

- Video & Display Ads
- Search, Social & more

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## 70. Advanced ad features

- Responsive
- Dynamically Customize Ads
- Ensure Your Ads Are Complete
- Prequalify ad testing

## 71. Exercises

- Search Engine Optimization
- Pay Per Click
- Social Ads

## 72. AI Tools We Cover

- Recent AI & Marketing Trends
- Hacks to get most accurate ChatGPT results
- Content creation in the age of AI
- Essential AI tools to 2x your efficiency

## 73. Internship Program

- Paid/ Stipend Internship - 5 Hrs. / day
- Work on live project
- Client handling
- Upto 1 Lakh of Ad Spending Experience
- SEO Paid tools Experience
- Brand developing ideas for client project
- 6 Month internship Certificate
- Corporate skills - under PPCChamp™ & SocialGeeks™ & Problab™

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## 74. Introduction of **Graphic Design**

- Introduction to Computers & Internet
- Computer Graphics Part 1 : Adobe Photoshop
- Computer Graphics Part 2 : Adobe Illustrator

## 75. **Fundamentals** of Graphic Design

- Design Principles
- Color Theory
- Typography
- Overview of the Design Process
- Understanding Colour Models
- Understanding Resolution
- Image Formats and their Differences

## 76. Computer Graphics 1: Adobe Photoshop

- Introduction to Adobe Photoshop
- Basics & Features of Adobe Photoshop
- Simple and Complex Range Selections
- Colours and Gradients
- Colour & Tonal Correction
- Image Adjustments & Retouching
- Working with Layers
- Working with Channels





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## 77. Computer Graphics 2: Adobe Illustrator

- Introduction to Adobe Illustrator
- Basics & Features of Adobe Illustrator
- Understanding Objects in Illustrator
- Text Editing and Effects
- Simple and Complex Path Composition
- Path Adjustment
- Object Deformation
- Combining Objects
- Blending Objects

## 78. **Overview** of the Design Process

- Creation of work flow
- Creating Wireframe for ad graphics
- Understanding web and ad images

## 79. Designing with **Adobe Photoshop**

- Exercises based upon Digital Ads & Social media posts

## 80. Designing with **Adobe Illustrator**

- Exercises based upon vector graphics used in Branding, print media & banners

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VIDEO





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## 81. Introduction to **Film Making** Fundamentals

- What is Premiere Pro ?
- Understanding the layout of Premiere Pro?
- Basic Control of Premiere Pro
- Start a new Project
- Import & organize video Clips & other files
- Keyboard shortcuts to help you edit fast

## 82. Editing your videos & adding transitions

- Create a new Sequence & understand the timeline
- Add Clip to the timeline, sync footage & make selection.
- Sync Audio & video
- Basic Edit : Trip clip & split edit
- Adjust the size & position of your video Clips
- Open Multiple Projects.

## 83. Adding audio & transitions

- Add & adjust video transition
- Create a custom transition
- Add video & audio transition to the timeline
- Denoise & reverb tool





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## 84. Color correction & LUTs

- Basic color Correction
- Color correction with Adjustment layer
- Understanding lumetri panel
- How to use luts on the adjustment layer
- Editing luts
- Cinematics looks using luts

## 85. Green Screen Techniques

- Understanding keylight
- How to set up the Green screen
- Importing & Editing green screen screen footage
- Managing & adjusting keylight settings

## 86. Exporting/ Rendering project

- Export a high Quality small file size video
- Understanding different types of render

## 87. Visual effects Advance Premiere Pro

- Stabilizing a shaky video video.
- Adjust effects with keyframe.
- Understanding different types of plugins.
- How to add plugins in premiere Pro.
- How to use plugins on video clips

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## 88. Introduction to VFX in Adobe AE

- Introduction of after effect interface
- How to create new Composition
- Importing Video Footage
- How to Create & edit text layer

## 89. Editing Green Screen Footage

- Understanding keylight
- How to set up the Green screen
- Importing & Editing green screen screen footage
- Managing & adjusting keylight settings
- Removing background from your footage
- Background selection for video
- Going through render settings
- Installing video Codec
- Going through the final render setting

## 90. Video Compiling Exercises

- How to compile Adobe Premiere Pro and AE
- Final render

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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.







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# **Digital Marketing Toolkit**

## **We Provide**

- Lead Capture Plugin
- WordPress Theme
- Tools For Ecommerce Website
- Landing Page Builder Tool
- Graphic & Video Editing softwares
- SEO Softwares
- Email Marketing list
- Access to Recorded Class Videos
- 20+ E-Books



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# Our Instructors

Learn from India's Top DM faculty & Industry Leaders



Surjeet Thakur  
(Digital Marketing Trainer)



Rakesh Jain  
(Digital Marketing Trainer)



Mukesh Kumar  
(Digital Marketing Trainer)



Vikrant  
(Digital Marketing Trainer)



Ravinder Singh  
(Social Media Specialist)



Bobby Singh  
(Digital Marketing Trainer)



Jitender Kumar  
(Video Marketing Trainer)



Deepika  
(Digital Marketing Trainer)



