

WELCOME TO THE DIGITAL WORLD



More than 60 Million
Jobs by 2025



Get Certified by
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Clear interviews with
ease with our Mock
interview sessions.



MESSAGE FROM DIRECTOR

“

**Enhance Your Skill!
Go Digital!**



Abhishek

**Founder & CEO
Abhishek Singh**

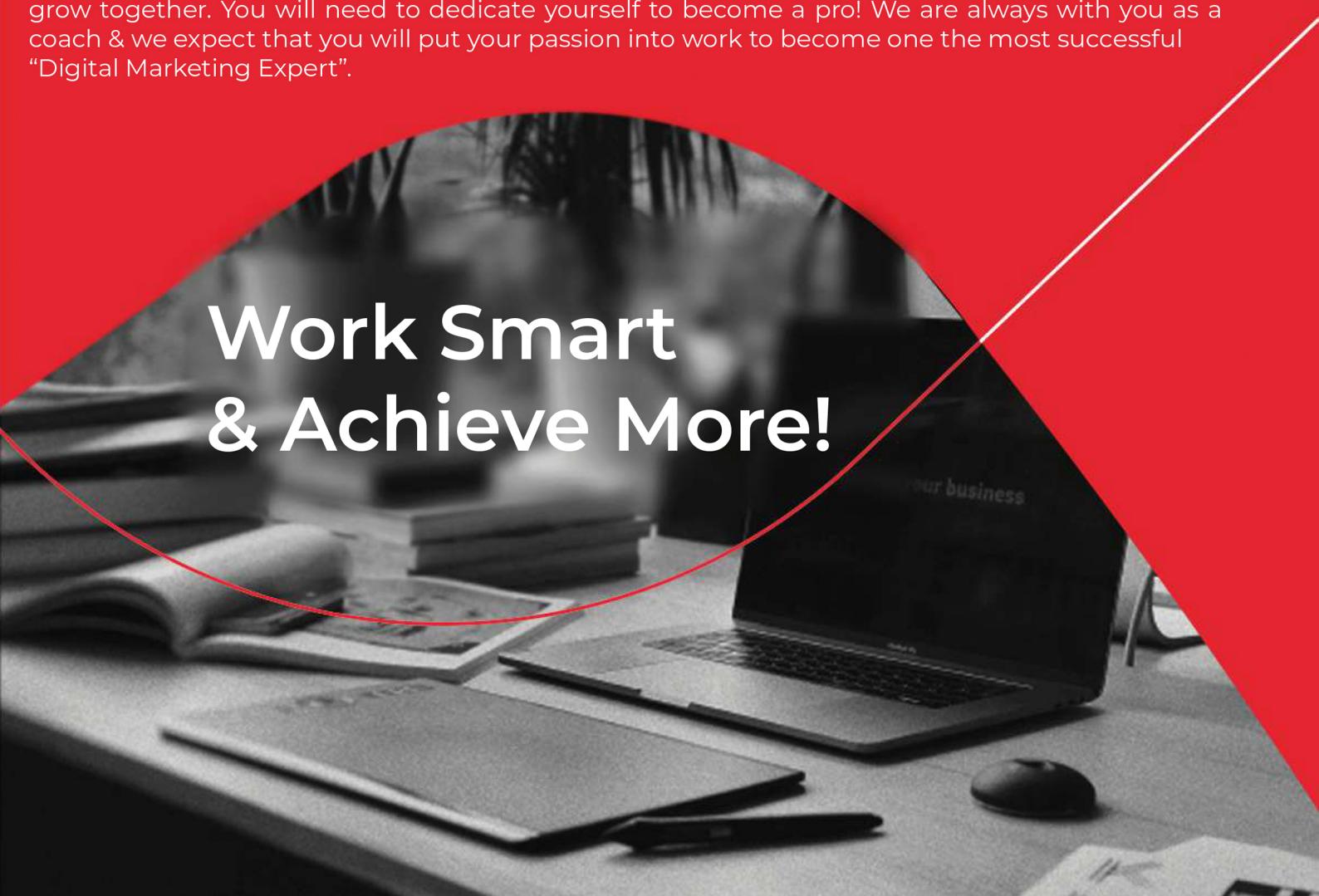
Dear Aspirants,

At a glance, we would like to congratulate you for finding “Digital Marketing” as your future skillset. Sources have already approved that after Covid19, Digital Marketing has grown with a CAGR of 20% to reach a market size of Rs 18,938 crore in 2021. Also, it is expected to grow with a CAGR of 22.47% by 2022. There will be more than 60 million jobs in Digital Marketing by 2025.

