



Digital Marketing Certification

Institute for Digital & Mobile Marketing(IDMM™) is a premier institute for Digital & Mobile Marketing Certification.

IDMM™ was started in 2012 . More than 1800 students till date have been certified.

IDMM™ has been started with a motive of providing students a comprehensive & quality training in Digital Marketing.

Post Training you are eligible for Adword Certifications from Google

Certification in Adwords by IDMM

Search Engine Marketing (SEM)

- What is Search Engine Marketing
- Introduction to Google Adwords
- Account Setup
- Account Structure
- Quality Score
- Bidding
- Types of Ad formats(Text,Display,Video)
- Introduction to text ads
- Guidelines for creating text ads
- Types of keywords
- Keywords Analysis Tool
- Ad preview & Diagnosis tool
- Creation of Text Campaign(Desktop & Mobile)
- Introduction to Display Ads
- Types of Target Options for Display
- Introduction to Remarketing
- Remarketing Account Setup
- Remarketing Ad Creation
- Display Ad Planner
- Creation of Display Campaign(Desktop & Mobile)
- Introduction to Mobile Apps Campaign
- Creation of Mobile Ad Campaign
- Universal App Promotion
- Introduction to Youtube
- Youtube Ad formats
- Creation of Youtube Ads
- Adwords Ads Manager
- Competition Analysis

Additional Free Module : ORM

- What is Online Reputation Management
- How to measure ORM
- ORM tools

Course Duration: 10 Hours

Type of Training: Live Online Sessions

Profile of the Trainer (Mr.Amitesh Kumar):

Institute for Digital & Mobile Marketing-IDMM

- Mr.Amitesh Kumar currently working as CEO & Managing Director of Emobitise Technologies, a leading digital marketing company based out of Hyderabad and having business operations across India.
- He is a **Google Certified Professional ,Microsoft Bing Ads Certified & Inbound Marketing Certified**
- He has led the company to get the Best Startup amongst 500+ companies in the same domain.
- He previously worked for the third largest internet company(**Way2sms**) in India as **Asst.Vice President(Online Advertising)**
- He handles Digital Marketing Assignments for close to 186 brands(India & Abroad) as a Consultant
- He has worked with leading digital & social media ad agencies in India & abroad.
- He comes with core digital marketing experience of more than 5 years.
- He is a visiting faculty at Top B-schools in Hyderabad & has delivered sessions to more than 1500 Management students
- He has key associations with leading online & e-commerce companies in India.

You are one step away from getting Digital Marketing Certified, **contact our team on 9885591135 to book a seat for next batch.**