

Digital Vidya



CERTIFICATION PROGRAM IN DIGITAL MARKETING (CPDM)

In association with



DIGITAL
ACADEMY

Offered in exclusive association with



Digital Marketing
to create **1.5 Lac Jobs**
in India by 2016 (TOI)

A Digital Marketer earns
between **Rs 15,000-250,000**
per Month

Digital Marketing Managers
are paid **82% higher Salary**
(Indeed)

700+ TRAININGS | 12000+ PARTICIPANTS | 6000+ BRANDS
[SINCE 2009 . ACROSS ASIA]

WHO SHOULD ATTEND (ELIGIBILITY CRITERIA)

- Any student who wants to build a career in Digital Marketing.
- S/he should possess strong Analytical & Communication Skills.

COURSE CURRICULUM

1. SEARCH ENGINE MARKETING

- SEM Overview
- Understanding the Power of Google
- Planning SEM Campaign
- Strategizing PPC Campaigns
- Ad Writing Techniques
- Campaign Management
- Bid Management
- Display Advertising and Remarketing Campaign
- Conversion Tracking and Performance Management
- Mobile Advertising and Bidding Strategies
- Working on AdWords Editor
- Reporting and Analysis

2. SEARCH ENGINE OPTIMIZATION

- Search Engine Ecosystem
- On page Optimization
- Google Analytics and webmaster in SEO
- SEO Profiler and other tools in SEO
- Off Page Optimization
- Digital Asset Optimization

3. SOCIAL MEDIA MARKETING

- Introduction to Social Media Marketing
- In-depth understanding of Facebook Algorithm, content, Insights and Analytics
- Live working of a Facebook page and creating Facebook Ads
- Optimizing Ad Copy & Targeting
- Leveraging Facebook Insights for Success
- Facebook Marketing Success Stories (Global & Indian)
- Understanding Twitter in-depth
- Twitter for PR, Brand Building, Customer Engagement and Thought Leadership
- Twitter Advertising and Analytics
- LinkedIn Marketing – Lead Generation as enterprise
- Customer Care on Social Media
- Tools to manage various SM tasks
- Learn the media-rich channels for photo and video marketing – Instagram, Pinterest and Video
- Beneficial for brands that are rich in visual content

4. EMAIL MARKETING

- Deliverability
- Effective Email Content
- Customer Acquisition Strategy
- Effective creative
- Enhancing lead nurturing and better reach
- Email Automation and Analytics
- Resources to do situational analysis and progressive updates

5. WEB ANALYTICS

- Introduction
- Google Analytics
- Content Performance Analysis
- Visitors Analysis
- Goals & Ecommerce Tracking
- Actionable Insights and the Big Picture
- Social media analytics
- Social CRM & Analysis

6. DISPLAY ADVERTISEMENTS

- Prepare you to appear for the Display Advanced module of Google AdWords Certification Exam
- Give you a practical and working knowledge of how to advertise on the display network using Google AdWords
- Understand multiple ad formats, targeting criteria and including remarketing
- Learn to advertise video on YouTube using AdWords
- Learn to advertise on the display network using the mobile platform

7. BLOGGING

- Setting up a Blog content strategy
- Main components of a blog, popular platforms signing up on WordPress
- Getting started: profile, template, features and key blogging terms
- How to write a good blog post
- Take your blog to the next level and professionalize it
- Blog content strategy
- Using content for conversations & communities
- Managing multimedia and multi-platform blogging
- Understanding professional blogging

8. WEBSITE DEVELOPMENT USING WORDPRESS

- Choosing the right domain name for your website
- Choosing a hosting platform
- Installing WordPress within 5 minutes
- Choosing the right free/paid WordPress theme for your blog
- How to setup Google Webmaster tools and Google analytics for your blog
- 5 Premium Plug-in you need for your WordPress blog

9. PREPARE YOURSELF FOR CAREER OPPORTUNITIES IN DIGITAL MARKETING

- Opportunities in Digital Marketing- Profiles & Industry Requirements
- Working on the digital marketing skill-set
- Industry updates
- Presenting Yourself: Cover letter, Resume Writing and Social Media Presence
- How to Approach an Employer

COURSE METHODOLOGY



LIVE SESSIONS: Based on the batch (weekend/weekday) you choose, there will be weekly instructor-led, online sessions. In case you miss any session, you will have the recording of the session.



