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of Internet Marketing

15 years of Experience

INDIA'S PREMIER INSTITUTE OF DIGITAL MARKETING

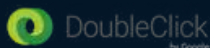
At CIIM, we're more than just a digital marketing institute; we're your partners in success. Start your journey with us today



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Surjeet Thakur

(Founder)

Surjeet Thakur is the founder of CIIM. He has over 20+ years of experience in the field of digital marketing and has inspired countless number of students, job seekers and business persons to excel in the field. Under his vision, CIIM is striving to take the skill of digital marketing to every home in India. With digital marketing, individuals can shape their own careers without depending on anyone else.



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Mission



Our mission is to **empower** the youth of India by providing **Digital Marketing Training** to **5 Lakh students**.

We aim to create new **opportunities, build skills,** and help young people succeed in the digital world, driving growth and progress for the country.

Surjeet Thakur
FOUNDER & CEO



165k+
Students Trained



165k
Students



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WHO

Can join this course

**This is the most-demand
course in 2025**

- Students / Freshers / Job Seeker
- Working Professionals
- Housewives / Part time Work
- Entrepreneur / New Startups
- Freelancers / Extra income Source
- Career Switch

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30 Days Digital Marketing Certification Program Syllabus

Class: 1hr/ (Mon to Friday)

Mode: Online | **Language:** Hindi & English



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COURSE MODULES

Introduction of Digital Marketing

- What is Digital Marketing?
- Key Components of Digital Marketing
- Traditional Marketing vs. Digital Marketing
- Digital Marketing Channels Overview
- The Buyer's Journey in Digital Marketing
- Career Opportunities in Digital Marketing
- Key Skills for Digital Marketers
- Emerging Trends in Digital Marketing



Benefit of Digital Marketing

- **Cost-Effective:** Reach a wider audience at a lower cost compared to traditional marketing methods.
- **Global Reach:** Expand your business globally without geographic limitations.
- **Targeted Audience:** Use tools to reach specific demographics based on interests, location, and behavior.
- **Measurable Results:** Track performance with analytics tools to evaluate ROI and improve strategies.
- **Enhanced Engagement:** Interact with your audience in real-time through social media, email, and chat.



- Improved Conversion Rates: Leverage optimization strategies to turn leads into customers.
- Personalization: Tailor content and campaigns to suit individual preferences and behaviors.
- Builds Brand Loyalty: Foster relationships with consistent, valuable content that resonates with your audience.
- 24/7 Availability: Promote your business around the clock through automated tools and online platforms.
- Scalability: Easily adjust campaigns to accommodate the growth and needs of your business.

Scope of Digital Marketing

- Artificial Intelligence (AI): AI-powered tools for personalized marketing, chatbots, and predictive analytics.
- Voice Search Optimization: Increased use of voice assistants like Alexa, Siri, and Google Assistant requires optimized content for voice queries.
- Video Marketing Dominance: Short videos, live streaming, and interactive video content will continue to grow in popularity.
- Influencer Marketing Growth: Collaborating with micro and macro influencers will remain a key strategy.
- Programmatic Advertising: Automation of ad buying will make campaigns more efficient and targeted.
- Augmented Reality (AR) & Virtual Reality (VR): Immersive experiences will enhance customer engagement and brand storytelling.
- Data-Driven Strategies: Greater reliance on big data analytics to make informed marketing decisions.

