

Certified Digital Marketing Master Course

Instructor-Led (Online)

6200+
Batches

55+
Countries

95000+
Participants

13+
Years of Trust



WHY STUDY DIGITAL MARKETING?

Digital Marketing is a 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.



Expand
Your Business



Start an
e-Commerce Store



Start a Career in
Digital Marketing



Be a
Freelancing Giant



Set up a Website for
Regular Passive Income



Linked 

Listed Digital Marketing
One of the **Top Hottest Jobs**
in the world

7000+ Vacancies

WHO SHOULD TAKE THIS COURSE & WHY?

Students



Fresher with "0" Industry Experience
Start your Career in top MNCs

Professionals



Unsatisfied with Monotonous Work
UpSkill your Profile and Growth

Business Owners



Not Enough Growth in \$
Grow your Money by 10X

Course Highlights



130+ Hours

Online Sessions



Guaranteed

Job Interviews



15+

Industry Certifications



8000 INR

Incentive from Govt. of India on Course Completion



10,000 INR Internship

on successful course completion*

*Course must be completed within the committed time of 4 or 7 months by passing the examination



3 Capstone Projects



12+ Specialization Modules



Rs 72000+

worth Digital Marketing Tools Access

Website Development & Designing

Specialization Modules

START

01

02

03

04

05

Getting started with the Journey

Core Modules

Get Placed with a Right Opportunity

100% SATISFACTION GUARANTEE

We are confident that this course delivers on its promises. However, we want you to experience the same. Accordingly, we are making this bold promise, not given by anyone else in the industry.

100% Unconditional Money Back Guarantee

After attending 1st live session, if you think that this course is not valuable for you, you can ask for a full refund. We will refund your entire money without asking a question. Please note that this offer is only valid after you have attended 1st live session completely and requested a refund before the start of your 2nd live session



Foundation Modules | Course- 1

Getting Started with the Course

- Understand the course structure
- Meet the team
- Guidance on completing the course smoothly

Website Development & Designing

- Build a Professional Website, get a domain & hosting for yourself.
- Learn content writing for your blog post.
- WordPress installation
- Theme Customisation
- Building Home Page & Blog Section
- Learn to create Brand Logo & Images for website
- Content Optimization of Blog Post

Fundamentals to Marketing

- How to think like a Marketer?
- Marketing Strategies for Business



Core Modules | Course- 2

Search Engine Optimization

The pillar of any digital marketing strategy, SEO can help you build your brand organically and for long term.

- Understand how Search Engines Work
- Understand how On-page SEO can improve your search rankings
- Learn how to identify the best performing keywords for any business
- Practically implement Off-page and technical SEO
- Learn the trade secrets of SEO from Industry Experts

Search Engine Marketing

- Understand & create customer journey
- Keyword Research & Planning
- Ad Creation on Google Search & Display Network
- Remarketing, RLSA & Dynamic Targeting
- Shopping PLA Ads & YouTube Advertising
- Campaign Optimisation & Reporting

Social Media Marketing

- Learn the art of Social Storytelling
- Identify best social platforms for B2B and B2C organizations
- Step into the Metaverse with Facebook & Instagram as Core Social Channels
- Get detailed understanding of Influencer Marketing on Instagram & Snapchat
- Effectively grow your LinkedIn Network and learn to establish your brand presence on Twitter
- Identify your Buyer using Buyer Persona and learn ways to reach them effectively
- Learn to create content that engages and brings you more customers and

Email Marketing

This module is still a very relevant marketing tool that brings maximum conversions at least cost. In this course you will be able to:

- Learn how to set up email campaigns for success
- Understand Email Delivery Patterns
- Best Practices for Successful Email Deliveries
- Create DRIP nurturing campaigns to seamlessly provide value to your customers
- Learn to build Email Reputation



Advanced Modules | Course-3

Inbound Marketing

It can help you get customers coming directly to you rather than you going to them. Learning Inbound marketing would help you with creating a multi-pronged marketing campaign to attract, nurture and convert your most valued customers.

