



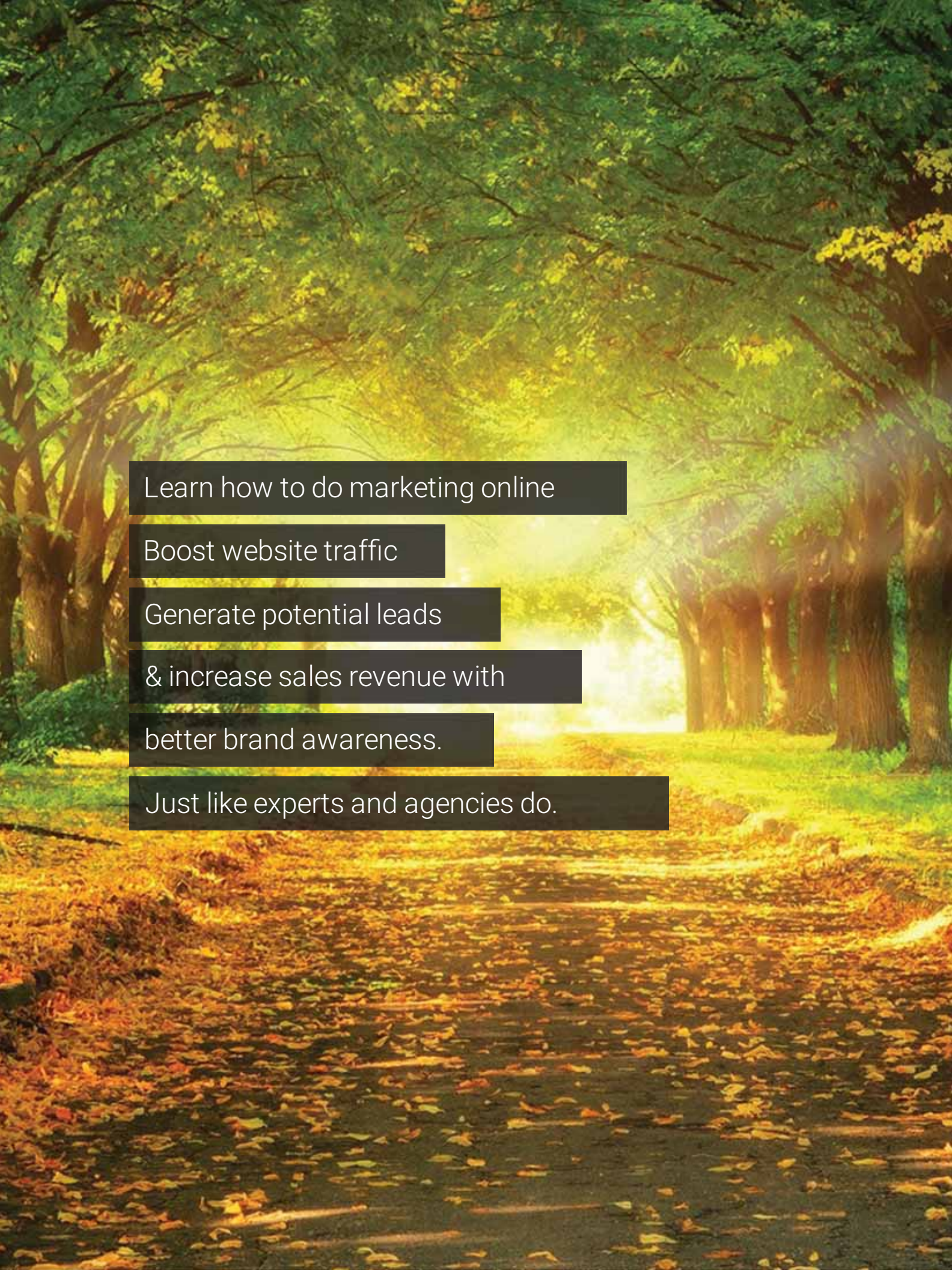
**Delhi School Of
Internet Marketing**
A google partner



ADVANCED **DIGITAL** MARKETING TRAINING PROGRAM

www.dsim.in

**BECOME AN
EXPERT YOURSELF**



Learn how to do marketing online

Boost website traffic

Generate potential leads

& increase sales revenue with

better brand awareness.

Just like experts and agencies do.