PRE-READING MATERIAL: In order to help you maximize the value of live sessions, you will receive pre-reading material in the form of video based sessions, blogs, case studies etc.



HANDS-ON PROJECTS: In order to practice various concepts & tools, you will be given hands-on projects which will be evaluated by your lead trainers.



WEEKLY ASSIGNMENTS: You will also get weekly assignments to build confidence in applying the learning, to produce real results.



RESEARCH BASED INTERNSHIP: To deepen your understanding of various Concepts, Tools & Case Studies, you will do research and present your research as blog posts which will go live.



INDUSTRY INTERACTION SESSIONS: Every week, you will have an opportunity to learn various aspects of Digital Marketing by listening and interacting with Industry Experts online.

CPDM CERTIFICATION EXAM PROCESS

Once you complete 5 months training course, you will become eligible to appear in the CPDM Exam at your preferred testing center across India. Following are the exam details:



Exam Duration:
60 minutes



Maximum marks: 50,
Passing marks: 35 (70%)



There is NO negative
marking



No. of questions: 50



70+ exam centers in India

GOOGLE CERTIFICATIONS

- Google AdWords
- Google Search Advertising
- Google Display Advertising

(Digital Vidya will help you to prepare for these exams. These exams are conducted online by Google for FREE. Anyone can register & appear in these exams.)

INTERNSHIP

- Research Based Internship (publish 10 research papers)
- Digital Marketing Weekly Research-Based Internship Program enables the participants to learn about different domains of digital marketing through research, writing and content marketing.
- This lucrative opportunity will allow the participants to do weekly submissions on any topic, example, concept, tool, case study etc. These submissions will either be posted on Digital Vidya's Blog with Your Name or will be published on your personal blogs.
- On successful completion of the Internship, the participants will be eligible to obtain the Certificate of Success.

PLACEMENT SUPPORT

- Special Session on Career Counseling in Digital Marketing
 - Understanding the opportunities in Digital Marketing - Profiles & Industry Requirements
 - Acquiring right skill-set to get the desired job
 - Fetching the right industry updates
 - Presenting yourself to the prospective employer
 - Guidelines on how to approach an employer
- Resume Building Support
- Connect with relevant opportunities in the Industry
 - Explore and apply for various digital marketing jobs directly through Digital Vidya
 - Finding the right fit based on candidate profile and skill-set

COURSE SCHEDULE

WEEKDAY
SATURDAY AND SUNDAY BATCHES

COURSE DURATION

5
MONTHS

COURSE FEE & REGISTRATION

- **Fee:**
Rs. 44,900 (For Professionals) + S. Tax
Rs. 24,900 (For Students) + S. Tax
- **Payment Modes:**
Credit/Debit Card, Bank Transfer or Cheque
- **How to Register?**
Call at +91-95826 49530 or mail to shabbir@digitalvidya.co.in

HOW TO APPLY

If you are interested to join this course, please fill up the Application Form. After we review your application form, we will send you the date and timing of your entrance exam. (*Entrance Exam is mandatory for students looking for placement support from Digital Vidya.*)

Entrance Exam details:

- **Duration:** 60 Mins
- **No. of Questions:** 40 Questions
- **Location:** Online
- **Passing Percentage:** 50%
- **Topics**

DATA ANALYTICS

10 Questions
(20 Mins)

VERBAL

20 Questions
(20 Mins)

REASONING

10 Questions
(20 Mins)

- If you want to get the course at special price for students, then you must share a copy of your student ID with Digital Vidya team.

FACULTIES & COURSE CREATORS



PRATEEK SHAH

Prateek Shah is an entrepreneur who has been part of the social media industry since its inception in India. With a background in banking and public relations, he brings with him a diverse experience helping him better understand participants' needs. Over the years, he has trained professionals

at associations like FICCI, AMA, FISME; and conducted workshops for employees of organizations such as SBI, NTPC, L&T-PBEL, CNN IBN, Hindustan Times and more.

