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with Dipen Sir

QUICK MASTERY IN JUST 3/4 MONTHS
- PERFECT FOR **INDIVIDUALS** LOOKING TO **UPSKILL FAST** OR TRANSITION INTO A **NEW CAREER QUICKLY**.

COMPREHENSIVE CURRICULUM WITH 45+ MODULES
- YOU WILL **BE AN EXPERT & WELL-VERSED** IN **EVERY ASPECT** FROM SEO TO SOCIAL MEDIA MANAGEMENT AND PAID AD STRATEGIES.

INTENSIVE "CLASSROOM" LEARNING
FROM **MON-SAT** MEANS YOU'RE COMPLETELY IMMERSED IN DIGITAL MARKETING **FOR 3/4 MONTHS**, YOU **RETAIN, FOCUS AND EXECUTE FASTER**

HANDS-ON LEARNING WITH REAL-TIME PROJECTS
ENGAGE IN **PRACTICAL**, **HANDS-ON PROJECTS**. **REAL-WORLD** CASE STUDIES & **ASSIGNMENTS** PREPARE YOU TO HANDLE ACTUAL BUSINESS CHALLENGES

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Original Fees 81,990

✅ Offer Rs. ~~45,990~~

"55% Scholarship"
Fees ??,990

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Fees:

LIMITED OFFER

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EMI **7700 p.m.**

Google 4.9/5 ★★★★★ 891 Reviews

TRUSTED by 33070+ Students

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ISO 9001 2015 CERTIFIED

33070+ Students Trained

4.9/5 Google Rating

100% Internship Guarantee

175+ Placement Companies

Certipoint QUALITY ASSESSMENT

CERTIPOINT AUTHORIZED TESTING CENTER

CERTIFIED

ISO 9001 2015 CERTIFIED

Google Certified

HubSpot CERTIFIED

ISO 9001:2015 Certification

CERTIFIED ISO 9001:2015

MEMBER OF MULTILATERAL IAF RECOGNITION ARRANGEMENT

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD)

✅ **AI POWERED WITH PROMPT ENGINEERING**

REAL BATCH IMAGE

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CERTIFIED

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✅ 9 Reasons to JOIN DMTI SOFTPRO

1. 15+ Years of Experience. TRAINED OVER 33,070+ Students

2. 100% Practical in Classrooms with AGENCY ASSIGNMENTS

3. CREATE Digital MARKETING Plans & Quotes like an AGENCY

4. Experienced TRAINERS - with AGENCY Experience ✅

5. Learn DIRECTLY from FOUNDERS regarding Strategies

6. Simple & Easy to Understand Course Material

7. Classroom Training Offline & LIVE Online

8. 100% Job Assistance

9. Dedicated Placement Team

100% PLACEMENT ASSISTANCE

4 Month Program | Mon - Fri | Online & Offline

LIVE ONLINE TRAINING
CLASS ON ZOOM

- **3/4 Months** - **125+ Hours**
- **45+ Modules**
- **12+ Certifications**
- **100% Job Assistance**
- **Basics To Advance Level**
- **25 Projects | 30+ Assignments**
- **Work on 100+ CASE STUDIES**
- **100% Internship Program**
- **No Technical Background Needed**

CLASSROOM TRAINING
DADAR, MATUNGA & ANDHERI

- **3/4 Months** - **125+ Hours**
- **45+ Modules**
- **12+ Certifications**
- **100% Job Assistance**
- **Basics To Advance Level**
- **25 PROJECTS | 30+ Assignments**
- **Work on 100+ CASE STUDIES**
- **100% Internship Program**
- **No Technical Background Needed**

Online

Offline

Hybrid

BATCH TIMINGS
MORNING: **7.30-9AM, 10-11.30AM,**
AFTERNOON: **11.30-1PM, 1:30-3PM**
EVENING: **3-4.30PM, 4.30-6PM, 7-8.30PM**
Mon-Sat | Fast Track | Weekend |
DADAR / MATUNGA W & ANDHERI W

Who can join?

BUSINESS OWNERS
Of STARTUPS, SMALL, MEDIUM BUSINESSES

WORKING PROFESSIONALS
Marketing, Finance, MBA, PHD, MMS, PG, Engg

STUDENTS & GRADUATES
BCOM, BMM, BBA, BMS BFF,BA,BFM ENGINEERING, UNDER GRADUATES.

JOBSEEKERS & FREELANCERS
WORK FROM HOME, GRAPHIC & Web Designers, HomeMakers PART TIME OPPORTUNITIES.

Eligibility to do this Course : Basic Computer Skills Required

Why Choose Us?

