National Institute Of Digital Marketing
(BANGALORE)

DYNAMIC DIGITAL MARKETING PROGRAM

50+ Modules

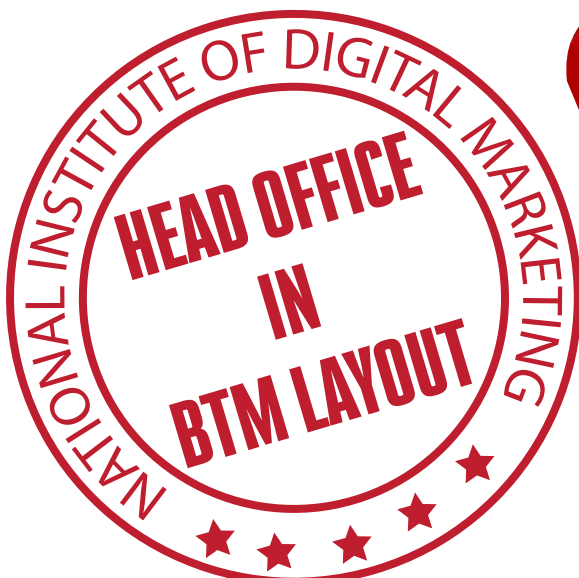**150+ Hours**

10 Certifications

100% Placements

2 years Support

Internships

3 MONTHS EXECUTIVE PROGRAM | 3,000 BATCHES | 20,000+ STUDENTS | LIVE PROJECTS | PAID INTERNSHIP | RS. 3,00,000/- WORTH TOOLS | 1000 WORKSHOPS

NATIONAL INSTITUTE OF DIGITAL MARKETING

HEAD OFFICE IN BTM LAYOUT

+91- 9611361147
+91- 8008709040

nidmindia@gmail.com
info@nidmindia.com

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BTM Layout, 1st Stage,
Near Udupi Garden Signal,
Bangalore-560068

www.nidmindia.com

THE DYNAMIC DIGITAL MARKETING PROGRAM CERTIFICATION

This Program Is Designed To Transform You Into A Digital Marketing Expert And Take Up Your Career To The Next Level. It Caters To Those Looking For A New Career In Digital Marketing Or Who Want To Improve Their Marketability To Potential Employers.

The Course Will Take You From Competent Digital Marketer To Domain Expert. It Will Enable You To Leverage On Digital Marketing Strategies To Drive Higher Growth And Revenue.

WHAT YOU'LL LEARN

- Formulate More Effective Digital Marketing Strategies.
- Gain An In-depth Understanding Of Search Engine Optimization.
- Plan And Execute Successful Ad Campaigns With Desired Results.
- Master Social Media Marketing And Harness Your Growth Possibilities.
- Strengthen Your Skills In Analytics, Website Planning And Graphic Designing .

WHAT MAKES IT UNIQUE?

- Exclusive, Original Content:
  We Are Focused On Providing You Content For Learning Relevant To India And Abroad That Includes Case Studies And Automation Tools.

- Enriched And Jam-packed:
  Enrich With A Complete Bundle Of Sessions That Includes Videos And Classroom Tutorials From Experts In The Field.

"Become a Wizard of DIGITAL MARKETING from our course that will take you from competent to a specialist."

WHY THE DYNAMIC DIGITAL MARKETING PROGRAM

- Ddmp Teaches You How To Build, Scale-up, And Sustain Your Brand's Online Reputation Across All Relevant Digita Platforms.

- Reaches People Where They Spend Their Time & Money.

- **Levels The Playing Field For Small Business:** Affordability, Mobile Access, Flexibility, Expansion, Multimedia, Tracking, Interactivity, Authority, Influencer Engagement.

- Traditional Marketing Professionals Who Want To Stay Abreast With Time And Take Up Digital Marketing Programs To Scale Up And Stay Ahead.

DDMP COURSE DETAILS

🔄 Duration: 3 Months

▤ Time Commitment: 02 hours / Day

🪄 A Highly Respected DDMP & Google Certifications

A Word From People Who Know...

