



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.

Certification in Social Media Marketing by IDMM

Social Media Optimization(SMO):

- Introduction to Social Media
- What is Social Media Optimisation(SMO)
- What is Social Media Marketing(SMM)
- Difference between SMO & SMM
- Advantages of Social Media Marketing
- How to build a brand on Social Media
- Social Media Platforms
- Introduction to Facebook
- Facebook Algorithm
- Facebook Ads Layout
- Facebook Page Setup
- Facebook Insights
- Facebook Ad Formats(Newsfeed, Right Column, Carousel, Video, Mobile)
- Facebook Campaigns(Website Traffic,Lead Generation,Sales,Likes,Mobile App Installs,Market Research,Video ads,Event Marketing)
- Facebook Groups
- Building your Brand using Organic Techniques
- Facebook Ads Manager
- Facebook Remarketing
- Facebook Laser Targeting
- Introduction to Twitter
- Twitter Ads
- Right Practises on Twitter
- URL Shortener Tool
- Building Followers on twitter
- Introduction to LinkedIn
- LinkedIn PPC
- LinkedIn Groups
- Building a network on LinkedIn
- Instagram Ads (Video, Mobile App Installs, Engagement)
- Social Media CRM Tools
- Content Marketing Tools
- Analytical Tools

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):

- 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.**