FEATURES
★★★★★

100% PRACTICAL TRAINING
BASIC TO ADVANCED LEVEL
BEGINNER TO EXPERT LEVEL

15+ YEARS OF EXPERIENCE
PATIENT & EXPERIENCED FACULTY
AGENCY STYLE TRAINING

LIVE PROJECT & Assignments
INDUSTRY RELATED PROJECTS
PRESENTATIONS & SUBMISSIONS

100% PLACEMENT Assistance
INTERNSHIP OPPORTUNITIES
DEDICATED PLACEMENT TEAM

BOOKS & MISSED LECTURES
15 E-BOOKS & PRINTED WORKBOOK
VIDEO LIBRARY ACCESS - 1 YEAR

EMI, REASONABLE FEES
SAVE UPTO 50% ON FEES
5 EMI OPTIONS

INTERVIEW & RESUME
PROFESSIONAL H.R. ADVICE
PREPARATION by MENTORS

PROFESSIONAL CLASSROOMS
7 CLASSROOMS, 100+LAPTOPS
& DISCIPLINED ENVIORMENT

Fees:

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COURSE FEES

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Google
4.9/5 ★★★★★ 891 Reviews

Trained over 33070+ Students

Accelerate Your Career

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 45+ Modules

Module 1 : SEO : Search Engine Optimization (On-page & Off page)

KEYWORD RESEARCH
- Keyword Proximity,
- Keyword Density,
- Keyword Analysis
- IMAGE OPTIMIZATION
- Internal Link Building
- Robots file Optimization
- URL renaming/re-writing

ON-PAGE OPTIMIZATION
- META TAGS Optimization
- CANONICAL Tag
- Website Analysis
- Heading Tags in Contents
- Header Keyword Optimiz
- Footer Keyword Optimiz

OFF-PAGE OPTIMIZATION
- Directory Submission
- Deep Linking - Press Release
- Article writing/directory
- Classified submissions
- **Competitor ANALYSIS**
- Creating Competitor Report.

Project & Presentation

Module 2 : ADVANCED SEO : (Technical Seo & Web Audit)

TECHNICAL SEO
- GOOGLE SITE MAPS
- Sitemap Creation, XML
- ROBOTS Tag & Robots.txt
- COPYSCAPE
- 301 / 302 Redirection
- Duplicate Content Issues
- 404 / 304 Coding
- SSL Certification
- Schema

Assignments

WEBSITE AUDITING
- Importance Of Website Audits
- Website Usability And User Experience
- Content Audit
- EVALUATING the Quality & Relevance
- Identifying Ways To Improve Website Conversion Rates
- ASSESSING Individual Web Pages for Use Of Keywords
- ASSESSING Meta Tags, Headings, And Content Optimization
- Assessing Link Quality
- Evaluating The Website's Overall Authority

Module 3 : ADVANCED SOCIAL MEDIA Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING
- Types of social media / Key terms to understand
- How Social Media influences audience & Google Rankings
- Developing Unique Content, Positioning And Voice Integrating Social Media into your website & blogs.
- How to choose right social media for your business/brand.
- Behavioural & cultural standard for social media. Linking all Social Media Accounts.

Module 4 : TWITTER Marketing & Optimization

- Introduction to Twitter Marketing
- Growing and Engaging Your Twitter Audience
- **Twitter Advertising and Promoted Content**
- **Twitter Analytics and Tracking**
- How to increase your Followers
- BUILD A VOICE: Retweet, Reply, React MENTION

- Creating an Effective Twitter Profile
- Content Strategy for Twitter
- **EXPLORE ADVANCED FEATURES**
- **– TWITTER ADS Marketing**
- **Campaign**s. Followers Target, Retweet
- **HASHTAG & LINK TWEETING**

Module 5 : FACEBOOK Marketing & Optimization (META BUSINESS)

FACEBOOK Marketing & Advertising | **Campaign** Creations & AD's
Managing & Promoting Ads | Promote Facebook pages
Advertise on Facebook (PPC) | Creating **Video ADS,**
Brand Awareness | **LEAD Generation – Creating FORMS**
Targeting the Right Audience | **Strategizing** Location, Interest, Demographics |
Facebook **ENGAGEMENT TIPS** |
BIDDING | **CONVERSIONS**
REMARKETING – Retargeting Visitors
In-page Analysis / **ANALYTICS : Analytics and Tracking**

Projects

Module 6 : INSTAGRAM Marketing & Optimization

- **INSTAGRAM ADs & STRATEGY**
- Setting up INSTAGRAM BUSINESS
- Using & Creating REELS
- INSTAGRAM TOOLS
- Instagram HASHTAGS Strategy
- **TARGETTING ADS** & Running them
- Using Stories & Creating HIGHLIGHTS
- PLANNING AND CREATING CONTENT
- USING CREATOR STUDIO

Assignments & Presentation

Module 7 : LINKEDIN Marketing & Optimization

- How to CREATE LINKEDIN COMPANY PAGES
- LINKEDIN JOB SEARCH
- Finding the right JOB on LinkedIn
- LINKEDIN LEAD GENERATION
- Generating high quality leads for Business |
- OPTIMIZING YOUR LINKEDIN PROFILE |
- Using LinkedIn Settings, LinkedIn Groups
| LINKEDIN AD'S - How to Advertised & run Campaigns on LinkedIn |

Module 8 : YOUTUBE Marketing & Optimization

- Creating YOUTUBE Channels | Settings & Creation
- Creating & Managing PLAYLIST | Editing & Description
- VIDEO Settings | **YouTube SEO Optimization**.
- How to Manage, Promote & Advertise on YouTube
- **YouTube Channel** | - YouTube Creator Studio
- YouTube Upload | YouTube Editor | YouTube SEO
- YouTube Ads | Create Successful YouTube Campaigns
- YouTube as an Affiliate. How to Monetize?
- **ANALYTICS OF YouTube Videos**

Module 9 : PINTEREST Optimization & Backlinks

- Inbound marketing methodology
- **Pinterest Tools, Creating BACKLINKS for SEO**
- Pinterest for Business, **Traffic Generation.**
- Set up Your business account on Pinterest
- Create boards that reflect your business - Engage with your audience
- Get Traffic to your Website. . etc

Module 10 : SEM – Search Engine Marketing

- Introduction to SEM and its role in digital marketing – with Google ADS.
- Keyword research and selection for effective ad targeting.
- Creating compelling ad copy and relevant landing pages – Google Ads.
- Understanding bidding strategies and budget allocation.
- Targeting options for reaching the right audience.
- Tracking conversions and measuring campaign performance.
- Utilizing ad extensions to enhance ad visibility - with Google Search Ads.
- Analyzing campaign data - with Google Analytics.
- Generating comprehensive SEM reports for clients.

