



Delhi School Of
Internet Marketing
A premier google partner

ADVANCED DIGITAL MARKETING COURSE

India's 1st & premium digital marketing training institute
for Professionals, Entrepreneurs & Job seekers

PREMIER

Google
Partner

Fasten Your Career & Business Growth

Become an expert in...

- Increasing online brand awareness
- Bringing targeted traffic to website
- Generate potential leads
- Increase sales with less marketing expense

Become A Google & Facebook Certified Professional

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered. After completion of the training not only will you become an expert in digital marketing but you will also be a Google & Facebook certified professional.

One Training Program 9 Certifications

here is the details

✓ 6 AdWords Certification

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

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

✓ Facebook Blueprint Certifications

✓ Google Analytics Certification

✓ Industry Recognized DSIM Certificate





INDIA'S ONLY

PREMIER GOOGLE

PARTNER INSTITUTE

15,132+
Trainees

470+
Batches

8.6/10
Rating

In 2017 Skills & Knowledge Matters... Degrees don't

Add valuable skills & knowledge that will help you to succeed.
Become a Google & Facebook Certified Digital Marketer...

Career Options you can choose after completion of Digital Marketing Course



Social Media Analyst

Salary : 18k to 30k
After 3 years of experience
Designation- Social Media Manager
salary 35k to 65k



PPC Analyst

Salary: 18k to 30k
After 2 years of experience
Designation - Sr. PPC Analyst
Salary: 35k to 65k



Content Marketing Executive

Salary: 21k to 35k
After 3 years of experience
Designation- Content Marketing Manager
Salary: 40k to 60k



Digital Marketing Executive

Salary: 21k to 35k
After 3 years of experience
Designation- Digital Marketing Manager
Salary: 50k to 75k



Online Reputation Executive

Salary: 21k to 30k
After 3 years of experience
Designation- Online Reputation Manager
Salary: 30k to 50k



Freelance Digital Marketer

Monthly earning with just
2-3 projects: 40k to 75k
Monthly earning with just
4-5 projects: 1Lac to 1.5lacs

SHARPEN YOUR AXE

Get tools & softwares worth INR 63,624/-
absolutely Free

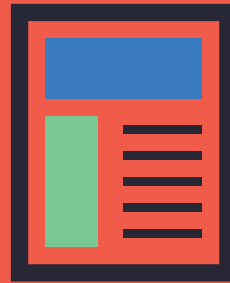


Lead capture plugin
INR 4,355/-

WordPress theme
INR 3,185/-



Content builder tool
INR 4,355/-



Landing page builder tool
INR 4,355/-



Tools for ecommerce website
INR 1,999/-



SEO software
INR 13,200/-



Web browser notification tool
INR 26,910/-



The all-in-one website conversion app
(Lead capture light box,
Page takeover lead capture,
Squeeze page builder)
INR 5265/-

Become a Google &
Facebook blueprint
certified professional



15,132+ Success Stories

Here is what they say about DSIM.



"DSIM is India's best digital marketing training institute."

Akshay Trehan



"I have come all the way from Dubai to India to join DSIM."

Sidvin Shetty



"DSIM's training helped me earn 7 lacs within a year as a freelancer."

Manish Rohilla



"From 2.5 to 6 lacs per annum, DSIM made it all possible."

Shashanka

15,132+ Success Stories

Here is what they say about DSIM.



"DSIM's training has brought bigger opportunities for my business."

Tarun



"Trainers at DSIM have in-depth subject knowledge"

Saahil Bajaj



"DSIM helped me ditch a normal 9-6 job."

Premananda Kanthi



"DSIM offers support from enrollment to placement"

Saurabh Midha

15,132+ Success Stories

Here is what they say about DSIM.



"DSIM has superb trainers and they are helpful and encouraging."

Abhinandan Kumar



"DSIM's training supercharged my business growth."

Sandeep Patel



"I would rate DSIM's training at 9/10."

Harsh Gupta



"DSIM's training is the finest in the industry."

Avinash Kumar

15,132+ Success Stories

Here is what they say about DSIM.