It approves that till now your decision has been correct enough to choose the right career path.

I welcome you to the Digital Ecosystem, where you can learn, interact with people like you, and grow together. You will need to dedicate yourself to become a pro! We are always with you as a coach & we expect that you will put your passion into work to become one the most successful “Digital Marketing Expert”.

**Work Smart
& Achieve More!**



OUR JOURNEY



6000+
trained professionals



80% +
professionals placed

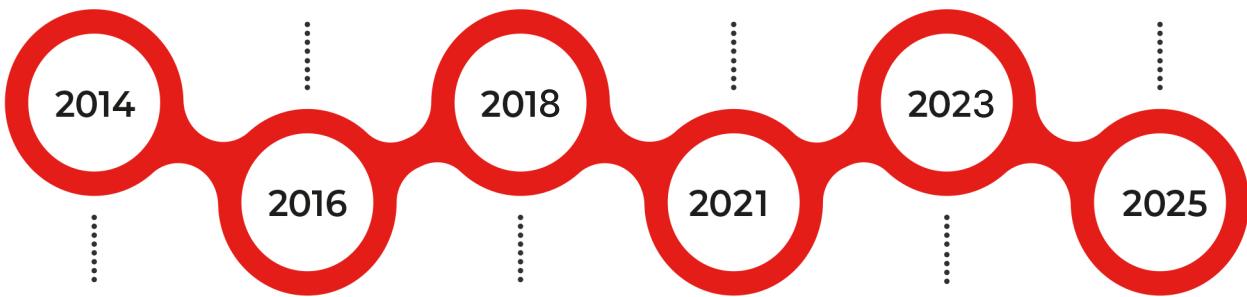
More than 100 projects

First Milestone 100 projects in 1 years. We started discussing opening a "digital academy".

Crossed 300 projects

This year was when we understood that Cyber Security has become the giant. IDS Completed 28 batches within a year. A year of change & the start of a new journey,

To date we have completed more than **300+ Batches** completed online/offline & we are still counting.....