- Learn the benefits of Inbound Marketing
- Get started with Marketing Automation
- Identify Opportunities to Increase your Website Conversions
- Learn to Create Content that Attracts and Converts
- Learn the Tools to set up Conversion Oriented Landing Pages
- Adopt a 360-degree Long Term Digital Marketing Approach

Web Analytics

- Understanding Digital Analytics through Google Analytics 4 and Universal (Top Rated tool in the Industry)
- Study of online user behaviour
- Data analysis and conversion improvement strategies
- Traffic Sources
- Campaign Tracking
- Event Tracking
- Conversion setup to measure Leads, e-commerce.
- Advance Segmentation
- Custom Report Creation, GA Universal and GA4 both

Affiliate Marketing Master Class | Course-4

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to multiply earnings
- Tools used by super-affiliates

Specialization Modules | Course 5

Ecommerce Marketing

- Explore how the billion-dollar online market industry
- How do we be a part of the new age e-tail?
- The pros and cons of listing on marketplace and own website
- Set up your own store
- Drive marketing campaigns for conversions and sales

Facebook Marketing in association with Facebook

- Facebook Pages and Post Best Practices
- Facebook Ads - Optimization and Reporting
- Facebook Messenger, Shop, Pixel
- Building Brand Awareness
- Driving Online Sales/Leads

Content Marketing in association with LinkedIn

- Identifying & creating "Good" Content
- Framework to begin a content marketing program
- How to show ROI for content programs
- About key resources and tools to create and curate content

Media Buying & Planning

- Setting up the objectives
- Understand the key tasks to draft an "awesome" digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns
- Multiple formats & appropriate for our targeted digital platforms

Programmatic Marketing

- Real-time bidding
- How Programmatic Advertising Works
- Types of Programmatic Advertising
- Advantages and Challenges

How to become a Freelancer in Digital Marketing

- Brand's Necessity To utilize Digital Marketing Services
- How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and metrics to track performance

Integrated Digital Marketing Strategy

- The Customer
 - India on Digital - digital trends: internet users, male v/s female, age groups,
 - Devices, multi-screening,
- Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
- Creating Digital Moments of Truth – AHA Moments
- Digital Strategy: Branding v/s Acquisition. What would differ?
- Analytics (Attribution: various models, cross-device)
- Campaign Optimization – Test, Learn, Deploy what works. Repeat
- Trends (Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re, Internet brands – OnePlus)

Adobe Analytics

- Calibrate the digital marketing strategies on the basis of results
- How to create a digital measurement strategy?
- How to utilize the best of class tools to understand the needs of your audience and cater to them with the relevant products and services?
- How to measure the ROI from different marketing channels?

Lead Sourcing

- Google To Source Information
- Validate Email Ids
- Source Segmented Database
- Learn To Source Email Ids Of Anyone Who Represents A Corporation
- Sourcing Softwares/apps/plugins

WhatsApp Marketing

- Discover and setup best practices for WhatsApp for Business like catalogue management
- Setup custom messages through WhatsApp API links to build an optimized funnel
- Increase conversions with optimized content practices
- Reach out to community 24x7 and increase word of mouth
- Setup a sales and customer care channel with agent support
- WhatsApp automation with template based messages

Quora Marketing

- Learn how to set up your account?
- Basics of research
- How to drive traffic from Quora?
- How to avoid common mistakes using Quora?
- Learn How to create a Personal brand through Quora?
- Learn to Run High Converting Ads through Quora?

YouTube Marketing

- Learn to Create Optimised YouTube channels
- Become acquainted with YouTube search algorithms
- Learn YouTube SEO for getting more views on the Videos
- Learn to Create Quick Content for YouTube videos
- Learn to generate revenue through YouTube Monetization

Google Tag Manager

- In order to measuring the success of the campaigns, to track the traffic sources or what users are doing on the website marketers have to install a tracking script.
- GTM solves this problem for marketers, without touching the website code.
- Web-based interface to install, configure and customise your tracking.
- It's preview mode lets you test before going live.
- Version control to roll back to any previous setup.

Advanced SEO

- Local SEO (Google My Business)
- Mobile App SEO
- Voice Search SEO
- Youtube SEO

Assignments

Search Engine Optimization (SEO)

Duration: 8 Hours

Assignment Promises

- Research the right keywords to get your website ranked better on Google.
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Identify the keywords and strategies implemented by your competitors.

Tools you will Learn

- RankWatch
- Google Keyword Planner
- Broken Link Checker

Search Engine Marketing (SEM)

Duration: 10 Hours

Assignment Promises

- Set up a Google Ads Account to run ads on Google.com and Google's associated properties
- Understand how to create ad-groups, write catchy ad text and select keywords to run and optimise your ad campaign's performance
- Create and run responsive ads on Google Display Network to show your ads on all devices
- Connect your marketing objective to Ads solutions to achieve a business's objective

Tools you will Learn

- Google Ads
- Merchant Centre

These assignments will require running live Google Ads Campaigns by spending Rs 1000.