Website Designing

- Basics of Website Designing
- Types of Websites (Static, Dynamic, E-commerce)
- Understanding Responsive Design
- Introduction to CMS (WordPress, Shopify)
- Website Layout and Navigation
- Introduction to Web Hosting and Domains
- what is SSL certificate?
- what is DNS?
- How to purchase domain & Hosting
- how to install wordpress on website



WordPress

- What is WordPress?
- Setting Up WordPress on web hosting
- WordPress Themes
- Creating and Managing Content
- WordPress Plugins
- WordPress Widgets and Menus



Graphics Design with Canva

- Introduction to Canva
- Canva Design Basics
- Working with Text in Canva
- Using Canva Elements
- Creating Social Media Graphics
- Designing for Print
- Creating Presentations in Canva
- Branding with Canva
- Using Canva for Marketing Materials
- Canva Design Tips and Best Practices



Video Editing with Canva

- Introduction to Canva and Video Editing
- Navigating Canva Interface
- Setting Up Your First Video Project
- Understanding Canva Video Templates
- Basic Video Editing Techniques
- Adding Text, Graphics, and Titles to Videos
- Working with Audio
- Using Transitions and Effects
- Advanced Video Editing Features in Canva
- Color Grading and Filters
- Creating Engaging Thumbnails for Videos



- Exporting and Sharing Your Videos
- Video Marketing Tips
- Video Editing for Different Purposes
- Practical Projects and Assignments

Master in ChatGPT

- Introduction to Content Writing & Marketing
- Understanding Content Writing Fundamentals
- Audience Research and Targeting
- SEO Writing Techniques
- Creating Compelling Headlines & CTAs
- Types of Content (Blogs, Articles, Social Media, etc.)
- Content Strategy and Planning
- Content Promotion and Distribution
- Social Media Content Writing
- Email Marketing and Writing for Emails
- Content Marketing for Lead Generation
- Content Analytics and Performance Tracking
- Storytelling in Content Writing
- Copywriting for Sales and Marketing
- Content Writing Tools and Platforms
- Ethics and Legal Aspects of Content Writing
- Practical



Search Engine Optimisation (SEO)

- What is SEO?
- Types of SEO: On-page, off-page, and technical SEO
- ON Page SEO
- OFF Page SEO
- Link Building Strategies
- Technical SEO
- Local SEO (Google my Business GMB)
- SEO for Ecommerce Website
- SEO for Mobile and Voice Search
- Future of SEO



Social Media Optimisation (SMO)

- Introduction to Social Media Optimization (SMO)
- Importance and Benefits of SMO for Businesses
- Understanding Social Media Platforms
- Creating an SMO Strategy
- Profile Optimization for Major Social Media Platforms
- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- Content Creation and Curation for SMO



- Hashtag Strategies for Social Media Optimization
- Building a Social Media Calendar
- Increasing Engagement and Building a Community
- Using Visual Content for Better Reach
- Social Media Analytics and Insights
- Increasing Followers and Building Organic Growth
- Influencer Marketing and Collaborations for SMO
- Common SMO Mistakes and How to Avoid Them

Social Media Ads (Meta)

- Introduction to Social Media Advertising
- Understanding Different Social Media Platforms
- Setting Up Your Social Media Ads Accounts
- Defining Goals and Objectives for Ads
- Audience Targeting and Segmentation
- Creating Compelling Ad Creative and Copy
- Types of Social Media Ads (Image, Video, Carousel, etc.)
- Budgeting and Bidding Strategies
- Facebook & Instagram Ads Mastery
- Social Media Re targeting and Re marketing



Google Ads



- Introduction to Google Ads
- Setting Up a Google Ads Account
- Google Ads Campaign Types
- Search Campaigns: Text Ads and Keyword Targeting
- Display Campaigns: Banner Ads and Image Targeting
- Video Campaigns: YouTube Ads and Video Targeting
- Shopping Campaigns: Product Listing Ads (PLAs)
- Smart Campaigns: Automated Ads and Targeting
- Keyword Research and Targeting
- Ad Creation and Copywriting
- Bidding Strategies and Budgeting
- Ad Extensions
- Audience Targeting and Segmentation
- Optimizing Google Ads Campaigns
- Tracking and Analytics
- Advanced Google Ads Features
- Campaign Optimization Techniques
- Google Ads Reporting and Analysis
- Google Ads for Mobile Advertising
- Google Ads Policy and Compliance