Assignments & Presentation

Module 11 : Google ADS with GOOGLE Certification

Practical Project

PPC TRAINING INTRODUCTION	Use Multiple Account
What is Pay per Click Marketing	**"CLICK-THROUGH-RATES" CTR**
Importance & Benefits of PPC	What is Impression?
Other Pay-Per-Click Providers	What is "Cost/Conversion"?
What is Google AdWords?	What is Tracking Code?
How to set up PPC Campaign	**WHAT IS KEYWORD RESEARCH?**
GOOGLE ADWORD NETWORKS	Diff between SEO & PPC keywords
Search- Searching on Google	Keywords popularity, Search Volume Categorize Keywords in Ad
(.Com, .in, .ph etc.)	groups. Keyword Types: Broad, Exact, Phrase
Search Partners- Google, Site Search	**CREATE EFFECTIVE ADS AD GROUPS**
SET-UP PPC CAMPAIGN	Measurement of Title, URL,
PPC campaign Navigation	Ad that produces better ROI

Module 12 : GOOGLE ADS (Google Certified) Search & Display Network

✓**WHAT IS QUALITY SCORE?**	✓**DISPLAY NETWORK CAMPAIGN**
How Quality Score Effect on Bids? How to Increase Position on Search?	(Creating Image/Video/Text/Flash Banner) Navigation through Menus
✓**BID FOR AD POSITION/ BID MANAGEMENT**	Home/Campaigns/Opportunities/
User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding	Tools & Analysis, BIDS & BUDGETING , Billing Account
✓**WHAT IS LANDING PAGE?**	✓**VIDEO MARKETING**
Ads versus Landing Page	Learn to Give Ads on Youtube Videos, In-stream Video Marketing, Bumper Ads, Display Ads on Youtube
'Call to Action'/Cost/Conversion	✓**APPS MARKETING**
	GOOGLE Certification

Assignments

■ **WORK ON AGENCY ASSIGNMENTS**

Module 13 : Ecommerce, VIDEO, App GOOGLE Ads (Certified)

- **Google Video Ads:** Explore the world of video advertising on Google's ad platform.
- **Video Ad Formats:** Different video ad formats, such as TrueView, Bumper ads, and In-stream ads.
- **Targeting and Audience Segmentation:** Understand how to target specific audiences based on demographics, interests, and behaviors.
- **Video Ad Creation:** Master the art of creating compelling video ads using Google's creative tools.
- **BIDDING AND BUDGETING: Discover bidding strategies and budget management for ad campaigns.**
- **Performance Measurement:** Utilize analytics to measure the effectiveness of video ads and optimize campaigns for better results. **ECOMMERCE – SHOPPING ADS**

Module 14 : PERFORMANCE Max - Google Performance Marketing

- **Google Performance Max Ads Course:** Unlock the potential of Google's Performance Max Ads, the latest innovation in online advertising.
- **Comprehensive Overview:** Learn how Performance Max Ads utilize machine learning to deliver optimized ad placements across various Google platforms.
- **Maximize Campaign Performance:** Understand how to create, launch, and optimize Performance Max Ads for maximum return on investment (ROI).
- **Multichannel Reach:** Discover how Performance Max Ads extend your reach across YouTube, Display, Search, and Discover networks.
- **Real-time Performance Tracking:** Utilize data-driven insights to monitor ad performance and make data-backed decisions for campaign success.

Module 15 : Remarketing & Conversion GOOGLE Ads

- **Standard remarketing:** Show ads to your past visitors, Display Network websites and use Display Network apps. **Dynamic remarketing:** Boost your results with DYNAMIC REMARKETING, Remarketing for mobile apps, Remarketing lists for search ads, Video Remarketing.
  HOW CONVERSION TRACKING works on Website: Purchases, sign-ups, actions that customers take!
- **Conversion Tracking:** Learn to set up and optimize conversion tracking to measure and improve campaign success.
- **Remarketing Strategies:** Explore advanced remarketing techniques to target and re-engage previous website visitors and customers.
- **Data-Driven Decision Making:** Utilize remarketing data to make informed decisions and boost ad performance.

Module 16 : Advanced Ads [MCC] GOOGLE Merchant Centre

Google Ads MCC (My Client Center) is a centralized dashboard for managing multiple Google Ads A/c

1. Access and manage multiple accounts with a single login, streamlining campaign management.
2. Perform bulk edits and updates across multiple accounts simultaneously, saving time and effort.
3. Efficiently track and analyze performance data for all accounts in one place.
4. Use MCC to create and apply custom rules for automated optimizations.
5. MCC offers consolidated billing options for simplified payment management.
6. Access Google Ads features and tools across all linked accounts.
7. Receive notifications and alerts for account-related updates and issues.
8. Suitable for agencies, digital marketers, and businesses managing multiple client accounts.