Social Media Marketing (SMM)

Duration: 8 Hours

Assignment Promises

- Learn to create a profitable Facebook page that converts the viewers into customers.
- Build your network of existing customers and potential customers while making yourself reliable in the eyes of audience.
- Create and run effective ad campaigns to target the relevant audience who are interested in your offering.
- Build your fan base on Twitter to create buzz about your business and products.

Tools you will Learn

- Canva
- HootSuite

Email Marketing

Duration: 8 Hours

Assignment Promises

- Become hands-on on Legal Aspects involved in sending Emails in various countries
- Never let your emails land in Spam Folders - Be equipped with key techniques
- Start to manage your emails professionally using MailChimp

Tools you will Learn

- MailChimp
- Hubspot
- Active Campaign
- Get Prospect
- Covert Kit
- SPF Validation Tools
- Chrome Extensions: Clearbit Connect, Anymail finder, Email Extractor, VoilaNorbert, Email Generator

Inbound Marketing

Duration: 10 Hours

Assignment Promises

- Learn secret techniques to multiply your reach without increasing your Ad budget.
- Learn step-by-step approach to nurture your emails contacts automatically.
- Build an effective Landing Page
- Strategize Drip Marketing Campaign to nurture your leads.

Tools you will Learn

- Unbounce
- Customer.io

Web Analytics

Duration: 8 Hours

Assignment Promises

- Presenting data in a story telling format
- Studying a live e-commerce website's data
- Understanding user behaviour
- Understanding Traffic and
- Share your data analysis observations
- Draw your campaign life cycle and outreach plan.
- Creating and Implementing Measurement Model for any type of Business.
- A simulation of real life project enables you to work with deeper understanding and the best practices.

Tools you will Learn

- It's a practical implementation of Google Analytics with select tools covered in the entire Digital Marketing Course depending upon the tactics and strategies you define for your assignment project.

Facebook Advertising

Duration: 8 Hours

Assignment Promises

- Strategize and launch your Facebook Page and Ad Campaign
- Design Impactful creatives, run ads and optimise your campaigns based on your performance.
- Build brand awareness for your brand and use Facebook Messenger and Facebook Shop
- Get more conversions online and offline with Facebook

Tools you will Learn

- Google Analytics
- Google Merchandise Store



Capstone Projects

Search Engine Marketing

Duration: 5 weeks

Learning Outcomes

- Learn how to use data analysis to optimize campaigns.
- Understand the different aspects of the product to identify action items that are applied to improve campaign performance.
- Actual analyses that PPC experts apply in their field.
- Know the real business problem scenario for trainees to work on & find a solution.

Search Engine Optimization

Duration: 5 weeks

Learning Outcomes

- Learn to make end-to-end SEO strategies.
- Detailed research on keywords and brand requirements.
- SEO-friendly content writing.
- Executing On-Page Optimisation Techniques for best results.
- Learn best practices for Link building including Outreaching.
- SEO Audit and Competitor Research.

Social Media Marketing

Duration: 5 weeks

Learning Outcomes

- Create a result-oriented social media Strategy for - Building awareness, increase in followers & engagement, manage website traffic and sales - for businesses at different Life cycle stages.
- Applying the macro & micro business objectives for creating optimal marketing mix for various SM platforms - LinkedIn, FB, Instagram, etc
- Understanding the user journey by tracking various metrics like - Reach - CTR - Traffic - Conversion by executing case studies in a structured manner
- Attempt to pre-empt the customer queries and create required FAQs.

Case Study Exercises

Digital Vidya has identified top Digital Marketing Campaigns in recent times. We have worked with the implementation team of each of these campaigns and designed 60 hrs of case studies exercises. You will create a Business Case Solution in each individual exercise.

SMM Case Study Exercise: Cadbury Dairy Milk



Duration: 20 Hours

Learning Outcomes

- Generate a perfect idea to create a rewarding social media marketing campaign.
- Learn to connect your social media marketing campaign with a special event to ensure maximum attention from the audience.
- Identify the best ways to get user-generated content.
- Choose the most relevant social media channels for your campaign to ensure better results with minimal effort.

SEO Case Study Exercise: ICICI Bank



Duration: 20 Hours

Learning Outcomes

- Gain competency in improving search engine ranking of your website content and blogs.
- Implement and learn to get your content indexed in the search engines frequently.
- Learn to analyze which web pages are working well and which need improvement.
- Research and shortlist best keywords to make your content searchable.

