Certified
DIGITAL MARKETING MASTER (CDMM) COURSE

Offered in exclusive association with

A Govt. of India and Govt. of NCT Delhi Co. Initiative
Test Your Skills, Own Your Future

31,000+ PARTICIPANTS | 2200+ TRAININGS | 55+ COUNTRIES
[SINCE 2009]
CDMM COURSE OPPORTUNITY

With over $135 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today. Asia is leading the trend with over 30% annual growth.

According to a recent report by eMarketer, the total number of Internet users globally will surpass 3 billion to reach 42.4% of the entire world's population. Organizations worldwide are waking up to the opportunity of this revolutionary medium to fulfill various business objectives ranging from Sales, Marketing, CRM, Product Development and Research. This has created an ever increasing demand of skilled Digital Marketing professionals.

According to an article in Times of India, over 8 Lakh jobs are expected to be created in Digital Marketing space in the year 2018. In the absence of formal avenues of Digital Marketing education, there is a huge gap of talented professionals. No wonder, a Digital Marketing professional earns anywhere between Rs 15,000 & Rs 250,000/month.

If you are a Business Owner, a Sales & Marketing professional or a Student who is serious about leveraging Digital Marketing for personal or organizational growth then CDMM course is for you.

This course will help you build mastery in various disciplines of Digital Marketing - SEO, SEM, Social Media, Email Marketing, Inbound Marketing & Web Analytics. CDMM supplements you with additional specialization modules to strengthen your skill-set based upon individual’s objective.

SALIENT FEATURES

100+ Hours of Live Classes

Vskills (Govt of India) Certified Course

140+ Hours of Hands-on Assignments

Lifetime Access to Latest Content

10+ Industry Certifications (inc Google, Facebook & LinkedIn)

24 x 7 Support through Discussion Forum

100% Placement Assistance (for Freshers & Digital Marketers)

Rs 80,000+ worth Digital Marketing Tools (All these tools are subscription based. You will get the tools for a limited period only)

DigitalVidya www.digitalvidya.com
WHO SHOULD ATTEND?
If you are one of the following who is looking for leveraging Digital Marketing for personal or organizational growth, then CDMM course is for you:

- Marketing Professionals
- Sales Professionals
- Business Owners
- Entrepreneurs
- Digital Marketing Professionals
- Students

COURSE CURRICULUM

CORE MODULES

- SEARCH ENGINE OPTIMIZATION (SEO)
- SEARCH ENGINE MARKETING (SEM)
- SOCIAL MEDIA MARKETING (SMM)
- EMAIL MARKETING
- INBOUND MARKETING
- WEB ANALYTICS
SPECIALIZATION MODULES

Facebook Marketing in association with

How to Become a Freelancer in Digital Marketing?

Content Marketing in association with

Affiliate Marketing

Programmatic Marketing

E-commerce Listing & Marketplace Selling

Media Buying and Planning

Integrated Digital Marketing Strategy

How to Create an Infographic Resume?

Adobe Analytics - SiteCatalyst

Lead Sourcing
CDMM EXAM DETAILS

There is no prerequisite to earn CDMM certification. You could be a student, an entrepreneur or a working professional.

Once you have completed CDMM Program (in 26 & 14 Weeks), you will be eligible to take CDMM exam from anywhere in India. If you are an international candidate then you can take the exam online. Find below the key details of the exam.

Exam Duration: 60 minutes
Maximum marks: 50, Passing marks: 35 (70%) There is NO negative marking
No. of questions: 50 70 exam centers in India
Attendance in Live Sessions: Min 60%

PLACEMENT SERVICES

We partner with an overwhelming number of organisations who trust us to fill their Digital Marketing manpower needs. We just do not create and send candidate resumes to organisations with relevant vacancies, we mentor our students throughout the hiring process.

Placement Process

The Candidates resume is refined and polished as per Market Standards to help them be searchable.

The Resume is shared with relevant organisations by our placement team.

The organisation selects the resumes they are comfortable with. We then have an initial round of discussion with the candidate informing him of the job profile.

Finally, the candidate is trained to sit in both the initial screening test and the final interview. This ensures that the right talent is connected to the right opportunity.
# Course Schedule

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<thead>
<tr>
<th>Upcoming Batches</th>
<th>Live Sessions</th>
<th>Timings</th>
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<tr>
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Please refer to [www.digitalvidya.com](http://www.digitalvidya.com) for course dates and availability of seats.

# Course Fee & Registration

- **Fee:** Rs 58,900 49,900 (+18% GST)*
  
  *Limited Time Offer

- **Payment Modes:**
  Credit/Debit Card, Bank Transfer or Cheque

- **How to Register?**
  Call at +91-80100-33033 or mail at info@digitalvidya.com
1. SEARCH ENGINE OPTIMIZATION (SEO)  4 Weeks

INTRODUCTION TO SEO
How Search Engines Work
   Indexing & Crawling Basics
   Optimizing Crawl Budget

Intro to SEO
   Organic Search vs. Paid Search Results
   Anatomy of a Search Result (Search Snippet)
   What is On-page SEO (Content, Architecture, HTML)
   What is Off-page SEO / Link Building
      (Social, Content-based, PR)

Keyword Research
   Finding Seed Keywords: Mind Map for Keyword Research
   Using Wikipedia, Forums for Keyword Research
   Keyword Research Process - Identify SeedKeywords, Collect metrics, Map Keywords
   Google Keyword Planner Tool

