

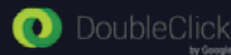


Chandigarh Institute  
of Internet Marketing

# E-COMMERCE MARKETING

45 days • Comprehensive • 100% Job Placement  
2 hrs./day • Study In-Class/ Study Online

Affiliated with



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of Internet Marketing

# Why study Digital Marketing?

Marketing is the Key to a successful business



Digital Marketing is an obvious pathway to make massive money. Whether you're a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.

- ✔ Highly Demanded in the Market
- ✔ Good Salary Package
- ✔ Brands spend 80% of Ad budget on Digital Marketing only
- ✔ Tremendous Growth after Jio launched in India
- ✔ Various career options
- ✔ Recession Proof career
- ✔ Easy to learn
- ✔ Most preferred skill in 2021

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# Why choose us?

## Our Key features

- A Google Partner & ISO certified
- Industry Expert Trainers
- 25+ Industry Recognized Certifications
- Internship
- Work in Live Projects
- 100% Placement Assistance
- Start-up guidance
- Free Study Materials
- EMI, Installment Payment Options available
- We cover Updated Industry Modules

**10+ yrs.** of Trust

**12000+** Professionals

**1200+** Batch

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# Who can Join this course?

This is the Most in-demand course in 2021

- ◉ Students/ Fresher/ Job Seeker
- ◉ Working Professionals
- ◉ Housewives
- ◉ Entrepreneur/ New Startups

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# Modules you learn

## Our Complete Syllabus Guide

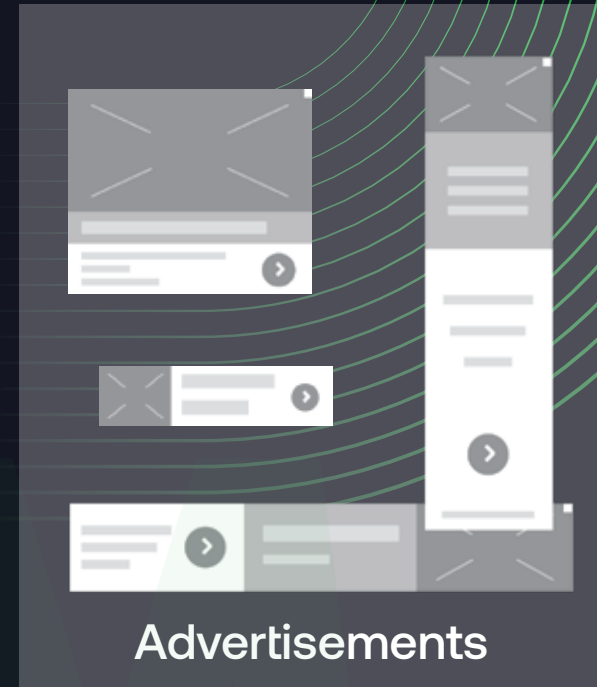
### E-COMMERCE MARKETING

1. What is E-Commerce?
2. SEO with keyword research
3. Current E-Commerce scenario in India
4. Driving traffic to E-Commerce Portal
5. How to perform SEO for E-Commerce websites?
6. Create advance strategy for Ecommerce Portal
7. Amazon seller account
8. Amazon Ads introduction
9. Sponsored & Display ads
10. How to generate most profitable ad clicks
11. Getting your listing score
12. Product research
13. Social media marketing introduction
14. Twitter marketing: Hashtags, ideal tweet structure and automation
15. Selling on YouTube
16. Selling on Facebook



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17. How to get customers to promote you on social media
18. Tracking your social media and influencer marketing
19. Amazon Merch section introduction
20. Tracking the rankings of your products
21. Personal E-Commerce setup
22. Payment gateway integration



Advertisements



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# DIGITAL MARKETING MasterClass

by **Surjeet Thakur**

Take your skills and knowledge to the next level.

- Skill for the new age
- Ads Planning, Strategy, and Testing
- Growth hacking
- Online Money making ideas
- Startup Guide

**Surjeet Thakur** is a serial entrepreneur & has **15+ years** experience in Web Product UX Research, Open Source Development and Digital Marketing (SEO/SMO/PPC). He has worked with global brands & product startups. Like: HP, WIZIQ, EDUCOMP, UTRADE, PPCChamp, AgentsBids, MedisysKart.com etc.

Surjeet is the founder and **MD/CEO** of Webtech Learning, Problab Technologies Pvt. Ltd., PPCChamp – Digital Marketing & Consulting Company, CIIM – Chandigarh Institute of Internet Marketing SocialGeeks & Chandigarh Academy.