"At DSIM you learn from scratch to advance level."

Shiraz Noor



"DSIM training is the complete digital package."

Sanjeev K Ahuja



"DSIM helped me to join Google as a Senior Analyst."

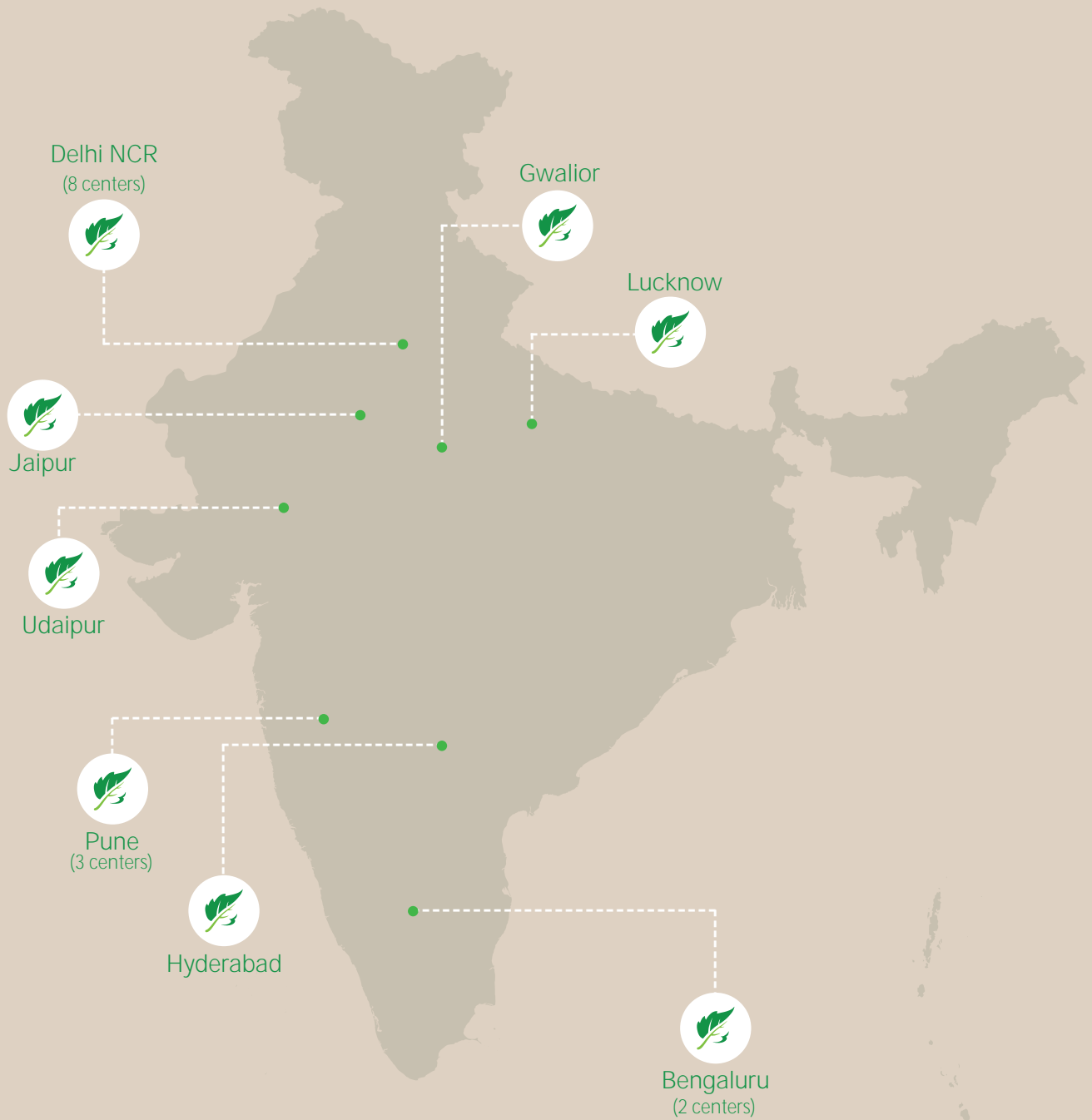
Manish Gupta



"I loved the approach DSIM takes to train students."