He was instrumental in launching India's first student social network 'AssetAmbassador.com' and has managed social media campaigns for an array of brands like FIFA India, Imagine Apple, Educational Initiatives, Octane, Just For Hearts, Integra Profit, UrSqFt, Headstream Advisory, Tayal Capitals among others.

Prateek's creative methods of training along with his interactive skills make his workshops lively, making the audience eager to not just listen, but contribute in a collective manner. His venture Green Smyles offers solutions for the holistic growth of organizations and individuals.



RAMYA PANDYAN

Ramya Pandyan is one of India's earliest bloggers. Under the handle of 'IdeaSmith', she has been blogging since 2004, on her own and contributing to some of the biggest community blogs of the time. She helped drive interest in social/digital platforms in their early days.

She is also a management professional with a background in consulting and consumer research. She has worked for some of the top companies in their fields such as Deloitte Touche-Tohmatsu and Nielsen BASES. In her last corporate stint, she set up the Content team for one of India's leading social media agencies, Social Wavelength.

Currently, she helps companies and brands use digital storytelling to further business objectives. She also writes freelance and runs a writing community called Alphabet Sambar.



PUNAM MADAN

Punam is an SEM Expert who has experience of over 10 years in Digital Marketing. She worked in Canada for Canadian and US clients from different industries and verticals. Over the years she has managed campaigns from different industries with various budgets along with providing training to the clients.

She managed the PPC campaigns for Telecom, Gold Collecting, Dental Implants, Industrial Equipment Parts and Business Services.



HIMANSHU ARORA

A fervid Idea-tor who loves to contribute towards development in Digital Marketing, Himanshu tracks the Industry very closely. He has over 8 years experience in Digital Marketing especially around SEO, SEM and Social Media. He likes to call himself Digital Marketing fanatic but not a Guru as he feels that he will continue to be a student in this dynamic industry.

He's always excited to meet newer people and exchange knowledge and experience about wide variety of Digital Marketing topics. He has strategized, designed and implemented Digital Marketing plans for some of the leading brands. His deep understanding of online user behavior helps him multiply Digital Marketing ROI for his clients.



RAJIV PANDEY

Rajiv has a comprehensive experience of over eight years in the digital marketing spectrum. Currently positioned as the Joint Managing Director of "Scroll Mantra" offering 360-degree digital marketing services. Having worked with hundreds of big and small businesses including Herbalife, Pepe Jeans, Mu Sigma, Reliance Digital, Asian Paints etc.

Rajiv is helping brands in developing & implementing smart marketing decisions by optimal understanding of user behaviour and turning clicks to conversions.

He loves to constantly innovate and devise strategies to reach out to target audience and build a differentiation point for cool startups and established brands. His core expertise lies in SEO, Analytics and Search Engine Marketing, He has been able to deliver unmatched results to various start-ups and companies.



DIVYA MAHAJAN

Divya Mahajan is a performance driven professional with years of experience in the domain of Product Development and Career Counselling. She possesses in-depth understanding of Digital Industry in terms of career opportunities and takes special sessions on career counseling and resume building at Digital Vidya. She is also equally efficient and innovative in defining the product to match with growing trends in the industry.

She is taking care of Product Development team in Digital Vidya and her core responsibility includes product design, feature evaluation, and implementation. In fact, her position demands a person with diversified knowledge, strong technical, problem solving, analytical and organizational skills. With her rich experience, she brings forth a unique skills set and in-depth understanding of the Digital industry.

MANAGEMENT TEAM



PRADEEP CHOPRA

Among the pioneers of Digital Marketing in India, Pradeep has been part of the Internet Industry since 1999. He is a Co-founder and CEO of Digital Vidya. Pradeep has personally trained & advised over 1500 professionals including CEOs across Asia in helping them meet their business objectives using Digital Marketing.