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# Our Instructors

Learn from India's Top DM faculty & Industry Leaders



**Surjeet Thakur**  
(Digital Marketing Trainer)



**Pradeep Kumar**  
(Digital Marketing Trainer)



**Mukesh Kumar**  
(Digital Marketing Trainer)



**Preety**  
(Digital Marketing Trainer)



**Ravinder Singh**  
(Social Media Specialist)



**Bobby Singh**  
(Digital Marketing Trainer)



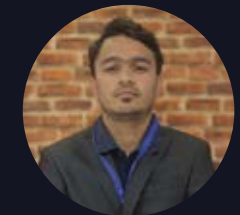
**Shubham Kanwar**  
(Video Marketing Trainer)



**Poonam Sharma**  
(Education Consultant)



**Vishavjeet Singh**  
(Digital Marketing Trainer)



**Prateek Bandhu**  
(UI/UX Consultant)





**Pankaj Kumar**  
(Web Developer Trainer)



**Rajhav Nehra**  
(Content Strategist)



**Charanjev Singh**  
(Digital Marketing Trainer)



**Kritika Dhiman**  
(Graphics Trainer)



**Gagan Kumar**  
(Web /WordPress Specialist)



**Neeraj Kapoor**  
(Automation Engineer)



**Gurpreet Kaur**  
(Video Marketing Trainer)



**Radha**  
(Education Consultant)



**Rajneesh Sharma**  
(Persona & Interview Expert)



**Rajwinder Kaur**  
(Career Consultant)



# CIIM

Chandigarh Institute  
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## Life at CIIM

Well-equipped labs



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# Certificates you get

25+ Certifications



1. Google Ads Fundamental
2. Search Advertising
3. Display Advertising
4. Video Advertising
5. Shopping Advertising
6. Mobile Advertising
7. Google Analytics
8. Google Mobile Sites
9. Google Digital Sales<sup>15+</sup>



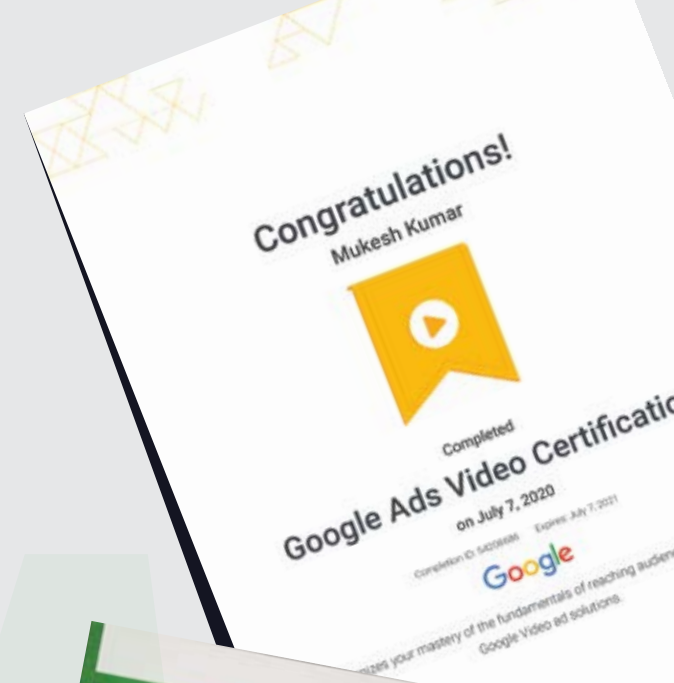
1. Facebook Blueprint Certifications<sup>10+</sup>



1. Inbound
2. Content Marketing
3. Email Marketing



1. Industry Recognized CIIM Certificate
2. YouTube Certification





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of Internet Marketing

# Placement Partners

Our placement partners across the Globe





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# Our Placed Students

Some of our students are working in Top companies

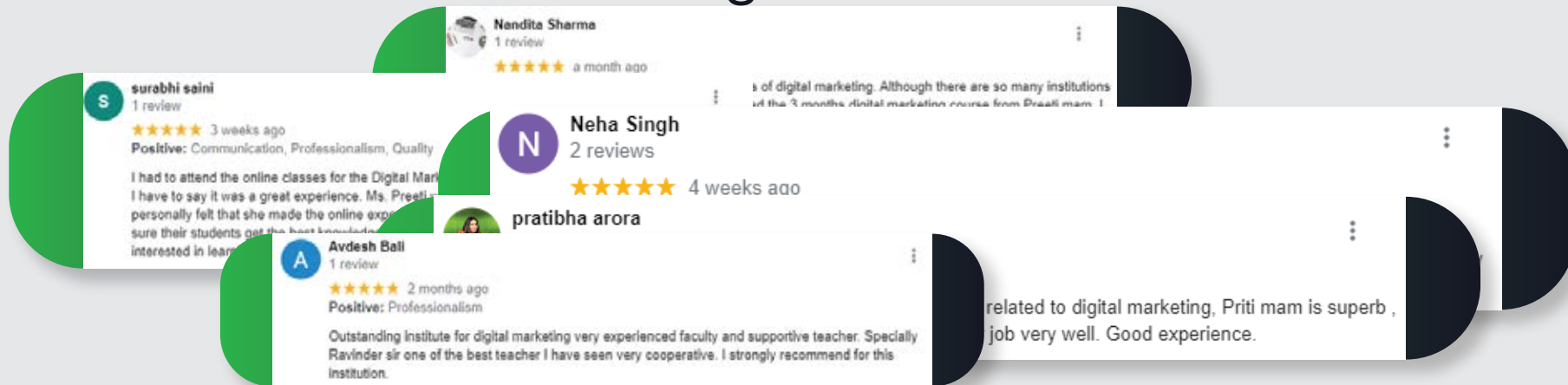


1000+ Placed Last Year

# Reviews

For more reviews Check us on Google & Youtube

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Chandigarh Institute  
of Internet Marketing

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