Nitin Pundir

18 CENTERS AND COUNTING



What you learn?

The only digital marketing training program where you get in-depth knowledge of all the 17 modules of digital marketing with practical hands-on exposure.



Digital Marketing Overview



Website Planning & Creation



Search Engine Optimization



Search Engine Advertising



Social Media Marketing



Mobile Marketing



Google Analytics



Online Display Advertising



Email Marketing



Ecommerce Marketing



Lead Generation For Business



Content Marketing



Creating Internet Marketing Strategy



Affiliate Marketing



Making Money Via AdSense & Blogging



Online Reputation Management



How to Grab Freelancing Projects



Become a Google & Facebook Blueprint Certified Professional
(1 Training Program - 9 Certifications)

01

Digital Marketing Overview

(3 Hours)

- What is Marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over Traditional Marketing ?
- Understanding Digital Marketing Process
 - Increasing Visibility
 - What is visibility?
 - Types of visibility
 - Examples of visibility
 - Visitors Engagement
 - What is engagement?
 - Why it is important?
 - Examples of engagement
 - Bringing Targeted Traffic
 - Inbound
 - Outbound
 - Converting Traffic into Leads
 - Types of Conversion
 - Understanding Conversion Process
 - Retention
 - Why it is Important?
 - Types of Retention
 - Performance Evaluation
 - Why it is Important?
 - Tools Needed

02

Website Planning & Creation (12 Hours)

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of web servers
- Different types of websites
 - Based on functionality
 - Based on purpose
- Planning & Conceptualising a Website
 - Booking a domain name & web hosting
 - Adding domain name to web Server
 - Adding webpages & content
 - Adding Plugins
- Building website using CMS in Class
 - Identifying objective of website
 - Deciding on number of pages required
 - Planning for engagement options
 - Creating blueprint of every webpage
 - Best & Worst Examples

03

Email Marketing (6 Hours)

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

"Personalisation – It's not about first or last name. It's all about relevant content."

04

Lead Generation For Business (9 Hours)

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

“Rather than sitting at a trade show table for hours on end, or setting up a display in hopes that targeted consumers will complete a form, you can have leads generated and sent to you using the Internet.”

05

PPC Advertising Google AdWords

(12 Hours)

- Google AdWords Overview
 - ⦿ Understanding inorganic search results
 - ⦿ Introduction to Google AdWords & PPC advertising
 - ⦿ Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google AdWords account
 - ⦿ Understanding Adwords account structure
 - ⦿ Campaigns, Adgroups, Ads, Keywords, etc
 - ⦿ Types of Advertising campaigns- Search, Display, Shopping & video
 - ⦿ Difference between search & display campaign
- Understanding AdWords Algorithm
 - ⦿ How does AdWords rank ads
 - ⦿ Understanding AdWords algorithm (adrank) in detail with examples
 - ⦿ What is quality score
 - ⦿ Why quality score is important
 - ⦿ What is CTR?
 - ⦿ Why CTR is important?
 - ⦿ Understanding bids
- Creating Search Campaigns
 - ⦿ Types of Search Campaigns - Standard,
 - ⦿ All features, dynamic search & product listing
 - ⦿ Google merchant center.
 - ⦿ Creating our 1st search campaign
 - ⦿ Doing campaign level settings
 - ⦿ Understanding location targeting
 - ⦿ Different types of location targeting
 - ⦿ What is bidding strategy?