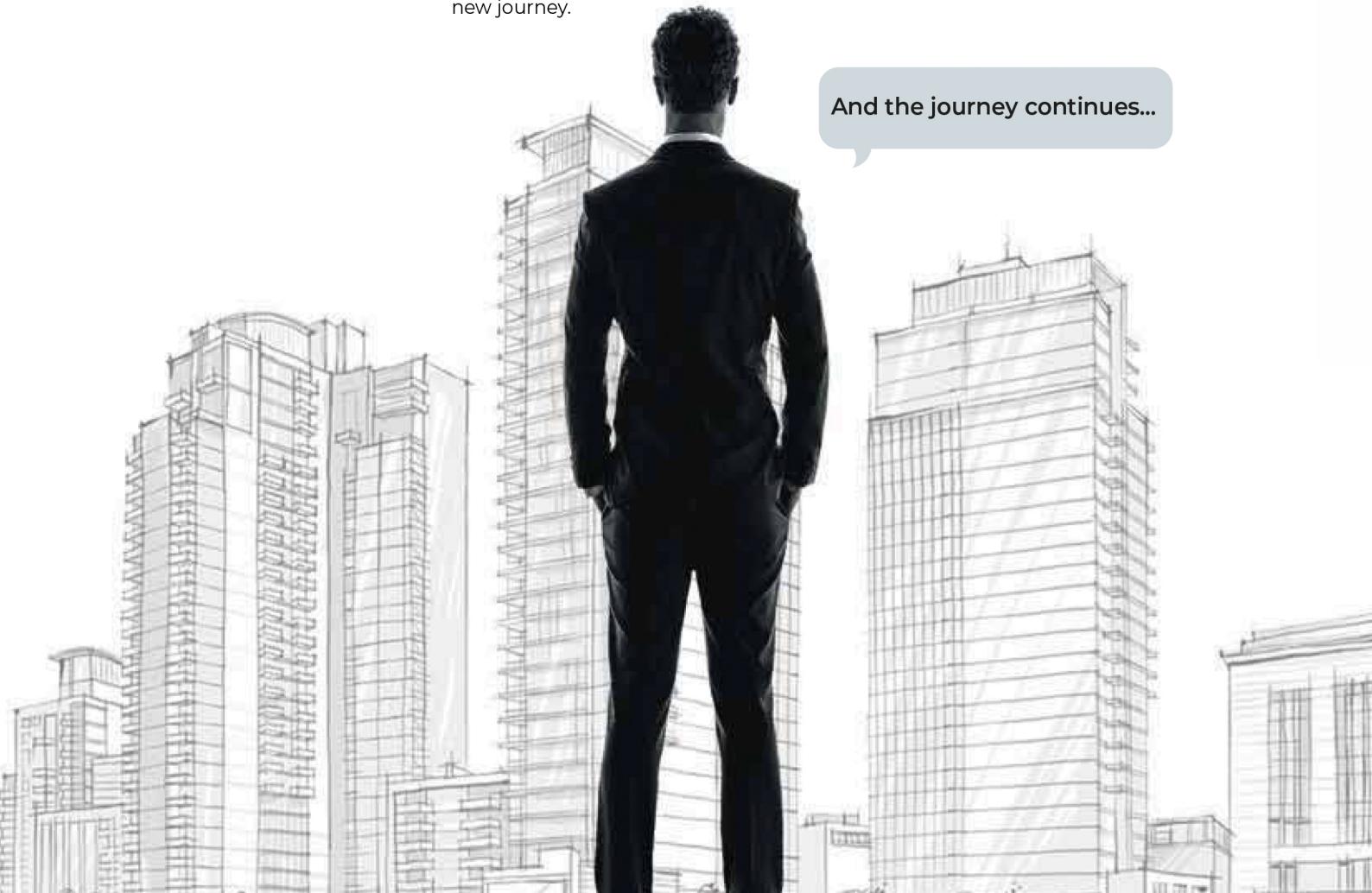


Cyber Shield Startup as a cybersecurity company with few projects

Multi-national Projects Cyber Shield was not in the mood to look back & grabbed more than 100 new multi-national projects. Also, **IDS Evolved** A year of change & the start of a new journey.

98 batches completed in a year & 50 more in running

And the journey continues...



ADVANCED

Digital Marketing Program

M O D U L E S

1: Marketing Overview

- Introduction to Marketing
- Difference Between Sales & Branding
- Case Studies of Branding

3: Search Engine Intro

- What is SERP
- Components of SERP
- What is Search Engine Process

4: Basic of HTML

- Components of a webpage
- Essential HTML Codes
- First Assignment

2: Digital Marketing Intro

- Introduction to Digital Marketing
- Objectives of Digital Marketing
- Why Digital Marketing Buzz?
- Opportunities in India & Growth Projection

5: Understanding a website

- What do you understand by a website?
- Types of websites
- What is a URL?
- Understanding Website Structure

6: Create your first website

- What is CMS?
- Installing WordPress
- Theme, Home Page & Menu customization
- Essential Plugins



7: Basic of Graphic Designing

- Create Post, banner & Presentation
- Tools: Canva & Filmora

8: Content Creation

- What is CMS?
- Installing WordPress
- Theme, Home Page & Menu customization
- Essential Plugins



SEO

Introduction to SEO

- What is SEO
- Crawling
- Indexing
- Ranking
- The Do's & Don'ts of SEO
- SEO Elements

Technical SEO

- Robots.txt
- Sitemaps
- Website Loading Time optimization
- Site Audit

Local SEO

- What is Local SEO
- Google My business Profile
- Creation
- GMB Profile Optimization
- Local Content Creation ideas

SEO Reporting

- SEO Report Format
- Creating Monthly SEO reports on Excel

On Page SEO

- What is On Page SEO Optimization
- Web Layout Structure
- Title Optimization
- Meta Tags Optimization
- Bread Crumbs
- Content Optimization
- Types of Links
- Image Optimization
- Plagiarism checker

Off Page SEO

- What is Off page SEO Optimization
- Importance of Backlinks
- Link Building technique
- Social Bookmarking
- Directory Submissions
- Article Submission
- Q&A Submissions
- Forum Submission
- Guest Posting
- Blog submissions
- Pdf Submission
- PPT Submission
- Infographic submission
- Image Submission
- Press Release
- Profile Creation

SEO Tools

- Tricks to get premium tools in cheap
- Ahrefs
- Semrush
- Keywordtool.io
- Screamfrog
- Keyword Planner

SEARCH ENGINE MARKETING



Introduction to Google Ads

- Why Google Ads?
- Principles of Google Ads
- Benefits of Google Ads
- What are KPIs?