ON-PAGE SEO
HTML Basics
   Web Page Basics: What is HTML, JavaScript, CSS
   Basic HTML Tags to create a web page
   HTML Tags for SEO: Title, H1, META Tags, IMG, A Href

On-page SEO
   Title, H1, Meta Description, Keyword Usage
   Crawling: XML, HTML Sitemaps, Robots.txt
   Content Clusters (Creating SEO-based content)
   Negative on-page to avoid

Technical SEO
   URL Architecture
   Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
   301 Redirects

Mobile SEO
   App Store Optimization
   Mobile Websites : Responsive, Adaptive, Dynamic
   Optimizing for Voice Search

OFF-PAGE SEO

Schema Markups
   What is Schema & Why is it relevant to SEO.
   Schema Types - Micro, JSON-LD
   Common JSON Schema Tags - Organization, Website, BlogPosting, LocalBusiness
   How Schema shows up in SERPs

Social SEO
   Quora
   YouTube Video SEO
   Slideshare, Scribd and other social channels for SEO

Local SEO
   What is Local SEO, Pigeon Update
   Google My Business, Bing Places
   Local Pages on your website
   Local listings / citations

SEM Rush.com Backlink
   Backlink audit of one website
   How to audit backlinks of competitors and gain insights

SEO AUDIT, TOOLS, MEASUREMENT

SEO Audits
   What are SEO Audits.
   Different Types of SEO Audits.
   Complete SEO Audit with Checklist - Screaming Frog SEO Spider, SEMRush Backlink Audit, Page Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit

Google Search Console

Algorithm Updates
   History of Google Algorithms
   Panda, Penguin, Pigeon, Caffeine updates
   RankBrain and the Future of SEO
2. SEARCH ENGINE MARKETING (SEM) 5 Weeks

INTRODUCTION TO SEM — FUNDAMENTALS & CASE STUDIES

Consumer Journey
What is SEM? Why SEM?
What is Google AdWords? Why Google AdWords?
Google Network
AdWords Terminologies
How Does the SEM Auction Work?
Structure of an AdWords Account
Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific campaign types, and when/why to use them.
Creation of Search Network Campaign

MOBILE AD CAMPAIGNS

Universal App Campaigns
Mobile-Specific Bidding and Targeting Strategies
Measuring Mobile Ad Performance and Conversions
Report Editor
Optimization Strategies
Account Audit Demo

SHOPPING CAMPAIGNS - INTRODUCTION

What are Google Shopping Ads /Product Listing Ads?
Where do they appear on Google? What Shoppers on the internet do?
What retailers need? – New Advertising technologies
Google Shopping set retailers up for success
Features of Google Shopping Why PLA’s?
And the path to create PLA Ads
Merchant Centre Steps
Create Shopping Campaign on Google AdWords
Track Performance and Optimize the Campaigns

CREATION OF GOOGLE DISPLAY NETWORK

GDN Targeting Options
Display Ad Formats
Ad Gallery Tool
Conversion Tracking
GDN Campaign Creation - Demo
Remarketing
Advanced Display: RLSA, Dynamic Remarketing,
YouTube Remarketing
Advanced Display: Smart Display Campaigns

YOUTUBE MARKETING - INTRODUCTION & AD FORMATS

YouTube Ad Formats
YouTube Campaign Creation
YouTube Analytics
Video Campaign Optimization Tips
3. SOCIAL MEDIA MARKETING (SMM)  5 Weeks

GETTING STARTED WITH SOCIAL MEDIA MARKETING

Introduction to Social Media

Facebook Marketing

Creating Content for Facebook & Social Media
Why Content is the foundation of SMM
Psychology of Social Sharing
Building Content That is Inherently Shareable

Tools for Content Creation

FACEBOOK MARKETING

What is Facebook Marketing
Facebook Page Best Practices
KPIs to measure success
Facebook Insights
Facebook Business Manager

How does Facebook Advertising Work?
Facebook Ad Campaign Objectives
Facebook Ad Targeting

INSTAGRAM & LINKEDIN MARKETING

Marketing on Instagram
Optimizing your Instagram business profile
Crafting an Instagram content strategy
Best Practices
Influencer Marketing on Instagram
Analytics & Measurement
Instagram Ads

LinkedIn as a Marketing Platform
LinkedIn for Personal Branding
Brand Marketing on LinkedIn
LinkedIn Company Pages
LinkedIn Advanced Search
LinkedIn Premium
LinkedIn Ads

TWITTER AND SNAPCHAT MARKETING

Twitter Marketing
Twitter Marketing for Brand Awareness
Twitter Ads
Twitter Analytics
Twitter Tools - Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist

Snapchat Marketing
Snapchat for business
Building a following
Driving Engagement
Analytics & Measurement

PINTEREST MARKETING & CREATING A SUCCESSFUL DIGITAL MARKETING STRATEGY

Pinterest Marketing
Pinterest for business
Marketing on Pinterest
Best Practices
Leveraging Rich Pins
Analytics & Measurement

SMM Tools
Hootsuite
Buffer
Tweetdeck
SproutSocial

Crafting a Successful Social Media Strategy
10-step framework to crafting a successful SMM strategy
Building Content That is Inherently Shareable
Creating Content for multiple platforms
Generating content ideas and building a plan
Effective Content Distribution
Evaluating success
4. **EMAIL MARKETING** 3 Weeks