- ⦿ Understanding different types of bid strategy
 - ⦿ Manual
 - ⦿ Auto
 - ⦿ Advanced level bid strategies
 - ⦿ Enhanced CPC
 - ⦿ CPA
 - ⦿ What are flexible bidding strategies?
 - ⦿ Understanding flexible bidding strategy
 - ⦿ Pros & Cons of different bid strategies
 - ⦿ Understanding ad-extensions
 - ⦿ Types of ad-extensions
 - ⦿ Adding ad-extensions in our campaign
 - ⦿ Creating adgroups
 - ⦿ Finding relevant adgroups options using tools
 - ⦿ Creating adgroups using tool
 - ⦿ Understanding keywords
 - ⦿ Finding relevant keywords
 - ⦿ Adding keywords in ad-group
 - ⦿ Using keyword planner tool
 - ⦿ Understanding types of keywords
 - ⦿ Broad, Phrase, exact, synonym & negative
 - ⦿ Examples of types of keywords
 - ⦿ Pros and cons of diff. types of keywords
 - ⦿ Creating ads
 - ⦿ Understanding ad metrics
 - ⦿ Display & destination URL
 - ⦿ How to write a compelling ad copy
 - ⦿ Best & worst examples of ads
- Tracking Performance/Conversion
 - ⦿ What is conversion tracking?
 - ⦿ Why is it important
 - ⦿ How to set up conversion tracking
 - ⦿ Adding tracking code in your website
 - ⦿ Checking conversion stats
 - Optimizing Search Campaigns
 - ⦿ How to optimize campaigns at the time of creation?
 - ⦿ Optimizing campaign via adgroups
- ⦿ Importance of CTR in optimization
 - ⦿ How to increase CTR
 - ⦿ Importance of quality score in optimization
 - ⦿ How to increase quality score
 - ⦿ Importance of negative keywords in optimization
 - ⦿ Evaluating campaign stats
 - ⦿ Optimizing with conversion report
 - ⦿ Optimizing with keywords
 - ⦿ Optimizing performing keywords
 - ⦿ Optimizing non performing keywords
 - ⦿ How to decrease CPC
 - ⦿ Analyzing your competitors performance
- Creating Display Campaign
 - ⦿ Types of display campaigns- All features, Mobile app, Remarketing, Engagement
 - ⦿ Creating 1st display campaign
 - ⦿ Difference in search & display campaign settings
 - ⦿ Doing campaign level settings
 - ⦿ Understanding CPM bid strategy
 - ⦿ Advance settings
 - ⦿ Ad-scheduling
 - ⦿ Ad-delivery
 - ⦿ Understanding ads placement
 - ⦿ Creating diff. adgroups
 - ⦿ Using display planner tool
 - ⦿ Finding relevant websites for ads placement
 - ⦿ Creating text ads
 - ⦿ Creating banner ads using tools
 - ⦿ Uploading banner ads
 - Optimizing Display Campaign
 - Remarketing
 - ⦿ What is remarketing?
 - ⦿ Setting up remarketing campaign
 - ⦿ Creating Remarketing lists
 - ⦿ Advanced Level list creation
 - ⦿ Custom audience

06

Google Analytics

(6 Hours)

- Introduction to Google Analytics
- How Google Analytics works
- Understanding Google Analytics account structure
- Understanding Google Analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google Analytics
- Starting with Google Analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate AdWords and Analytics account
- Benefits of integrating AdWords & Analytics
- Measuring performance of marketing campaigns via Google Analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

07

Social Media Marketing

(21 Hours)

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
 - ⦿ Understanding Facebook marketing
 - ⦿ Practical session 1
 - ⦿ Creating Facebook page
 - ⦿ Uploading contacts for invitation
 - ⦿ Exercise on fan page wall posting
 - ⦿ Increasing fans on fan page
 - ⦿ How to do marketing on fan page (with examples)
 - ⦿ Fan engagement
 - ⦿ Important apps to do fan page marketing
 - ⦿ Facebook advertising
 - ⦿ Types of Facebook advertising
 - ⦿ Best practices for Facebook advertising
 - ⦿ Understanding Facebook best practices
 - ⦿ Understanding edgerank and art of engagement
 - ⦿ Practical Session 2
 - ⦿ Creating Facebook advertising campaign
 - ⦿ Targeting in ad campaign
 - ⦿ Payment module- CPC vs CPM vs CPA
 - ⦿ Setting up conversion tracking
 - ⦿ Using power editor tool for adv.
 - ⦿ Advanced Facebook advertising using tools like Qwaya

