



IDMP

Gateway to Digital Skills

Your Journey Begins Here!

Digital Marketing Masterclass

100% Pratical
Assignments

Internship
Opportunities

Certificates By
Google & Hubspot

idmpro.in

**Classroom & Live Online
Sessions Available**

[APPLY NOW](#)



Who Is This Programme For?

- Final-year and fresh graduates seeking to be market-ready by acquiring in-demand digital marketing skills for lucrative career opportunities
- Early professionals who are working or aspire to work in digital marketing roles
- Marketing/ sales/ product/ brand managers interested in transitioning to digital marketing roles by upskilling in data-driven, high-impact digital marketing strategies
- Professionals who want to enrich their strategic mindset with new-age concepts and skills in digital marketing
- Consultants, business owners, and entrepreneurs looking to apply digital marketing best practices for business expansion and growth

◆ Online Course

- 2 Months Duration
- 30 Modules
- 6 Certifications
- Portfolio & CV Building
- 100% Job Assistance
- Basics To Advance Level
- 20+ Assignments & Projects
- 90% Practical + 10% Theory
- No Technical Background Needed

◆ Classroom Course

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Programme Highlights

Fast-track your digital expertise with our efficient 2-month Digital Diploma. This program employs a combination of pedagogical tools, including lectures, data-driven tutorials, and case discussions, to enhance the learning experience.

- Duration : 2 Months
- Hands-on experience - 100% Practical ASSIGNMENTS
- Simple & Easy to Understand Course Material.
- Portfolio & CV Building.
- Internships opportunities.
- 6 certification from Google and HubSpot.
- Opt for classroom or live online sessions.



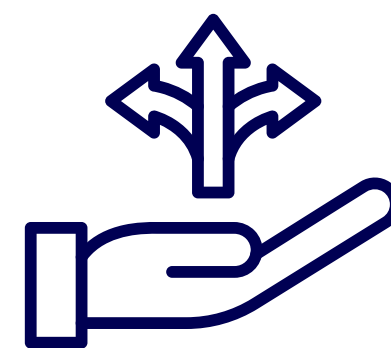
Industry-Driven Instructors

Learn from industry professionals who bring real-world insights to your digital journey.



Global Recognition

Achieve dual certification from industry giants Google and HubSpot.



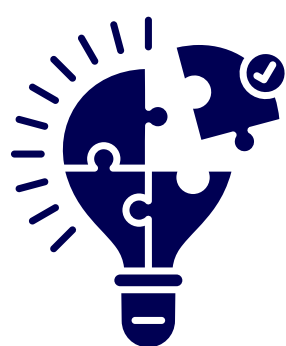
Personalized Guidance

Receive individualized career support and networking opportunities for a tailored journey to success.



Versatile Learning

Choose between classroom training or live online sessions for flexible accessibility.



Real-World Exposure

Complete immersion in practical, hands-on experiences through real agency assignments.



Rapid Mastery

Elevate your skills in just 2 months with an intensive, focused curriculum.



Programme Modules

Module 1

Introduction to Digital Marketing & E-Commerce

- What is Digital Marketing?
- Marketing Channels
- Organic & Paid Marketing
- Omni Channel Marketing

Module 2

Mastering Digital Marketing Strategies

- Marketing Strategies
- Consumer Behavior
- KPIs
- Strategy and Planning

Module 3

Building Professional Digital Identities

- Brand value
- Architecture
- Identity & equity
- Brand Strategies

Module 4

Mastering Professional Designs in Canva

- Design Principles
- Logo Design
- Branding
- Social Media Creatives

Module 5

Advanced Techniques in Website Optimization

- What is CMS?
- Website Audit
- Improve Website Performance
- Website UX/UI Principales

Module 6

Unleashing Website Potential with WordPress

- What is WordPress?
- Develop website in WordPress
- Plugins & Themes Integration
- Payment Integration

Module 7

Building Professional Websites on Wix

- What is Wix?
- Develop website in Wix
- Wix Apps Integration
- Payment Integration

Module 8

Crafting Professional Websites with Shopify

- What is shopify?
- Develop website in Shopify
- Shopify Apps Integration
- Payment Integration