**DELIVERABILITY**
Setting-up an Email Marketing Machine
ISPs, Hosting Facility and MTA
IP/DNS and Shared vs. Dedicated IPs
MX Record, Whitelisting, Response Handlers and Bounces

**EFFECTIVE EMAIL CONTENT**
Conversation
Relevance
Incentives
Timing
Creative & Copy
Attributes

**CUSTOMER ACQUISITION STRATEGIES**
Rented List Emails
Co-branded Emails
Third Party Email Newsletters
Viral Emails
Event Triggered Emails
House E-newsletters

**EFFECTIVE CREATIVE INTRODUCING**
CRABS- Does your Emails have Crabs?
Email Template Model
Best Practices
NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

**NURTURUNG & AUTOMATION**
Tools to Enhance Lead Nurturing
Enhance Better Reach
Analyze Behavior Patterns
Analytics
Automation and More

**RESOURCES TO DO SITUATIONAL ANALYSIS AND PROGRESSIVE UPDATES**
Customer Personal Toolkit
Complete Email Marketing Worksheet
Content Editorial Calendar
Digital Marketing Strategy Toolkit
Email Contact Strategy Template
Email Campaign Calculator
Email Marketing Health Check
Structuring Digital Marketing Team
Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues

**EMAIL AUTOMATION**
Introduction to Automation
-What is Automation?
-How does it Work?
-What are the Benefits?
Choosing an Automation Platform
-Features & Functions Available
-What are Workflows? How to Create a Workflow?
-Cost
-Most Widely Used Platforms
Simple Automation Functions from MailChimp
-Click to Reply Options - Demonstrated
-Other Features Explained
-Results - Demonstrated - Practical
5. INBOUND MARKETING  4 Weeks

**ATTRACTING YOUR POTENTIAL CUSTOMERS INTO CONVERSION FUNNEL**
- Various Ways to Build Reach Through Digital Marketing
- What are Engagement Magnets?
- How to Identify Right Set of Engagement Magnets for your Business?
- Effectiveness of Various Engagement Magnets
- Digital Reach Building Strategy Through Inbound Interest Generation

**LIFECYCLE EMAILS**
- What are Lifecycle Emails?
- Where do Lifecycle Emails fit in?
- Tools used for Lifecycle Emails
- Lifecycle Emails – Case Studies
- Lead Nurturing with Drip Email Marketing: Implementation

**CONVERTING YOUR PROSPECTS INTO LEADS USING EMAILS**
- What is Audience Aggregation?
- Benefits of Audience Aggregation
- How to do Audience Aggregation Through Emails

**LANDING PAGE**
- Conversion Oriented Landing Page Design
- Investment in Landing Page
- Is it for me?
- What is it?
- Critical Concerns to Address on Landing Page-
- What's the Next Step

**CONVERSION OPTIMIZATION**
- Role of Conversion
- Understanding Customer Psyche
- Conversion Optimization
- User Flow and Persuasion
- Online Persuasion
- True Meaning of Landing Page User Flow and Online Persuasion

**CONVERSION OPTIMIZATION PATTERNS FOR ENGAGING WEBSITE VISITORS**
- Patterns for Engaging Website Visitors
- Pattern #1 - Pop-Ups
- Pattern #2 - Pop Under Call-to-Action
- Pattern #3 - Inside Article CTA
6. WEB ANALYTICS 5 Weeks

INTRODUCTION
What's Analysis?
Is Analysis Worth the Effort?
-Small Businesses
-Medium and Large Scale Businesses
Analysis vs Intuition
Introduction to Web Analytics

GOOGLE ANALYTICS
Getting Started With Google Analytics
How Google Analytics Works?
Accounts, Profiles and Users Navigation
Google Analytics
Basic Metrics
The Main Sections of Google Analytics Reports
-Traffic Sources
-Direct, Referring, and Search Traffic
-Campaigns
-AdWords, AdSense

CONTENT PERFORMANCE ANALYSIS
Pages and Landing Pages
Event Tracking and AdSense
Site Search

VISITORS ANALYSIS
Unique Visitors
Geographic and Language Information
Technical Reports
Benchmarking

SOCIAL MEDIA ANALYTICS
Facebook Insights
Twitter Analytics
YouTube Analytics
Social Ad Analytics /ROI Measurement

ACTIONABLE INSIGHTS AND THE BIG PICTURE
Recap of Google Analytics Reports & Tools
Finding Actionable Insights
Getting the Organization Involved
Creating a Data-driven Culture
Resources
Common Mistakes Analysts Make
Additional Web Analytics Tools

SOCIAL CRM & ANALYSIS
Radian6
Sentiment Analysis
Workflow Management
Text Analytics

DIGITAL ANALYTICS
WebMasters
AdWords Reports, Custom Reports
Dashboard and Segmentation
Multi-Channel Funnels Reports Attribution Modelling and Reports

PLATFORM PRINCIPLES
The Platform Components
The Data Model
Measurement Protocol Data Collection
Importing Data into Google Analytics
Reporting APIs and Report Sampling
## Introduction to Marketing
Start by understanding the importance of planning your business marketing strategy. This module covers finding your business’ USP, defining your audience and developing a strategy around marketing funnel.

## Facebook Pages and Post Best Practices
Learn how to connect with people by planning your Facebook Page and understanding how it is structured to make the maximum use of it.

## Facebook Ads - Campaign Objectives
For each Facebook Ad, you have multiple objectives to choose from. This module helps you build right objectives based on each business objective.