● LinkedIn Marketing

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text

● Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for Twitter Marketing
- Twitter Advertising
- Twitter Cards

● Video Marketing

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using YouTube for business
- Developing YouTube video marketing Strategy
- Bringing visitors from YouTube videos to your website
- Creating Video ADgroups
- Targeting Options
- Understanding Bid Strategy

08

Search Engine Optimization (SEO)

(21 Hours)

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web
- On page optimization
 - What are primary keywords, secondary keywords and tertiary keywords?
 - Keywords optimization
 - Content optimization & planning
 - Understanding your audience for content planning
 - What is the difference between keywords stuffing & keyword placement
 - Internal linking
 - Meta tags creation
 - Creating Webpage in HTML
 - Using google webmasters tool & website verification
 - Sitemap creation & submission in website & webmasters
 - How to write an optimized content
 - How to write a content for article, blog and press release

- Off Page optimization
 - What is Domain Authority?
 - How to increase Domain Authority
 - What are back links?
 - Types of back links
 - What is link building?
 - Types of link building
 - Do's and Dont's of link building
 - Link building strategies for your business
 - Easy link acquisition techniques
- Local SEO
 - Google places optimization
 - Classified submissions
 - Using H card
 - Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update
- How to recover your site from Panda, Penguin and EMD

"The best place to hide a dead body is page two of Google search results!"

09

Online Display Advertising (3 Hours)

- What is Online Advertising?
- Types of Online Advertising
- Display Advertising
 - Banner ads
 - Rich Media ads
 - Pop ups and Pop under ads
- Contextual advertising
 - In Text ads
 - In Image ads
 - In video ads
 - In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various
- Different Online advertising platforms
- Creating Banner Ads Using Tools

"You can't expect to just write and have visitors come to you- that's too passive."

10

Ecommerce Marketing

(6 Hours)

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Integrating Woocommerce and setting up an ecommerce store on WordPress.
- Affiliate Marketing by promoting products which looks like an ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.

"To be successful and grow your business and revenue, you must match the way you market your products with the way your prospects learn about and shop for your products."

11

Mobile Web Marketing

(4 Hours)

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
 - Targeting ads on Apps
 - Targeting ads via location
 - Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile marketing mix
- SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

12

Content Marketing

(6 Hours)

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing

13

Online Reputation Management (3 Hours)

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- 10 Online reputation management Commandments
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

"Your brand is what people say about you when you're not in the room"

14

Creating Digital Marketing Strategy/Doubt Sessions (2 Hours)

Let's talk
Execution Strategy

15

Affiliate Marketing

(6 Hours)

Want to be your own boss...?
entrepreneurial modules

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate company-commission junction www.cj.com
- Trainers shares his secrets of affiliate marketing
- Story telling- trainer shows his live example of how he is making money these days as an affiliate

16

Adsense & Blogging (6 Hours)

- What is AdSense?
- How to get approved for AdSense?
- Cool trick to get AdSense approval by Google
- Using your AdSense account interface
- Placing ads on your blog
- Creating blogs with our FREE theme
- Then we will share 1 secret method Through which you will make money with adsense

17

How To Grab Freelancing Projects? (3 Hours)

Training Process

1

The training starts with Digital Marketing Overview wherein you learn the basics of digital marketing that help you build a strong base for the practical sessions that follow.

Then, to provide hands-on-practical exposure you create a website. The purpose behind creating a website is to provide you a practical exposure of every component. At DSIM, you are not just learning digital marketing, you are actually doing it.

2

3

Once you have the basics in order and your website is up and running, the training kick starts to more advanced modules wherein you learn SEO, PPC Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising.

Another interesting component in this training program is Social Media Marketing comprising of Facebook, Twitter, LinkedIn, Video and Viral marketing. Keeping modern day business requirements in mind, this training has a very important component, i.e., Lead generation for business. Under this component, you not only learn how to generate potential business leads but, also how to convert those leads into sales and increase your business revenue.

