

# CERTIFIED **ADVANCE** DIGITAL MARKETING MASTERS

India's Most Certified Advance  
Digital Marketing Training  
Delivered by: DigiAM

[www.digiam.in](http://www.digiam.in)

DigiAM is training partner for  
Google Partners Academy



MAKE YOUR LIFE DIGITAL

## Welcome

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Digital technologies have changed the way we work, live and communicate.

We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.

As a Certified Advance Digital Marketing Masters you will be able to dramatically increase ROI and career performance, confidently drive and deliver digital marketing strategies and campaigns beyond boardroom level.

Become a trailblazer in your industry by becoming a Certified Advance Digital Marketing Masters.

Your digital future awaits.

## Who we are?

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DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing Training to Students, Corporate, Professionals, Entrepreneurs and Job Seekers

## Our Mission:

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Our mission is to provide quality education with 100% practical training with affordable price and Make Your Life Digital.

We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics, practices into your marketing techniques, measure and iterate the success of your digital marketing strategy



## Why Digital Marketing as **career** ?

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There's no getting around the fact that almost all businesses, sooner or later, must include digital in their marketing activities. And with the demand for digital marketers outweighing the supply, there are plenty of opportunities out there for those looking to get into the field.

If you are a Student, Professional, Entrepreneurs and Job Seekers or a who is serious about learning Digital Marketing for personal or organizational growth then Digital Marketing course is for you. This course will help you build mastery in various disciplines of Digital Marketing – Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Social Media Optimization, Email Marketing & Web Analytics.



India's Most Certified Advance Digital  
Marketing Training Delivered by **DigiAM**

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**2478+**

STUDENTS SUCCESS  
STORIES

"I was a house lady and really wish to perform something. I was watching head for a work where I can earn and engage myself still being at home. I was suggested by my friend and many thanks to her, who inspired me to join DigiAM. After a successful completion of my Digital Marketing Course here, I was appointed in a Indian Express company as a Digital Marketing Executive." - **Nidhi Mishra**



"After completion of my graduation, I was looking for a job where I can start my career and I should get paid well for my work. I gave a few interviews in company and got irritated with the job profile and salary offered. I choose to learn the Digital Marketing and fortunately I find DigiAM, where I completed my Digital Marketing Course and I got an instant job with my type of job profile and salary package." - **Chitra Pandey**

"DigiAM has aid me a lot in inspiring and gaining a very excellent knowledge about the blogging and help me in learning the influence and importance of it. After my successful completion of the Digital Marketing Course, I have been able in creating my own blog and create the smart income through it." - **Pritam Singh**



"I really like the demo class of DigiAM where apart from describing the modules and course details of Digital Marketing, they also cared to know about me, my future plans and advised me the effective way to implement it. They have also designed a schedule in which they explained all the niches where I need further more attentive." - **Shiv Krishan Chandra**

"DigiAM is a brilliant institution that offer Digital Marketing Courses at the most inexpensive price. Digital Marketing being the need of an hour is a course to go for and I would personally suggest DigiAM. Amit sir is one of the most expert and knowledgeable faculty I have met." - **Saurabh Bhardwaj**



"It is very fine institute for every single student. The students must go in DigiAM. I really enjoyed my Digital Marketing Course and the trainer was highly qualified and experienced. I have been appointment in Erricson, Noida. I really appreciate DigiAM for trained me as per the market demand. Thank you a lot DigiAM." - **Sarfaraz Alam**

## Entrepreneur voice for **DigiAM**

“ I think it's a best place to gain Knowledge, Students coming there are such that when you attend classes with them, you get to add things to your knowledge, Also Faculty is quite flexible, They give you full support and altogether it's a great learning experience. ”

**Deepak Sharma** (Managing Director of Panther Group)



# Certified Advance Digital Marketing Masters

**(3 Courses in One) (45 Modules)**  
**Course Duration : 3 to 4 Months**

**01**

## Digital Marketing Course

- Digital Marketing Overview
- Keyword Research & Planning
- Content Marketing
- Advanced Search Engine Optimization (SEO)
- SEO Tools
- Google Webmaster Tool
- Google Analytics Tool
- Business Listing & Google MAP Listing
- PBN
- Paid Marketing using Google Ad words Tool
- Remarketing Management
- Bing Webmaster Tool
- Email Marketing
- Online Reputation Management
- Mobile Marketing
- Social Media Optimization
- Youtube Marketing
- Facebook Marketing
- Linkdin Marketing
- Instagram Marketing
- Twitter Marketing
- E-commerce Marketing
- Landing Page Optimization
- Google Tag Manger
- Lead Generation
- Interview Preparation
- Video Resume