Tools you will Learn

- Google Analytics
- Google Keyword Planner
- Google Search Console

SEM Case Study Exercise: Carwale



Duration: 4 Hours

Learning Outcomes

- Create an effective search engine marketing campaign to target relevant people.
- Learn to set appropriate budget to get the most out of your campaigns.
- Analyze the performance of your campaigns and keep track of the conversions.

Tools you will Learn

- Google Keyword Planner
- Google Ads

Web Analytics Case Study Exercise: Puma



Duration: 8 Hours

Learning Outcomes

- Discover ways to turn your website into a conversion tool that ensures sales.
- Identify the geographies from where your website traffic is coming from.
- Analyse the interaction of the visitors with your website.
- Assess the points of improvement and update your website to deliver better experience.

Tools you will Learn

- Google Analytics

Inbound Marketing Case Study Exercise: Myntra



Duration: 8 Hours

Learning Outcomes

- Take the bird's eye view of the Inbound Marketing strategies adopted by big brands.
- Create a next level Inbound Marketing strategy for your business.
- Create an appealing landing page to get targeted people landed on your website or product page.
- Design a landing page

Tools you will Learn

- Unbounce.com Landing Page Builder

Email Marketing Case Study Exercise: Microsoft



Duration: 8 Hours

Learning Outcomes

- Create appealing content for your promotional emails.
- Learn to properly segment users based on their demographics and interests.
- Create relevance of your product for the prospects to convert them into customers.

Tools you will Learn

- MailChimp

Digital Marketing Tools

Get paid subscription for a limited time during your course

Avail subscription for Digital Marketing Tools



Necessary Tools you will get to Learn



Certifications



Digital Vidya & DSIM Certification of Completion (Hard-Copy) - Provided after completion of course



Content Marketing - In Association with LinkedIn



Certified Facebook Marketing Master Course



Shopify Certification



Vskills Certification



Google Ads Search Advertising



Google Ads Display Advertising



Google Ads Video Advertising



Google Ads Shopping Advertising



Analytics Certification



Google Mobile Advertising



Email Marketing by HubSpot



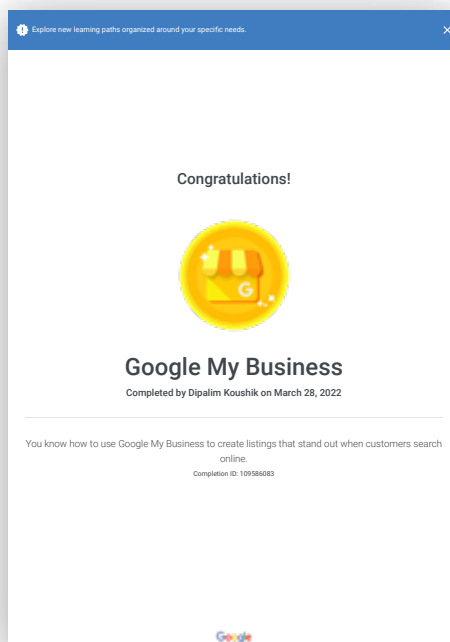
HubSpot Inbound Marketing



Social Media by HubSpot



SEO HubSpot certificate



Google My Business

Note: The cost to appear for Facebook Blueprint Certificate is not included in the course fees. Participants will have to pay to Facebook directly while scheduling the exam.

A group of five people (three men and two women) are gathered around a wooden table in a meeting. They are looking at a laptop and various documents. The setting is a modern office with a brick wall and a whiteboard in the background. The text is overlaid on the image.

Why Digital Vidya

Because Our Numbers
speak for us!!