4

5

Our team of renowned Affiliate marketers will train and share tips and tricks on how you can make money online with Affiliate Marketing and AdSense Blogging. So, this means you can make money online anytime, as a part-time or full-time freelancer...All you need is a laptop and an internet connection!

Once your training is over and you are well versed practically with all the components, you are awarded an industry recognized certification from DSIM and gain advantage with our free job assistance that has helped many job seekers find their dream job in the burgeoning digital marketing industry.

6

THE CAREER DIMENSION THAT COUNTS

Break on through to the other side



DSIM For Working Professionals



Only 7% professionals reach top managerial positions before they turn 35... Can you be one of them?

For taking the right step, knowing where you want to go is half of the work done. Successful professionals don't think of themselves as an employee and hence are on the verge of improving their skills throughout their career. They never stop learning new things.

Propel your career growth.

So, you want to enhance your skills? Have that "extra edge" over others in your company? Do you want to attract better career opportunities? Do you believe that you can fulfill all your dreams if provided the right direction?

So, what should you do?

The difference between the successful professionals and the ones who stagnate is not the number of hours you work in the company but the number of zeroes you add or save in the books of company.

The biggest change in 21st century is Internet.

We are witnessing 'Second Industrial Revolution' where companies are adopting digital media. They need skilled people to manage these new verticals that are adding value to company's growth. With growing demand for skilled Digital marketers, the advanced digital marketing program by DSIM opens plethora of opportunities and gates for multiple industries. We have trainees from hundreds of startups, and many other reputed companies.

How DSIM will enhance your skills?

This is a hard fact that ONLY 7% people reach top managerial positions before they turn 35. For taking the right step, knowing where you want to go is half of the work done. Successful professionals don't think of themselves as an employee and hence are on the verge of improving their skills throughout their career. They never stop learning new things.

We are here to propel your career by adding skills and expertise with the most advanced digital marketing training program in India.

Remember: Degree never earns you a promotion, it's the skills and expertise and the all-around ability you possess that helps you make a difference.

It's time you started before it's too late! Sometimes later becomes never.

The opportunities are definitely not forever and endless. In 3 years of time digital marketing will be like any other normal industry with lot of skilled people looking for limited jobs.

Benefits

- Get more career opportunities
- Get better opportunities
- Faster career growth
- Learn what others will learn later
- Work part time as a freelancer
- Enhance your skills
- Give yourself an edge over other employees

WE HELP STARTUPS...START

Reach out to a wider audience by marketing your business online, using channels like social media, e-mails, search engines and lead-generation.



DSIM For Budding Entrepreneurs

"It took over 100 years for Coca-Cola to earn the brand value it has today with traditional marketing and just 15 years for Google, 10 years for FB, 7 years for Flipkart, 4 years for WhatsApp to reach its present brand reputation with digital media."

Kickstart your business

So, you have this amazing cool idea and you want everyone to know about it because it's going to change their life forever.

But, like most of the startups, you may have limited budget and you may not be able to reach out to your target customers by displaying full page advertisements in newspapers, run your ads 24*7 on TV, and showcase your offerings on roadside hoardings because they are just too expensive.

So, what should you do?

The difference b/w the startups that fail and those who succeed is not the money or zeal but, optimal utilization of limited resources. How effectively you are able to use your scarce resources (be it HR, money, logistics) to increase your reach, acquire customers and convert your company name into a brand name is what differentiates you from others.

By marketing your business online, using channels like social media, e-mails, search engines, you can easily reach out to a wider audience with no geographical boundaries, increase brand awareness, bring targeted traffic to your website, generate potential leads and convert them into sales within your budget constraints.

Not only this, online marketing is the sole platform where you can be at par with big competitors.

How DSIM will help you start & grow?

Being a startup, a single decision that you take can make or break your business, you can definitely not afford agencies and even if you can, we understand how difficult it would be to handover your concept in someone else's hand and give them the power to take decisions that can make or break your business.

And even if you outsource your online marketing campaigns and you can never know the truth behind the excel sheets they present you with. "Numbers can be misleading, if you do not have the right knowledge".