## 02

### Web & Graphic Designing

- Website Overview
- Website Creation Method
- Domain Management
- Hosting Management
- Established connection between Domain & Hosting
- Business Website Creation with Wordpress
- E-commerce website Creation with Wordpress
- Blog Website creation with Wordpress
- Collaborate and Create Amazing Graphic Design With Canva
- Logo Creation

## 03

### Earn Money Online With Mr. Amit Upadhyay

- Deep Blogging Secrets that makes money
- Google AdSense
- Affiliate Marketing
- Click Bank
- Grab Freelancing Project
- Lead Generation Strategy
- Marketing Techniques & Strategies
- Money Making Secrets



Course Designed By **Mr. Amit Upadhyay** (Digital Marketing Strategist & Consultant)

(5+ Years of Experience in Digital Marketing Trained Over 2500+ Students)

[www.amitupadhyay.in](http://www.amitupadhyay.in)

# Fasten Your Career & Business Growth Become an expert in...

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Increasing online brand awareness

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Bringing targeted traffic to website

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Generate potential leads

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Increase sales with less marketing expense



# Become A Google & Facebook Certified Professional

An institute is place where a journey of student starts with enhancing his skills and ends on being certified. Skills matter overall but if not certified then skills are not worthy. So after successful completion of course grab your certificates and be a certified professional in digital marketing industry.

## One Training Program 15 Certifications

### 6 AdWords Certification

To Become Adwords Certified you'll need to pass the AdWords Fundamental exam and one more Adwords exam. DigiAM will prepare and help you to clear all these exams -

- AdWords Fundamental
- Video Advertising
- Search Advertising
- Shopping Advertisement
- Display Advertising
- Mobile Advertisement

### 3 Hubspot Certifications

- Inbound Certification
- Email Marketing Certification
- Content Marketing Certification

### Facebook Blueprint Certification

### Google Analytics Certification

### Google Mobile Sites Certification

### Google Digital Sales Certification

### Bing Certification

### DigiAM Certificate



# 17+ Career Options for You



*Search Engine Specialist*



*Digital Marketing Strategist*



*Digital Marketing Consultant*



*Web Content Manager*



*Online Reputation Manager*



*Online Entrepreneur*



*Online Lead Manager*



*Web Analytics Executive*



*Ecommerce Specialist*



*Online Advertising Specialist*



*Digital Campaign Planner*



*Social Media Marketer*



*Ad words Specialist*



*Email Marketer*



*Affiliate Marketer*



*Digital Marketing Executive*



*Digital Marketing Manager*



## Students voice for **DigiAM**

I joined this institute & I am happy that I did so. I learned Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Google Analytics, Keyword Research and many more things in depth. Thanks for everything.

**Deepika**



100% practical training and their price is very pocket friendly so. Basically, I was not an online working person. I was just operating data online. Digital Marketing was new for me but this institute teaching style from basic level to advance level has made everything clear to me. So I thanks to DigiAM.

**Yogesh Saraswat**



The great thing about DigiAM, my complete training was on practical basis and on the updated techniques from Google criteria. Fast forward system is very effective for trainee. My opinion for this institute- if anyone is looking to grow their career in Digital Marketing then DigiAM could be the perfect choice. Thanks DigiAM.

**Abhishek Sharma**



I wish to make my career in digital marketing, so, I searched on Google and found DigiAM a Digital Marketing Institute in Delhi. I have learnt all modules of digital marketing from DigiAM. Amit sir explained me everything through examples case studies. This was really the best for me and whatever I learned here was on 100% practical basis and I think this will be best for my professional carrier.

**Aakansha Singh**



I came all the way from Patna to Delhi to join DigiAM. I learnt many new tactics of Digital Marketing practically. DigiAM is a excellent institute where a person can explore practically everything and catch many new strategies to expertise his skills. I had my personal interest in Freelancing and DigiAM helped earn a lot from my business.

