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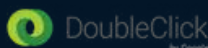
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At CIIM, we're more than just a digital marketing institute; we're your partners in success. Start your journey with us today



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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 Performance Marketing Certification Program Syllabus

Class: 2hrs/ (Mon to Friday)

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



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COURSE MODULES

Introduction to Performance Marketing

- What is Performance Marketing?
- Key Components of Performance Marketing
- Difference Between Traditional and Performance Marketing
- Understanding Performance Marketing Channels
- Performance Marketing Funnel



Audience Research and Insights

- Understanding Customer Behavior
- Creating Customer Personas and Avatars
- Market Research Tools and Techniques
 - Google Trends
 - Surveys and Polls
 - Competitor Analysis Tools
- Identifying Pain Points and Needs
- Segmentation Based on Demographics, Psychographics, and Behavior



Funnel Creation and Optimization

- What is a Marketing Funnel?
- Stages of a Funnel: Awareness, Consideration, Conversion, Retention
- Mapping the Customer Journey
- Creating Landing Pages for Each Funnel Stage
- Optimizing Funnels for Higher Conversions



Paid Advertising Platforms

Google Ads

- Search Ads
- Display Ads
- Video Ads (YouTube Ads)
- Shopping Ads
- App Campaigns
- Performance Max Campaigns



Social Media Advertising

- Facebook and Instagram Ads
- LinkedIn Ads
- Twitter Ads
- Pinterest Ads

Campaign Strategy and Planning

- Setting Performance Marketing Goals (CPC, CPA, ROAS)
- Defining Target Audience and Buyer Personas
- Keyword Research and Audience Segmentation
- Creating a Media Plan
- Budget Allocation and Bid Strategies



Creative and Ad Copy Development

- Writing Effective Ad Copies
- Designing Creatives for Paid Campaigns
- A/B Testing Creatives and Copies
- Video Ad Best Practices
- Ad Policies and Compliance



Campaign Management and Optimization

- Writing Effective Ad Copies
- Designing Creatives for Paid Campaigns
- A/B Testing Creatives and Copies
- Video Ad Best Practices
- Ad Policies and Compliance



Analytics and Performance Tracking

- Understanding Key Performance Metrics (KPI)
- Using Google Analytics for Campaign Tracking
- UTM Parameters and Tracking URLs
- Analyzing Campaign Performance Reports
- Tools for Analytics



Advanced Targeting Techniques

- Lookalike Audiences
- Interest and Behavioral Targeting
- Geo-Targeting and Device Targeting
- Contextual Targeting
- Dynamic Remarketing



Trends and Future of Performance Marketing

- Emerging Trends in Performance Marketing
- Role of AI and Machine Learning in Performance Marketing
- Privacy and Data Regulations (GDPR, CCPA)
- Preparing for a Cookieless Future

Our Exclusive Features

1. Daily Live Session

2. Practical Class

3. Live Projects

4. 100% Internship

5. 15+ Modules

6. Recorded Video

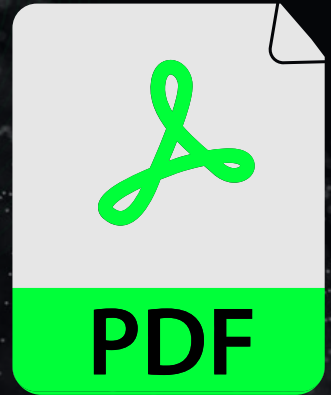
7. PDF Notes

8. Exclusive Group Access

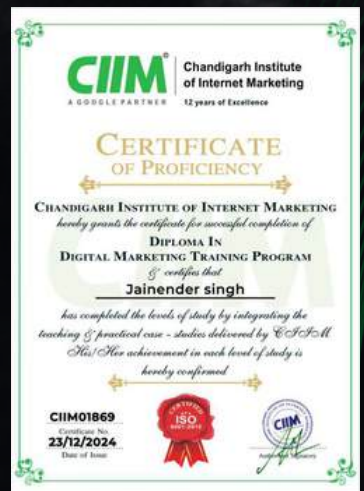
9. 1 Year Hand-Holding support

10. Government Approved Certification

11. 100% Job Assistance



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(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
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HubSpot

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2. Content Marketing
3. Email Marketing

1. Industry Recognized CIIM Diploma Certificate
2. YouTube Certification



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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.