INDIA'S 1ST

**& PREMIUM DIGITAL MARKETING
TRAINING INSTITUTE**

6645+ Professionals trained **164+** Batches **8.6/10** Rating

(In-Class & Live Online training by Industry Experts)

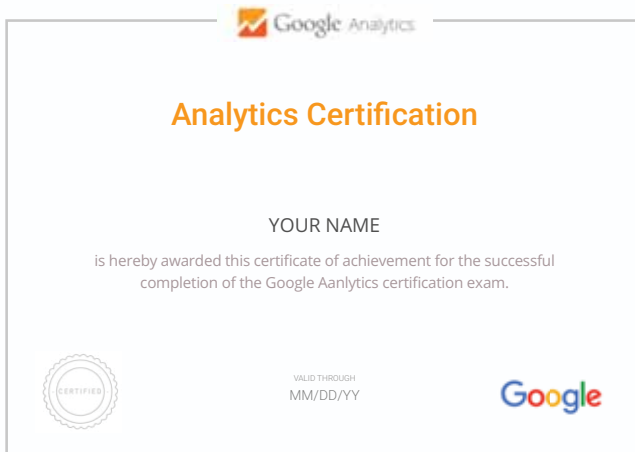
BECOME A GOOGLE CERTIFIED PROFESSIONAL

One Training Program - 8 Certifications

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 certified professional.

Google Analytics Certificate



Google Adword Certificate



Mobile Advertising Certificate



Shopping Advertising Certificate



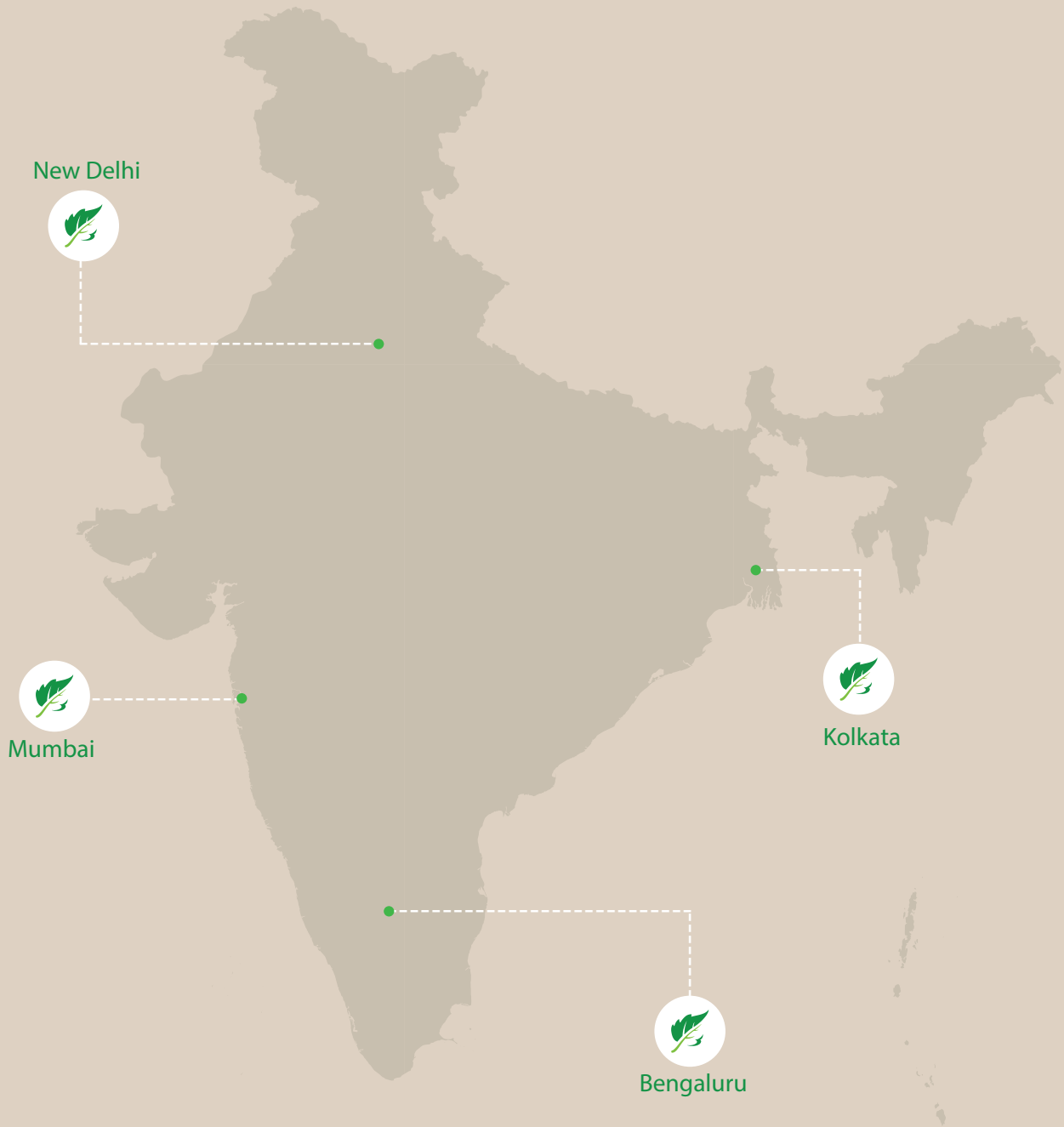
● 6 Adwords Certification- To become AdWords Certified, you'll need to pass the AdWords Fundamental exam and one more AdWords exam. DSIM will prepare and help you to clear all these exams -