From 200+ Trained Professionals in 2014

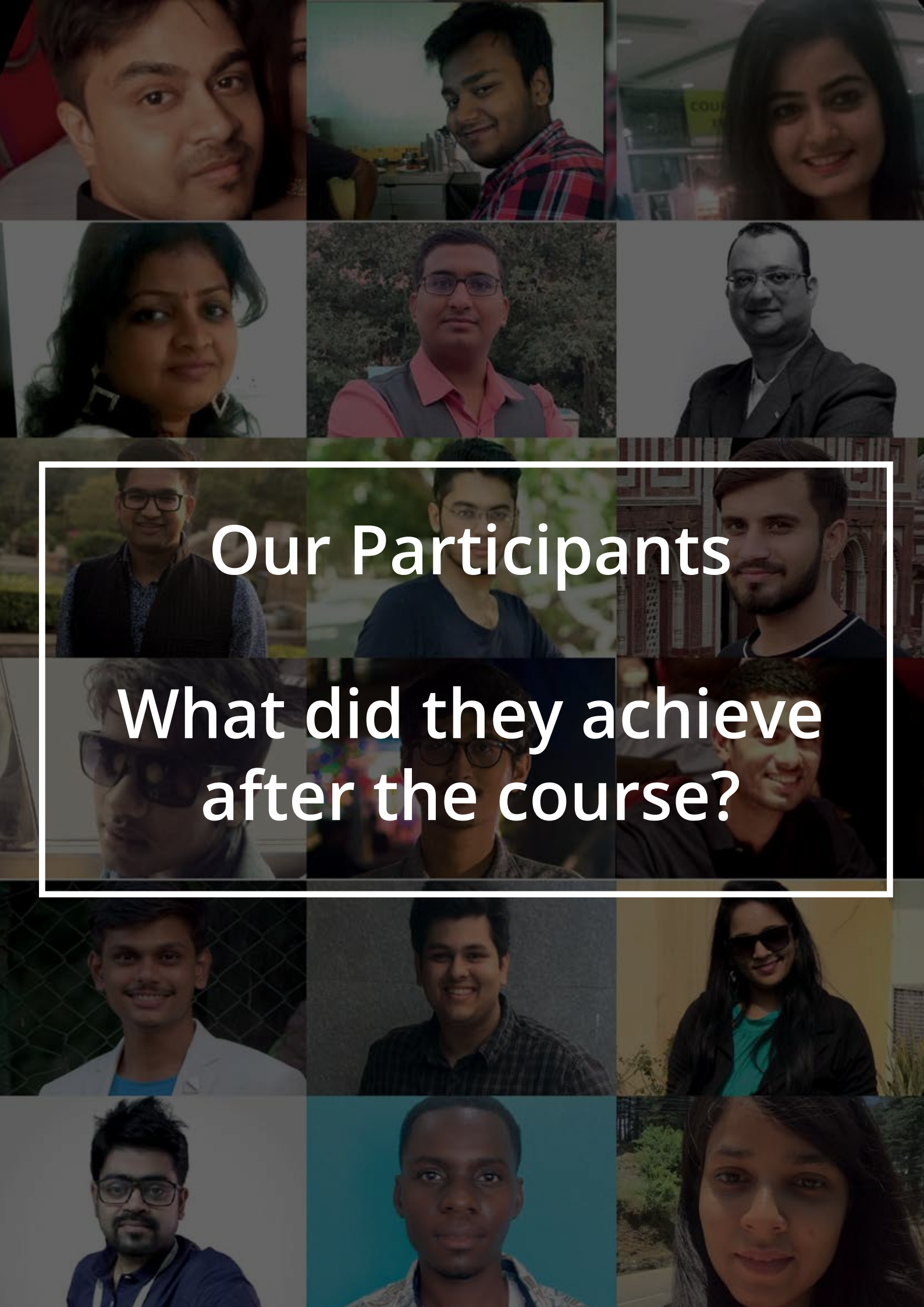
6,000+ in 2016

60,000+ in 2020

95,000+ in 2022

55,000+ SUCCESS STORIES

You are learning the BEST
from the BEST



Our Participants

What did they achieve after the course?



What do our
Participants
say about us?



Rahil Joshi

How a CDMM Participant Earned \$100K in 18 Months?

You choose to do Digital Marketing Master's Certificate with Digital Vidya, what made you take this decision?

I must say that Digital Vidya has done tremendous work on their own Marketing and Online Reputation Management. I was not aware of Digital Marketing, I heard the term only after searching for the course of Search Engine Optimization.

I was working as Sales Manager (trainee) for Shriram Life Insurance Limited. I was fed-up with field sales calls in 5 months' time, but I was still interested in Marketing. So, I took some help from Google and wanted to learn more about sales and marketing where I landed on information about Digital Marketing.

I then searched for the best Digital Marketing Institutes in India and I found Digital Vidya. On the other hand, I read tons of reviews about Digital Vidya over the web before signing in with the course.

How were your experiences with the course, the course content and the teaching methodology?

It was great, like, because the best part was after paying fees, I don't have to pay tons to stay out here in Delhi to pursue the course. Presentations were pretty good, as I still refer to those if I'm stuck. About the teaching methodology, I would say that all the mentors were experts in their domain, so they very well know how to deliver.

How has the course contributed to your career growth including new job opportunities?

This course actually builds a strong foundation in Digital Marketing, which I feel was the most important aspect of my career. As Digital Marketing is a rapidly changing industry, if you didn't get the basics correct, you will always miss out on the train.

Digital Vidya offers 100% Placement Assistance, how did the placement team help you find your dream job?