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Module 17 : GOOGLE ANALYTICS (Certified)

1. Introduction to **Google Analytics And Its Role In Web Analytics. (With GOOGLE Certification)**
2. Understanding key metrics and data points, such as sessions, pageviews, and bounce rate.
3. **Setting Up Google Analytics On Websites To Track User Behavior And Website Performance.**
4. Analyzing audience insights, including demographics, interests, and device usage.
5. Utilizing goal tracking and conversion tracking to measure website success.
6. Interpreting data to make data-driven decisions for website optimization.
7. **Generating And Interpreting Reports** to present meaningful insights to clients.

Module 18 : MOBILE Marketing

MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors in App marketing, including branding, keywords, and competition. .etc.

Module 19 : GOOGLE AdSense – learn to make money online

1. Introduction to Google AdSense (MONETIZATION)
2. Learn how it enables website owners to earn revenue through ad placements.
3. Setting up and integrating Google AdSense on websites to start displaying ads.
4. Understanding ad formats and placement strategies for optimal ad performance.
5. Monitoring ad performance and analyzing metrics such as CPC, CTR..etc.
6. Implementing best practices to increase ad revenue and user engagement.
7. Exploring advanced features and ad customization options.

Module 20 : HUBSPOT Certifications

1. HubSpot certification validates expertise in enhancing professional credibility.
2. **SOCIAL MEDIA CERTIFICATION**
3. **EMAIL MARKETING CERTIFICATION**
4. Employers value HubSpot certifications as they indicate a commitment to staying informed about the latest **marketing trends and best practices**.
5. Certified professionals can leverage the HubSpot partner network and community for career opportunities. **Hubspot Certification Makes Candidates More Attractive To Potential Employers.**

Module 21 : BLOGGING – create a blog

1. Introduction to Blogger: Get started with the basics of Blogger
2. Blog Setup and Customization: Learn how to create and customize a professional-looking blog with themes, layouts, and widgets.
3. Search Engine Optimization (SEO): Discover SEO best practices to increase your blog's visibility and attract organic traffic.
4. Monetization and Growth: Explore strategies for monetizing your blog and building a loyal audience for long-term success.

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Module 22 : EMAIL MARKETING	Module 23 : O R M
EMAIL MARKETING EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business. **Includes EMAIL MARKETING HUBSPOT CERTIFICATE.**	**ONLINE REPUTATION MANAGEMENT** ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.

Module 24 : Google Business Profile –Google map listing

- ➤ **Introduction to Google Business Profile:** Online visibility and customer engagement.
- ➤ **Setting up a Google Business Profile:** Learn step-by-step instructions to create and optimize a compelling business profile on Google My Business.
- ➤ **Navigating the Dashboard:** Create Services & BACKLinks   **(Certified)**
- ➤ **Managing Business Information:** Discover how to update business details, hours of operation, and contact information to keep customers informed. **Customer Reviews and Responses.**
- ➤ **Insights and Analytics -** track user interactions and gain valuable data for decision-making.
- ➤ **Local SEO Strategies:** Improve ranking on Google's search results and maps. **GOOGLE CERTIFICATION**

Module 25 : Google Webmaster Tools

GOOGLE WEBMASTER TOOLS Search Console, What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site	Search Traffic, Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors

Module 26 : LANDING Page Technique

1. Elements of Landing Page. 2. Acquiring Stunning Landing Pages
3. **Lead Grabbing** Themes & Plugins. 4. **CTA Placement & Optimization**
5. Landing Page from third party sites.

Module 27 : How to Start a Digital Marketing Agency

1. How to Start a Digital Marketing Agency
2. Where do I get my clients from, places and areas to look for?
3. Approach and Strategies to Convert your prospective clients
4. How to Pitch to your clients, prove Digital Marketing is superior
5. Target Oriented Marketing - Impress with Analytics
6. **LEARN** to **Define Your Agency's Niche, Target Audience, Services to Differentiate & Attract Clients**

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Whatsapp click to chat

Module 28 : WORDPRESS Website

1. **CREATING A WORDPRESS WEBSITE:** Personalize your brand, customize your site, Have control over the look and feel of your website, from Its domain name to its layout, No designing skills needed, Templates, **Create a Professional Responsive & Mobile Website.**
2. **Introduction to WordPress: Content management system (CMS) on the web.**
3. **Website Setup and Customization:** Learn to create, configure, and personalize stunning websites using a wide range of themes and plugins.
4. **Content Creation and Management:** Master the art of crafting and organizing engaging content, including blog posts, pages, and media elements.
5. **Troubleshooting and Maintenance**

Module 29 : CONTENT Marketing

1. Introduction to Content Marketing: Importance of content marketing in modern digital strategies.
2. Content Creation and Strategy
3. Content Distribution and Promotion
4. Content Metrics and Analytics
5. Content Optimization and SEO
6. Master the art of optimizing content for search engines
7. Using AI Tools for Content Creation & Visual Communication

Module 30 : Design Graphics (CANVA) – create professional graphics

- **Graphics Effectively Communicate,** Visual Representations Of Information. Create Graphics For Clients & Social Media.
- **Introduction to Canva Graphic Design:** Dive into Canva's user-friendly platform for creating stunning visual content.
- **Designing: Learn essential design principles, color theory, typography, and layout techniques**.
- **Creating Custom Graphics:** Master the art of designing custom graphics, logos, social media posts, and marketing materials.
- **Templates and Collaboration:** Explore Canva's vast library of templates and collaborate with team members on design projects.
- **Practical Projects:** Apply your skills to produce eye-catching designs for personal and professional use.