## Facebook Ads - Targeting Audiences
Understanding your audience is a challenge for many businesses today. But developing a marketing plan without a knowledge of your audience is a step to failure. Segment your audience and target the right audience with this module.

## Facebook Ads - Impactful Creatives
Make an impact with creatives and know the different ad formats which look good on all devices.

## Facebook Ads - Optimization and Reporting
With this module, measure you adverts and get business insights to optimize how you are connecting with your audience.

## Facebook Ad Policies
Get in-depth understanding of Facebook Ad policies, ad disapproval, account status and Facebook support for a smoother journey.

## Facebook Messenger
Connect and engage with your new or long term customers on Facebook to get results. Offer them suggestions, support, engage with them or encourage purchase from one messenger.

## Facebook Shop
Plan and structure your Facebook shop to manage and sell more products with Facebook.

## Building Brand Awareness
Build your brand with Facebook to connect with people where they are - Facebook and Instagram. Plan your targeting, creatives, placements for brand awareness.

## Driving In-store Footfall
Build Facebook campaigns to drive traffic to your offline store. Learn how to develop a local campaign and sell more with Facebook.

## Facebook Pixel
Measure conversions, optimise ad delivery, automate audience building and do more with Facebook Pixel. Learn and work on Pixels with this module and get more insights on how people are using your website.

## Driving Online Sales
Learn how to get more sales and drive traffic with remarketing campaigns, targeting, creatives and placements and ad formats.

## Generating Leads
This module guides you through creating a lead generation campaign to drive results for your business.
2. **Integrated Digital Marketing Strategy** *(2 Weeks)*

Build an Integrated Digital Marketing Plan by understanding how to work on the concepts of conversions, define objectives, measure, evaluate and tweak your plan. You will also learn how to execute the strategy, what is the skill set required, how you can outsource your marketing activities.

**Introduction**

**The Customer**
- India demographics: overall market view
- India on Digital - digital trends: internet users, male v/s female, age groups,
- Devices, multi screening,

**Marketing Principles: AIDA, Purchase Cycle, Moments of Truth**

**Recap of Various Digital Channels: Digital POEM**

**Creating Digital Moments of Truth – AHA Moments**

**Digital Strategy: Branding v/s Acquisition. What would differ?**

**Analytics** – *(20 minutes)*
- a. Measurement: What do you measure? how can you measure (site analytics, cross device) – sneak peek into the technology that powers this (cookies, user identity)
- b. Attribution: various models, cross device

**Case Study:** A look at the web presence of Starwood Hotels (more engagement less transactional)

**Campaign Optimization – Test, Learn, Deploy what works. Repeat**
- a. Kinds of tests

**Case Study:** A look at the web presence of Makemytrip (acquisition focus, less engagement)

**Trends**
- a. What are people doing on the internet,
- b. Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re, internet brands – one plus)

**Tools for measurement**

3. **How to Become a Freelancer in Digital Marketing?** *(2 Weeks)*

Learn how to sell digital marketing services by assessing the brand’s necessity of reach out to the customers. You will generate customised reports, evaluate other digital marketing service providers and prepare metrics to track performance.

**Assessing Brand’s Necessity To Utilize Digital Marketing Services**

**Assessing How The Brand Is Currently Reaching Out To Customers?**

**Generating Custom Reports & Automated Reports**

**Evaluating Other Digital Marketing Service Providers**

**Creating Customized Presentations and Proposal**

**Setting Expectations and metrics to track performance**

4. **Media Buying & Planning** *(2 Weeks)*

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 post the media plan

Understanding of multiple formats & appropriate for our targeted digital platforms.
5. E-commerce Listing and Marketplace Selling *(2 Weeks)*

Explore how the billion dollar industry of online market is shaping up. How do we be a part of the new age e-tail? The pros and cons of listing online/marketplace model and brand’s own website. This module will help you understand the various Models that Exist and how to setup your own store and how to drive marketing campaigns for conversions and sale.

Learn how the billion dollar industry of online market is shaping up. How do we be a part of the new age e-tail?
- Understanding Different Models - Individual Brand Store and Marketplaces
- Creating Your Own Store with Shopify
- Solutions for Payment Gateway /Shipping /Order Fulfillment and other business Needs.
- Marketplace walkthrough
- Marketplace Listing /Sign up Process
- Live Demonstration of Marketplace Panels
- Understanding Multi Channel Retail and Solution Walkthrough
- Understanding concept of Dropshipping with case Studies.
- Advanced Facebook Ad Funnels for Driving Ecommerce Sales and Conversions.
- Going Global and Selling Cross Border with your products.

6. **Affiliate Marketing** *(2 Weeks)*

You will be introduced to Affiliate Marketing, Models of Affiliate Marketing. Study how to generate and convert leads. In the session guidance to success with Affiliate marketing will be provided.

- **Definition**
- **Purpose/Where and why is Affiliate Marketing used**
- **Resources required to get started with Affiliate Marketing**
- **Top Players in the market for Affiliate Marketing**
- **Re Brokering and Payout models**
- **Segregation of Affiliate Marketing**
  - Web
  - Mobile
- **Overall Affiliate Marketing Budget and strategy planning**
- **Facts and Current industry numbers for Affiliate Marketing industry**
- **Global leads and affiliate marketing programs you can join today**

7. **Programmatic Marketing** *(1 Week)*

Familiarize yourself with Evolution & Growth of Programmatic Advertising. Know how real-time bidding works, its types, its advantages and challenges and myths related to programmatic

- **Evolution & Growth of Programmatic Advertising**
- **Understanding Real-time bidding**
- **How Programmatic Advertising Works**
- **Types of Programmatic Advertising**
- **Advantages and Challenges**
- **Myths of Programmatic Advertising**

8. **Content Marketing Course - In Association with LinkedIn** *(1 Week)*

You will identify the myths about Content Marketing and know the tactics to create “Good” Content. You will learn to develop a Framework to begin a content marketing program, show ROI for content programs. Also, explore key resources and tools to create and curate content with this module.