Pradeep is an international speaker & an author on Digital Marketing & Entrepreneurship. He's one of the most sought after speakers in Digital Marketing and his speaking assignments include ad-tech, Search Engine Strategies (USA, India), World Social Media Summit at Kuala Lumpur, Social Media Workshops in Singapore, Click Asia Summit, TIEcon, Global Youth Marketing Forum and NASSCOM India Leadership Forum in India. He writes on Entrepreneurship and Digital Marketing for Wall Street Journal, Inc & Entrepreneur Magazines.

A graduate from IIT Delhi, Pradeep is a core member of the Global Committee at SEMPO (Search Engine Marketing Professional Organization), a non-profit that nurtures the growth of Digital Marketing globally. He also sits on the advisory board of Social Media Chambers Malaysia. His obsession for the digital medium has led him to believe that the Internet connectivity is more important than the water supply :).



KAPIL NAKRA

Kapil Nakra, a graduate from IIT Delhi, is a first generation Serial Entrepreneur. He is a Co-founder of Digital Vidya. As a pioneer of Digital Marketing in India, Kapil has grown along with the Internet Industry as a User, a Service Provider and now as an Educator.

He started his entrepreneurial journey in 2000 when he started his 1st venture, Whizlabs Software. At Whizlabs, he pioneered the efforts in building online market for Whizlabs' assessment solutions for enterprises, and helped Whizlabs acquire over 100 Enterprise Customers including blue chip accounts such as Cisco purely using Digital Marketing. Whizlabs won the 'Most Innovative Indian IT Company' award from NASSCOM in 2004.

Kapil is known for his simplistic and inquisitive leading style, which motivates people to think out-of-the-box. It goes without that saying that Kapil has a deep passion for Entrepreneurship and Digital Marketing. He is a regular speaker at various Digital Marketing conferences and his previous speaking engagements include speaking at SearchCamp and OMCAR.

INDUSTRY RECOGNITION

1. GOVT. CERTIFICATION



A Govt. of India and Govt. of NCT Delhi Co. Initiative
Test Your Skills, Own Your Future

CDMM (Certified Digital Marketing Master) Certification is offered in partnership with Vskills (Govt. of India Initiative).

2. INDUSTRY ENDORSEMENT



"Digital Vidya's certifications will not just be an add-on to your qualification, but will help you in getting better job opportunities. It is essential for budding digital marketing professionals to keep themselves updated about happenings and trends in social media marketing & a social media marketing certification is surely going to help them move forward in the right direction".
– Navneet Kaushal, CEO, PageTraffic



"Digital Vidya's certifications covers all aspects of Digital Marketing at reasonable depth. We favor Digital Vidya's certified professionals for all Openings at Pinstorm" - Mahesh Murthy, Founder, Pinstorm



"A person coming up with Digital Vidya's certifications will have a good background, and can start quicker. We will surely give preference to candidates with CSMMP accreditation for entry level positions at Social Wavelength." - Sanjay Mehta, Joint CEO, Social Wavelength



"A great initiative by Digital Vidya, the need of the industry as it evolves is to have this as an integral part of their training initiatives. With the medium fast evolving, Digital Vidya's certification programs provide not only a value add from HR point of view but also brings Huge operational efficiencies and betters the talent pool of the agency." - Avijit Arya, CEO, Internet Moguls



"We are looking forward to the trained and certified employees and gauge the impact it has made to the way they work as opposed to those who walk in untrained. I am pretty sure the certification is going to make a huge and positive impact to the way they work." - Chaaya Baradhwaaj, Founder & MD, BC Web Wise Pvt. Ltd.

WHAT DID OUR PARTICIPANTS SAY ABOUT US?

“It's great to be a part of Digital Vidya. I thank the trainers for clearing the basic concepts. I liked the video sessions very much. Digital Vidya has well planned module structure and with experienced faculty for doubt clearing.”

VINEET KUMAR

“Digital Vidya has a fabulous course structure to impart knowledge.”

MILIND VARTAK

“It was interesting to learn through video sessions. Valuable information and helpful faculty to support the learnings.”

JASON DEV VARMA

“I got to know about lot of things to which I was not at all aware earlier. And because it was self-paced I could learn at my own will.”