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

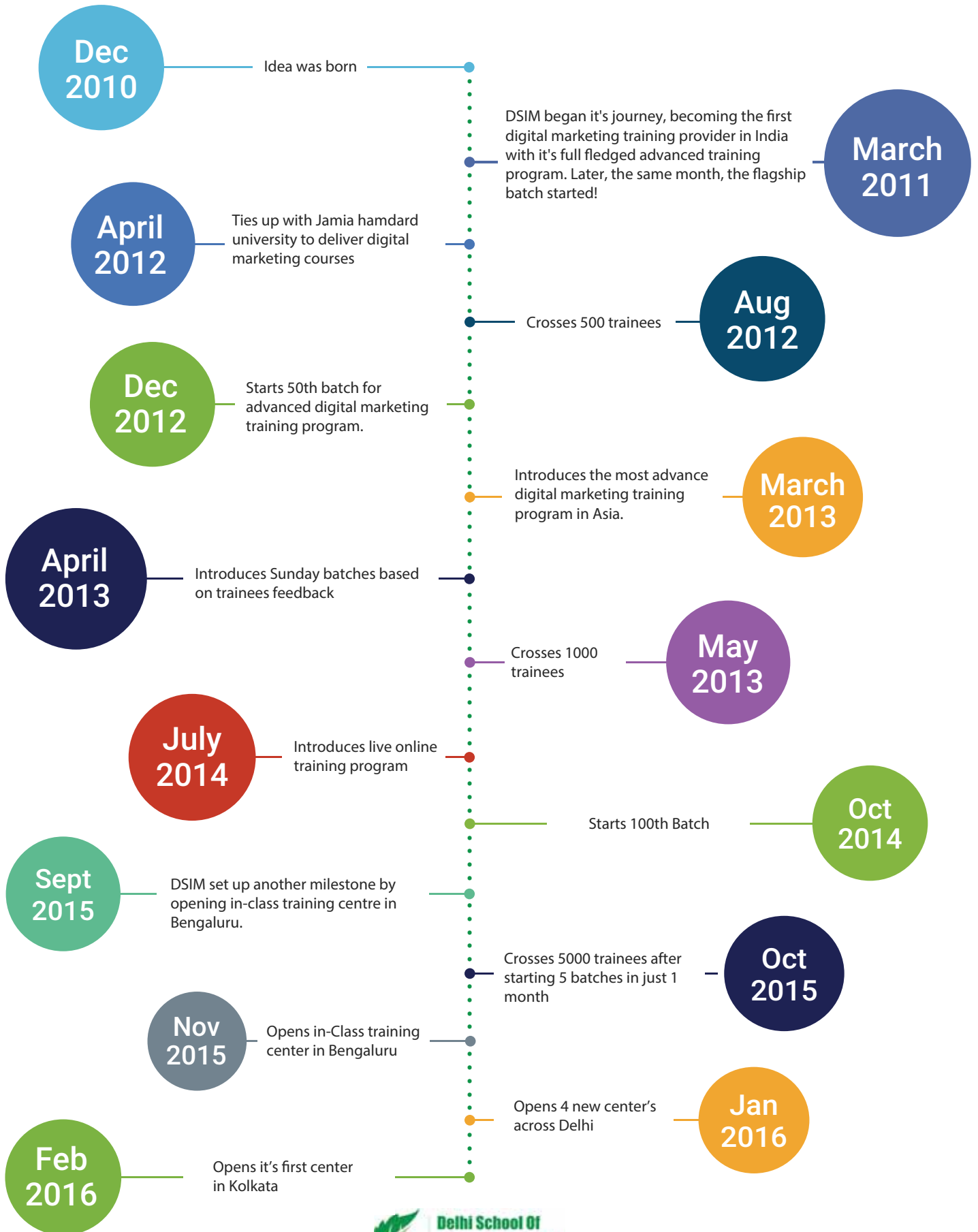
- Google Analytics Certification
- Industry Recognized DSIM Certificate