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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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Yogesh
Digital Marketing Analytics



Simmy
Digital Marketing Executive



Gitansh
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Chetan Sharma
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Abhimanyu
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Mohit
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Avjot Singh
Social Media Executive



Priyal
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Amar Rajput
Digital Marketing



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Sumit
Digital Marketing Executive



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Arvinder
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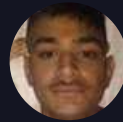
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Vishal Sopra
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Rahul Kumar
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Ankush
Social Media



Garima
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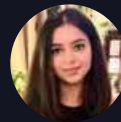
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Mannat Thakur

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Vani Singhania

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Palak

Digital Marketing Executive



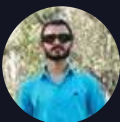

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Nandita

Digital Marketing Executive

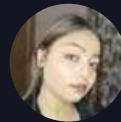
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Tanvi Sharma

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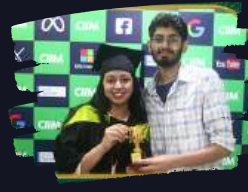



Darshita

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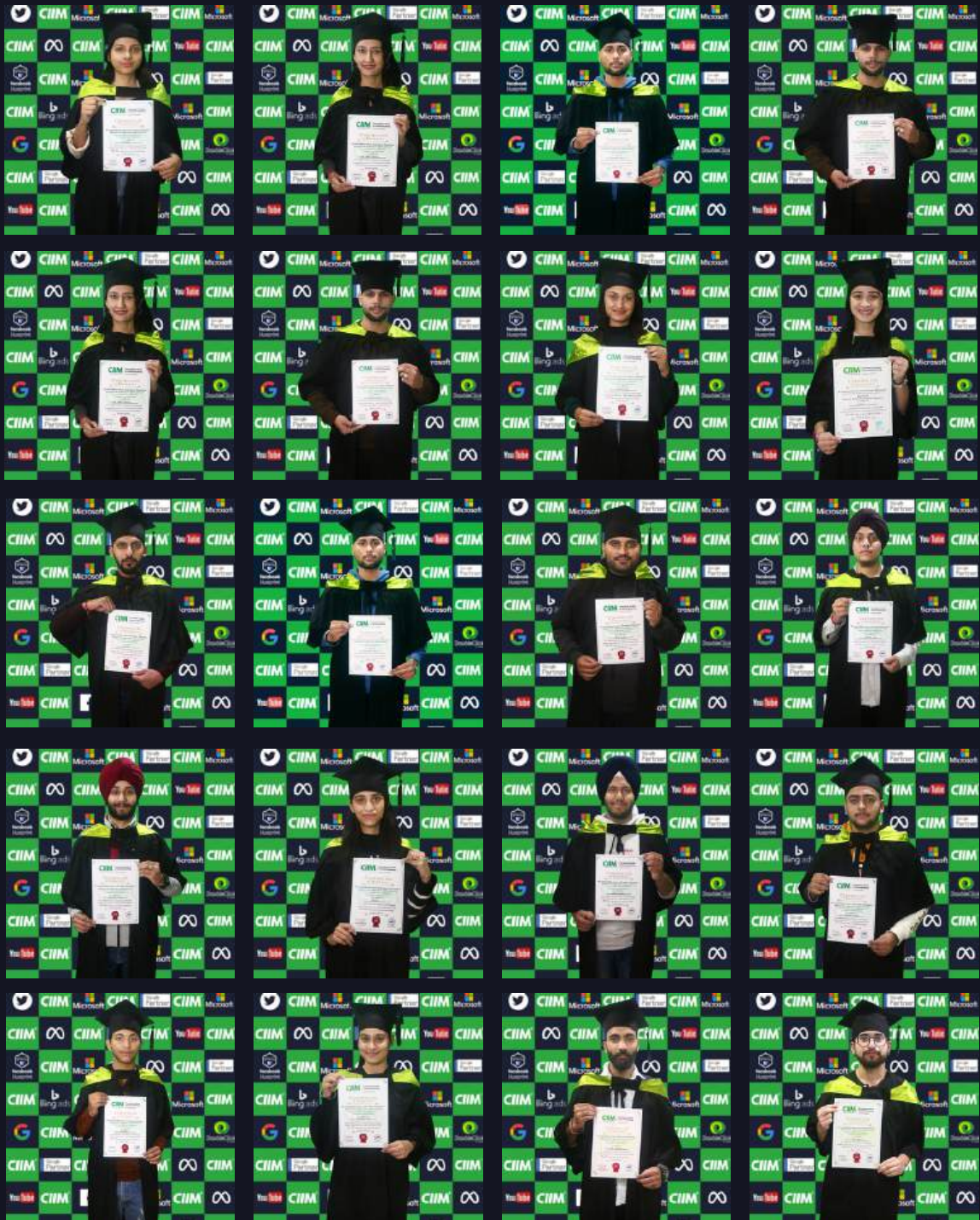
Classroom



