



RIGHT

DIGITAL MARKETING

COURSE FOR YOU!

**DIGITAL MARKETING
INSTITUTE ONLINE**

**Provides You The Path to Progress & Growth
with 100% job assistance**



About Us

World's Ranking Institute Instagram.



Mrinal Mehta (MD)

Welcome to the **Digital Marketing Institute Online**, where innovation meets education, and potential finds purpose. As the founder, it is my honor to share the vision that drives our institute forward—a vision rooted in the transformative power of digital marketing and its ability to shape the future.

Our Vision at the Digital Marketing Institute Online is to empower individuals and businesses worldwide with the knowledge, skills, and tools necessary to thrive in the digital age. We envision a world where every aspiring marketer, entrepreneur, and professional has access to cutting-edge digital marketing education, enabling them to unlock new opportunities and drive meaningful impact in their careers and communities.

Our Mission at the Digital Marketing Institute Online is to provide world-class digital marketing education that empowers every student to succeed in a rapidly evolving digital landscape.

KEY FEATURES

Qualified &
Experienced
Trainers 10+
Years of
Experience)

Workshops
&
Sessions

Internship
Opportunities
with **Digital**
Marketing
Agency Online

100%
Placement
Assistance

2 Free Live
Session

Live
Projects &
Case Studies

Backup
Classes for
every classes
that you
missed

Presentations
& **Practical**
Training
Sessions



SCOPE OF DIGITAL MARKETING

There is a plethora of Job Opportunities once you get into the field of Digital Marketing Some of which are mentioned below:

SEARCH ENGINE OPTIMIZATION SPECIALIST:-

Online visibility with our on Google with SEO. SEO experts dives deep into keyword analysis, on-page and off-page optimization, and technical SEO to ensure your website not only ranks high on search engines but also delivers a superior user experience. Sustainable SEO practices that stand the test of evolving search algorithms, ensuring long-term success for your business.

GOOGLE ANALYTICS SPECIALIST:-

A Google Analytics Specialist embodies the bridge between raw data and strategic decision-making. By mastering the nuances of this powerful tool, specialists empower businesses to make informed choices, optimize their online presence, and enhance user experiences.

SOCIAL MEDIA MARKETING SPECIALIST:-

Harness the power of social platforms with our Social Media Marketing expertise. You have to craft bespoke strategies that align with your brand voice and resonate with your target audience. From creating engaging content calendars to fostering meaningful interactions, we leverage social media to enhance brand awareness, drive community engagement, and ultimately boost your business's online presence.

E-COMMERCE MARKETING EXECUTIVE:-

E-commerce is a booming market, and we already have seen how big it can go. After seeing brands such as Amazon, a lot of people are motivated to have their own E-commerce Brands. This will open more jobs for E-Commerce executives hence you can get a well-paid post 'E-Commerce Marketing Executive'.

DIGITAL MARKETING MANAGER:-

Every Digital Marketing Firm or every Digital Marketing Team needs a Digital Marketing Manager who is in charge of handling all the different Departments associated with this field. It is his/her decision that is final and it's he/she who is accountable for all the growth that his/her team. Undoubtedly this Job pays well but such a high-level job comes with great skills and only to those who have good Experience in this field of Digital Marketing.

PAY SCALE IN DIGITAL MARKETING & OTHER FEILDS

	MBA	MCA	B.tech	PGDM	D.M
Duration	2 Years	2-3 Years	4 Years	2 Years	3-6 Months
Fee	8-12 Lacs	2-4 Lacs	3-12 Lacs	4-8 Lacs	20k to 40k
No. of Jobs	200+	58K+	400+	60K	500K+
Job Seekers	3 Lacs	2 Lacs	18 Lacs	4 Lacs	50k+ Seeker
Average Monthly Salary	25K to 40K	18K to 30K	15K to 30K	25K to 35K	15K to 40K
Placement by Course	26%	18%	13%	23%	100%



DMIO's Outline

The Training Methods at **DIGITAL MARKETING INSTITUTE ONLINE** are devised in such a way that when a student is certified by the Institute, they are capable enough to achieve their Certification in Digital Marketing that they can back upon when they step into the field. The Basic Class in this Institute is a Projector Session of about Two Hours long, where the Students are taught not just the Theory Part but also the Tricks that would benefit them when they step out into the Competitive Field.

The Trainees here are well-trained and motivated so that they don't lose their Passion and Zest in the Digital Marketing Domain when they step out into the field.