12 CENTERS AND COUNTING



THE JOURNEY SO FAR



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 mint 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

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 Certified Professional
(1 Training Program - 8 Certifications)

01

Digital Marketing Overview

- 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

- 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 & webhosting
 - 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

- 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

- 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

- 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- CPC

- ⦿ 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 tool
- ⦿ 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
 - Creating 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

- 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

- 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.
 - ⦿ Advance 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 & its 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)

- 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 keyword 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

- 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
 - ⦿ 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

- What is Ecommerce
- Top Ecommerce websites around the world
- Ecommerce scenario in India
- How to do SEO of an e-commerce website?
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Using affiliate marketing to promote your
- Ecommerce business
- Casestudies on Ecommerce websites

“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

- 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

- 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

- 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



Let's talk
Execution Strategy

15

Affiliate Marketing

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

- 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?

Flexibilities



Back up Classes

Back up classes, in case you miss few classes



Batch Flexibilities

Batches as per your availability- Evening, Weekend, Sunday, Online



Doubt Clearing Session

2 hours doubt session every month after completion of training at no charges



Job Assistance

Job assistance and interview scheduling



80\$ Free Goodies

\$80 website building theme for free



1 Training Program 8 Certifications

DSIM industry recognised certification and 7 google certifications



Own Websites

Build your own website



Theory To Practical

Implement your theoretical learning practically on your own website



Make Money Online

Learn the art of making money online known to very few experts worldwide



in-Class & Online Classes

2 comprehensive platforms to choose from: Live interactive online training & in-class training

The background of the advertisement is a close-up photograph of a person's hands. One hand is holding a yellow highlighter and is in the process of highlighting a job listing on a newspaper. The newspaper text is partially visible, including the year "2010". The overall scene is brightly lit, with a focus on the hands and the newspaper.

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!



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 leaders

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 do 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 you 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.



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

A close-up, low-angle shot of a person in a blue suit running on a red track. The person's legs are in mid-stride, and the background is blurred. The track has white lane markings.

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 hand-over your concept in someone else 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 you learning by doing it yourself with industrial casestudies 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.

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



One third 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



Mr. Abhinav Singh,
Digital marketing professional & DSIM's Ex-Trainee
Email : abhinavpanwar1990@gmail.com

An Interview with Mr. Abhinav Singh, a young btech graduate & now a digital marketing professional. He shares with us how he struggled for a year to find a job after completing btech in computer science

“India has more jobless engineers than total population of sweden”

Q. Hi Abhinav! So how do you feel when you finally have got a decent job?

Ans. Can't say top of the world but yes I am quite happy as have got a kind of job I was looking for. It is a promising work profile and what I like most is that I am in the industry that is growing fast.

Q. So how did you get this job and what is your job profile?

Ans. DSIM arranged an Interview with two companies Jabong & Indiatimes, after I completed training and I got selected in Indiatimes. My job title is Internet marketing executive and I am handling email marketing for a client's ecommerce website.

Q. We have heard you struggled a lot for a job after completing your graduation?

Ans. Yes! It was some struggle for me especially after completing B.tech in computer science. Though we did get few campus placement opportunities in my college but they were offering typical java coding kind of jobs that was not my cup of tea.

