



Indian Vidyalaya of
Digital Marketing

ADVANCED DIGITAL MARKETING COURSE

Central India's 1st premium Digital Marketing Training
Vidyalaya for Professionals, Entrepreneurs & Job seekers

Google
Partner

AN ISO 9001 : 2015



CENTRAL INDIA'S PREMIUM DIGITAL MARKETING TRAINING VIDYALAYA

In-Class & Live Online training by Industry Experts

BECOME A GOOGLE & FACEBOOK CERTIFIED PROFESSIONAL

One Training Program - 9 Certifications

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered. After completion of the training not only will you become an expert in digital marketing but you will also be a Google & Facebook Certified Professional.

Google Analytics Certificate



Google Adword Certificate



Google Advertising Certificate



Shopping Advertising Certificate



- 6 Adwords Certification - To become AdWords Certified, you'll need to pass the AdWords Fundamental exam and one more Adwords exam. IVDM will prepare and help you to clear all these exams -
 - Adwords Fundamental
 - Search Advertising
 - Display Advertising
 - Video Advertising
 - Shopping Advertising
 - Mobile Advertising
- Google Analytics Certification
- Facebook Blueprint Certifications
- Industry Recognized IVDM Certificate

Google
Partner

CDMF, CDMS, CDMM COURSE OPPORTUNITIES

Digital Marketing is one of the fastest growing industries today, With over \$135 billion spend in online advertising globally, 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 2017. 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 to 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 individuals' objective.



SALIENT FEATURES



**Hands-on Projects and
Assignment s**



**Live Case Study in
Guidance of Experts (100+ Experts)**



**Placement Assistance
For Freshers and
Digital Marketing Experts**



**Research Based
Internship**

IN TODAY'S ERA SKILLS & KNOWLEDGE MATTERS... DEGREES DON'T

Add valuable skills & knowledge that will help you to succeed.
Become a Google & Facebook Certified Digital Marketer...

SOCIAL MEDIA ANALYST

Salary : 18k to 30k
After 3 years of experience
Designation- Social Media Manager
salary 35k to 65k



PPC ANALYST

Salary: 18k to 30k
After 2 years of experience
Designation - Sr. PPC Analyst
Salary: 35k to 65k



DIGITAL MARKETING EXECUTIVE

Salary: 21k to 35k
After 3 years of experience
Designation- Digital Marketing Manager
Salary: 50k to 75k



CAREER OPTIONS YOU CAN CHOOSE AFTER COMPLETION OF DIGITAL MARKETING COURSE



CONTENT MARKETING EXECUTIVE

Salary: 21k to 35k
After 3 years of experience
Designation- Content Marketing Manager
Salary: 40k to 60k



ONLINE REPUTATION EXECUTIVE

Salary: 21k to 30k
After 3 years of experience
Designation- Online Reputation Manager
Salary: 30k to 50k

FREELANCE DIGITAL MARKETER

Monthly earning with just 2-3 projects: 40k to 75k
Earning with just 4-5 projects: 1 Lac to 1.5 Lacs



COMPARE

Don't just
take our
word for it!



	Duration	Fee	No of Jobs	No of Job Seekers	Average Monthly Salary	Placements By Course
MBA	2 Years	8-12 Lacs	1 Lac	3 Lacs	21k to 35k	26%
MCA	2/3 Years	2-4 Lacs	58K	2 Lacs	12k to 25k	18%
B. Tech	4 Years	3-12 Lacs	4 Lacs	18 Lacs	10k to 25k	13%
PGDM	2 Years	4-8 Lacs	60K	4 Lacs	18k to 30k	23%
Advanced Digital Marketing Course @ DSIM	3-6 Months	0.56 Lac	12 Lacs + 35 Lacs more in next 3 years	45 K	21k to 35k	92%



WHAT YOU LEARN?

The only digital marketing training program where you get in-depth knowledge of all the 17 modules of digital marketing with practical hands-on exposure.