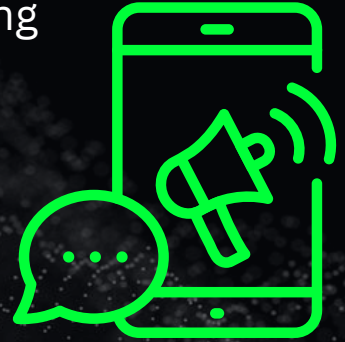
YouTube Marketing

- Introduction to Video Marketing
- The Importance of Video in Digital Marketing
- Types of Videos for Marketing (Explainer, Testimonials, Product Demos, etc.)
- Video Marketing Strategy and Planning
- Creating Engaging Video Content
- Video Scriptwriting and Storytelling
- Optimizing Videos for SEO
- Video Marketing on Social Media Platforms (YouTube, Facebook, Instagram)
- Video Advertising (YouTube Ads, Facebook Ads, etc.)
- Video Analytics and Performance Tracking
- Building Brand Awareness through Video
- Case Studies and Best Practices in Video Marketing
- Practical Assignments and Video Creation



Mobile Marketing

- Introduction to Mobile Marketing
- Understanding Mobile Marketing Channels
- Mobile Website Optimization
- Mobile App Marketing
- SMS and MMS Marketing
- Mobile Advertising Strategies
- Location-Based Marketing
- Mobile Email Marketing
- Mobile Social Media Marketing
- Push Notifications and In-App Messaging
- Mobile Video Marketing
- App Store Optimization (ASO)
- Mobile Analytics and Tracking
- Mobile Marketing Trends and Innovations



Drop Shipping

- Introduction to Dropshipping
- Finding a Profitable Niche
- Sourcing Products for Dropshipping
- Setting Up a Dropshipping Store
- Creating Winning Product Listings
- Payment Gateways and Shipping Setup
- Marketing Your Dropshipping Store
- Search Engine Optimization (SEO) for Dropshipping Stores
- Order Fulfillment Process
- Analytics and Performance Tracking
- Scaling Your Dropshipping Business
- Common Mistakes and How to Avoid Them
- Future Trends in Dropshipping



Affiliate Marketing

- Introduction to Affiliate Marketing
- Types of Affiliate Marketing
- Affiliate Marketing Models
- Finding and Joining Affiliate Programs
- Niche Selection for Affiliate Marketing
- Creating an Affiliate Marketing Website
- Content Creation for Affiliate Marketing



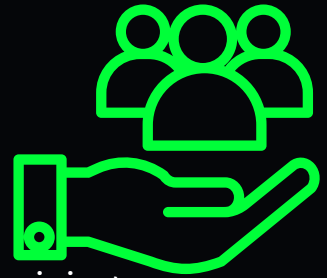
- SEO for Affiliate Marketing
- Social Media Strategies for Affiliate Marketing
- Email Marketing for Affiliate Marketing
- Using Paid Advertising for Affiliate Marketing
- Tracking and Analytics in Affiliate Marketing
- Case Studies and Success Stories
- Future Trends in Affiliate Marketing

Freelancing

- Introduction to Freelancing
- Identifying Skills for Freelancing
- Choosing a Freelancing Niche
- Setting Up Your Freelancing Business
- Creating a Freelancer Profile
- Freelancing Platforms and Tools
- Finding and Winning Freelance Projects
- Client Pitch and Proposal Writing
- Writing Winning Proposals
- Personalizing Proposals for Success
- Building an Online Presence
- Pricing Strategies for Freelancers
- Effective Communication with Clients
- Delivering Quality Work
- Building Long-Term Client Relationships
- Scaling Your Freelance Career
- Case Studies and Success Stories
- Future Trends in Freelancing