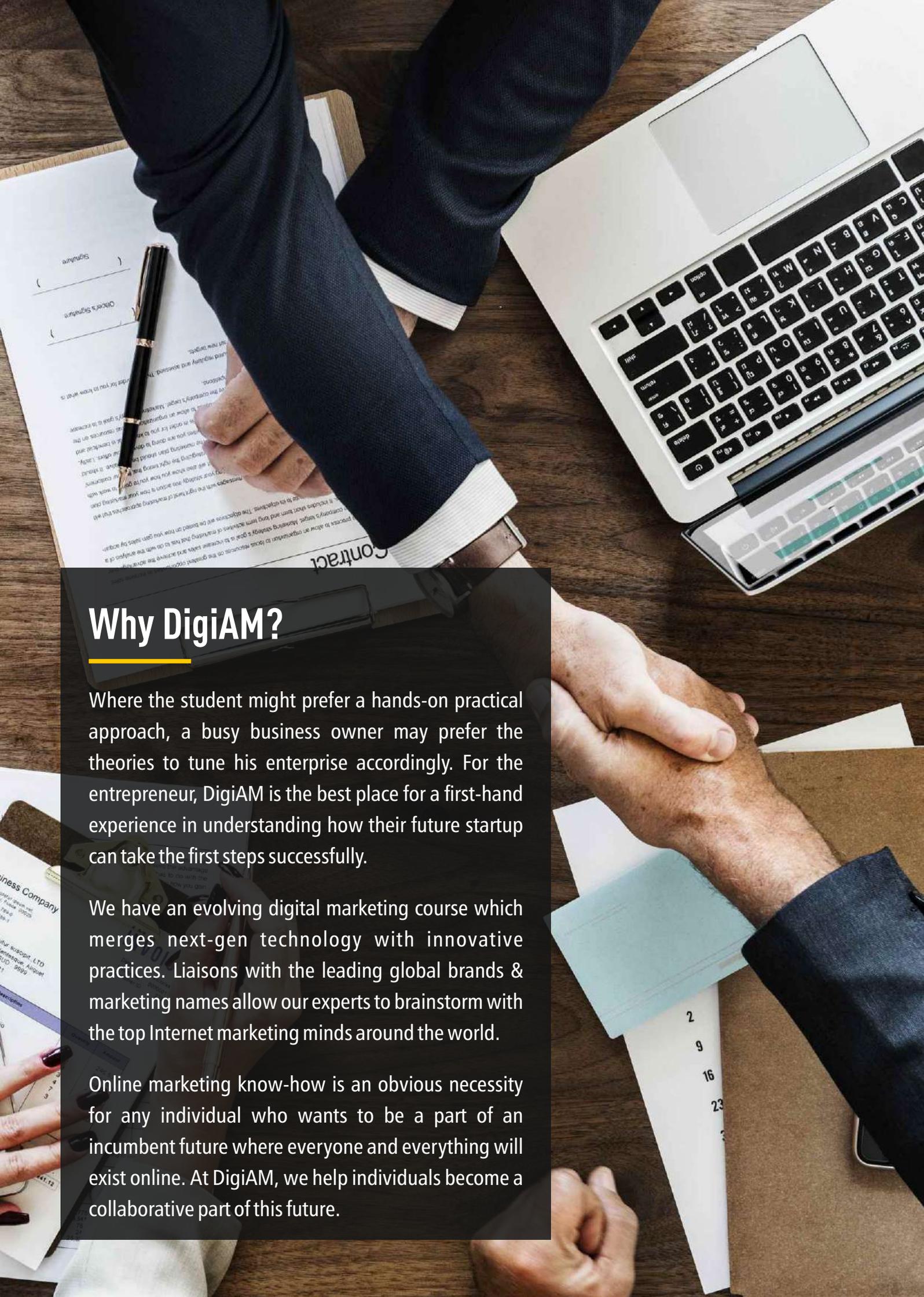
**Shahadat Hussain**



I have started training for Digital Marketing at DigiAM in July. It's a excellent Digital Marketing institute in Delhi that offer quality knowledge of Digital Marketing in affordable prices. The course was so knowledgeable, faculties are good.

**Neha Tiwari**





## Why DigiAM?

Where the student might prefer a hands-on practical approach, a busy business owner may prefer the theories to tune his enterprise accordingly. For the entrepreneur, DigiAM is the best place for a first-hand experience in understanding how their future startup can take the first steps successfully.

We have an evolving digital marketing course which merges next-gen technology with innovative practices. Liaisons with the leading global brands & marketing names allow our experts to brainstorm with the top Internet marketing minds around the world.

Online marketing know-how is an obvious necessity for any individual who wants to be a part of an incumbent future where everyone and everything will exist online. At DigiAM, we help individuals become a collaborative part of this future.

