

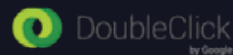


Chandigarh Institute
of Internet Marketing

You MARKETING SPECIALIST

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

Affiliated with



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Chandigarh Institute
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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Chandigarh Institute
of Internet Marketing



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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of Internet Marketing

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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Chandigarh Institute
of Internet Marketing

Modules you learn

Our Complete Syllabus Guide

YOUTUBE MARKETING

1. Introduction to YouTube
2. Importance of video marketing
3. Find video keywords
4. Title, Description , Tags
5. Video Ranking strategies.
6. Channel customization
7. Competitor analysis
8. Mixing up competitor strategy
9. Ideas for Video Topics
10. Optimize your videos for search
11. How to engage user
12. How to promote your video Paid / organic
13. Youtube ads
14. YouTube SEO introduction
15. Keywords overview & Long-tail Vs. Short-tail keywords
16. Introductions to Keyword tool & uses

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YOUTUBE MARKETING

17. Keyword and competitor research
18. How to get more thumbs up
19. YouTube recommended videos
20. YouTube recommended videos algorithm
21. How to influence the match ranking factor
22. Custom YouTube thumbnail images
23. YouTube analytics
24. Types of YouTube ads
25. YouTube Ads targeting
26. YouTube audience research
27. YouTube ads strategy
28. YouTube ads for Business promotions
29. Subscriber gain techniques
30. Working on YouTube ads

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MASTERCLASS



Chandigarh Institute
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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.

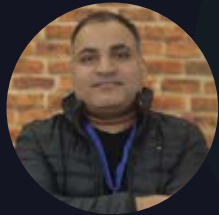




Chandigarh Institute
of Internet Marketing

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)



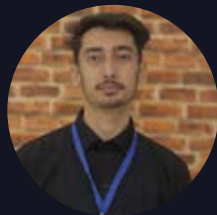
Preety
(Digital Marketing Trainer)



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
of Internet Marketing

Life at CIIM

Well-equipped labs



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Chandigarh Institute of Internet Marketing

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 ¹⁵⁺



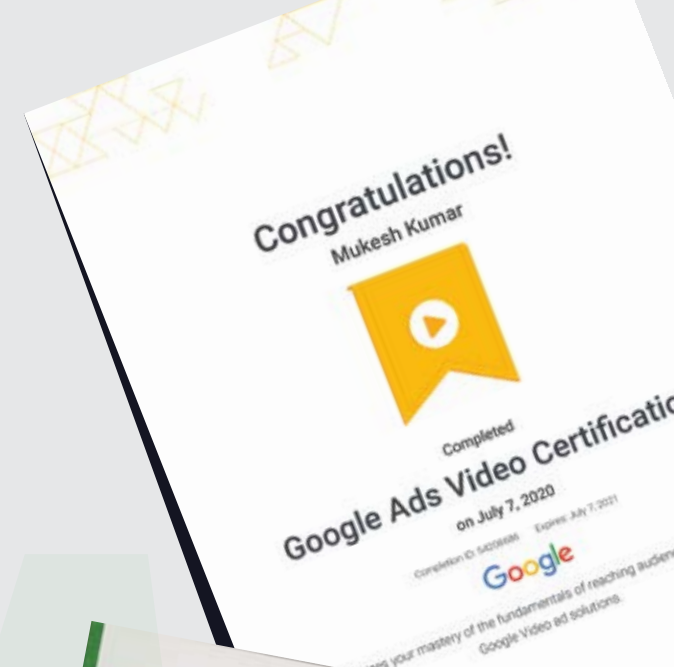
1. Facebook Blueprint Certifications ¹⁰⁺



1. Inbound
2. Content Marketing
3. Email Marketing



1. Industry Recognized CIIM Certificate
2. YouTube Certification





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Placement Partners

Our placement partners across the Globe





Chandigarh Institute
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Our Placed Students

Some of our students are working in Top companies

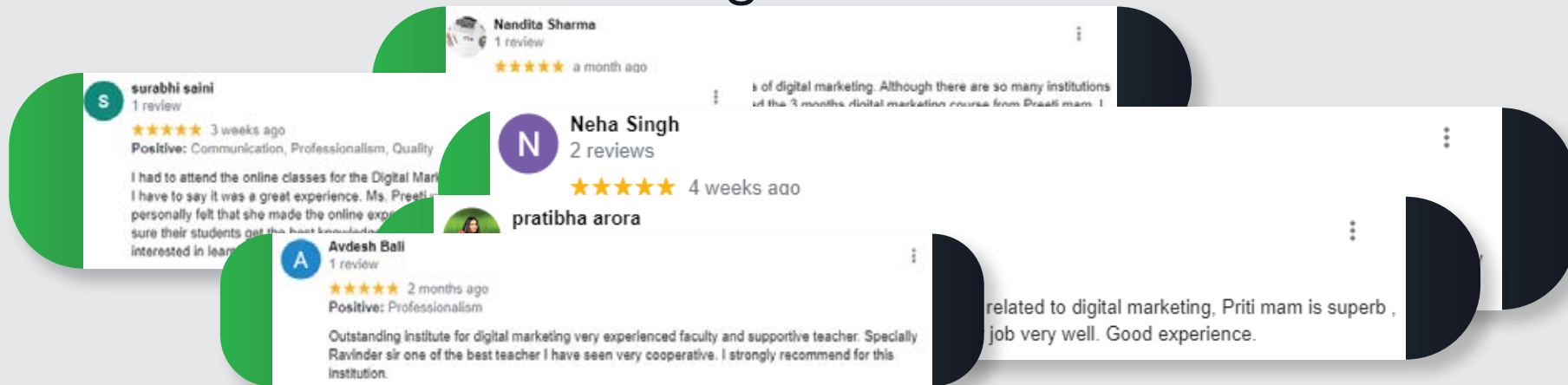


1000+ Placed
Last Year

Reviews

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surebhi saini
1 review
★★★★★ 3 weeks ago
Positive: Communication, Professionalism, Quality
I had to attend the online classes for the Digital Marketing course. I have to say it was a great experience. Ms. Preeti personally felt that she made the online experience more interesting and ensured their students get the best knowledge.

Nandita Sharma
1 review
★★★★★ a month ago

Neha Singh
2 reviews
★★★★★ 4 weeks ago

pratibha arora

Avdesh Ball
1 review
★★★★★ 2 months ago
Positive: Professionalism
Outstanding institute for digital marketing very experienced faculty and supportive teacher. Specially Ravinder sir one of the best teacher I have seen very cooperative. I strongly recommend for this institution.

related to digital marketing, Priti mam is superb , job very well. Good experience.



Chandigarh Institute
of Internet Marketing

Connect us

Our office

Building No. 54-55, Sector 34-A,
Chandigarh, IN

☉ +91 73473 92745

☉ +91 98783 75376

info@ciim.in | ciim.in

Whatsapp us at

☎ +91 99153 37448



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