Hence in order to take the best of the decisions, whether you outsource or do it yourself.

Every single second of this professional course will focus on your learning by doing it yourself with industrial case studies and brain storming assignments.

As the famous saying goes, "Those who can't, they teach". Hence, at DSIM, we do not have any teacher, professor, or lecturer but some of the renowned names from the industry experts who have successfully planned and implemented digital marketing strategies for brands like Flipkart, Myntra, Snapdeal, Toyota, Johnson and Johnson, Walmart to name a few.

Benefits

- Find more customers online for your product / service.
- Gain expertise in operating your business online.
- Increase your revenue by marketing on internet.
- Create your brand awareness using social media.
- Reduce your advertising cost by 60%.
- Generate business leads through inbound marketing.
- Take your business to another level by reaching a large audience.

INCREASE YOUR BUSINESS REVENUE

Learn how to reach out to 400 million Internet users in India



1/3rd of businesses are planning to introduce a Digital Transformation programme & 1/3 already have...

What about YOU?

So, you are running your own business? But, like most small companies, start-ups and propriety businesses you may be restricted with advertising budget.

You feel your company is in proverbial darkness? Where no one knows about it? You don't have the moolah for TV campaigns and big full-page ads on daily national newspapers?

So, what should you do?

Today each industry is using digital media to promote themselves. Those, using traditional marketing are moving in the darkness and those using digital marketing are shining like stars.

Your job as a business owner or an entrepreneur is to boost sales for your business, generate more revenue and to keep the business afloat and, in the future, to diversify it.

To achieve your business goals, you should effectively use various traits of digital marketing to be at the forefront of the industry, which will ultimately increase your reach and help you in acquiring more customers (at a lower acquisition cost) and convert your company name into a brand name.

By marketing your business online, using channels like social media, e-mails, search engines, you can easily reach out to a wider audience with no geographical boundaries, increase brand awareness, bring targeted traffic to your website, generate potential leads and convert them into sales within your budget constraints.

How DSIM will help you increase your business revenue?

The world of digital marketing is very dynamic.

One day, your non-mobile site is just fine. The next day, wham! You're flat on your back with flat-lined traffic and sinking conversion rates.

You can't be expected to know everything there is to know about the field of digital marketing. But, on the other hand, you have to know many things related to that.

Every single second of this advanced professional course will focus on your learning by giving you practical exposure with industrial case studies and brain storming assignments.

As the famous saying goes, "Those who can't, they teach." Hence, at DSIM, we do not have any teacher, professor, or lecturer but some of the renowned names from the industry who have successfully planned and implemented digital marketing strategies for brands like Flipkart, Myntra, Snapdeal, Toyota, Johnson and Johnson, Walmart to name a few.

DSIM helps you in learning how to do marketing online. We will give you expertise in how to boost website traffic, generate potential leads & increase sales revenue with better brand awareness using internet platforms like Social Media, Email Marketing, Inbound marketing and much more, just like experts and agencies do it.

Benefits

- Increase sales revenue
- Get better ROI on your marketing expenditure
- Generate potential leads
- Spend your marketing budget for your target audience only
- Create brand awareness and increase visibility
- Convert your company name into a brand name

YOUR JOB HUNTING ENDS HERE

Start your career with digital marketing course that gets you a job of upto INR 3.6 lacs in just 4 months!



18 Lacs Jobs in Digital Marketing at present

Digital Marketing has taken India by storm! Almost every single company, be it small, medium or large have started doing marketing online to increase their sales. So, they need skilled digital marketers who can run their online marketing campaigns successfully.

Be one of them. Learn tricks and techniques and add skills that makes you a complete digital marketer in an all-in-one advanced digital marketing training program.

How DSIM makes it possible?

No teachers, only industry leader

At DSIM, we do not have any teacher, professor, or lecturer. We are not a typical institute which focusses on cramming from books and clearing an examination. Our objective is not to provide any diploma or degree that will be ornamentally placed on your shelf for the entire life.