Best Institute For Digital Marketing. In Depth Information And Tools Are Provided. The Overall Ambience Is Stimulating For Learning. Friendly Mentors, Who Are Very Patient And Helpful. Best Part Is That There Is 100% Placement. So This Is The Best Place For Learning And Career Building.

- TEJASHWINI

HOW DDMP EVOLVED ?

Our Program Starts From The Fundamentals Of Marketing, Focusing On Laying A Strong Foundation In Marketing And Digital Marketing, With Covering Essential Concepts Of Marketing Like Segmentation, Targeting & Positioning, Advertising & Sales Promotions, Integrated Marketing Communications, Product & Brand Management, Digital Models & Channels.

MODULE 1 : Digital Marketing Introduction / Overview
• What is Digital Marketing? • Digital Marketing v/s Traditional Marketing • Why is Digital Marketing important? • Skills You Need For Digital Marketing • Digital Marketing Future/Job prospects

MODULE 2 : Digital Marketing Strategy / Planning
• Identify Your Target Audience • Understand Your Competitors
• Set Your Objectives • Plan Your Tactics • Digital Sales Funnel
• Race Model - (Digital Marketing Plan - Executive Summary, Digital Marketing Plan - Situation Analysis, Digital Marketing Plan - Objectives & Strategy, Digital Marketing Plan)

Module 3 : Competitor Analysis
• Consumer Behavior Of Online Consumers • Personal-Social-Cultural - Psychological Factors • Finding Competitors • Competitive Analysis In Marketing

MODULE 4 : Search Engine Optimization- SEO On-Page
• About SEO • On Page Factors • Off Page Optimization • Web Design for On-page SEO • Site Analysis, SEO Audit • Optimization SEO content
• Keywords Research • Search Engine Submission Tools • Web analytic

MODULE 5 : Search Engine Optimization- SEO Off-Page (Live Project)
• Off Page Optimization • How to Build Backlinks • Link Building Strategies
• Guest Posting • Most Important Off Page • SEO Techniques
• Forum Posting • Off Page SEO Live Demo

Module 6 : Search Engine Marketing/ PPC
• Overview of SEM and PPC Campaigns • Campaign Management Strategy of PPC Campaigns • Types of Ads • Ad Creation techniques • Building Landing Pages • Report & Analysis • Google Certification • Bidding Strategies

Module 7 : SEM - Adwords
• Google Ads Accounts • Ads campaign • Display ads • Shopping Ads
• Video Ads • Search Ads • Types of Keywords • Bidding Strategy
• App Promotions

Module 8 : SEM - Bing Ads
• Introduction To Bing Ads • Campaigns And Adgroups • Ad Content And Campaign Exclusions • Ad Extensions And Dynamic Text

Module 9 : SMO - Social Media Optimization
• Optimize your strategy • Create Engaging content • Building Your Social Medical Presence
• Social Media Content Calender Strategies of SMO

Module 10 : Facebook Adversting
• Introduction To Facebook Adverstising • Why Facebook Ads Are Important Businesses • Types Of Facebook Ads And Campaigns
• Create Different Types Of Facebook Ads (Hands-on Demos) • Build Custom Audiences From Your Email List And Website Visitors • Create And Install Facebook Pixel For Conversion Tracking

Module 11 : Social Media Marketing
• Research Your Target Audience • Audit Your Current Presence
• Decide On Which -Network To Prioritize • Optimize Your Profiles
• Social Content Calendar • Measure And Improve

WHO SHOULD TAKE THIS COURSE?
• Anyone who is looking for career advancement and learn skills to add value to their career.

• People who want to achieve specific goals of learning within a short span and Master the skills for their career advantage.

• Digital marketing professionals who want to enhance their career prospects and growth.

• Traditional marketing professionals who want to stay abreast with time and take up DynamicDigital marketing programs to scale up and stay upgraded.

• Small entrepreneurs who want to capitalize the possible business growth online, wanting to enhance their skills in digital marketing and drive sales and conversion.