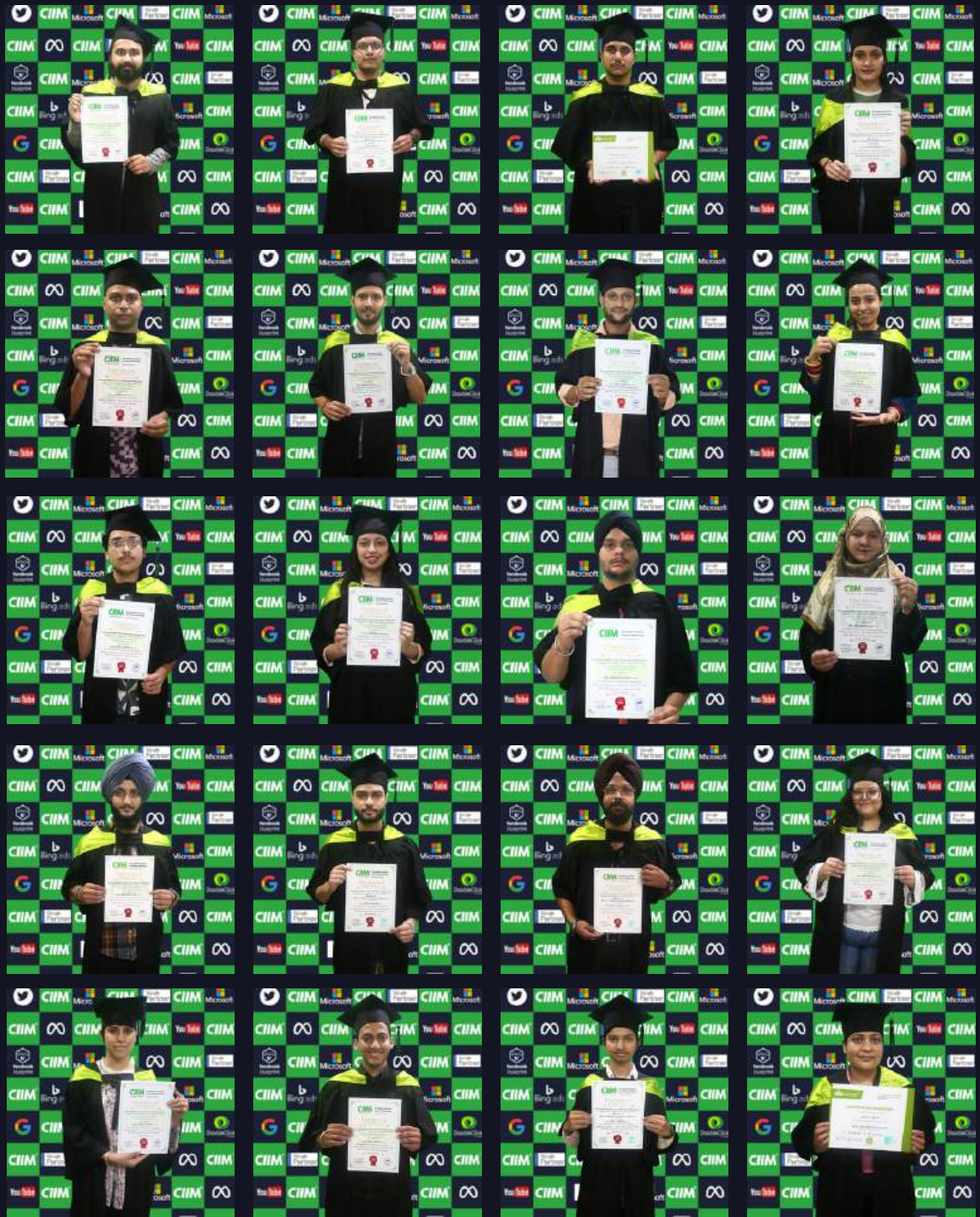
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Certifications



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