- **Myths about Content Marketing**
- **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**
9. How to Create an Infographic Resume? (1 Week)

Gives yourself the ultimate advantage in a competitive job market by strategically designing your resume to convey specific information in a visually compelling manner. Create a brand new designer resume with our power packed Infographic resume module.

Your outstanding Infographic Resume Toolkit
Learn basics of Infographic
Learn to convey information Quickly and Clearly
Learn to hold attention with bespoke text and design
Knowledge about open source design software

10. Adobe Analytics - SiteCatalyst (1 Week)

Learn how to use Adobe Analytics to analyze data of your digital platform and strategies digital marketing plans for your business based on the results.

Why do you need to analyze data of your digital platform?
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?

11. Lead Sourcing (1 Week)

How To Use Google To Source Information
How To Use Google To Ping Specific Domains For Information Such As Email Ids
How To Validate Email Ids
How To Source Segmented Database (however Possible)
Learn To Source Email Ids Of Anyone Who Represents A Corporation.
Understand how to Source Information Directories
Learn About Known Sourcing Softwares/apps/plugins
Learn How To Use Sourced Databases.
ASSIGNMENTS

Search Engine Optimization

Duration: 8 Hours

Assignment Promises:
- Research the right keywords to get your website ranked better on Google.
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Identify the keywords and strategies implemented by your competitors.

Tools you will be Exploring:
- RankWatch
- Google Keyword Planner
- Broken Link Checker

Search Engine Marketing

Duration: 15 Hours

Assignment Promises:
- Set up Google AdWords Account to run ads on Google.com and Google’s associated properties.
- Understand how to create ad-groups, write catchy ad text and select keywords to run and optimise your ad campaign’s performance.
- Create and run responsive ads on Google Display Network to show your ads on all devices.
- Create in-stream and video discovery ad to target audience based on demographics and interest.
- Sign up for Merchant Center account and create an ad group to run Google shopping campaign.
- Connect your marketing objective to AdWords solutions to achieve a business’s objective.

Tools you will be Exploring:
- Google AdWords
- Merchant Center

These assignments will require running live Ad Campaigns on Google by spending Rs 1000.

Social Media Marketing

Duration: 10 Hours

Assignment Promises:
- Learn to create a profitable Facebook page that converts the viewers into customers.
- Build your network of existing customers and potential customers while making yourself reliable in the eyes of audience.
- Post impactful content on Social Media networks to target the audience and provoke them to make purchase.
- Create and run effective ad campaigns to target the relevant audience who are interested in your offering.
- Build your fan base on Twitter to create buzz about your business and products.

Tools you will be Exploring:
- Canva
- HootSuite

These assignments will require running live Ad Campaigns on Facebook by spending Rs 500.
Email Marketing

Duration: 8 Hours

Assignment Promises:
- Become hands-on on Legal Aspects involved in sending Emails in various countries
- Never let your emails land in Spam Folders - Be equipped with key techniques
- Start to manage your emails professionally using MailChimp

Tools you will be Exploring:
- MailChimp
- Google Advanced Search
- Chrome Extensions: Clearbit Connect, Anymail finder, Email Extractor, VoilaNorbert, Email Generator
- SPF Validation Tools

Inbound Marketing

Duration: 10 Hours

Assignment Promises:
- Learn secret techniques to multiply your reach without increasing your Ad budget.
- Learn the step-by-step approach to nurture your emails contacts automatically.
- Build an effective Landing Page
- Strategize workflows and create them using HubSpot
- Enable lead qualification through lead scoring for your business

Tools you will be Exploring:
- Hubspot

Web Analytics

Duration: 8 Hours

Assignment Promises:
- Understand how data can be presented in a story telling format and share your observations
- Set up Google Analytics account to create a measurement model for business/blog
- Check and review business's real time, audience, acquisition and behavior report
- Get yourself registered on Google Merchandise Store and understand the dashboard
- Draw your campaign lifecycle and design a campaign outreach plan based on analytics data

Tools you will be Exploring:
- Google Analytics
- Google Merchandise Store
Facebook Advertising

Duration: 8 Hours

Assignment Promises:
- Strategize and launch your Facebook Page and Ad Campaign
- Design Impactful creatives, run ads and optimise your campaigns based on your performance.
- Build brand awareness for your brand and use Facebook Messenger and Facebook Shop
- Get more conversions online and offline with Facebook

Tools you will be Exploring:
- Google Analytics
- Google Merchandise Store

Build Your Blog & Promote Your Blog

Just after the registration, the participants are requested to register their already existing blogs/businesses. For those without an existing online property, it is mandatory that they build one. For this, we help them through our Build Your Blog course which is a 2-hours long course. We also have a self-paced course with 6 Pre-Recorded lessons on ways to Promote Your Blog.