A job was never my dream. My dream is to work but not bind myself from 9-6. But, I'm thankful to Digital Vidya for the placement assistance. Because I gained industry expertise as TIS India Pvt. Ltd. where I was placed through, Digital Vidya's Placement Cell.

Rate your overall experience with Digital Vidya?

It's a 10/10 without any doubt.

What's your advice to people who delay the process of getting up-skilled?

Getting up-skilled is a necessity in the current market. Learning is an investment with the highest returns.





Afreen Hussain Warsi

How Afreen Turned From an Office Admin to a Digital Marketer?

Which course of Digital Vidya you participated in? How did it help you acquire new skills related to digital marketing?

I had chosen the CDMM course which had covered the whole modules and topics of Digital Marketing. I was thinking of choosing only SMM but then I thought it would be great to learn the whole process of it. Then I have started my own Food blog account on Instagram which is doing well but needs more patience and consistency in this field to grow.

Why did you choose Digital Vidya's course?

I did a lot of research I have been to many demo classes of other institutes in my city. But I didn't find it good enough. According to the search algorithm in Google, Digital Vidya was showing among the topmost institutes of India. I was willing to do it from the best institute where the faculty has good knowledge and hands-on experience in this field which the DV has.

How has the course contributed to your career growth including new job opportunities?

I'm not doing the job in this related field but soon I'll be starting my own business then this course will surely help me to reach my audience in the market.

For someone who's looking at a full time or part-time job or an internship in Digital Marketing, what approach would you advise?

Internshala is a great website providing lots of job opportunities in the Digital marketing field. Entering there you'll get an amazing option.

Would you like to share a few words about the work we are doing at Digital Vidya in educating others about Digital Marketing?

I would say Digital Vidya provides amazing education by knowledgeable faculties, good coordination team, and coordinator are always helpful and available to solve the candidates' problems. The journey was amazing and good.





Shilpi Shah

Home-Maker Becomes a Specialist Social Media Marketer

You choose to do Certified Digital Marketing Master's Course with Digital Vidya, what made you take this decision?

Since I was involved in Social Media Marketing at Fuzia so in order to excel at my work & upgrade my skills, I thought of pursuing the CDMM Course and trust me it was the best decision of my life.

How has the course contributed to your career growth including new job opportunities?

This course actually builds a strong foundation in Digital Marketing, which I feel was the most important aspect of my career. As Digital Marketing is a rapidly changing industry, if you didn't get the basics correct, you will always miss out on the train.

Digital Vidya offers 100% Placement Assistance, how did the placement team help you find your dream job?

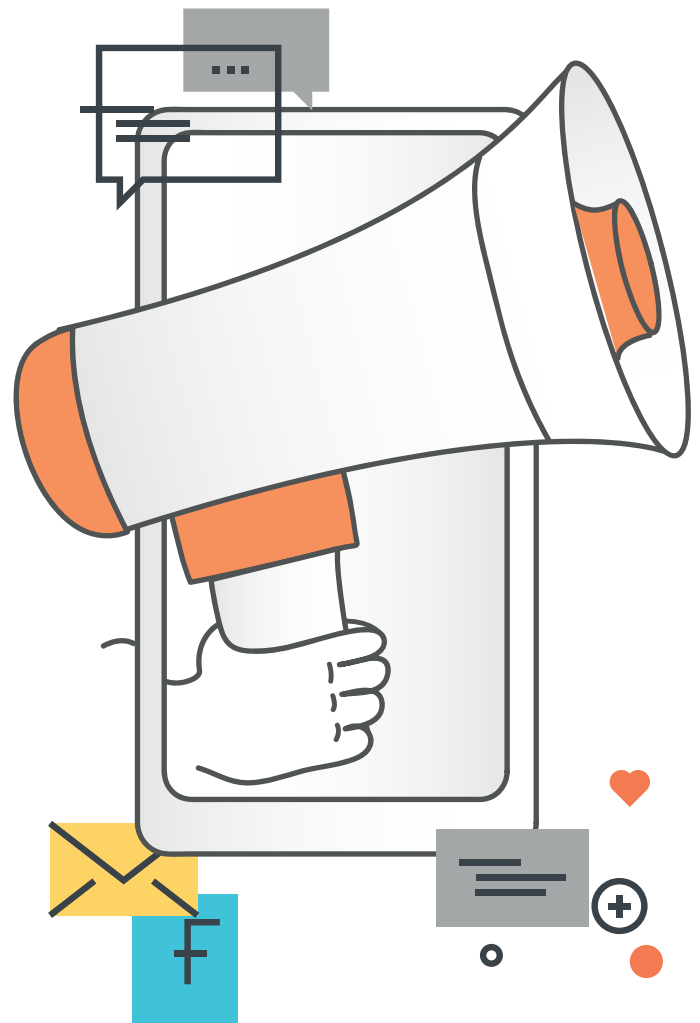
I have work from home restrictions because I have a 6-year-old son. Otherwise, Digital Vidya is updating its Placement site regularly for job assistance which is definitely of great help for fresher as well as professionals.