Drop Services



- Introduction to Dropservicing
- Finding a Profitable Niche for Dropservicing
- Sourcing Freelancers and Service Providers
- Setting Up a Dropservicing Business Website
- Creating and Packaging Service Offers
- Building a Sales Funnel for Dropservicing
- Marketing Strategies for Dropservicing
- Search Engine Optimization (SEO) for Dropservicing
- Managing Client Projects
- Customer Acquisition and Retention Strategies
- Financial Management for Dropservicing
- Analytics and Performance Tracking
- Scaling a Dropservicing Business
- Common Mistakes and How to Avoid Them
- Future Trends in Dropservicing

Blogging

- Introduction to Blogging
- Setting Up a Blog
- Content Writing Techniques
- Blog SEO Basics
- Monetizing Your Blog



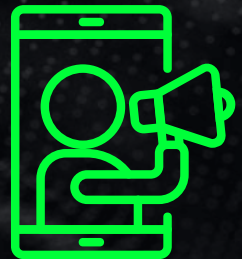
Vlogging

- Introduction to Vlogging
- Setting Up a Vlogging Channel
- Vlogging Equipment Essentials
- Shooting and Editing Videos
- Growing a Vlogging Audience
- Monetizing Your Vlog



Influence Marketing

- Introduction to Influence Marketing
- Building an Influencer Profile
- Collaborating with Brands
- Planning Influence Marketing Campaigns
- Tools for Influence Marketing



Email Marketing Mastery

- Introduction to Email Marketing
- Email Marketing Platforms and Tools
- Building an Email List
- Email Design and Content
- Types of Email Campaigns
- Email Automation



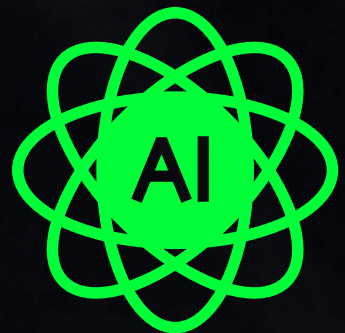
Whatsapp Marketing

- Introduction to WhatsApp Marketing
- Setting Up WhatsApp Business
- Building a WhatsApp Audience
- Content Creation for WhatsApp Marketing
- Broadcasts and Groups
- WhatsApp Automation
- Promotional Campaigns on WhatsApp
- WhatsApp Ads
- Compliance and Guidelines
- Measuring Campaign Performance
- Advanced WhatsApp Marketing Techniques
- Practical Assignments



Mastery in AI Tools

- Introduction to AI and Its Role in Digital Marketing
- Overview of AI Tools for Digital Marketing
- AI for Content Creation
- AI in Social Media Marketing
- AI for SEO Optimization



Interview Preparation

- Introduction To Interview Preparation
- Understanding Different Types Of Interviews
- Researching The Company And Role
- Creating An Impressive Resume And Cover Letter
- Developing Strong Communication Skills
- Mastering Behavioral Interview Technique
- Commonly Asked Interview Questions And Answers
- Technical Interview Preparation
- Body Language And Presentation Skills
- Handling Stress And Difficult Questions
- Mock Interview Sessions
- Online Interview Preparation (Video Calls)
- Dressing For Success: Professional Appearance
- Salary Negotiation Strategies



Our Exclusive Features

1. Daily Live Session

2. Practical Class

3. Live Projects

4. 100% Internship

5. 25+ Modules

6. Recorded Video

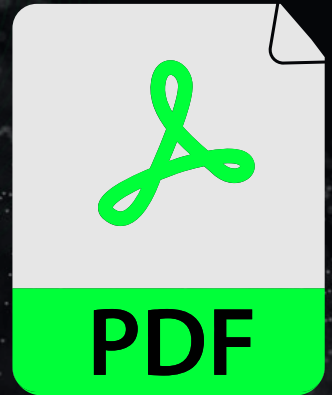
7. PDF Notes

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11. 100% Job Assistance



JOB





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Learn from India's Top DM faculty & Industry Leaders



Surjeet Thakur
(Digital Marketing Trainer)



Pradeep Kumar
(Digital Marketing Trainer)



Mukesh Kumar
(Digital Marketing Trainer)



Sarika Batra
(Education Consultant)