After 16-17 interviews and some offer letters with very less salary I thought its better to do some professional course to add value to my CV. Initially I thought I should do a web designing or an App development course but they are not very high paying jobs either. After doing a lot of research I decided to do a course in digital marketing for one simple reason that it is burgeoning like anything and have lots of job opportunities. That is why I joined DSIM

Q. We are excited to know what salary you are grabbing every month?

Ans. This is my first job and I am getting paid Rs17500per month.

Q. So how would you rate trainers at DSIM?

Ans. I attended one of your demo sessions and was literally blown away with the opportunities that digital marketing has.

Q. And rating...?

Ans. Lets say 9/10 to your trainers and 8/10 to overall course.

Q. Still if you can tell what you have learned from your struggle.

Ans. Ok.... I would not suggest anyone to do B.tech as India has more jobless engineers then total population of Sweden. B.tech graduates are not in demand anymore.... It is better to seek your area of interest and pursue with it. This is what I have learned.

SUCCESS STORIES @ DSIM



SUCCESS STORIES @ DSIM



Mr. Shitiz Singh, Account Manager

An Interview with Mr. Shitiz Singh,
Account manager in IDEACTS
and DSIM's Ex-Trainee

"I got a hike of 4 lacs in salary by adding digital marketing skills to my resume."

Q. You switched your job from sales to marketing and currently working as an account manager with IDEACTS. So tell us about your job profile?

Ans. My current organization is an Internet Media Company. My job domain has always been Advertisement sales throughout my career. Wherein I need to make tie ups with various brands/corporates & bring their advertisements on our platform thereby contributing to the revenue source of my company.

Q. We are so curious to know about your current package?

Ans. It's around 8 lacs per annum. I got a hike of 4 lacs in salary by adding digital marketing skills in my resume at DSIM.

Q. Digital marketing industry is growing at a faster rate. Anyway, when did you actually decide to go for the digital marketing training?

Ans. I have done my PGDBM in marketing & finance from Appejay School of management in Delhi. After 4 ½ yrs of my career, I felt the need to enhance my knowledge. Digital marketing is the next big thing. So it becomes my motivation to move up in my career.

Q. How was your overall training experience @DSIM?

Ans. It was really a good experience. Digital marketing knowledge is the right spice that your career needs to taste good. As on date, a digital marketing qualification is a wonderful patch to fix your career.

Q. Any advice for young job seekers to learn something from your experience?

Ans. If you are looking to upgrade your career then digital marketing is a super field. It is an upcoming industry and there are lots of opportunities available especially at the entry level. A simple MBA or a graduation is not going to help you settle your career.



Mr. Sumedh Tandon
Photographer
Startup: www.tspart.org

An Interview with Mr. Sumedh Tandon, a young photographer from India and DSIM's Ex-Trainee

"It acted as vision opener.....It helped me to showcase and get in touch with a lot of people"

Q1. How did you come about Photography?

Ans. Pure passion! I learnt it when I was studying in the states along with my MBA.

Q2. So you started your website too. How is your business doing?

Ans. I started *TSPART.ORG* – Tandon Sumedh Photography art. I have various genres, so had to keep a name which would have enveloped all my genres of work and yet talk about my work on an artistic note.

Q3. Photography is a completely different field from marketing. So what made you undergo a digital marketing training?

Ans. Update on my knowledge about online market was important as it is one of the primary things that connects me to the world and helps me showcase what I do, what I present and where I am headed to.

To do well in photography you need millions of other skills and factors that determine your success in the profession. Success here means getting paid your dream money, in some cases its appreciation & satisfaction, which an artist derives.

Q4. How digital marketing training helped you and how would you rate the trainers @DSIM?

Ans. It acted as vision opener. Though I have not been able to make much money from my online leads, but I guess it helped me to showcase and get in touch with a lot of people. I saved time and effort, but the challenge was to understand the fundamentals of marketing and applying it online.

Trainers at DSIM are really cool, young and hardworking and helpful in their own way. They helped me professionally and still value what they have done at the time when I was really low on funds.

SUCCESS STORIES @ DSIM



Mr. Tariq Zaidi
Founder : realtyguru.co.in

An Interview with Mr. Tariq Zaidi,
Founder of www.realtyguru.co.in
and DSIM's Ex-Trainee

“People who are looking for houses...are going to use internet so its necessary to have web presense”

Q1. How did you come about a real estate company?

Ans. My friend was earlier in the same segment but he was lacking in the basics to run the business. I started doing it with better management and more focused way.