Programme Modules

Module 9

✓ Strategic Content Crafting: A Proven Approach

- The Power Of Storytelling
- Content Strategies & Ideas
- Measuring & Analyzing Content
- Using G Bard & ChatGPT

Module 10

✓ Comprehensive Blogging Guide

- Creating Blog Content
- Blog Strategies
- Blogs For SEO
- Hubspot Certification

Module 11

✓ Approaches to Effective On-Page SEO

- Website SEO Audit
- Website SEO Optimization
- Technical SEO
- SEO Optimization using Tools

Module 12

✓ Strategic Approaches to Effective Off-Page SEO

- Competitor Analysis
- Links & Blogs Submission
- Press Release
- Backlink Building

Module 13

✓ Mastering Google Webmaster Tools

- Google Console
- Google Index
- Robot.txt & Sitemaps
- Google Analytics

Module 14

✓ In-Depth Insights into GMB Optimization

- Google Map Listing
- Google Business Profile
- Local SEO Strategies
- Navigation & Dashboard

Module 15

✓ Advanced Meta Strategies (Facebook, Instagram)

- Facebook & Instagram Marketing
- FB & IG Organic Strategy
- Meta Ads & Strategy
- Media Planning

Module 16

✓ Advanced Strategies for LinkedIn Domination

- LinkedIn Marketing Strategies
- Generate Leads
- Job Application
- LinkedIn Ads



Programme Modules

Module 17

Strategic Tube Tactics: YouTube Mastery

- Content and channel strategy
- Promotions and engagement
- Analytics
- Business and revenue

Module 18

Crafting Impactful Google Ads

- Google Ads Measurement
- Google Display Ads
- Google Ads creative
- Google Ads Certification

Module 19

Elevate Your Presence on X (Twitter)

- X Content Strategy
- X Ads Strategy
- Content Creation
- Using AI To Automate

Module 20

MessageMagnet: Mastering WhatsApp Marketing

- Whatsapp For Business
- Whatsapp Marketing Strategy
- Whatsapp Marketing Tools
- Use Meta Ads For Whatsapp

Module 21

Strategic Approaches to Effective Email Campaigns

- Email Marketing Strategy
- Newsletters & Popup
- Email Marketing Software
- Create Email Templates

Module 22

Influencer Marketing Mastery: Navigating Partnerships

- Influencer Marketing Strategy
- How to Find Right Influencer
- Influencer Campaign
- Building Influencer Relationship

Module 23

Lucrative Links: Crafting a Profitable Affiliate Path

- What is Affiliate Marketing?
- Affiliate Marketing Strategy
- Affiliate Marketing Industry
- Earn From Affiliate Marketing

Module 24

ORM Mastery: Managing Your Online Reputation

- What is Social ORM?
- Marketing Automation
- Chatbots
- Tools For ORM



Programme Modules

Module 25

Amazon Listing Mastery: Optimizing for Sales Success

- How to Register Brand In Amazon
- How to List Products in Amazon
- Amazon Ads

Module 26

Approaches to Effective Product Listings on Flipkart

- How to Register Brand In Flipkart
- How to List Products in Flipkart
- Flipkart Ads

Module 27

Meesho Listing Mastery: Excelling in Social Commerce

- How to Register Brand In Meesho
- How to List Products in Meesho
- Meesho Ads

Module 28

Personal Branding Prodigy: Shaping Your Unique Persona

- Personal Branding Strategy
- Personal Online Presence
- Personal Portfolio
- Interview Preparation

Module 29

Crafting a Successful Freelance Career

- Freelancing Websites
- Lead Generation
- Online Job Portals
- Terms & Condition

Module 30

Launch Blueprint: Turning Vision into Reality

- How Start Your Own Brand/Agency
- Blue Ocean Strategy
- How To Structure A business





Tools You Well Learn To Master





CAREER OPTIONS after COMPLETING YOUR COURSE

- Digital Marketing Executive
- SEO Executive
- Digital Media Managers
- Junior Digital Marketing Specialiste
- Digital Agency Account Managere
- SEO Auditor
- Search Engine Marketing Executivee
- Social Media Branding Executivee
- Pay-Per-Click Managers
- SEM/SEO Specialists
- Content Strategists
- E-commerce Specialist
- Brand Marketing Expert
- Email Marketing
- Social Media Marketers
- Digital Marketing Associate Interne
- Content Marketer
- Blog & Web SEO manager
- Digital Project Managers
- Digital Marketing Consultant
- Website Developer
- Website UX/UI Designer
- Performace Marketing Executive
- Brand Manager





In-depth & Advance Digital Marketing Diploma for Beginners and Professionals

PROGRAMME CERTIFICATES



Student ID No : 30420

Certificate Of Completion

This is to certify that **Jay Patel** has successfully completed IDMP Digital Marketing Diploma with diligence, creativity, and a thirst for digital excellence.