Ravinder Singh
(Social Media Specialist)



Bobby Singh
(Digital Marketing Trainer)



Shubham Sharma
(Digital Marketing Trainer)



Vikrant Thakur
(Digital Marketing Trainer)



Jitender Kumar
(Video Marketing Trainer)



Rakesh Jain
(Digital Marketing Trainer)



Pankaj Kumar
(Web Developer Trainer)



Raghav Nehra
(Content Strategist)



Kritika Dhiman
(Graphics Trainer)



Ashu Rawat
(Career Consultant)



Gagan Kumar
(Web / Wordpress Specialist)



Mayank Mishra
(Automation Engineer)



Ayaz Ahmed
(Trainer)



Kavita Joshi
(Trainer)



Mansi Baloda
(Trainer)



Shilpa Soni
(Trainer)

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facebook

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2. Search Fundamental
3. Display Advertising
4. Video Advertising
5. Shopping Advertising
6. Mobile Advertising
7. Google Analytics
8. Google Mobile Sites
9. Google Digital-Sales15+

HubSpot

1. Inbound
2. Content Marketing
3. Email Marketing

1. Industry Recognized CIIM Diploma Certificate
2. YouTube Certification



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Learn & Grow With Online Sessions



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CIIM's live classes ensure that students learn 100% practical methods, with guidance from our expert trainers.

Masterclass

Improve your skills with our masterclasses. They are made to give you detailed knowledge and hands-on practice, helping you become an expert.



Interaction with Entrepreneurs

Learn about starting and growing a business by talking to successful entrepreneurs in our interactive sessions. They share their experiences to help you understand better.

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Digital Marketing Analytics



Yogesh
Digital Marketing Analytics



Simmy
Digital Marketing Executive



Gitansh
Digital Marketing Executive



Chetan Sharma
Digital Marketing Analyst



Abhimanyu
Digital Marketing Executive



Mohit
Digital Marketing Executive



Avjot Singh
Social Media Executive



Priyal
Digital Marketing Executive



Amar Rajput
Digital Marketing



Manisha
Digital Marketing Executive



Sumit
Digital Marketing Executive



Vrindaa
Digital Marketing Analyst



Arvinder
Social Media Marketing



Kartik
Digital Marketing Executive



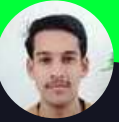
Pranjal
SEO Executive



Vishal Sopra
SEO Executive



Rahul Kumar
SEO Executive



Ankush
Social Media



Garima
PPC Executive



Keshav
Digital Marketing Analyst



Sachin
Digital Marketing Executive



Ishika
Digital Marketing



Chitra Mehta
Social Media Marketing

Latest Placements



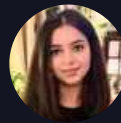
Aman Singh

Digital Marketing Executive



Mannat Thakur

Digital Marketing Executive



Ruhani

Digital Marketing Executive



Hamza

SEO Executive



Chetan Sharma

SEO Executive



Abhimanyu

Digital Marketing Executive



Himanshu

Digital Marketing Executive



Maninder

Digital Marketing Executive



Tanvi Sharma

Digital Marketing Executive



Mukul

Digital Marketing Executive



Vani Singhania

Digital Marketing Executive



Romy

SEO Executive



Palak

Digital Marketing Executive



Naman

Digital Marketing Executive



Nandita

Digital Marketing Executive



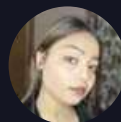
Badal

SEO Executive



Vishal Sopra

Digital Marketing Executive



NEHA SINGH

Digital Marketing Executive



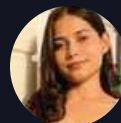
Anjali

Digital Marketing Executive



Shamsheer

Digital Marketing Executive



Tanvi Sharma

Digital Marketing Executive



Ishav Munjal

Digital Marketing Executive



Nitin

SEO Executive



Darshita

Digital Marketing Executive





Classroom



Certifications



Certifications



Certifications



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