Digital Marketing Overview



Website Planning & Creation



Search Engine Optimization



Search Engine Advertising



Social Media Marketing



Mobile Marketing



Google Analytics



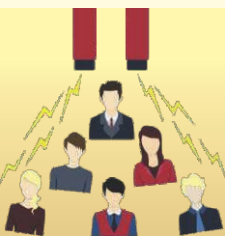
Online Display Advertising



Email Marketing



Ecommerce Marketing



Lead Generation For Business



Content Marketing



Creating Internet Marketing Strategy



Affiliate Marketing



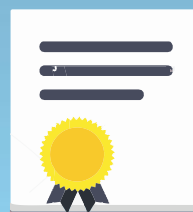
Making Money Via AdSense & Blogging



Online Reputation Management

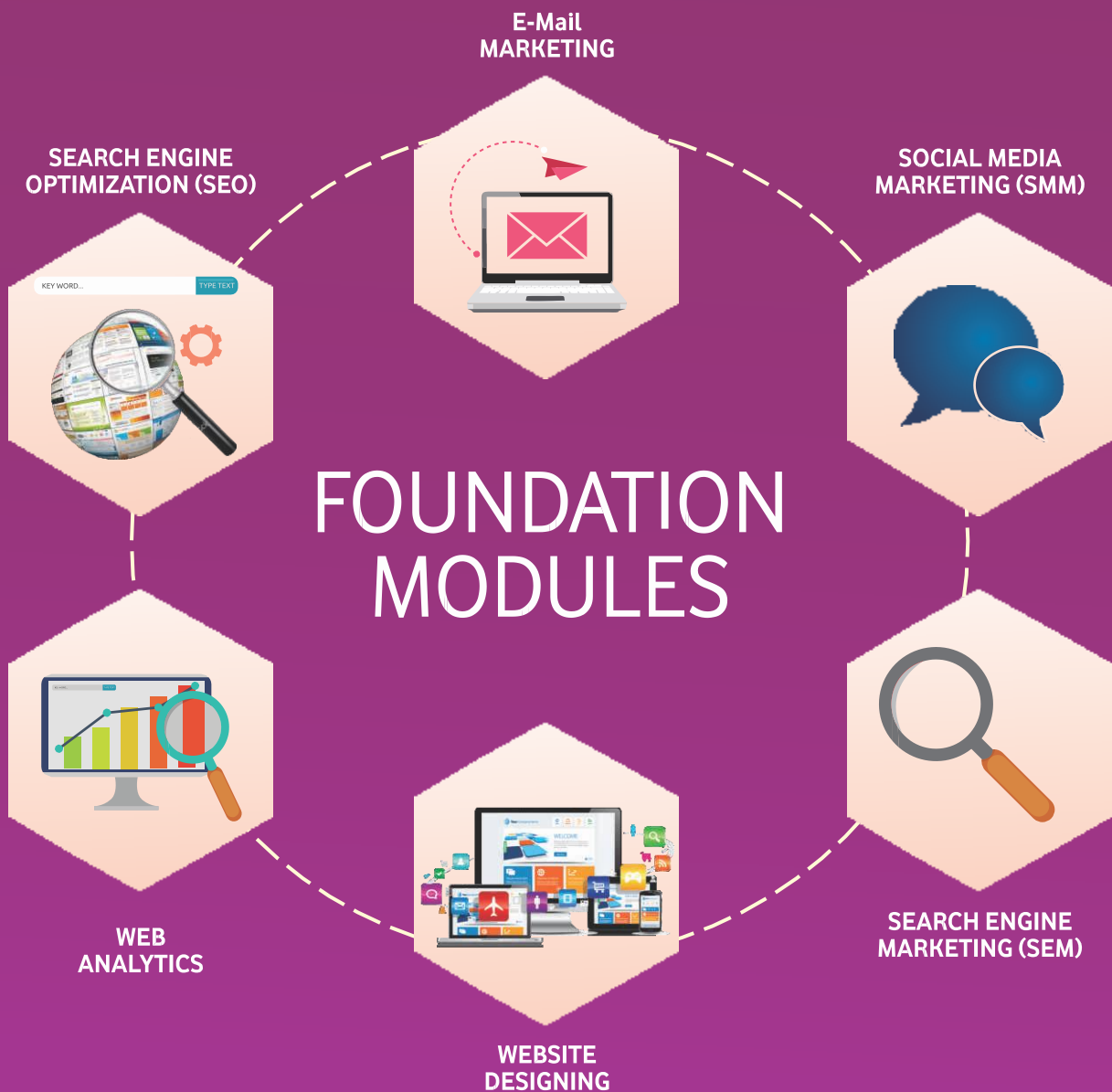


How to Grab Freelancing Projects



Become a Google & Facebook Certified Professional

COURSE CURRICULUM



Course Duration: Foundation 45 Days

SPECIALISATION MODULES



How To Create Unfair
Advantages and Exponentially
Grow Online Business



Integrated Digital
Marketing Strategy



How To Sell Digital
Marketing Services



How To Create A Website
With WordPress



Blogging For Beginners



Super Blogging



Shopping Advertising



Display Advertising



E-Commerce Marketing /
Marketplace



Mobile App Marketing



Prepare Yourself For Career
Opportunities In Digital Marketing



Video Advertising

Course Duration: Foundation + Specialisation 90 Days



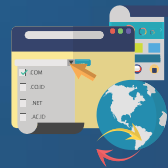
MASTER MODULE



E-commerce
Marketing



How to Grab
Freelancing Projects



Specializations
in above courses



Affiliate Marketing



Online Reputation
Management



Content Marketing

Course Duration: Foundation + Specialisation + Master 180 Days

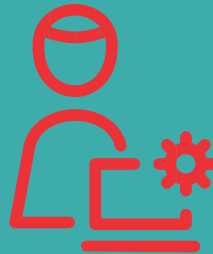
10

Reason Why You Would Love IVDM

Google
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Become A Google & Facebook
Blueprint Certified Professional



Learn From
Industry Experts



Learn A-Z of
Digital Marketing



Free Backup &
Doubt Sessions



Group & Individual
Assignments



Comprehensive
Practical Training



Placement Assistance



Build Your
Own Website



Industry
Case - Studies



Free Software
Worth
₹ 49000/-



There's no reason to wait
call today >>
+91 9069434109



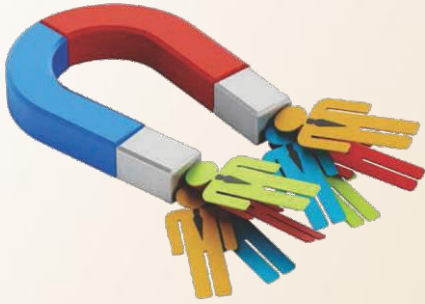
**What
We
Offers ?**

- ❖ **We provides Extensive training in 36 Modules with Classroom & Practical Approach.**
- ❖ **Comprehensive training modules prepared by Industry Experts.**
- ❖ **Hands on Project & assignments for practical learning.**