Build Your Blog

Duration: 2 Hours

Assignment Promises:
- Decide the topic of the blog
- Buy domain name or take a free sub-domain name from Digital Vidya
- Host the Blog on AWS and add $ 100 credit provided by Digital Vidya
- Import 5 blog posts based on their blog topic from other websites
- Update theme and Logo. Create an email for the domain.
- Install all necessary plugins including Google Search Console, Google Analytics, Discus, Author Tag

Promote Your Blog

Duration: 5 Hours

Assignment Promises:
- Write your first blog post + SEO
- Social Media Profiles and Content Sharing
- Promoting the blog through E-Mails
- Promotions via Facebook Ads
- Traffic Analysis using Google Analytics
- Creating a Content Strategy

Also, participants need to spend a minimum of INR 2,000 to run the ads and buy a domain name. The breakdown is shared below:

- Domain: INR 500
- Facebook Ads: INR 500
- Search Ads: INR 500
- Display Ads: INR 500

The amount is the minimum spend of what is expected from our participants, the spend may vary based on what domain is selected, how the ads are run by participants.
Digital Vidya has identified top Digital Marketing Campaigns in recent times. We have worked with the implementation team of each of these campaigns and designed 60 hrs of case studies Exercises. You will create a Business Case Solution in each individual exercise.

**SMM Case Study Exercise:**

**Duration:** 20 hours

**Learning Outcomes:**
- Generate a perfect idea to create a rewarding social media marketing campaign.
- Learn to connect your social media marketing campaign with a special event to ensure maximum attention from the audience.
- Identify the best ways to get user-generated content.
- Choose the most relevant social media channels for your campaign to ensure better results with minimal effort.

**SEO Case Study Exercise:**

**Duration:** 20 hours

**Learning Outcomes:**
- Gain competency in improving search engine rankings of your website content and blogs.
- Implement Learn to get your content indexed in search engines frequently.
- Learn to analyze which web pages are working well and which need improvement.
- Research and shortlist best keywords to make your content searchable.

**Tools you will be Exploring:**
- Google Analytics
- Google Keyword Planner
- Google Search Console

**SEM Case Study Exercise:**

**Duration:** 4 hours

**Learning Outcomes:**
- Create an effective search engine marketing campaign to target relevant people.
- Learn to set appropriate budget to get the most out of your campaigns.
- Analyze the performance of your campaigns and keep track of the conversions.

**Tools you will be Exploring:**
- Google Keyword Planner
- Google AdWords
Email Marketing Case Study Exercise:

**Duration:** 8 hours

**Learning Outcomes:**
- Create appealing content for your promotional emails.
- Learn to properly segment users based on their demographics and interests.
- Create relevance of your product for the prospects to convert them into customers.

**Tools you will be Exploring:**
- MailChimp

Web Analytics Case Study Exercise:

**Duration:** 4 hours

**Learning Outcomes:**
- Discover ways to turn your website into a conversion tool that ensures sales.
- Identify the geographies from where your website traffic is coming from.
- Analyse the interaction of the visitors with your website.
- Assess the points of improvement and update your website to deliver better experience.

**Tools you will be Exploring:**
- Google Analytics

Inbound Marketing Case Study Exercise:

**Duration:** 8 hours

**Learning Outcomes:**
- Take the bird’s eye view of the Inbound Marketing strategies adopted by big brands.
- Create a next level Inbound Marketing strategy for your business.
- Create an appealing landing page to get targeted people landed on your website or product page.

**Tools you will be Exploring:**
- Unbounce.com Landing Page Builder
CERTIFICATIONS

**Vskills (Govt. of India) Certification**

**HubSpot Inbound Marketing**

**Content Marketing - In Association with LinkedIn**

**Digital Vidya's Online Completion Certificate for all the 6 Modules (Hard-Copy) - Provided after completion of course**

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**Google Certifications**

Google offers multiple certification exams in Digital Marketing Domain. Digital Vidya course will help you prepare (and pass) the following exams:

**AdWords Fundamentals**

**Search Advertising**
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.
It takes years of practice, hardwork, sheer dedication and ultimate patience that are the resultant factors turning an individual into a master! And to gain mastery in any field, it is a prerequisite to update yourself with the latest buzz and happenings in the dynamic digital marketing industry and gain in-depth knowledge from industry experts!

The essence of Experts PluggedIn involves getting updates directly from the leaders who have been there in the industry with years of experience, sharing their knowledge, empowering you with tips and tricks to enhance and outperform in your domain. We currently have 100+ experts on the Digital Vidya’s Experts Panel and are adding new experts to the list every week.

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<td><strong>Content Marketing: Unlock the key to Digital Marketing Success in 2017</strong></td>
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<td>Reebok India</td>
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The real value of learning Digital Marketing at Digital Vidya lies in hands-on assignments & projects you do. A wide range of digital marketing tools are covered in the CDMM program. We've partnered with the best industry players to offer you an exclusive set of paid digital marketing tools free of cost.

(All these tools are subscription based. You will get the tools for a limited period only)

**Web Hosting Services**
INR 6,600/-
Industry standard, cloud-based web hosting service

**Professional SEO Software**
INR 4,700/-
Map your traffic sources and analyze competitor’s strategies

**SEO Management Tool**
INR 11,500/-
Artificial Intelligence to help you maximize your website traffic

**DIY Landing Page Creator**
INR 1,270/-
Create professional and appealing landing pages hassle-free

**Social Listening Tool**
INR 40,000/-
View all conversations about your brand on social media

**Social Media Analytics Tool**
INR 1,670/-
Analyze & compare your performance with competitors

And many more...
PRADEEP CHOPRA

Among the pioneers of Digital Marketing in India, Pradeep has been part of the Internet Industry since 1999. He is the CEO and Co-founder of Digital Vidya.