Rate your overall experience with Digital Vidya?

Digital Vidya is doing a great job of providing the right knowledge. Team Digital Vidya including the teachers, coordinators, placement support is extremely helpful and understanding. I would rate Digital Vidya an eight out of ten.

What's your advice to people who delay the process of getting up-skilled?

Invest in yourself whenever and wherever required. It is the need of the hour. One must keep upskilling in order to match up with the new industry standards in this Digital World.





Amol Fikre

Computer Science Engineer Turned Freelance Digital Marketer

Which course of Digital Vidya you participated in? How did it help you acquire new skills related to digital marketing?

I participated in Digital Vidya's Certified Digital Marketing Master (CDMM) Course. Digital Vidya is one of the best institutes to learn Digital Marketing. This course provides in-depth knowledge of topics like SEO, SMM, SEM, Email Marketing, Web Analytics, Inbound Marketing & other specialization modules as well as with real-life case studies & assignments.

By practicing the assignment tasks & case studies, I am able to implement these knowledge in building my own blog & in turn, this will surely help me during the job.

How has the course contributed in your career growth including new job opportunities?

The CDMM Course has certainly contributed a lot in terms of gaining knowledge of the digital world & learning to implement the concepts in real projects.

Recently Digital Vidya has collaborated with NASSCOM Foundation – which is a well-known organization for their noble work on social causes. As a participant of CDMM, I have been given an opportunity to work as a Volunteer with them for six months & implement the SMM knowledge on social mediums by generating content for them.

As a fresher, getting this kind of exposure is a value added to my experience & in my CV as well. I got this opportunity before completing my CDMM course, which will be completed in a month now.

Digital media especially Social media channels such as Facebook can eat up a lot of your productive time if not used wisely. Do you agree? What all can one do to efficiently leverage these channels for personal growth?

It is indeed true that social media channels can eat out lot of our productive time, if used incorrectly. One should be able to see these channels as a way to increase their productivity and things will automatically happen in that way.

For instance:

- One can follow popular influencer's pages to get updated about latest happenings.
- One can become subscriber of relevant trending groups
- One can engage with their audience by building quality content
- One can develop relationships with like-minded people
- One can develop its own personal brand
- One can follow company pages to get their latest updates or job postings.

Social media channels have a tremendous power, if used in a proper manner.

Would you like to share a few words about the work we are doing at Digital Vidya in educating others about Digital Marketing?

Digital Vidya team is doing a commendable job! Everyone at Digital Vidya training is very supportive and very practical.

Digital Vidya has a well-structured syllabus that gets updated in a timely manner. The top notch trainers having industry level expertise will never make you feel dull or boring during the sessions. It is always a fun ride.

Every participant gets a hands-on experience with access to Q/A forums- where anyone can ask their difficulties & get replies from professionals. Digital Vidya is also providing Job assistance.

They are reliable, professional & truthful & if you search for any industry recognized Digital Marketing Institute in India, no one can beat Digital Vidya!!

I highly recommend Digital Vidya for all Digital Marketing aspirants.

Industry Experts Speak



Thanks for sharing insights on #SocialMedia with Citibank Marketing Team.



Sanjeev Kapoor
Chief Marketing Officer



Strongly recommend to anybody who wants to leverage Social Media for business objectives.



Sameer Bajaj
National Head Corporate
Communication



We will be happier to hire from Digital Vidya Alumni for our Digital Marketing needs.



Amit Jain
CEO & CoFounder



All you need is Digital Vidya to keep yourself abreast of Digital Marketing Concepts.



Swati Bhargava
CoFounder



Crisp, clear and delivered well. Good program to improve use of social media in their lives.



Ramachandra Yadavilli
Head Marketing



Trainer Profiles



ZAIN SIDDIQUI

Zain is the founder of Startup Nebula, which is an idea lab aiming to support startups that work towards the development of products and services benefiting climate change activism. He is also co-founder of Wicked Broz, which is India's premier graffiti agency.