Date of Issue: 07 September, 2023

J. Chow *S. Chopra*
Authorised Signature Authorised Signature



IDMP Institute Of Digital Marketing

CERTIFICATE OF COMPLETION

This is to certify that **Juliana Silva** has successfully completed our Website Design & Development Course, showcasing exceptional dedication and proficiency in mastering the art and science of crafting captivating online experiences.

Aaron Loeb
CEO of IDMP

Avery Davis
Managing Director



Google Analytics

Certification Google Analytics

GABRIELLE DENIS

obtient ce certificat attestant de sa réussite à l'examen de certification Google Analytics.

VALIDE JUSQU'AU
27 mars 2019

Google



Google AdWords

AdWords Search Certification

AKASH TONASALLI

is awarded this certificate for passing the AdWords Fundamentals and Search Advertising exams.

VALID THROUGH
15 January 2018

Google



Digital Marketing Certified

Priya Dogra

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Certified: Jun 3 2021 - Valid until: Jul 3 2022

Certification code: 0373fa5e28a54ee192aa36b8ed22773

HubSpot Academy

Brian Halligan
CEO Brian Halligan



Social Media Certified

Mike Maddaloni

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: Apr 27 2021 - May 27 2023

Certification code: 6cf71a40ce2347b5b573d6906d867a97

HubSpot Academy

Yamini Rangan
CEO Yamini Rangan



Programme Coordinator



Sakshi Patwardhan

Software Developer

Founder Of Webquery, IDMP, Orrey, Amusse

Meet Sakshi Patwardhan, a dynamic Software Developer and the visionary founder behind Webquery, IDMP, Orrey, and Amusse, boasting 5+ of expertise in the tech realm. Sakshi's entrepreneurial journey began with the inception of Webquery, a groundbreaking platform simplifying web development processes.

Her venture into IDMP showcased her strategic digital marketing prowess, while Orrey, her foray into e-commerce, demonstrated her knack for identifying market needs. Sakshi's proficiency in software development and relentless pursuit of innovation define her as a tech luminary, inspiring both her teams and the industry at large.



Shienlai Chow

Digital Marketing Director

Founder Of Thfix, Webquery, IDMP, Whisky Labs

Meet Shienlai Chow, a seasoned Digital Marketing Director and the visionary founder behind Thfix, Webquery, IDMP, and The Vibe Studio, boasting an impressive 9+ years of experience in the dynamic realm of digital marketing. Shienlai's entrepreneurial journey is marked by a diverse skill set encompassing UX/UI, web development, social media marketing, SEO, visual design, and digital marketing.

His ventures, including Thfix and Webquery, showcase not only technical prowess but a commitment to simplifying processes and delivering cutting-edge solutions. As the founder of IDMP, a digital marketing agency, and The Vibe Studio, a creative hub, Shienlai navigates the digital landscape with finesse, creating holistic and visually appealing user experiences.



Programme Details

Duration: 2 Month
3 section per week
1 Hour 30 Min (lecturer duration)

Batch Timing:

- Monr: 8-9.30Am, 10Am-11.30
- Aftn: 12-1.30Pm, 2:30-4Pm
- Even: 4.30-6Pm, 6-7Pm
- WEEKEND BATCHES AVAILIABLE

Programme Fee: INR 99,999/-
(Classroom + live online access)

Programme Fee: INR 79,999/-
(Live Online)







About IDMP

Welcome to the Institute of Digital Marketing Professional (IDMP), where the intersection of innovation and expertise shapes the world of digital marketing. IDMP is more than just an educational institution it's a collaborative community of individuals driven by a shared passion for transforming ideas into reality.

 idmpro.in

 +91 97698 37073

 +91 97698 37073

 Tardeo, Mumbai 400034

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