Pradeep is an international speaker & an author on Digital Marketing & Entrepreneurship. He is one of the most sought after speakers in Digital Marketing and his speaking assignments include ad-tech, Search Engine Strategies (USA, India), World Social Media Summit at Kuala Lumpur, Social Media Workshops in Singapore, Click Asia Summit, TiEcon, Global Youth Marketing Forum and NASSCOM India Leadership Forum in India. He writes on Entrepreneurship and Digital Marketing for Wall Street Journal, Inc & Entrepreneur Magazines.

A graduate from IIT Delhi, Pradeep is a core member of the Global Committee at SEMPO (Search Engine Marketing Professional Organization), a non-profit that nurtures the growth of Digital Marketing globally. He also sits on the advisory board of Social Media Chambers Malaysia. His obsession for the digital medium has led him to believe that the Internet connectivity is more important than the water supply :).
LEAD TRAINERS

ROHIT UTTAMCHANDANI

The Senior Digital Marketing Manager at Social Beat is a tech savvy and loaded with knowledge about digital media. He is focused on delivering results to his clients. Working with South India’s leading Digital Marketing agency, Rohit has assisted many of his top-notch clients in crafting their Digital Marketing strategy and launch their digital marketing campaigns. The precision of his work is reflected in the final outcome.

REEMA PRASANNA

The SEM expert, Reema Prasanna was previously working with Google. She worked on high impact US, UK and Canada as part of her role in Google. Later, she gained hands-on experience in the Indian market space being a part of the Digital Marketing industry. Her primary focus remained in the Real Estate, Education, Travel, Ecommerce, FMCG, Food & Beverages, etc. Reema is proficient in offering independent consultations on Search Engine & Display Marketing, Blogger Outreach and Social Content Strategies.

HIMANSHU ARORA

He has pronounced himself as the Marketing Mafia. The Co-founder of Social Panga, takes pride in his strategizing, designing, and Digital Marketing campaigning skills. Having worked with brands like Coca-Cola, SAP, Accenture, Citibank, HUL, Google, Horlicks, NBA, Decathlon, and more, his work shows that he is the best in what he does. Another feather in his cap was added when he was chosen by Google as a Product and Sales Trainer for Google AdWords which gave him an opportunity to work with the top 50 companies along with the Fortune 500 companies and start-ups. His achievements are evident with his expertise and knowledge.
NITHYANANDAN RAMAKRISHNA

Enthralled by the conceptualisation of Digital Marketing, Nithyanandan, also known as Nithy, has already spent more than 8 years of his life in the Digital Marketing industry. His life is driven by the motto: work, learn and teach. He is a flawless speaker who can confidently host presentations on a wide variety of topics. Nithy’s past works include producing audio-visual content & presentations, copywriting, managing websites, lead sourcing and email marketing. He has delivered overwhelming results to clients over the world.

NIKHIL KUMAR VERMA

Digital Vidya proudly announces Nikhil Kumar as the lead Digital Marketing trainer. He has worked in a variety of profiles under the Digital Marketing umbrella. He has worked previously as Brand Partner & Creative Technologist (at BBH India – a creative advertising agency), Digital Strategist (at Naked Communications – a strategic communications management consultancy), Product Manager (at True Sparrow Systems, building web applications for XING, the European business social network); and a digital marketing agency called Pinstorm. The most appealing part about working with him is definitely his creative thinking and out of the box approach, sprinkled with fresh ideas.

HARSHITA PANDE JOSHI

The social media enthusiast, Harshita Pande found solace in Social Media Marketing. Commencing her career with copywriting, it was not long before the digital media pulled her towards itself and has given her motivation ever since. Being a creative thinker, she has earned the reputation of a social media strategist who is known for creating a unique blend of strategy and creativity.
HARI PRASAD VARMA RAJA

Hari has two sweet brand names associated with his name: Amazon and Google. At Google, Hari worked with SMB clients in North America. He has a good experience working on Google AdWords, DoubleClick for Search (DS) and Amazon Sponsored Products programs. Currently, Hari is working as an Account Manager in Amazon. Having a substantial amount of experience in Search Engine Marketing and having brand names associated to his, he has positioned himself well in the industry.

SAMVIDHA SINHA

Samvidha has served the Digital Marketing industry for over 8 years now. She gave a kick-start to her career with the brand name Google, rendering her services for more than 5 years there. In the 5-year span she internally switched to many job roles like BDE, Account Management for Small Medium Business across North America, Australia, UK & Ireland. She was in charge of the book of business, of over 300 accounts per quarter and gave a 15% growth QoQ using AdWords. She has also worked with big brands such as 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.

GAURAV ARORA

Gaurav can be best described as a champion in ‘disruptive digital marketing and unlocking great user experience’. He has worked with over 50 international and Indian brands like NBA, Decathlon, HUL, ACREX, Horlicks, Archohm, Fensterbau/frontale, etc. He specializes in building online brands right from strategizing, planning, execution, online brand management, UI/UX consulting and overall presence management. The outstanding experience he has, speaks for the level of expertise the man possesses.