Module 31 : MEDIA Buying & Selling

MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. Why should you definitely use Media Buying for our business?

Media Buying and Selling: Delve into the world of strategic media buying and selling in the digital landscape. Benefits and Advantages.

Boost Advertising Proficiency: This course empowers advertisers and publishers to enhance their media buying and selling expertise for successful ad campaigns and revenue generation.

Module 32 : Content Writing Principles ✎ (Certified)

1. Writing Principles & Learn to Write Headlines for your Ads. How to increase your CTR using Content Writing skills. **You will LEARN the Psychology behind Online Writing & Visitor Behaviour. Introduction To Content Writing:** Learn To Create Compelling And Engaging Content.
2. **Writing Techniques and Styles:** Different writing styles, tone, and techniques.
3. **Crafting Captivating Headlines:** Master the skill of crafting attention-grabbing headlines and subheadings to hook readers.
4. **SEO Writing:** Learn to incorporate SEO principles into content to improve search engine visibility.
5. **Content Editing and Proofreading:** Discover essential editing and proofreading techniques.
6. **Writing for Different Platforms:** Create content for blogs, websites, social media, and marketing ads.
7. **PRACTICAL ASSIGNMENTS:** Practical exercises and real-world writing projects.

Module 33 : AFFILIATE Marketing – how to make money online

1. **Introduction to Affiliate Marketing**: Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. **You Find A Product You Like, Promote It To Others And Earn A Piece Of The Profit For Each Sale That You Make.**
2. Gain a comprehensive understanding of the affiliate marketing industry.
3. Affiliate Program Selection: Learn how to identify and choose the right affiliate programs and products to promote for maximum profitability.
4. Affiliate Promotion Strategies, Performance Tracking and Analytics
5. Monetization and Scaling. at DMTI SOFTPRO **YOU WILL LEARN HOW TO EARN COMMISSION FROM AMAZON, FLIPKART ...ETC.**

Module 34 : LEAD GENERATION

Every businessman wants leads to his business:
1. How To Create Your 'Bribe' Offer.
2. Create A High Converting Page
3. Joining Give Away Events.
4. Adding Your Offer to Thank You Page.   **5.** Ad Swaps

Module 35 : FREELANCING Techniques & Business

1. Freelancing Website, Best practices,
2. Registering on Freelancing Web sites,
3. Applying for online jobs,
4. Micro job sites - application & posting.
5. Forum promotions, Accepting payments

Module 36 : Forum Ad Marketing - QUORA

➢ **Creating a Marketing Plan on Forums**. Learn to Create Ads on Quora and target your relevant Audience with Keywords, Location and Topics.
➢ **Quora Ads:** Learn the potential of Quora's advertising platform to reach a highly engaged audience.
➢ **Ad Creation and Optimization:** Master the art of creating compelling ads and optimizing them for maximum impact.

Module 37 : WHATSAPP Techniques & Marketing

1. How to Use WHATSAPP for BUSINESS.
2. Sync your mobile and create Auto Messages via the platform.
3. Creating Personalised Business for Lead generation
4. Updating Social Media Platforms, Catalogues..etc.
5. Run Ads on Whatsapp - Via the META Platform

Module 38 : GOLD SUBSCRIPTION

✓ Access to ONLINE DIGITAL LIBRARY -
   "1 Year GOLD Subscription" to Online Recorded Videos.
   Modules+ Catch up on Missed Lectures & Revise Modules
✓ **WORTH Rs.36,990 "DIGITAL FREEDOM LIFE"

Module 39 : Digital Marketing Strategy and Planner

1. Introduction To Digital Marketing Strategy And Planner – LEARN TO CREATE AND PRESENT
2. Understanding A Well-Defined Digital Marketing Strategy For Business Success.
3. **Creating A Step-By-Step Plan To Achieve Marketing Objectives Using Various Digital Channels.**
4. Developing A Comprehensive Digital Marketing Plan
5. Channel Selection And Integration
6. Implementing Data-Driven Insights To Refine The Strategy
7. Adapt To Changing Market Trends.

Module 40 : INFLUENCER Marketing

Introduction to Influencer Marketing: Explore the power of influencer marketing in today's digital landscape.
Identifying Influencers: Learn to identify the right influencers for your brand and target audience.
Influencer Campaign Strategies: Discover effective strategies to plan, execute, and measure successful influencer campaigns. **Building Influencer Relationships.**

Module 41 : VIDEO Creation Pro-Tool

Introduction to Canva Video Creation: Explore Canva's video creation tools and capabilities.
Make beautiful videos online easily, how to make Bumper Ads Video movies, Promo ads.
Creating Engaging Videos: Learn to design captivating videos using Canva's templates and assets.
Editing and Customization: Learn to edit and customize videos with text, graphics, and animations.
Exporting and Sharing: Master the process of exporting videos, sharing them on social media & websites.
Practical Projects: Apply your skills to create stunning videos, social media ads to promotional content.