- ❖ **Lifetime access to all latest content.**
- ❖ **Free Wi- Fi**
- ❖ **A.C. Rooms**
- ❖ **One of its kind – Research Center only for digital marketing.**
- ❖ **100% Placement support.**



SHARPEN YOUR AXE

*Get tools worth
₹ 49,000/-
absolutely Free*



Lead Capture plugin



WordPress theme



Content builder tool



Landing page builder tool



Tools for E-commerce Website



SEO software



Web Hosting



The All-in-one website conversion app
(Lead capture light box,
Page takeover lead capture
Squeeze page builder)z



Become a Google & Facebook blueprint certified professional

Google
Partner



THE CAREER DIMENSION THAT COUNTS

Break on through to the other side

ONLY 7% PROFESSIONALS REACH TOP MANAGERIAL POSITIONS BEFORE THEY TURN 35... CAN YOU BE ONE OF THEM?

For taking the right step, knowing where you want to go is half of the work done. Successful professionals don't think of themselves as an employee and hence are on the verge of improving their skills throughout their career. They never stop learning new things.

PROPEL YOUR CAREER GROWTH.

So, you want to enhance your skills? Have that "extra edge" over others in your company? Do you want to attract better career opportunities? Do you believe that you can fulfill all your dreams if provided the right direction?

SO, WHAT SHOULD YOU DO?

The difference between the successful professionals and the ones who stagnate is not the number of hours you work in the company but the number of zeroes you add or save in the books of company.

THE BIGGEST CHANGE IN 21ST CENTURY IS INTERNET.

We are witnessing 'Second Industrial Revolution' where companies are adopting digital media. They need skilled people to manage this new vertical that is adding value to company's growth.

HOW IVDM WILL ENHANCE YOUR SKILLS?

We are here to propel your career by adding skills and expertise with the most advanced digital marketing training program in India. Remember: Degree never earns you a promotion, it's the skills and expertise and the all-around ability you possess that helps you make a difference.

With growing demand for skilled Digital Marketers, the advanced digital marketing program by IVDM opens plethora of opportunities and gates for multiple industries. We have trainees hundreds of startups, and many other reputed companies.

It's time you start before it's too late! Sometimes later becomes never.