150GB Software's and Tool Kits

Module 12 : Social Media Metrics / Engagement

• Why You Should Track Them ? • Awareness Metrics • Additional Metrics • Engagement Metrics Conversion Metrics • What Is Social Engagement? • Engagement Opportunities • Revert Your Loyal Customers • Participate In Trending Conversations

Module 13 : Video Marketing / Youtube

• Introduction To Youtube Marketing • Video Marketing Significance • Setting Up Youtube Channel And Live Videos • Uploading Videos Tags And Descriptions • Youtube Video Monetization Rules 7 Approval • Getting More Subscribers And Views

Module 14 : Linkedin - Personal Branding

• How To Create And Optimized LinkedIn Profiles • What Type Of Cover Images And Headlines You Need To Use (Examples Inside) • How To Build A Brand And Become An Expert • How To Generate Business Leads From LinkedIn

Module 15 : Social Media Strategy & Planning

• How To Create Social Media Strategy • Set SMART Goals (Specific, Measurable, Attainable, Relevant, Time-bound) • Track Meaningful Metric • Create Audience Personas • Gather Data • Do A Social Media Audit • Setup Accounts And Improve Profiles

MODULE 16 : Social Media Listening

• Social Listening Definition • Why Social Listening Matters • How To Get Setup Social Media Listening • Social Listening Tips • Best Social Listening Tools

Module 17 : Content Marketing

• What Is A Content Marketing • Types Of Content Marketing • Understanding Your Goals • Content Is The Present & Future Of Marketing • Content Marketing Strategy Preparing Content Marketing - Calendar

Module 18: Instagram

• Introduction To Insstagram Advertising • Why Instagram Ads And Campaigns For Buisness • Type Of Instagram To Give Results On- Instagram For Organic And Paid Marketing • Reels, Igtv And Stories Content Planning As Per Specific Buisnesses

Module 19 : Blogging & Story Telling

• Introduction To Blogging And Story Telling • Tips On Creating A Successful Blog • Blog Marketing Demo • How To Make Money From Blogging

Module 20 : Viral Marketing

• Introduction And Successful Story Telling • Facebook - Build Your Lead Flow • YouTube - Going Viral Overnight • Let Your Content Do The Marketing • Converting And Analyzing Your Traffic

Module 21 : Growth Hacking

• Marketing & Psychology • Technical Marketing • Launch On Product Hunt • Leverage Referral - Marketing • Make New Brand Partnerships • Social Media Growth Hacking : Build A Community Around Your Brand • Cloud E-commerce Tools

Module 22 : Google Analytics

• Introduction To Google Analytics • How To Use Google Analytics Setup And Configuration Of Google Analytics • Learn How To Create And Analyse Report • Adwords And Analytics

MODULE 23 : Influencer Marketing

• Overview Of Influencer Marketing (Definition & ROI) • What Works In Influencer Marketing?• How Effective Is Influencer Marketing? How To Run Influencer Program • How To Choose An- Influencer That's Best For Your Marketing Campaign • Tools To Find Influencers Track Your Marketing Campaigns • ROI Of Influencer- Marketing

National Institute Of Digital Marketing Bengaluru.

800 Workshop

YOUR CAREER STARTS HERE :

☞ **100+ Tools & Rs.3,00,000/- Worth Materials**

☞ **100 Hours Practical Training**

☞ **Live Classes & Personal Attention**

☞ **2 Years Support**

☞ **Free Startup Consultation For 6 Months**

☞ **LMS And Access To Video Recordings**

☞ **10 Certifications - Internship**

☞ **Career & Placement Assistance**

☞ **150gb Software's And Tool Kits.**

☞ **Get Mentored By Top Industry Experts**

☞ **Work On Live Projects And Internship**

☞ **One-one & Batch Trainings**

2 YEARS SUPPORT

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MODULE 24 : Affiliate Marketing

• What Is Affiliate Marketing ? • Why Is Affiliate Marketing So Popular? • How Does Affiliate Marketing Work? • How Are Affiliates Paid? • Popular Affiliate Websites You're Probably Already Using • How To Get Started With Affiliate Marketing