How auction works?

- Understanding Google Ads Auction process.
- Important Terms in Google Ads
- Understanding Ad Rank and Quality Score
- Calculating Ad Rank and Quality Score
- Steps to improve Quality Score
- What is Actual CPC and how to calculate it?

Understanding Campaigns

- Understanding Campaign Structure
- Types of Campaigns
- Goal Selection for campaigns
- Types of Networks
- Budget Selection
- Bidding selection
- Language and Location settings

Bidding Strategies

- Automated Biddings (CPC, CPM, CPV, CPA, tCPA, eCPC, ROAS, TROAS, etc.)
- Manual Bidding

Setting Up Ads

- Different Types of Ads
- Ad Structure
- Ad Copy writing steps
- Campaign URL options

Ad Extensions

- Sitelink Extension
- Call Extension
- Callout Extension
- Structured Snippet Extension
- Price Extension
- Promotion Extension
- Message Extension
- Location Extension
- Lead Form Extension
- App Extension

Conversion Tracking

- What are Conversions?
- Types of Conversions
- Live Conversion tracking Set up
- Importing Conversions
- Conversion Tracking Templates

Ad Groups

- What are Ad Groups?
- How to create Ad Groups?
- Keyword Research
- Types of Keywords (Broad match Phrase match, Exact match, Negative.)
- Keyword match types Uses and advantages.
- Keyword Planner Tool

Search Ads

- What are Search Ads?
- Objectives of Search Ads
- Keyword Research
- Budget Settings
- Bidding Settings
- Adding Extensions
- Writing Customized Headings
- How to write a compelling description

Gmail Ads

- Creating a Gmail Ads Campaign
- Gmail Ads Measurement
- Creative and Ad copy ideas

Device Targeting

- Why Device Targeting is important?
- Campaign level device targeting
- Ad group level device targeting
- Device Bid adjustment
- Device based campaign creation

Video Ads

- Importance of Video Marketing
- Setting up Video Campaign
- Instream Ads
- Discovery Ads
- Outstream Ads
- Ad Sequence Ads
- Bumper Ads
- Targeting Options on YouTube
- Placement/Topics targeting
- Bidding Types
- Reporting and Analysis

Display Ads

- What are Display Ads?
- Types of Display Ads
- Objectives of Display Ads
- Budget and Bidding Settings
- Targeting: Audience, Topic, Placement, and Content.
- Types of Ad Formats
- Creating Custom Ads

Shopping Ads

- Creating Account of Google Merchant Center
- Linking Merchant Center with Google Ads
- Understanding Feeds
- Properties of Feeds
- Creating and Uploading Feeds
- Creating Shopping Ads Campaign
- Creating Ad Groups for Different Products
- Bidding Strategies

Remarketing

- What is Remarketing?
- How to create an Audience list
- Audience segmentation
- Types of Remarketing
- Steps for Remarketing
- Creating Remarketing Campaign (Live)
- Display Remarketing
- Video Remarketing
- Dynamic Remarketing

Google Ads Certifications

- How to Prepare
- Eligibility
- Where to take the exam?
- Different types of Exams
- Fundamentals
- Search
- Display
- Mobile
- Video
- Google Ads Questions and Answers for Interview

Google Analytics

1

Introduction

- What is Google Analytics?
- Why is it important?
- How to link Google Analytics with website and Google Ads?

2

Metrics

- User
- Sessions
- Unique Sessions
- Page Views
- Unique Page Views
- Goals

3

Audience Report

- Active users
- Cohort Report
- Demographic
- GEO
- Interest
- Behavior
- Technology
- Mobile
- Benchmark
- Users Flow

5

Google Analytic(Google Ads)

- Exporting Audience to Google
- Ads for Remarketing
- List Creation as per the platform
- Goal Exporting as conversions in Google Ads
- Google Ads Report analysing in Google analytics

4

Audience Options

- Audience creation
- Event Creation
- Audience Filtering
- Goal Creation
- Funnels set up



Module 6 : Social Media

- What is Social Media Marketing?
- Why Social Media is important for business?
- How to integrate social media with the website?