The opportunities are definitely not forever and endless. In 3 years of time digital marketing will be like any other normal industry with lots of skilled people looking for limited jobs.

BENEFITS

- More & better career opportunities.
- Faster career growth.
- Master what others will learn later.
- Become certified professional.
- Work part time as a freelancer.
- Enhance your skills.
- Give yourself an edge over other employees.



WE HELP STARTUPS...START

Reach out to a wider audience by marketing your business online, using channels like Social Media, E-mails, Search Engines and Lead- Generation.

IVDM FOR BUDDING ENTREPRENEURS

It took over 100 years for Coca-Cola to earn the brand value it has today with traditional marketing and just 15 years for Google, 10 years for FB, 7 years for Flipkart, 4 years for WhatsApp to reach its present brand reputation with digital media."

KICKSTART YOUR BUSINESS

So, you have this amazing cool idea and you want everyone to know about it because it's going to change their life forever.

But, like most of the startups, you may have limited budget and you may not be able to reach out to your target customers by displaying full page advertisements in newspapers, run your ads 24x7 on TV, and showcase your offerings on roadside hoardings because they are just too expensive.

SO, WHAT SHOULD YOU DO?

The difference between the startups that fail and those who succeed is not the money or zeal but, optimal utilization of limited resources. How effectively you are able to use your scarce resources (be it HR, Money, Logistics) to increase your reach, acquire customers and convert your company name into a brand name is what differentiates you from others.

By marketing your business online, using channels like Social Media, E-mails, Search Engines, you can easily reach out to a wider audience with no geographical boundaries, increase brand awareness, bring targeted traffic to your website, generate potential leads and convert them into sales within your budget constraints.

Not only this, online marketing is the sole platform where you can beat par with big competitors.

HOW IVDM WILL HELP YOU START & GROW ?

Being a startup, a single decision that you take can make or break our business, you can definitely not afford agencies and even if you can, we understand how difficult it would be to handover your concept in someone else's hand and give them the power to take decisions that can make or break your business.

And even if you outsource your online marketing campaign you can never know the truth behind the excel sheets they present you with. "Numbers can be misleading, if you do not have the right knowledge".

Hence in order to take the best of the decisions, whether you outsource or do it yourself.

Every single second of this professional course will focus on your learning by doing it yourself with industrial case studies and brain storming assignments.

As the famous saying goes, "Those who can't, they teach". Hence, at IVDM, we do not have any teacher, professor, or lecturer but some of the renowned names from the industry who have successfully planned and implemented digital marketing strategies for brands like Flipkart, Myntra, Snapdeal, Toyota, Johnson & Johnson, Walmart to name a few.

BENEFITS

- Find more customers online for your product/ service.
- Gain expertise in operating your business online.
- Increase your revenue by marketing on internet.
- Create your brand awareness using social media.
- Reduce your advertising cost by 60%.
- Generate business leads through inbound marketing.
- Take your business to another level by reaching a large audience.



INCREASE YOUR BUSINESS REVENUE

Learn how to reach out to 400 million internet users in India

IVDM FOR BUSINESS OWNERS

1/3 OF BUSINESSES ARE PLANNING TO INTRODUCE A DIGITAL TRANSFORMATION PROGRAMME & 1/3 ALREADY HAVE...

WHAT ABOUT YOU?

So, you are running your own business? but, like most small companies, startups and propriety businesses you may be restricted with advertising budget.

You feel your company is in proverbial darkness? Where no one knows about it? You don't have the moolah for TV campaigns and big full-page ads on daily national newspapers?

SO, WHAT SHOULD YOU DO?

Today each industry is using digital media to promote themselves. Those, using traditional marketing are moving in the darkness and those using digital marketing are shining like stars.

Your job as a business owner or an entrepreneur is to boost sales for your business, generate more revenue and to keep the business afloat and, in the future, to diversify it.

To achieve your business goals, you should effectively use various traits of digital marketing to be at the forefront of the industry, which will ultimately increase your reach and help you in acquiring more customers (at a lower acquisition cost) and convert your company name into a brand name.

By marketing your business online, using channels like Social Media, E-mails, Search Engines, you can easily reach out to a wider audience with no geographical boundaries. Increase brand awareness, bring targeted traffic to your website, generate potential leads and convert them into sales within your budget constraints.

HOW IVDM WILL HELP YOU INCREASE YOUR BUSINESS REVENUE?