MODULE 25 : ORM (Online Reputation Management) and PR

• What Is Online Reputation Management? • How To Diagnose & Clean-up Your Current Digital Footprint• Reputation Management Plan • Reputation Management Strategy • How To Monitor Social Platforms • ORM Tools For Monitoring

MODULE 26 : Mobile Marketing

• Mobile Marketing Introduction • Mobile Marketing Live Demo • Setting-up Google Amp And Facebook Instant Articles • WhatsApp Marketing

MODULE 27 : Email Marketing

• Introduction To Email Marketing • Basics Of Email Marketing, Email Template Creation, Call To Action (CTA) • Bulk Emailing • Lead Generation • Email Marketing And Your Business • Email Design And Functionality • Email Optimization And Testing

MODULE 28 : App Store Optimization (ASO)

• What Is The Difference Between ASO And SEO? • Why App Store Optimization Is Important For App Growth • How Do Users Find And Download Mobile Apps? • What Are The Benefits Of App Store Optimization? • How Does App Store Optimization Work? • App Store Optimization Checklist

MODULE 29 : Online Branding

• What Makes A Good Company Name? • How To Come Up With A Company Brand Name • Steps To Choosing A Company Name • What Is A Brand? • Creating Your Brand Strategy • Building Brand Voice • Site Structure & Appearance • Monitoring Your Brand • Measuring Your Brand

MODULE 30 : Lead Generation for Business

• What Is Lead Generation For Business? • How To Start A Lead Generation For Business? • Strategies To Find The Best Leads For Your Clients • How To Nurture And Engage With Your Client's Leads

MODULE 31 : Content Marketing Strategy - CMS

• Introduction To CMS • Tools, Techniques & Strategies • Content Distribution • Measuring & Marketing • Content To Audience Mapping • Introduction To The Current Marketing Environment• Blogging To Build Your Business

MODULE 32 : E-Commerce Marketing & E-commerce Business Models and concepts

• Understanding Of E-commerce And Online Market • Knowing The Different Marketing Types • Understanding Customer Transactions Online • E-commerce Web Strategy • Metrics And Analytics • Learning The Tricks Of Attracting Visitors Business Plan And Business Model • Basic Business Concept • Major B2c Business Model• Major B2b Business Model • E- Business Infrastructure • Business Models In Emerging E-commerce Areas

MODULE 33 : Customer Relation Management - CRM

• Understanding CRM And Its Applications • Types Of CRM • Executing The CRM Best Practices • Understanding The Challenges And Delivering Service • Customer Relation, Customer Value Management • Benefits Of CRM

MODULE 34 : Entrepreneurship - Creating the Business

•The Mind Of The Entrepreneur • New Product Development (NPD) • The Business Eco System • Sales, Strategy & Branding • Business Models + Marketing Models • Creating The Business Assessment • Launching Your Online Business.

MODULE 35 : Conversion Rate Optimizer - CRO

• About CRO • A/B Testing, Tools And Building a A/B Test • Analytics For CRO & Result • The Ultimate CRO Strategy • E-commerce Test Planning

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By 2022, in India Digital industry will produce more than 20 Lakhs jobs.

What are you waiting for ?

THE BENEFITS OF DDMP
DYNAMIC DIGITAL MARKETING PROGRAM

● India's Most Advanced Digital Marketing Curriculum.

● Access 100+ Premium Tools.

● Get Trained By Industry Expert

● Get Hands- On Experience On Real Time Live Digital Marketing Projects.

● Get One-on-one Personal Consultation For Doubts Clarifications

● Get Personalized Hr Career Consulting Services.

● Get 2 Years Dedicated Support For Every Student.