Module 8 : Instagram Marketing

- Normal Account vs Business Account
- Content Strategy for Instagram
- Feed Post vs Story vs Reels
- How to use Stories
- How to use Hashtags
- Tools for finding trending-hashtags
- Instagram Ads
- Reporting and Analysis

Module 7 : Facebook Marketing

- Importance of Facebook in
- Branding and Advertising
- Facebook account vs Facebook- Business Page
- Facebook Business Page creation
- Facebook content creating strategy
- How to optimize your page for organic reach
- Hashtag Research
- Facebook Business Suite
- Facebook Business Manager
- Facebook Ads Manager
- Brand Awareness
- Lead Generation
- E-commerce promotion
- Remarketing
- Social Media Calendar
- Reporting and Analysis

ADVERTISE

Module 9: Twitter Marketing



- Importance of Twitter in building brand and business
- Creating Twitter Profile
- Hashtags
- Post copy secrets
- Twitter Advertising
- How to increase followers & engagement
- Post engagement

Module 10: LinkedIn Marketing



- Importance of LinkedIn
- Profile Creation
- Company Page Creation
- Group Creation
- Article writing on LinkedIn
- LinkedIn Ads

Module 11: Quora Marketing



- Importance of Quora
- Creating an account on Quora
- Creating a space on Quora
- Creating Ad account on Quora
- Quora Ads Promotion

Module 12: Email Marketing



- Importance of E-mail Marketing
- Do's & Don'ts of E-mail Marketing
- E-mail Template Designing without coding
- E-mail Marketing Campaign Set Up
- Reporting

Module 13: Affiliate Marketing



- What is Affiliate Marketing?
- Right Niche Research
- Affiliate Marketing do's & Don'ts





Module 14: Online Reputation

- What is Online Reputation Management?
- Understanding the Customer behaviour and Sentiments
- How to deal with Negative Reviews
- How to engage with Customers
- Tools used in ORM

Module 16: Lead Generation

- Lead Generation through
 - Google Ads
 - Social Media Marketing
 - SEO
 - Email marketing
 - Lead Generation tools

Module 17: E-commerce Mark

- E-commerce on Social Media Platforms
- What is E-commerce MarkePlace?
- Setting Up E-commerce store

Module 15: YouTube Marketing

- What is YouTube Marketing?
- Why YouTube is an important platform?
- Creating a YouTube Channel
- Customizing a YouTube Channel
- Uploading Videos on the channel
- YouTube channel optimization
- Creating a video marketing strategy
- How to Rank Youtube Videos for searches?
- YouTube SEO
- Custom Settings in Video
- YouTube engagement metrics
- Increasing subscribers
- What are End screen and Cards
- How to create Playlists
- Youtube Creator studio
- YouTube Analytics
- Link YouTube channel with Google Ads
- YouTube Remarketing
- YouTube Tools

Module 18

Social Media

- Google AdSense Approval Criteria
- Google AdSense Account Set Up
- Understanding AdSense Dashboard

Module 21

Client Projects (3 Months Corporate Training)

Module 19

Freelancing

- Right Platform Research for Freelance projects
- Ideal Profile Creation
- How to Create a Proposal

Module 22

Ai Learning

Ai powered Content Creation
Voice Search & Voice SEO
Digital Marketing

Module 20

Interview Preparation

STUDENTS TESTIMONIAL



I was always an average student and struggled to find a good job. My sister suggested graphic design because I loved designing. After completing the Diploma course at IDS, many new opportunities opened up for me. I'm now working as a graphic designer, earning well, and truly enjoying my work. The guidance and support from IDS mentors made all the difference in helping me build a career I'm passionate about.

— **Neha Prasad, Freelancer**



As a web developer, I felt stuck with limited growth. The Diploma in Digital Marketing from IDS helped me upskill quickly. The classes were easy to follow, and the mentors were incredibly supportive. After completing the course, I started getting better job offers and feel more confident in my career.

— **Mohit Kushwaha, Web Developer**

STUDENTS TESTIMONIAL



Learning at my own pace was perfect. My freelance work was slow because I lacked key skills. After completing the Diploma in Digital Marketing, I'm getting more leads and better pay. The course gave me the confidence to handle bigger social media projects.

— **Surya Rana, Social Media Executive**



Great learning experience. The trainers are highly skilled and very cooperative. The tutors worked hard with us and ensured we understood every concept clearly. The practical assignments improved my writing skills and boosted my confidence. I really enjoyed the course and feel prepared for exciting opportunities as a content writer.

— **Vishal Negi, Content Writer**

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TECHNOLOGIES



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