RAJEEV SHARMA

Information Technology fascinates Rajeev. He is a Web Analyst, Digital Marketing Consultant and a Coder. He has produced successful results working closely with various B2B and B2C businesses to achieve their online goals, including measuring the true contribution of each online marketing channel.



PRAFUL JAIN

Praful Kumar Jain currently works with Cognizant technology solutions for the AdWords and Analytics troubleshooting team for the Google clients. He comes with experience of more than 6 years in Pay per click and Google Analytics. He has an incredible wealth and depth of knowledge that is mostly derived from first-hand experience while working in different industries.



SAMVIDHA SINHA

Samvidha has served the Digital Marketing industry for over 8 years now. She has worked with big brands like Ebay, Amazon, Chevrolet, ToysRUs along with small businesses such as Handyman.com, WindowDecals.com and CarBras. Samvidha was the Display Specialist (Subject Matter Expert) in her last role at Google.



SHWETA DHADIWAL

Shweta, a veteran marketer who served the corporate industry for 10+ years, realised the paradigm shift to marketing going online. During the peak time of the shift, she up-skilled herself via the flagship CDMM course of Digital Vidya. With this, she now is one of the foremost internet marketers of the country.



RAJ SINGH

He works as Specialist, Biddable Media at GroupM Media India Pvt. Ltd. and helps clients achieve targets by driving strategy & innovations. He also works with the BD team by providing projections, product insights & trends. He has hands-on knowledge of paid tools like Google Ads, Facebook Ads, Bing Ads, & so on.



HIREN JOSHI

Hiren does stuff on Internet. He has helped 500+ brands to create buzz online and to grow their business online. 7 years later, he still does the same thing every day with the same pace.

Hiren worked for brand's like Philips, Baskin Robbins, Sahara India Pariwar, Fajos, Quikkr, Starbucks to name a few.



CHANDAN SINGH

Chandan has been working with businesses and entrepreneurs to develop and implement digital marketing strategies, enabling them to focus on what lights up their businesses. After receiving

B.Tech. in Electronics and Communications, he built his career in marketing working with well-known brands for major international corporations.



ROHIT UTTAMCHANDANI

Rohit is the Senior Digital Marketing Manager at Social Beat, South India's leading Digital Marketing agency. He has assisted many of his top-notch clients in crafting their Digital Marketing strategy and to launch their digital marketing campaigns. The precision of his work is reflected in the final outcome.



Placement Partners



RELIANCE



VIACOM 18

PHILIPS

HCL



accenture



citi



SONY

Cognizant

ht



NDTV



paytm

NASSCOM®



Panasonic

Forbes



yatra

Curious Around how
the Training Goes



Digital Marketing Foundation MasterClass

Online

From the comfort of your home / Office

Saturday

11:00 AM - 12:30 PM

Register Now



What Did Our Corporate Customers Say About Us?

Archana

(VP Media, Airtel, India)

"Digital Vidya is one of the few companies that have a great digital training course. Most courses are textbook training however Digital Vidya was different and used actual case studies and in market knowledge. Definitely recommended."

Sanjeev Kapoor

(CMO, Citibank India)

"Thanks for sharing insights on #SocialMedia with the Citibank's Marketing team."

Satinder Juneja

(CMO, Citibank India)

"The Workshop for was too good."

Nate Low

(Assistant Vice President,
Alliance Bank Malaysia)

"Many good take-aways from this workshop – many things I didn't even know existed were highlighted, which are great."

Raving Gupta

(Head - Product Management,
TATA Motors)

"Quite engaging, well planned training course and a lot of concepts got clarified."

C R Rakesh

(Associate Director – Marketing,
Dr. Reddy's)

"Good session to understand the other side of digital marketing in terms of understanding the right parameters to evaluate the achievement of the set objective. Very important."

Udayanathan Vettikkat

(Head Marketing - Datacentre &
Virtualization, Cisco India)

"Interactive and engaging experience!!! Very relevant topics were covered in the 2-day workshop. The sessions were absorbing. Excellent."

Ankit Taparia

(Sr. Brand Manager, Mahindra
& Mahindra)

"Very comprehensive. Gives many important starting points into various aspects. Will allow for more intelligent & effective agency conversations."

Namrata Anvekar

(Sr. Manager, Reliance Infra)

"Our heartfelt thanks to you for having spared time to share your valuable knowledge and experience with us in the session Social Media Marketing."

Zerxes Wadia

(Sr. Manager, Viacom18)

"Pretty damn good. Was a great refresher to what we have been doing and a reason to pick up on things that we thought were ineffective and left behind."

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