



Institute of
DIGITAL MARKETING



Certificate Course

in Digital Marketing

Course Duration	90 hrs , Full time course (1 Month) & Part time Weekends (3 Months)
Mode Of Delivery :	Virtual, In-class, On-on-one

A course that gets you started on your Digital Marketing journey. Come aboard and experience the power the technology



Certificate Course

Introduction to Digital Marketing 2Hrs

- DM Opportunities, Digital Leadership

Search Engine Optimization (SEO) 14Hrs

- How do Search Engines Work
- SEO On & Off Page Activities
- SEO On Page Activities
- Competitor Analysis
- Keywords Analysis

Search Engine Marketing (SEM) 12Hrs

- Google Adwords, Google Pay-Per Click (PPC)
- Search Marketing - Key Pillars
- Basics of Paid Search PPC
- How to create campaigns
- Keyword research
- Bidding and Budget
- Campaign Setup
- SEM Process

Content Marketing 12Hrs

- Content Research
- How to create Infographics on content marketing
- Marketing & Distribution
- Content Discovery & Ideas
- Content Creation

Blogging 6Hrs

- Blogger
- Tumble
- Wordpress

Email Marketing 6Hrs

- Permission and E-permission marketing
- Working with email templates
- Defining your goals
- E-marketing strategies
- Mailchimp

Social Media Marketing 12Hrs

- LinkedIn, Company Page, LinkedIn Groups, Pulse, Slideshare
- Getting your message across on Facebook
- Importance of Social Channels
- Facebook, FB Pages, FB groups.
- G+ Pages, Communities
- Instagram, Pinterest
- Leveraging LinkedIn
- YouTube

Social Media Optimization 4Hrs

Social media Analytics 4Hrs

Inbound Marketing 6Hrs

Google Analytics Overview 6Hrs

- Benefits of Tracking and Analyzing Web Data
- Advantages of Using Google Analytics
- Add Tracking to Your Site
- Troubleshoot Common Problems
- Understand Customer Segmentation
- Verify the Google Analytics Code Installation
- Introduction to Data Analysis
- Install the Google Analytics Tracking Code
- Interpret and Act on Google Analytics Data

Video Marketing 6Hrs

- How to work with your YouTube audience
- Supported YouTube Ad formats
- Video Manager
- YouTube Video Dashboard
- Analytics & Insights

We also have online courses, Digital Courses from UK

All our online courses degree are approved UGC recognized by OPJS University.

Business Communication - BULATS UK



E-commerce - besmart UK



Digipreneur

10 months

Edupreneur

10 months

Block Chain Technology & Digital Currency

10 months



Thane

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Next to McDonald,
Ghokhale Road, Thane(W)
Phone : 022-41239333

Andheri

4th Floor, BEST Complex
Opp Andheri Station,
Andheri(W)
Phone : 022-26708186, 9320957717

Vashi

207,Om Rachana building,
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Kshirsagar, sector 17, Vashi
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We also have centers at **Airoli**
(Navi Mumbai), Dadar, Pune
and Toronto (Canada)

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