Not all the Students are Proficient in all the Topics that's why every student is given the opportunity to shine in a certain set of modules, explained further so that they have the knowledge of every field but are proficient in the field they want to go in. Not just that, the students are also given Live Projects and Case studies to get their hands on, in order to give them not just Theoretical, but also Practical Knowledge to back everything that they have learned here.

Our Premium Course covers all the following Facets of Digital Marketing Studies:

- Key Concepts of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Competitive Online Strategies
- Understanding the Online Marketplace
- Tools and Analytics Technique



WHO ALL SHOULD LEARN DIGITAL MARKETING

Unlike most Courses that only a certain Age Group or a particular group of people with a certain Qualification can do, this Course can be done by anyone inclined to Digital Marketing. Be it the Class of Students yet in Schools or Colleges, or Working Professionals, Businessmen, Entrepreneurs, Retired People, or Even House Managers, the Modules of this Course are devised in such a way that they cater to the needs of all these Age Groups and Professional Backgrounds:

For Working Professionals:- Getting insight into the latest Digital Marketing Trends. would help you achieve Managerial Positions in your respective Fields and Boost your Career Opportunities to a great extent. The World is going Digital and so should you. This Course ensures that you are not left behind in any way by the People who are younger than you in Age or those who have more experience than you.

For Job Seekers:- What you need at this point is an Edge over all others who are looking for the same Job Profile as you. Digital Marketing, being a booming field has Fierce Competition a lot of Candidates, and even more Job Opportunities. To tap those Opportunities you need to be equipped with the proper Training and Skills that we provide you here at **Digital Marketing Institute Online.**



For Entrepreneurs And Businessmen:- If you wish to grow your business, Digital Marketing is the thing for you. Be it an Increased Reach, catering to a Targeted Audience, or a cheaper means to get more Market Share, Digital Marketing provides you with a lot of Easy and Better options that will make your Business Grow.

For House managers And Retired People:- If a Full-Time Job isn't your thing, due to any reason, you can Earn really well even from Home, the Training of which too is given here at **Digital Marketing Institute Online.**

COURSE HIGHLIGHTS



80-160+ Hours
Course Content



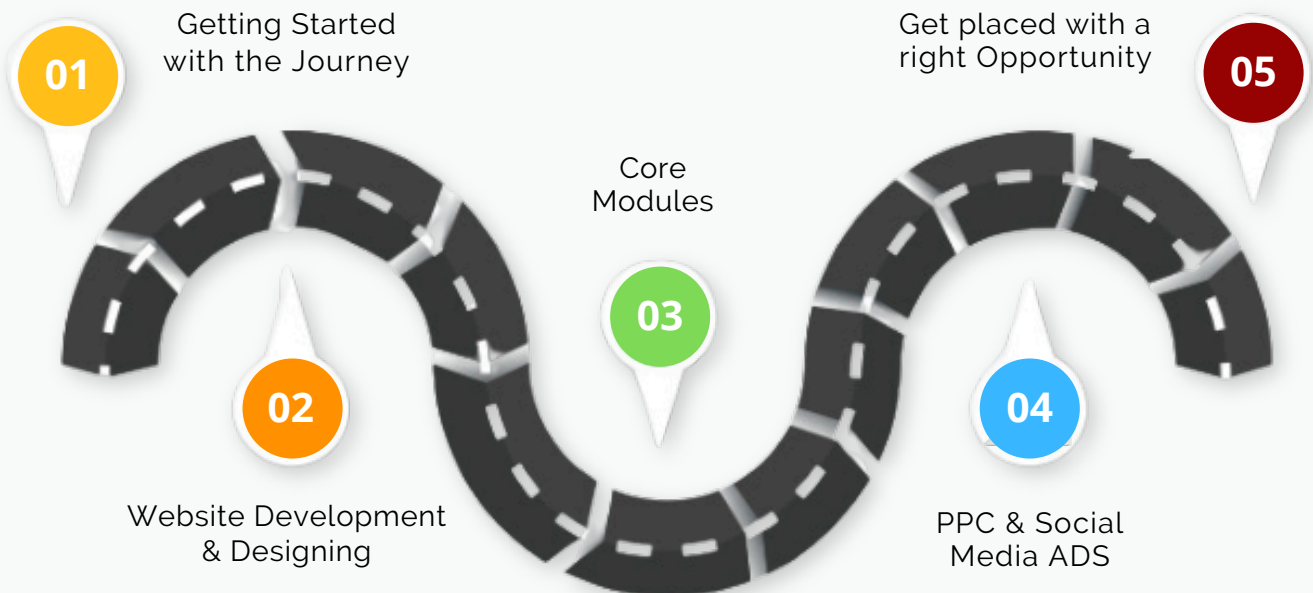
Guaranteed
Job Interviews



10+
Agencies



Internship
Opportunity



A photograph of a classroom with students at desks and a teacher at the front. The text 'TRAINING CURRICULUM' is overlaid in white on the left side. A yellow and white horizontal bar is positioned below the text.