Experience the change- Professional training program

The entire purpose behind delivering hands-on practical industrial learning, where industry leaders will showcase their tricks is to make you skilled, knowledgeable, qualified and an expert in doing SEO, handling PPC campaigns, generating business leads so that you don't have to look out for a job but the companies looking for skilled digital marketer can approach you and offer you a high paid job with good career prospects.

High demand, low supply- Better Renumeration

To make you skilled, knowledgeable, qualified and an expert in doing SEO, handling PPC campaigns, generating business leads so that you do not have to look out for a job but the companies looking for skilled digital marketer can approach you and offer you a high paid job with good career prospects.

Learn it by doing it- Practical delivery

And you learn from the years of experience and exposure that they have of doing digital marketing for some of the top brands in world like Toyota, Johnson & Johnson, Walmart, Flipkart, Snapdeal, Myntra to name a few.

How you will get a job?

Every single second of this professional course will focus on your learning by doing it yourself with industrial case studies and brain storming assignments. Do not consider this anything close to what you have been habitual of taking/taught since your school days. This is a result oriented, industry specified course tailored to meet the growing demands of hungry companies who are trying their best to offbeat their competitors online and expand their customer base.

Normal course offering placements have big placements departments and still they fail to keep their promises. However, at DSIM, it's the other way round/ we do things differently.

We have 10's of companies approaching us every single week requesting us to wanted to hire our trainees and with this they approach our placement head

Benefits

- Make your C.V. stand out & get more call & crack interviews.
- Learn what others will learn later.
- High career growth with advanced skills.
- Work part time as a freelancer along with your studies
- Have increased self esteem and respect from fellows.
- Give companies extra reasons to hire you.
- Earn commissions as an affiliate marketer.

TRAINEES FROM

		ZARA	Google	TATA	Reliance	Samsung	Reliance Industries Limited
rediff	PHILIPS	paytm	olya	OLX	OLA	NBC	Voonk.com
ARV	ARV	make my trip	magicbricks	McAfee	lifestyle	LG	LAVA
ITC Limited	INTEX	INVESTORS CLINIC	JABONG	JAYPEE	JET AIRWAYS	Justdial	kotak
IndiGo	IndiGo	IndianOil	IndianOil	IndianOil	ICICI	IBM	ibibo
Goody	SIEMENS	HCL	Hero	Hero	hp	IIT	IIT
ebay	zomato	ESSAR	Fortis	Fortis	G	GENPACT	GAR
COFFEE	cvent	Dabur	DELL	DLFA	Adobe	Nature	EA SPORTS
CADILA	CADILA	CAREER LAUNCHER	Cipla	Cipla	WIPRO	CONVEYORS	Cognizant
Apollo	APOLLO	BAJAJ	Bank of America	BBC	bharti	OHF	Cartory
Amway	AMERICAN	AMERICAN	Ambuja Cement	amazon	airtel	airtel	AIRCEL
snapdeal	AEgis	AEgis	Adobe	ADP	ADP	ADP	ShopClues

WHO'S Next?



YEAR
2010

Bhavish & Ankit
Founded



YEAR
2010
**Vijay
Shekhar
Sharma**
Founded

paytm

YEAR
2011
Sandeep & Sanjay
Founded



YEAR
2013



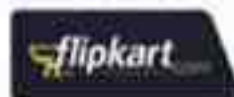
Ritesh Agarwal
Founded



YEAR
2007



Sachin & Binny
Founded



YEAR
2002
Anupam Mittal
Founded
shaadi.com
The Asian's Largest Wedding Service



YEAR
2010
Ashutosh Lawania
Founded
MYNTRA

YEAR
1996
Sabeer Bhatia
Founded
 Hotmail



YEAR
1994



Vikas Guturia
Founded



YEAR
2010



Kunal & Rohit
Founded



YEAR
2008

Deepinder & Pankaj
Founded



PREMIER

Google
Partner

IT IS TIME YOU GET STARTED



www.dsim.in



8800290309



Evening, Weekend,
Sunday Batches



Delhi School Of
Internet Marketing
A premier google partner