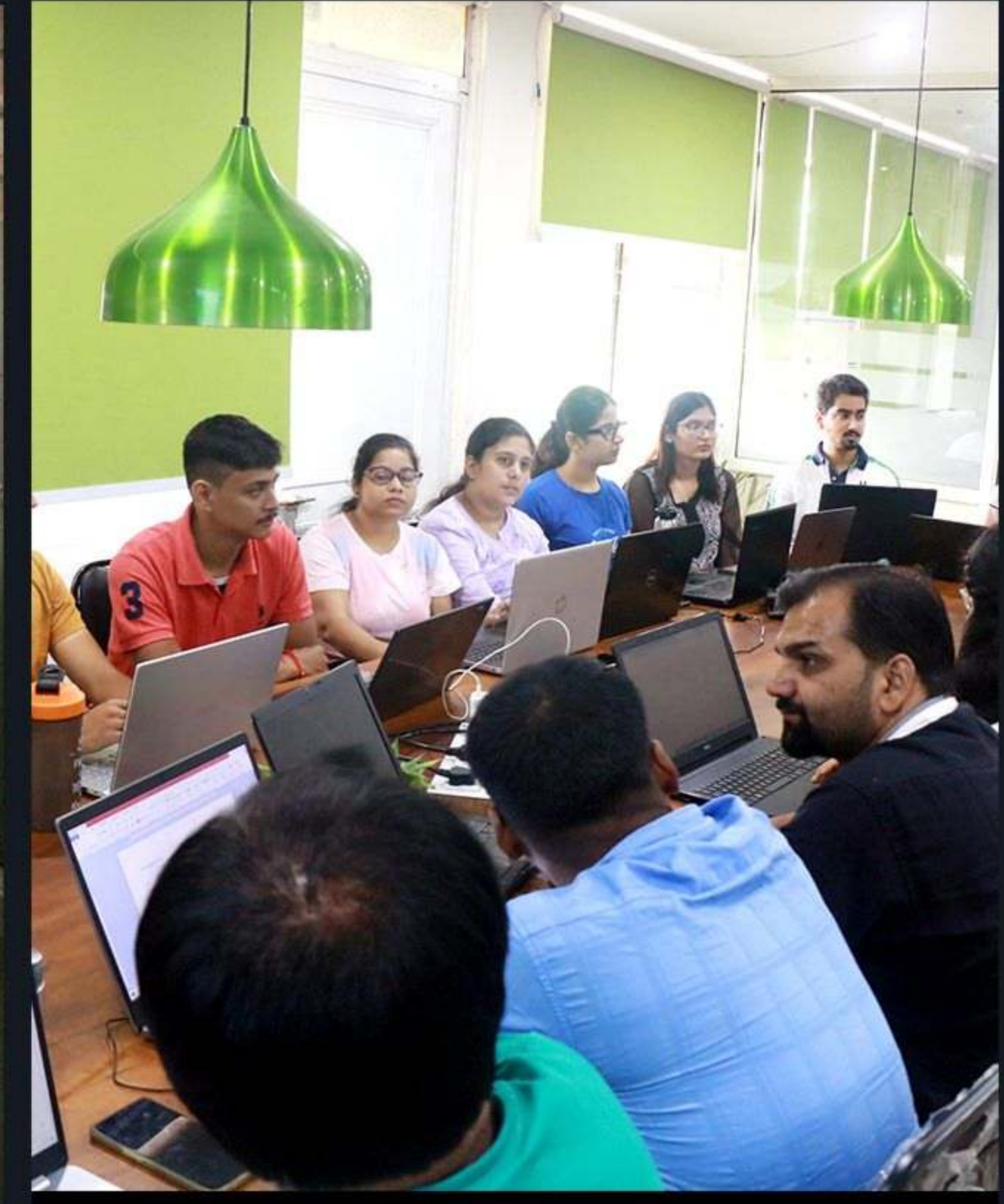
Shubham  
(Digital Marketing Trainer)



Gursimran Singh  
(Digital Marketing Trainer)

30+more Trainers





# Life at CIIM







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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 Diploma Certificate
2. YouTube Certification







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# 1700+ Placed Partners





# Our Placed Students

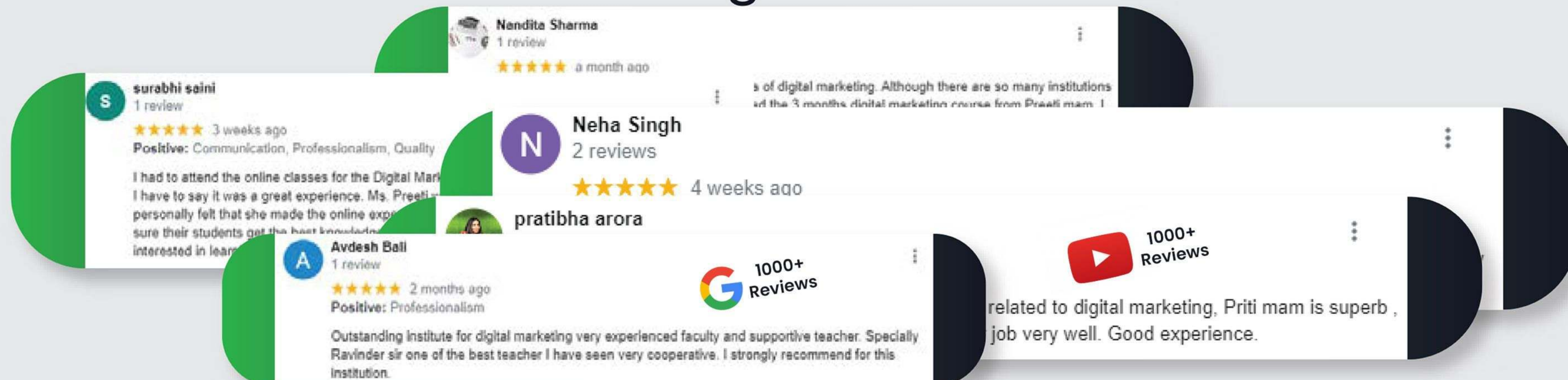
65,000+ Students have received Job Placement through CIIM



## Reviews

For more reviews Check us on Google & Youtube

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