TRAINING CURRICULUM

Professional Digital Marketing

2+1 Months Course

Advance Digital Marketing

4+2 Months Course

Structure of Advance Digital Marketing

Module:01

Introduction of Digital Marketing

Module:02

What is a Blog & How to Design it

Module:03

Search Engine Optimization

Module:04

Website Designing (WordPress)

Module:05

Google Ads (PPC) Search Engine Marketing

Module:06

Social Media Optimization (SMO)

Module:07

Social Media Marketing (SMM)



Module:08

Google My Business
(Google Business Profile)

Module:09

Content
Management

Module:10

Online Reputation
Management

Module:11

Mobile Marketing

Module:12

Branding Marketing &
Management

Module:13

Affiliate Marketing



Module:14

Fundamental Of
Google Adsense



Module:15

Video Optimization
& Marketing

Module:16

Science of Online
Sales

Module:17

Email Marketing

Module:18

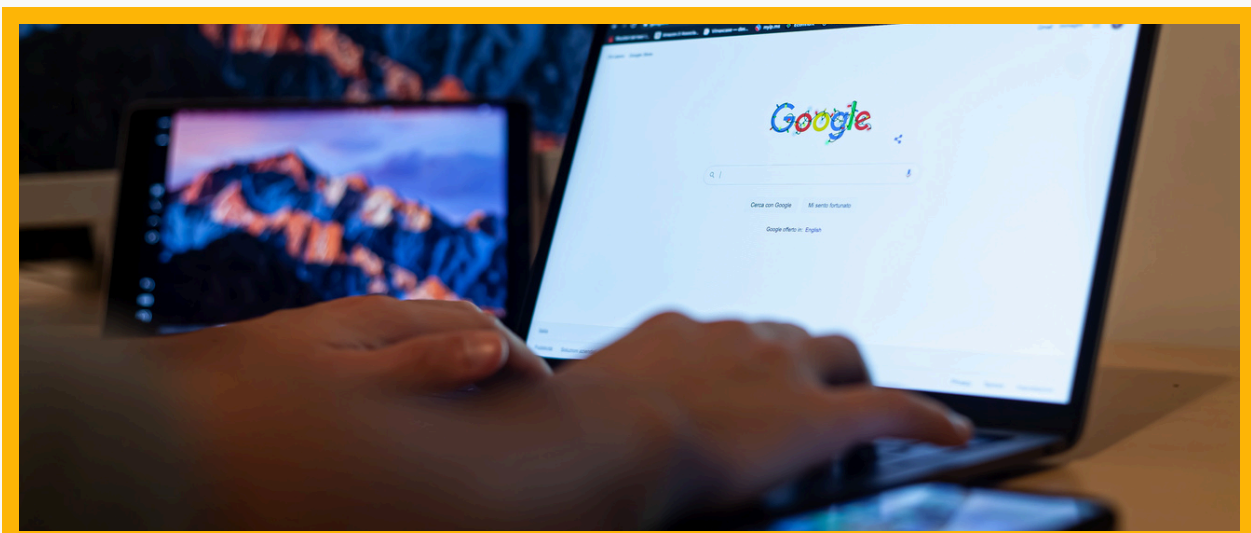
Business Lead
Generation

Module:19

Earn As A Freelancer

Module:20

Google Search Console



Module:21

Instagram Reel Marketing

Module:22

Google Analytics

Module:23

E-Commerce Marketing

Module:24

Graphic Designing (Canva)