Q2. So how is your business doing?

Ans. Business is doing well but yes it is slow in terms of the industry. I would say slow as industry is down itself, not because of my own thing. I have more number of people this year than the previous year. These would have been much more in number if the industry keeps growing up. Industry is not very good at the moment still my business is very good but yes in my view it is lesser than what I expected.

Q3. Tell us something about your journey to such a flourishing business.

Ans. I started it all-alone. I and my car and I did not have an office in February 2010. However, I had inventory with me. I was organized by June. I thought of an office after four months and then I had a small office. Then kept going and going and going to the average of 25-30 deals a month.

Q4. What made you undergo a digital marketing training and how did it helped you?

Ans. Whenever you do any business development; you go and meet different people. But what about if you have an online presence. People who are looking for houses in traditional way is of a kind and other one is going to use Internet. So to have a website and a web presence was necessary in order to get to the people who are using Internet as a medium to find the houses.

Q5. How did this training help you and how was your overall training experience @ DSIM?

Ans. Training helped me in putting things together. Now I know digital marketing well and I manage my team myself.

Q6. Do you have any message for the masses especially the business owners?

Ans. It is better to know digital marketing right now. I keep getting lot of calls from people...may be because people visit your website (www.dsim.in) and read my review. They call me to ask that 'How was your experience', 'how the training helped you?'

I always say you have to really realize whether your target audience is going to visit internet and if they are going to visit internet then you need to have your web presence and If you want to have web presence you should know how to get the web presence.

SUCCESS STORIES @ DSIM

Google
Partner

Sunny Singh
Thank you Gaurav Sir
& DSIM FOR MAXIMUM
KNOWLEDGE PARTED.

THANK YOU

ARISH AHMAD

Thank you DSIM for
enhancing my knowledge in
the subject.

AMIT LATHER

Thank you for a wonderful
experience

Thank to Jatin's Note

U. Bhargava

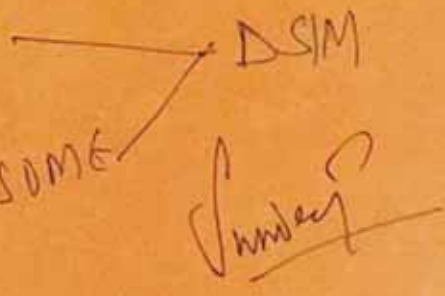
★ Thang Gaurav Sir DIALOGUES

BIGS or Small S

Raj - Naam toh kama hi hoga!

★
Adding
Pratik Singh
Chudamani
(Gratitude)

KOOL
+
AWESOME



GAGA

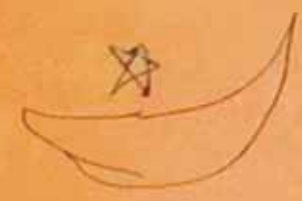
Joke's of the batch

Fu##k you

NO BALL Pa 6 (By Pratik Sir)
(ball)
Shrey Singh

Thank you Gaurav

Rohit Singh - you blow our minds! Cool



So glad
there's a
YOU
in the world!

TO DSIM
from 15th Oct batch

TRAINEES FROM

ZARA

Google

TATA
TATA CONSULTANCY SERVICES

SOUTH INDIAN Bank

SAMSUNG

Reliance
Industries Limited

rediff

PHILIPS

paytm

oyo
ROOMS

OLX.in

OLA

NIC
NATIONAL INSTITUTE OF COMPUTER GRAPHICS

naukri.com

MAX
HEALTHCARE
Care for life

MANAV RACHNA
MANAV RACHNA GROUP OF INSTITUTIONS

make my trip

magicbricks

McAfee

lifestyle
FOUR STYLE. FOUR STORE.