● Get 200+ E-Books

● Course Material (Hard & Soft Copy)

GET 3,00,000/- WORTH DIGITAL MARKETING TOOL KIT

"**Good Marketing Makes The Company Look Smart. Great Marketing Makes The Customer Feel Smart.**"

MODULE 36 : Sales Funnel
• Why Is The Sales Funnel Important? • Sales Funnel Stages • How To Create A Sales Funnel For Your Business • Finding The Cracks In Your Sales Funnel Stages

MODULE 37 : Tools for Content Creation
• Canva • Spark • Photoshop Basics • Royalty Free Images

MODULE 38 : Website Planning & Structure
• Website Design in Word Press • How to Choose and Buy Domain • Landing Page Creative • Choosing-Related Website Template Website Content & Plug-ins • Template Design • News Letter Design

MODULE 39 : Wordpress
• Wordpress - CMS Introduction • Installing Wordpress & Setup • Free And Paid Themes • Elementor • Customization & Blogging • Forms

MODULE 40 : CSS
• Alignments • Colors • Padding • Margin • Float • Iframe

MODULE 41 : Technical SEO
• Meta-title • Meta-description • Internal Links • External Links • Alt Tags

MODULE 42 : Freelancing
• A Brief What, When And How to Start Freelancing • Platforms / Websites For Freelancing • Profile / Portfolio / Reviews in Freelancing

MODULE 43 : Html Basics
• Tags • Colors • Tables • Attributes • Lists

MODULE 44 : Static And Dynamic Website

MODULE 45 : Adobe Photoshop
• Introduction to Adobe Photoshop • Working with Images •Photo Retouching• Color Correction • Working With The Pen Tool

MODULE 46 : Adobe Illustrator
• Draw, Edit, And Manipulate Art Elements •work With The Shape Tools • Learn How To Save In Various Formats

MODULE 47 : Adobe Indesign
• Create, Edit, And Apply Styles To Format Text • Work With Text And Graphic Frames • Create A New Publication

MODULE 48 : Adobe Lightroom
• Tips and Quick Fixes • Mastering Adjustments and Editing • Developing Raw and DNG files • Using Lightroom and Photoshop Together

MODULE 49 : Adobe Premiere Pro
•Adding Audio to a Sequence• Creating the First Sequence Adding • Video Clips to the Timeline • Trimming Clips on the Timeline

MODULE 50 : Corel Draw
• Working With Special Effects And Texts. • Page Layout, Printing,Exporting and Advanced Features

MODULE 51 : Creating Logo
•Professional Logo Design in Adobe Illustrator • Logo Design Fundamentals

MODULE 52 : Video Editing
•create A Promotional Video • Image Manipulation • Text Animation

MODULE 53 : Broucher & Banner

MODULE 54 : Typography

MODULE 55 : Photo Effects

Access 100+ premium tools

ABOUT DDMP - DYNAMIC DIGITAL MARKETING PROGRAM

Developments In Digital Technology And Advancements In E-commerce Have Shaped The Buyer Market, Creating A Dynamic Digital Marketing Program Evolution. Studying The Digital Marketing And E-commerce Course Prepares You For The Exhilarating, Fast-moving Business World And Specializes In Digital Marketing Methods And Strategies.

A Dynamic Digital Marketer Program Helps Businesses With Proven Strategies And Tips To Grow Businesses Online. If You Want To Learn More About Seo, Digital Marketing, Conversion Optimization, E-commerce, Or Even How To Generate More Sales, Check Out The Dynamic Digital Marketer Program . We Focus On Actionable Digital Marketing Tips, Strategies, And Case Studies.

Become A Specialist In Developing And Executing Digital Marketing Strategies With Our Program. This Program Offers Knowledge Of Online Advertising And Publicity, Search Engine Optimization (SEO), Analytics, Data-driven Decision-Making, Content Development, And Creating A Social Media Strategy And Managing It.

Students Will Also Learn To Assess The Digital Marketing Requirements Of Clients, Conduct Audits, And Build And Introduce Marketing Plans.

You Will Get To Work With A Number Of Different Clients Across A Variety Of - Sectors Including Corporations, Ngo's, Governmental Agencies, Influencers, Celebrities, Etc Which Helps You To Boost Your Versatility And Ensure Success In The Jobs Market. This Program Provides Complete Training In Online Marketing Through Advanced Digital Marketing Topics.