The world of digital marketing is very dynamic

One day, your non-mobile site is just fine. The next day, wham! You're flat on your back with flat-lined traffic and sinking conversion rates.

You are not be expected to know everything there is to know about the field of digital marketing. But on the other hand you have to know various things related to this advanced professional course which will focus on your learning by giving you practical exposure with industrial case studies and brain storming assignments.

IVDM helps you in learning how to do marketing online. We will give you expertise in how to boost website traffic, generate potential leads & increase sales revenue with better brand awareness using internet platforms like Social Media, E-mail Marketing, Inbound marketing and much more just like experts and agencies do it.

BENEFITS

- Increase sales revenue.
- Get better ROI on your marketing expenditure.
- Generate potential lead.
- Spend you marketing budget for your target audience only.
- Create brand awareness and increase visibility.
- Convert your company name into a brand name.

TRAINING PROCESS FOR MASTER COURSE

1

The training starts with **Digital Marketing Overview** wherein you learn the basics of digital marketing that help you build a strong base for practical sessions that follow.

Then, to provide hands-on-practical exposure you create a website. At IVDM you are not learning digital marketing, you are actually doing it.

2

3

Once you have the basics in order and your website is up and running, the training kick starts to more advanced modules wherein you learn SEO, PPC Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising.

Another interesting component in this training program is **Social Media Marketing** comprising of Facebook, Twitter, LinkedIn, Video and Viral Marketing. Keeping modern day business requirements in mind, this training has a very important component, i.e., **Lead Generation** for business. Under this component, you not only learn how to generate potential business leads but, also how to convert those lead into sales and increase your business revenue.

4

5

Our team of renowned Affiliate marketers will train and share tips and tricks on how you can make money online with **Affiliate Marketing** and **AdSense Blogging**. So, this means you can mint money online anytime, as a part-time or full-time freelancer... All you need is a laptop and internet connection!

Once your training is over and you are well versed practically with all the components, you are awarded an **Industry Recognized Certification** from IVDM and gain advantages with our free job assistance that has helped many job seekers find their dream job in the burgeoning digital marketing industry.

6



DIRECTLY & INDIRECTLY ASSOCIATED COMPANIES

Google

IBM

न्यूज़ 24

make *my* trip
Dil toh roaming hai

 OYO
ROOMS

 TATA

amazon

Amway

paytm

B B C

Café
COFFEE
Day

Cadbury

 airtel

 ICICI Bank

shaadi.com

MEET OUR AWESOME MENTORS & TRAINEES



Yuvraj Soni

The best marketing doesn't feel like marketing.



Aamir Khan

Effective questioning brings insight, which fuels curiosity, which cultivates wisdom.



Himanshi Goyal

'It's time to get creative with scrolling' because as a digital marketer, it becomes challenging to break through, which is why you develop design & copy so innovatively that it feels custom made to the subscriber.



Urvi Ganatra

"Content is King" and yes you need to admit this. This is something which supports your maximum digital marketing activities like SEO, Social, Email etc. Focus on this as most of the brand image is built by the quality of the content displayed.



Dev Dutt Choudhary

Focus on growing your list all of the time as new subscribers are more engaged adding to healthier open rates and ROI.



Devendra Sharma

Quality over quantity - E-mails may best cost efficient but it's no excuse to not produce quality content to give a targeted audience.



Vivek Bharathi

The Consumer is not a moron ; She is your wife.



Vikram Babbar

The internet is becoming the town square for the global village of tomorrow.



Sunny Singh

The future of retails is the integration of Internet & Digital Services with the retail network.



Sachin Verma

Social Media is about Sociology & Psychology more than technology.



Ritesh Goyal

Risk - Calculated Risk - is key to success online.



Vijay Nagar

Be where the world is going.



Neha Suman

An essential aspect of creativity is not being afraid to fail.



Harshita Goyal

Social Media are tools. Real time is a mindset.



Ankur Parmal

Technology is the "POWER".

Who's Next?



YEAR
2010
Bhavish & Ankit
Founded



YEAR
2010

Vijay Shekhar Sharma
Founded



YEAR 2013
Ritesh Agrawal
Founded



YEAR 2008
Deepinder & Pankaj
Founded



YEAR
2008
Sachin & Binny
Founded



IT IS TIME YOU GET STARTED

Partners

Google
Partner

Microsoft Partner Network



www.ivdm.co.in



+91 9069434109



Morning, Evening & Weekend Batches

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