NEHA DEVI

“Learning with Digital Vidya was fun as well as pretty knowledgeable. With the topics given, I was able to learn more about social media marketing.”

DRASHTI MEHTA

“Learning has always been a great and fruitful experience with Digital Vidya. The tank of my knowledge base has been filled with various new and innovative online marketing ideas. I can easily implement these ideas into action in real life.”

SHUBHAM GROVER

TOP JOB PROFILES IN DIGITAL MARKETING

TITLE	EXPERIENCE (Years)	SALARY (Rs Lacs PA)
Executive	0 - 1	1.5 - 3.0
Specialist	1 - 3	2.0 - 4.0
Team Lead	2 - 4	2.5 - 5.0
Strategist/Analyst	3 - 5	4.0 - 8.0
Digital Marketing Head	5 - 10	8.0 - 30.0

COMPANIES VISITED FOR PLACEMENT IN OUR INSTITUTE

accenture

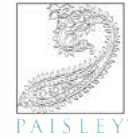
amazon



CAKART.in



Google



PUBLI-LINK ADV

QAI



social panga.com



YAHOO!



COLLEGES AND INSTITUTES FROM WHERE THE STUDENTS HAVE PARTICIPATED

IIM RAIPUR



FAQs (FREQUENTLY ASKED QUESTIONS)



WHO WILL AWARD THIS CERTIFICATION?

Digital Vidya and Vskills will jointly offer this certification.



DO YOU OFFER MONEY BACK GUARANTEE?

Yes! After attending the first session, if you don't like the session then ask us for the refund. We will refund your entire amount and will not ask any question except taking your feedback. At the same time, we will not be able to offer the refund in any other condition.



WILL YOU OFFER JOB ASSISTANCE?

Having conducted over 700+ trainings for participants from 6000+ brands, we are regularly approached by them for their Digital Marketing hiring needs. Once you clear the CPDM certification exam, we request you to share your latest profile with us and we will be glad to share it with relevant companies.



WHY DID YOU CHOOSE INSTRUCTOR-LED ONLINE MEDIUM FOR DELIVERY OF TRAINING?

There are an ample number of reasons for it.

- It saves your precious time and money as it prevents you from travelling.
- All the expert faculties can be made available on this platform regardless of their location.
- You can learn at your own time and pace.
- You will never miss the class. Recorded session would be with you forever.
- Lastly, there is no point learning Digital (Online) Marketing on an Offline mode.



WILL I BE ABLE TO CLEAR GOOGLE ADWORDS CERTIFICATION?

Yes, our SEM (Search Engine Marketing) module will enable you to do that. It actually covers far more than just Google Adwords.



WHAT IS VSKILLS?

Vskills is a "skills testing" and certification exam conducted by - ICSIL, A Govt of India Undertaking and Govt of NCT Delhi Company. It is one of the largest manpower companies of the government of NCT Delhi. Vskills certifications help candidates quantify and prove their skills in a particular domain - skills that are valued by the employer and are in great demand.



CAN I OPT FOR THIS COURSE IF I AM ALREADY WORKING?

Yes absolutely, you just need to take out 8 hours a week for completing the course in 3 months.



CAN I OPT FOR THIS COURSE IF I BELONG TO RURAL/SUB-URBAN AREA?

You can study and complete your course from your home. If you have good communication skill and internet connectivity then you are ready to get yourself certified as a digital marketer.



WHAT KIND OF JOB PROFILES ARE AVAILABLE AFTER COMPLETION OF THIS COURSE?

We receive multiple job openings for skilled digital marketing professionals from executive to management level profile along with internship and part-time opportunities. Some of the job profiles are listed below:

- Digital Marketing Executive
- Digital Marketing Specialist
- Digital Marketing Team Lead
- Digital Marketing Strategist/Analyst
- Digital Marketing Head



STILL HAVE A QUERY?

Feel free to contact us.



Digital Vidya

Interested? Contact Us!



+91-95826-49530



shabbir@digitalvidya.co.in

www.digitalvidya.com