RAJEEV SHARMA

Fascinated by Information Technology, Rajeev, a web analyst, a digital marketer and a coder is the best in all he does. His assistance has enabled many B2B and B2C businesses achieve astounding results. Rajeev has been working on coding for over a decade now. In this period, he has headed and delivered several E-projects by implementing the best of his knowledge. Some of the most profound qualities of Rajeev include growth enhancement through Conversion Rate Optimization (CRO), user experience optimization, website performance optimization, etc.
Industry Recognition

CDMM Program is offered in association with Vskills, the largest certification body in India. Vskills certification exams are conducted by ICSIL, a Govt. of India Undertaking and Govt. of NCT Delhi Company. Vskills certifications help candidates quantify and prove their skills in a particular domain - skills that are valued by the employer and are in great demand.

Google Partners Academy

Digital Vidya is the only Digital Marketing Institute, which is a Digital Marketing Training Partner for Google Partners Academy in India. There are over 15 Digital Vidya's Program Leaders who are part of this association and these trainers lead different modules of the CDMM program.

Microsoft

Digital Vidya is also the Digital Marketing training partner for Microsoft Partners in India. It has trained over 250 partners of Microsoft on various aspects of Digital Marketing through a series of nationwide Digital Marketing training sessions.

Facebook

Participants of the CDMM program will pursue a Facebook Marketing Master Certification Course, which is developed in association with Facebook. In addition to receiving joint certificate from Facebook & Digital Vidya, participants will be able to build mastery on various aspects of Facebook Marketing through this in-depth master certification program.

LinkedIn

CDMM program includes a Content Marketing Course, which is developed in association with LinkedIn. Offered as a specialization module, this course trains CDMM participants about the opportunity of Content Marketing for their Career & Business growth.
WHAT DO OUR EXPERTS SAY ABOUT US?

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

SANJEEV KAPUR
Chief Marketing Officer

doctorimage1

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

SAMEER BAJAJ
National Head Corporate Communication

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

AMIT JAIN
CEO & CoFounder

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

SWATI BHARGAVA
Co-Founder

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

RAMACHANDRA YADAVILLI
Head Marketing
WHAT DO OUR PARTICIPANTS SAY ABOUT US?

“I chose Digital Vidya because they have full confidence on their own to make others career bright through their active Placement Assistance because nobody in the industry is ready to give the placement guarantee.”

MUKESHKUMAR RAJPurohit
Digital Marketing Officer, ePro Labs

“I would say what Digital Vidya is doing is for a wonderful cause where they understand the requirement of each students and are ready to go to any extent to make the student feel comfortable.”

KALYANARAMAN SUBRAMANIAN
Director of Marketing & Business Development

“Digital Vidya fitted into my search as I found its curriculum well-aligned with the current requirement for learning digital marketing & it has not branded its course as a medium of earning quick money but concentrated on the knowledge component of digital marketing.”

DEBASISH NANDY
Educator Turning into Entrepreneur

“Digital Vidya is doing a fabulous job in educating people about the benefits of digital marketing. They are using all the tools quiet effectively in terms of not only educating but engaging the people too. They are here to rock ! Cheers !”

VARUN BANGIA
Senior Manager- MarCom, Citygrocer

“Honestly, I got a job because of Digital Vidya’s placement team so I would say they are the pro and will guide you the best. So if you want any career advice go to Digital Vidya’s team, they will guide you.”

SAKSHI JAIN
SEO Executive, W3Era Web Technologies Pvt. Ltd.

“Digital Vidya has been playing a great role in educating & supporting in building a career in Digital Marketing across the globe. I feel thankful and proud to be a part of Digital Vidya.”

SUBHASHISH DAS
Freelance Digital Marketing Consultant
CORPORATE CLIENTS

INTERNET COMPANIES
- Google
- ebay
- Flipkart
- yatra
- paytm
- naukri.com
- make my trip
- YAHOO!

MEDIA, ENTERTAINMENT AND PUBLICATIONS
- THE TIMES OF INDIA
- THE HINDU
- ESPN
- Radio City
- Forbes
- hindustantimes
- VIACOM18
- NDTV

CONSUMER GOODS
- PARLE
- Levi's
- Castrol
- Panasonic
- Eureka Forbes
- Dabur
- ITC Limited
- KFC
- asianpaints

BFSI
- HSBC
- SBI General
- TATA AIG
- Citi
- HDFC Life
- ICICI PRUDENTIAL
- Kotak Mahindra Bank
- Standard Chartered
- ICICI Bank

TRAVEL, AUTO AND AVIATION
- TOYOTA
- RadissonBLU
- ROYAL ENFIELD
- GM
### IT and ITES

- Wipro
- IBM
- Accenture
- Cognizant
- Cisco
- Oracle
- Infosys
- SAP
- GE
- Microsoft

### Education

- IIM Raipur
- BITS Pilani
- Indian Institute of Management

### Marketing and Advertising

- Lowe Lintas
- Madison
- DDB Mudra Group
- Mediaticom
- Publicitas
- OgilvyOne Worldwide

### Digital Marketing

- Social Wavelength
- Havas Media
- Hungama
- Interactive Avenues
- Quasar
- Indigo Consulting

### Telecommunications

- Ericsson
- Nokia
- Vodafone
- Airtel
- Samsung

### Government

- Singapore Business Federation
- Ministry of Manpower
- Confederation of Indian Industry

### Healthcare

- Fortis
- BD
- Abbott

### Non Profit

- Sightsavers
- Greenpeace
- Rang De