Module:25

Influencer Marketing



Structure of **Advance Digital Marketing**

Professional Digital Marketing

+

Module:01

Basic of E-Commerce

Module:02

Company Case Study

Module:03

E-com Website Creation

Module:04

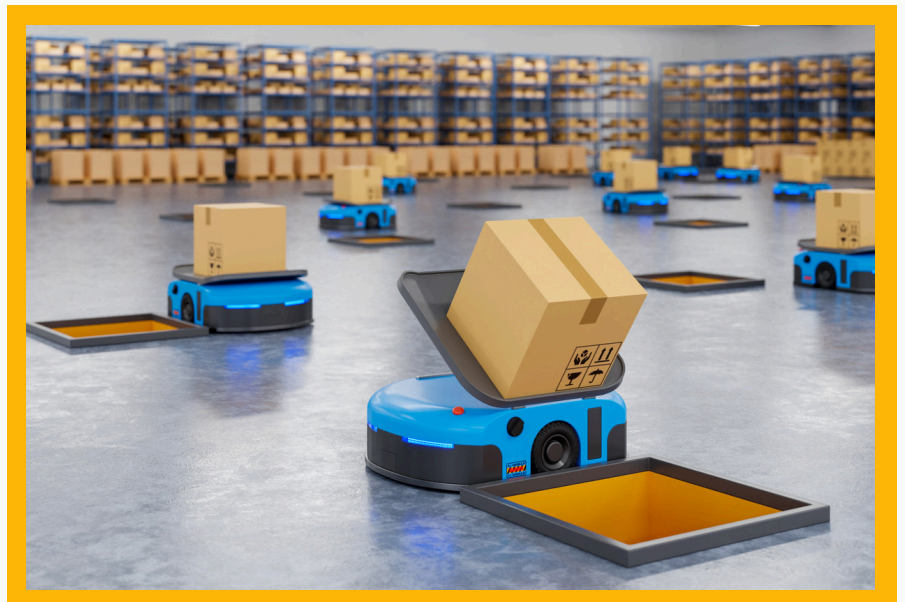
Product Photoshoot

Module:06

Amazon & Flipkart Marketing

Module:05

Merchant Ads



Module:07

Funnel Creation

Module:08

Inventory
Management

Module:09

Payment Gateway
Integration

Module:10

E-commerce Tools &
Plugins

Module:11

Drop Shipping

Module:12

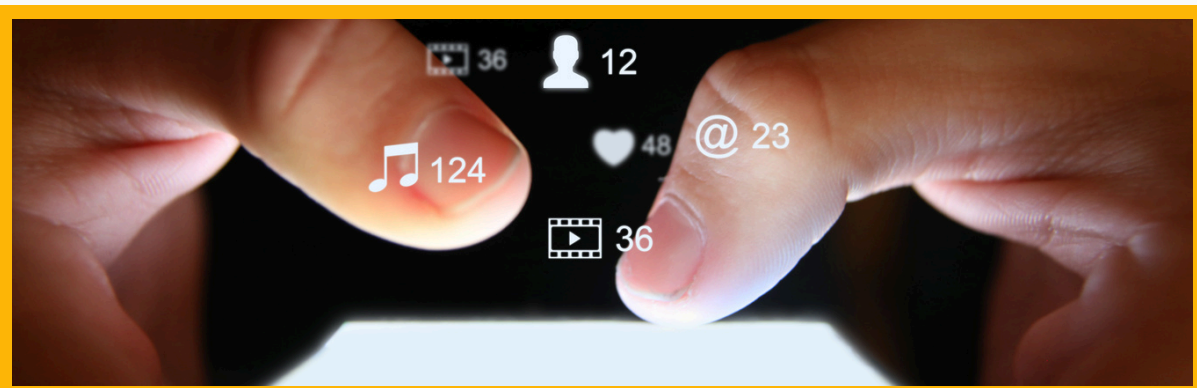
App Promotion

Module:13

Web Site Protection
& Security

Module:14

Market Banner
Designing



Module:15

Digital Hacks

Module:17

Competitor Analysis

Module:16

Market Flowchart

Module:18

Image Compression

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<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="UTF-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1" />
    <meta name="description" content="" />
    <link rel="stylesheet" type="text/css" href="styles.css" />
    <title>Real Devs Take Shortcuts</title>
  </head>
  <body>
    <header></header>
    <main></main>
    <footer></footer>
    <script src="scripts.js"></script>
  </body>
</html>
```

Module:19

Website
Optimisation

Module:20

Advance HTML

Certificates



Why DMIO?



Live & Practical
Classes



100% Placement
Assistance



Paid
Internship



Interactive
Classes



Backup Classes
Available



3 Months Agency
Driven Training

*You are learning the Best
from the Best Institute*



CONTACT US

**REACH US IN CASE YOU HAVE ANY
QUERY**

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