REGISTER NOW

ADD-ONS

•Resume Preparation
•Mock Interview
•Social Media Trends
•Online Reputation Management
•Starting Own Business

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About Trainer

- Corporate Trainer with 13 years of experience in Digital Marketing - worked with IIM's & IIT's, Empaneled trainer NIIT, Times Pro. Bennett Coleman and Co. Ltd. (Times Group), Makeintern, Manipal pro learn.

- Guest Faculty & Keynote speaker for 30+ MBA colleges, visiting faculty at IIM kozhikode, PES university; New Horizon college; M S Ramaiah Institute of Management, Reva University, IBMR Business School, Sheshadripuram College, Presidency University.

- Trained more than 15,000+ Students and conducted more than 560+ Workshops.

- Expert in more than 70+ Online Marketing tools.

- Highest Reviewed trainer on Google My Business.

- Has guided and assisted 50+ startup companies.

- Worked as Online Marketing consultant for 40+ MNC Companies.
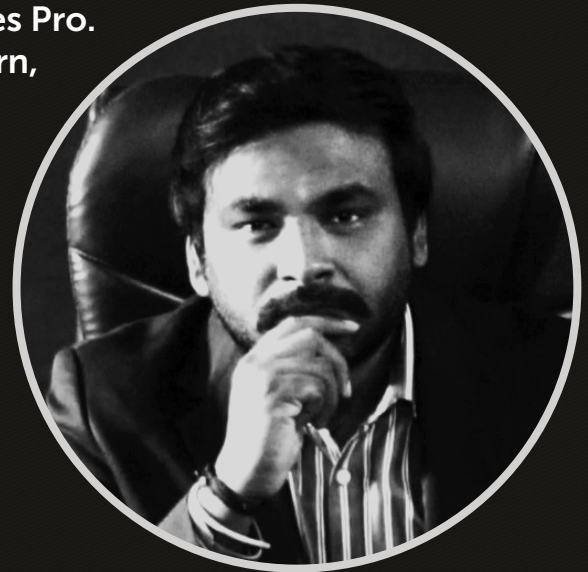
M S KUMAR
Founder & Trainer - DDMP
13 years experience

THE **DYNAMIC MARKETER** DIFFERENCE

ONLINE AND CLASSROOM LEARNING + the 'human touch' you'll only get from us
We Make Online Learning Enticing With Our Virtual Classrooms And We Have Offline Classes For You That Will Provide You Amazing Exposure With Great Experience To Meet Your Career Needs At Your Convenience.

A Team Of Humans Dedicated To Your Success
A Team Of Experts And Trainers Who Will Be With You To Add Value To Your Knowledge And Learning Experience.our Subject Matter Experts Will Guide You In Every Step Towards Your Success.

Researched And Carefully Curated, Relevant Contents
Courses Are Designed Considering The Market Needs And Its Researched And Curated That Will Keep You At Pace Of Rapidly Changing World.

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We Take The Responsibility To Equip You To Grow In Your Career.our Program Is Recognised By Industry And Will Add Value To Your Cv.

Real- Time Insights From Experts
You Will Get Insights From Our Experts, Who Will Give You Tips, Techniques On Learning Invaluable To Bringing Your Online Learning To The Real World. We Have An Industry Interface That Is Unique And Will Facilitate For Right Career Opportunity In Digital Marketing.

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MEET OUR TRAINEES

Join our 20,000+ Alumni

I chose this course because I wanted to improve my Digital Marketing skills. I chose The TDM because it is very affordable and I am very happy with the timetable.

- RIYA MALAKAR

I was clueless regarding my career, but had an inclination towards the field of digital marketing. I had researched a lot of institutes and found this institute very convincing. The best decision i have ever made, i got the right consultation and knowledge.

- IRFAN

Thanks to their friendly teachers and helpful staff, I could find the best course to suit me. In just three weeks I had the chance to fully prepare for my exam and at the same time make friends with people from all over the world.

- PAVAN

"Before I came here I didn't know anything about DDMP, but after 3 months studying here my DM has improved much quickly than I ever expected. I absolutely recommend it for new students.

- ANKITA KUMARI

RESUME BUILDING   INTERVIEW PREP   MOCK INTERVIEWS

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100% PLACEMENTS

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