## Why Choose Us?



45  
Modules



Visual  
Lectures



100% Practical  
Training



100% Placement  
Support



15+  
Certification



Live Project For  
Practical Assessments



100+ Case Studies  
of Industry Experts



Pocket-Saving  
Fees

**2,478+**

TRAINEE

**106+**

BATCHES

**1,247+**

JOB  
PLACEMENTS

**865+**

BECAME INTERNET  
ENTREPRENEUR

**4.8/5**

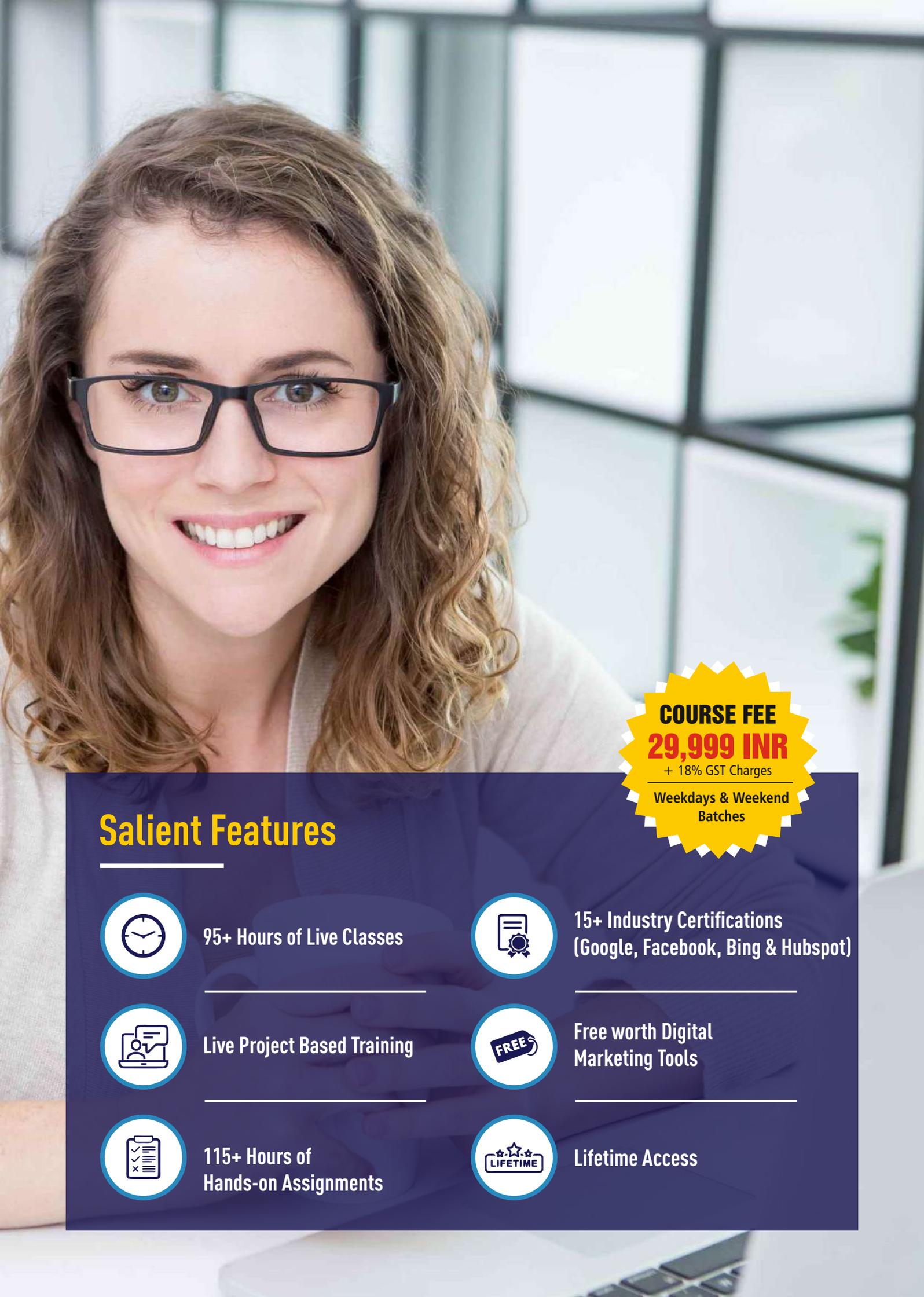
RATING



Live Interaction with Mr. Shashank Sharma (Pro Blogger & Digital Marketer)

(5+ Years of Experience in Digital Marketing Trained Over 1500+ Students)

[www.shashanksharma.in](http://www.shashanksharma.in)



**COURSE FEE**  
**29,999 INR**  
+ 18% GST Charges  
Weekdays & Weekend  
Batches

## Salient Features



95+ Hours of Live Classes



15+ Industry Certifications  
(Google, Facebook, Bing & Hubspot)



Live Project Based Training



Free worth Digital  
Marketing Tools



115+ Hours of  
Hands-on Assignments



Lifetime Access

## Eligibility Criteria

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Senior Secondary, Graduates (10+2+3) in any discipline from a recognized University / Institute with minimum 50% marks

## Certifications

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- Certificates shall be issued directly by DIGIAM
- On successful completion of all modules & clearing the evaluation process participants will receive a 'Certificate of Completion'
- For participants unable to fulfil the qualifying criteria will receive a "Certificate of Participation"

## DigiAM Trained Staff From

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**DigiAM**<sup>®</sup>  
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**DigiAM India Pvt. Ltd.**



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