LG

LAVA

ITC
ITC Limited

INTEX
DEMAND MORE

INVESTORS
CLINIC

JABONG

JAYPEE
GROUP

JET AIRWAYS

Justdial
India's No. 1 local search engine

kotak

IndiGo

THE
INDIA
TODAY
GROUP

इंडियनओइल
IndianOil

इंडियन बैंक
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ibibo
LIFESTYLE BRAND

Goodyear

SIEMENS

HCL

Hero

hindustan
TIMES

hp

IIT

U
Hindustan Unilever Limited

ebay

zomato

ESSAR

fernspolis

Fortis

GAIL

GENPACT

GMR
Creating tomorrow today

COSTA
COFFEE

cvent

Dabur

DELL

DLFA

Adobe

Dr Batra's

EA
SPORTS

CADILA
PHARMACEUTICALS

Café
Coffee
Day

CAREER
LAUNCHER

Cipla

Coca-Cola

WIPRO
Applying Thought

CONVERGYS

Cognizant

Apollo
HOSPITALS

ASHOK
LEYLAND

BAJAJ

Bank of America

BBC

bharti

BHEL

Cadbury

Amway

AMERICAN
SWAN

AMERICAN
EXPRESS

Ambuja
Cement

amazon

airtel

AIR INDIA

AIRCEL

snapdeal

A Egis
TECHNOLOGIES

Aditya Birla Group

Adobe

ABP
न्यूज़

आज तक

99acres.com

ShopClues.com

10 Reasons Why You Would Love DSIM



Become A Google
Certified Professional



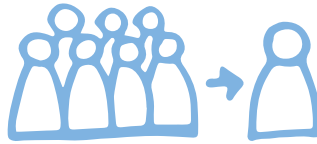
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Industry Experts



Learn A - Z of
Digital Marketing



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& Doubt Sessions



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Assignments



Comprehensive
Practical Training



Feedback
8.6/10



Build Your
Own Website



Industry
Case-Studies



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call today >>

8800290309



DSIM gave me an alternate revenue making option deeper insights on the digital worlds

Kamlesh Kumar Badhan



I was a wonderful experience regarding a totally new subject.

Harjinder



DSIM is ranked good in Google SERP

Jatin Gulani

Best Marketing done by you guys.



Dhawal Monga

It covers practically everything that is actually done for Digital Marketing

Richa Grover



It was overall very good experience

Shivangi Singh



Best course curriculum in India

Joy Kumar



I at DSIM felt good to learn the Digital Marketing & social media

Chirag Gupta



I choose DSIM because it is specialized in Digital Marketing

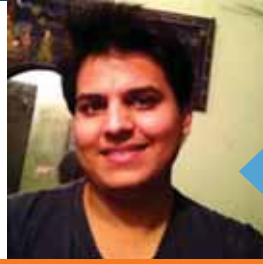
Shitiz

Their teaching methods are too good and it is the best institute in the market.



Prince Kherra

MEET OUR AWESOME TRAINEES



It was good learned a lot from DSIM

Vardan Sharma



It had a very good experience which was very beneficial and nourishing and really added on to my knowledge

Sonakshi Sethia



Altogether a great experience and a new frontier to work upon

Ambuj Sharma

DSIM is the best institute for Internet Marketing



Gaurav Kumar Sahey

It was a great learning experience. I hopeful to have a good start with my career

Purjeet Panesar



The training was very good. Affiliate and Google AdSense are more interesting

Jitender Manasingh



DSIM is a good institute for Internet Marketing. Trainers have good knowledge about Internet Marketing

Kashif



Had a good experience with DSIM

Pawan Vohra



Now I know the tactics of Digital Marketing

Sarthak

Now I know how to do Digital Marketing without any prior hands on experience



Samar Quereshi

Great Trainers. They know what they are into. Enjoyed interacting with them

Jasmeet singh



DSIM has an opportunity to learn new thing & motivation to look forward in our business. Had good knowledge & show path to carry on.

Komal Khurane



WHO'S Next?



YEAR
2010
Bhavish & Ankit
Founded



YEAR
2010
Vijay
Shekhar
Sharma
Founded



YEAR
2011
Sandeep & Sanjay
Founded



YEAR
2013



Ritesh Agarwal
Founded



YEAR
2007



Sachin & Binny
Founded



YEAR
2002
Anupam Mittal
Founded

The World's Largest Matrimonial Service



YEAR
2010
Ashutosh Lawania
Founded

India's Largest Online Fashion Store

YEAR
1996
Sabeer Bhatia
Founded
 Windows Live
Hotmail



YEAR
2008
Deepinder & Pankaj
Founded



YEAR
1994
Vikaas Gutgutia
Founded



YEAR
2010
Kunal & Rohit
Founded



IT IS TIME YOU GET STARTED



www.dsim.in



8800290309



Evening, Weekend,
Sunday Batches



**Delhi School Of
Internet Marketing**
A google partner