Module 42 : CHATGPT AI (Artificial Intelligence) & Prompt Engg. Skills

- Introduction to CHATGPT
- Creating Account & Signup Chatgpt
- Using ChatGPT
- How to use Prompts
- Errors with ChatGPT
- Short Story

- Legal and Copyright Templates
- Cover Letters and Resumes, Blogging Articles
- **ADVANCE PROMPTS : Enhancing AI Interactions**
- Summarization and Keyword Extraction
- **Prompt Formation, Complexities of Prompting**
- **Clarity, Context, Specificity, Iteration**

Module 43. Personal Branding	1. Define personal branding. 2. Understand the main concepts about personal branding. 3. Identify one's personal work values, abilities, skills and values. 4. Creating an Online Presence Strategy for self 5. **Understand Branding and Implementing Self-branding.**
Module 44. Interview Preparation	1. How do you introduce yourself in digital marketing interview? 2. What should I say in digital marketing interview? 3. How to Answer Technical Jargon Questions 4. Learn to Answer the 3 types of Digital Media Questions? 5. How to Answer Futuristic Questions? 6. **PREPARING FOR QUESTIONS ASKED IN THE INTERVIEW**
Module 45. Building Resume	1. Best Resume Writing Strategies & Tips 2. Creating Your Resume with Attractive Graphics 3. How to Lead with Your Best Information 4. Learn to Create a Format that Is Easy to Read 5. Do's and Don'ts of Resume - What to Add? 6. **Creating a Professional & Uniform Look of Your Resume**

✓ **Best Digital Marketing Course**
100% Internship & Job Assistance

Make Money Freelancing With ChatGPT

♕ Course HIGHLIGHTS

🔵 **12+ Certifications**	✓ **Access** to **Missed** Lectures*
🔵 **15+ Professional E-Books**	✓ **Google Certifications**
🔵 **Classroom	Online** Training	✓ **HubSpot Certifications**
🔵 **AI Artificial Intelligence Tools**	✓ **Google Certified Faculty**
🔵 **90% Practical Training**	✓ **100% INTERNSHIP**OPPORTUNITIES

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✅ TOOLS YOU WILL LEARN ➜

facebook Ads

Google Ads

AI ARTIFICIAL INTELLIGENCE

amazon associates

OpenAI ChatGPT

PROMPT ENGINEERING

ALL IN SEO PACK

AFFILIATE MARKETING

YouTube Ads

Google Sheets

Google My Business **Trusted Verifier**

Google Webmaster Tools

Canva

facebook Ads Insights

Ads (Twitter)

amazon

SEMRUSH

Google Analytics

HubSpot Academy

Blogger

Google AdSense

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✓ Tools You will Learn to Operate

TOOLS YOU Will Master

INTERNSHIP

Quora for Business

Quora

HubSpot

Google Mobile Ads

Google Ads

Seo Quake

WORDPRESS

Linked in ads

Instagram Business ads

Google CERTIFICATIONS FOR MARKETERS

TYB TWEAK YOUR BIZ

mailchimp

All#ASHTAG

Google Search Console

b bing ads

WhatsApp Marketing

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✪ Digital Marketing CAREER Scope ✪

CAREER OPTIONS after COMPLETING YOUR COURSE

- Digital Marketing Executive
- SEO Executive
- Digital Media Managers
- Junior Digital Marketing Specialist
- Digital Agency Account Manager
- SEO Auditor
- Search Engine Marketing Executive
- Social Media Branding Executive
- Pay-Per-Click Managers
- SEM/SEO Specialists
- Content Strategists
- E-commerce Specialist
- Brand Marketing Expert
- Email Marketing Executive
- Social Media Marketers
- Digital Marketing Associate Intern
- Content Marketer
- Blog & Web SEO manager
- Digital Project Managers
- Digital Marketing Consultant

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With INTERNSHIP

Best Entry-Level Digital Marketing Jobs
Based on Average Salary

- Digital Marketing Specialist
- SEO Specialist
- Content Marketing Specialist
- Socia Media Manager
- PPC Specialist
- Graphics Designer
- Affiliate Marketing Manager

Entry-Level (No Experience) | 5-9 Years Experience | Max Salary (15+ Years Experience)

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facebook Marketing — Training Guide
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YouTube MARKETING MADE EASY — Training Guide
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Get Best results with our proven LinkedIn Marketing strategies.

WORK FROM HOME PRODUCTIVITY
Discover How to Stay Productive Working From Home and Develop Your Mind For Success

BLOG AUTHORITY — A Simple Step-By-Step Guide On How to Start a Blog For Profit And Build a Raving Community

VIRAL MARKETING Made Easy — Training Guide
Unravel Sales and Profits with these proven Viral Marketing strategies

Make Money Freelancing With ChatGPT — TRAINING GUIDE
With CHATGPT & PROMPT ENGINEERING

200 SOCIAL MEDIA MARKETING TACTICS

Google Ads MASTERY — Create massive profits with Google Ads using these never before revealed tricks and techniques

facebook Remarketing Made Easy — Training Guide
Intensify Sales and Profits instantly with our ultra flawless Remarketing techniques

SEO Training Kit — SPECIAL REPORT
Get Higher Search Engine Rankings and Maximize Your Organic Traffic with these Advanced & Proven SEO Techniques!

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TRAINEES FROM
Our Syllabus Is Taught To The Leading Global Brands

Indiabulls	sa re ga ma	YoBoHo	Reliance Mobile	Godrej	Birla Sun Life Insurance
Pfizer	percept	HDFC BANK	KUONI SOTC	TCS	accenture
QATAR AIRWAYS	ClubMahindra	Justdial	Cipla	class edge	INDIAN NAVY
VFS.GLOBAL	Capgemini	bookmyshow	HANSA CEQUITY	emami limited	LOOP
eClerx	MALABAR GOLD & DIAMONDS	MUMBAI FILM ACADEMY	SIMSREE	JET AIRWAYS	TAJ
SUTHERLAND	askme	TATA DOCOMO	mediaware	TALISMAN	CHANEL

Poonam Mashru – CEO & Founder

DIPEN MASHRU : FOUNDER
LINKEDIN PROFILE

Professional Training by Mentor – Our Founders
who will take you step by step into the Digital Marketing World!

Get your Questions answered Real time by Professional & Experienced Digital Marketing Coach
9833900330 / 98333900110 for Counselling

HubSpot CERTIFIED   Google Certified   ISO 9001 CERTIFIED   ISO 9001 2015 CERTIFIED   IAF   TESTIMONIAL

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🌟 LIVE AGENCY PROJECTS & ASSIGNMENTS

✓ In The Context of An Assignment In Digital Marketing, **"Live Projects"** *Refer To Real-World Projects* Or Campaigns that **Students are Required to Work On as Part of Your Coursework.**

✓ These Projects *Involve Businesses* Or Clients and are Conducted *with Real-Time Websites*, & Comply to Hypothetical & Practical Assignments.

✓ The **Purpose of Live Projects** is to *Provide Students with Practical Hands-On Experience In Digital Marketing*.

✓ **By Working On Live Projects, Students Can Apply Their Practical Knowledge To Real Situations**, *Gain Insights into Industry Practices, and Develop Problem-Solving Skills.*

✓ **This Approach Allows Students to Learn from Real Challenges,** *Create Digital Marketing Plans Like An Agency*

✓ Make Professional Quotations, Planners

✓ *Learn to Start a Digital Marketing Agency*

Ultimately, Live Projects Help Students become Better-Prepared Professionals In the Field Of Digital Marketing.

Assignments

Vinayak Katkar
5 reviews

★★★★★ 8 months ago

I did my advance digital marketing course at dmti softpro. I had a good experience. I got to learn many new things like SEO, google adwords , social media marketing....
They introduced me to the world of digital marketing and helped me pursue my goals with much ease, without any obstacles. They even guided me with job assistance and I thank them dearly for that.

BHAVESH BAROT
1 review

★★★★☆ 2 months ago

My experience of doing digital marketing at DMTI SOFTPRO course was very nice and experience was nice. The quality of education, the practical approach to learning, and the support provided have all contributed to my growth as a digital marketer.

Abdul Azim Abdul Karim Maniyar
1 review

★★★★★ 8 months ago

I did my advanced digital marketing course at dmti softpro. I have good experience specially I have enjoyed GOOGLE ADWORDS,SOCIAL MEDIA MARKETING AND SEARCH ENGINE OPTIMIZATION.They take me in digital world to make easy to learn the digital marketing and dmti soptro given the special offer for the 100% job assistance this help us to get job easier
Thank you dmti softpro for giving such a good experience.

Sakshi Chavan
2 reviews

★★★★★ a year ago

I would like to share that, I have completed Advance Digital Marketing Diploma course from DMTI Softpro - Thane branch. I enjoyed learning here because the teaching faculty is nice, kind, supportive & most importantly doubt solver which helped me alot in learning. It was a great experience throughout my course, Thank you! DMTI. And I assure you that this course will make you expert in Digital Marketing.

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Review 4.9/5 ★★★★★ 891 Reviews

Aniket Gholam
8 reviews · 8 photos
★★★★★ 2 months ago

I discovered DMTI on social media while searching for a digital marketing institute in Mumbai. It's the best place to learn about digital marketing. The Sunday masterclass is really beneficial to me in developing plans for all of the platforms covered in the course. The teachers are well-trained and experienced, and the classroom climate is lively.

simran banwait
Local Guide · 6 reviews · 14 photos
★★★★★ 6 months ago

DMTI has helped me clear all my doubts about Digital Marketing ans also I got such an amazing overview about all the fields I can further pursue my career into. Dipen Sir use to give live examples from the market and also he made us exposed to how actually Google ads work.
It was really great to do the Digital Marketing Course at DMTI.
I also got internship while I was doing the course.
Sir cleared my doubts which I was facing through my internship .

Alisha Crasto
Local Guide · 19 reviews · 49 photos
★★★★★ 3 years ago

DMTI softpro has given me an opportunity to widen my knowledge and get to know how interesting Digital marketing is. There are a lot of aspects and they are indeed interesting. The faculty is very professional and they focus on complete practical work. The experience was great and inspiring.

TESTIMONIAL

SHAIKH PARVEZ
1 review
★★★★★ 6 months ago

I recently completed my digital marketing course at DMTI softpro had a great experience in this institute
This has been one of the best learning experience I've ever had. This has been one of the most amazing opportunity for growth I've at any point had. The class was really intuitive and the educator thought us ideas and cleared questions in an exact manner.
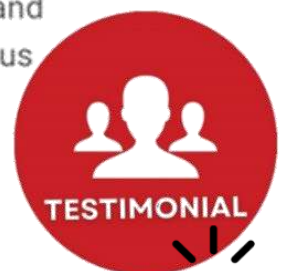
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ALTIOS
Designation – Digital
Marketing Associate

Congratulations
Manvi Shripal Jain
Got PLACED at
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dma yellow works
Designation – Business
Development & Project
Manager

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Aditi Pandit
Got PLACED at
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PURETECH DIGITAL
engage. experience. evolve.
Designation – SEO &
Social Media Account
Manager
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Dukaan Dost
DUKAAN DOST
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Marketing Manager

Congratulations
Namrata Singh
Got PLACED at
THE DIGITAL BABU
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Designation – Social
Media Intern

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Parth Gawade
Got PLACED at
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igp
INDIA KI GIFTING SITE
Designation – Social
Media Marketer

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AI Powered Advance Digital Marketing Diploma

for Students and Professionals

Duration : 4 Months

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OFFLINE Batch
Batch Timings
MORNING : 7.30-9am, 10-11.30am,
AFTERNOON: 11.30-1pm, 1:30-3pm
EVENING: 3-4.30pm, 4.30-6pm, 7-8.30pm
Regular| Fast Track | Weekend |

Includes '12' Certifications
45+ Modules

ONLINE Batch
Batch Timings
MORNING : 10-11.30am,
AFTERNOON: 1:30-3pm
EVENING: 4.30-6pm, 7-8.30pm
Regular | Fast Track | Weekend |

Google, Hubspot &
DMTI SOFTPRO Certifications

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All Modules are taught

✅ **BASIC to ADVANCED LEVEL.**

✅ **BEGINNER to EXPERT Level.**

✔	**100% Practical Course | Work on LIVE Projects**
✔	**Learn How to Start a Digital Marketing Agency**
✔	**Be a FREELANCER & Get Work from Home Options**
✔	**Give INTERVIEWS with Confidence in Interview Module**
✔	**CREATE DIGITAL MARKETING PLANS like an AGENCY**
✔	**Make Professional Quotations, Planners & Strategies**

✓ **Faculty is With YOU throughout the Duration of the Course**

✓ **Patient & Experienced Faculty with REAL Life Experience**

✓ **Your Trainer will Guide you through Every Assignment You Do!**

✓ **Every Project will be CREATED by YOU under Faculty Guidance**

✓ **Handle your Own Campaigns 80% Practical's**

✔ **100% INTERNSHIP & Placement Assistance**

Hashmit Manchada
Social Media Executive
SO CHEERS
SOCHEERS

Rohan Singh
Manager-Digital Growth
INFIDIGIT
Infidigit

Yash Bahkru
Senior Media Executive
GOZOOP
GOZOOP

Dipesh Dodia
Media Manager
CHIMPZ INC

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Frequently Asked Questions

Q. Who Is Eligible to Apply For Advance Digital Marketing Diploma?

The ADMD **course is meant for** 10th Std, 12th Std Students, Under Graduates, Graduates, Young professionals, Job Seekers, Engineeres, Freelancers, and Small, Medium business startups - *Anyone with an "Interest of Creating a Business or Career Around Digital Marketing"* - in age group of 15 to 50 years.

Q. Can I Do Digital Marketing Course After 12th or while in College?

Yes Absolutely! You have the opportunity to pursue a digital marketing course right after the 12th grade. *The earlier you begin, the greater your chances of success.* There's no need for a specialized academic degree to get started in digital marketing. **All you need is a basic grasp of using a laptop, internet access, and decent English language skills.** *That's all it takes to embark on your journey in this field!*

Q. I Have Work Experience In A Different Field And Now I Want To Switch To Digital Marketing, Can I Apply?

Certainly! Yes, you can pursue digital marketing as an addon to your current profile. Your existing knowledge and skills in marketing will serve as a valuable foundation, giving you a head start in transitioning!

Q. Do I Need To Bring A Laptop To The Class?

We PROVIDE YOU WITH LAPTOPS. We have **a SETUP of over 100+ Laptops**.

Q. I Can Not Pay The Entire Fee In One Go And Would Like To Pay It In Installments.

WE HAVE EMI FACILITY & Installments. For Early Bird Discount, KINDLY CALL FOR THE OFFER OF THE MONTH.

Q. Will DMTI SOFTPRO Help Me Prepare For These Certification Exams?

YOU GIVE YOUR EXAMS & GET CERTIFIED IN THE INSTITUTE ITSELF. All Preparation, Training & Exams given in the Institute.

Q. Do You Provide Internship?

Certainly! YES, upon successfully completing the program and passing the certification exams, we offer assistance for full-time internships to freshers, undergraduate students, or anyone aspiring to build a professional career in digital marketing. *To secure the internship opportunity, you will need to pass the internship interview.*

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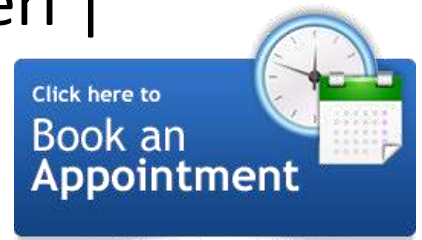# "CAREER & SKILLS IN DIGITAL MARKETING"

Real Batch Image

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