CERTIFIED DIGITAL MARKETING MASTER (CDMM) COURSE

Offered in exclusive association with

A Govt. of India and Govt. of NCT Delhi Co. Initiative
Test Your Skills, Own Your Future

1000+ TRAININGS | 15,000+ PARTICIPANTS | 7000+ BRANDS | 30+ COUNTRIES
[SINCE 2009, ACROSS ASIA]
CDMM COURSE OPPORTUNITY

With over $135 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today. Asia is leading the trend with over 30% annual growth.

According to a recent report by eMarketer, the total number of Internet users globally will surpass 3 billion to reach 42.4% of the entire world’s population. Organizations worldwide are waking up to the opportunity of this revolutionary medium to fulfill various business objectives ranging from Sales, Marketing, CRM, Product Development and Research. This has created an ever increasing demand of skilled Digital Marketing professionals.

According to a report by Mafoi, 10,000 jobs related to Social Media alone were created in 2012. In the absence of formal avenues of Digital Marketing education, there is a huge gap of talented professionals. No wonder, a Digital Marketing professional earns anywhere between Rs 15,000 and Rs 250,000/month.

If you are a Business Owner, a Sales & Marketing professional or a Student who is serious about leveraging Digital Marketing for personal or organizational growth then CDMM course is for you.

This course will help you build mastery in various disciplines of Digital Marketing - SEO, SEM, Social Media, Email Marketing, Inbound Marketing & Web Analytics. CDMM supplements you with additional specialization modules to strengthen your skill-set based upon individuals’ objective.

SALIENT FEATURES

Govt. of India (Vskills) Certified Course
Live Instructor-led Sessions (115 hrs)
Lifetime access to Latest Content (Presentations & Videos)
Hands-on Projects and Assignments
Research Based Internship
Exclusive access to Experts PluggedIn recordings (100+ Experts)
24 x 7 Trainer’s Support on Discussion Forum
WHO SHOULD ATTEND?

- Marketing Professionals
- Sales Professionals
- Business Owners
- Entrepreneurs
- Digital Marketing Professionals
- Students

COURSE CURRICULUM

CORE MODULES

- SEARCH ENGINE OPTIMIZATION (SEO)
- EMAIL MARKETING
- SEARCH ENGINE MARKETING (SEM)
- SOCIAL MEDIA MARKETING (SMM)
- INBOUND MARKETING
- WEB ANALYTICS
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**COURSE METHODOLOGY**

**LIVE SESSIONS:** Based on the batch (weekend/weekday) you choose, there will be weekly instructor-led, online sessions. In case you miss any session, you will have the recording of the session.

**HANDS-ON PROJECTS:** In order to practice various concepts & tools, you will be given hands-on projects which will be evaluated by your lead trainers.

**RESEARCH BASED INTERNSHIP:** To deepen your understanding of various Concepts, Tools & Case Studies, you will do research and present your research as blog posts which will go live.

**PRE-READING MATERIAL:** In order to help you maximize the value of live sessions, you will receive pre-reading material in the form of video based sessions, blogs, case studies etc.

**WEEKLY ASSIGNMENTS:** You will also get weekly assignments to build confidence in applying the learning, to produce real results.

**INDUSTRY INTERACTION SESSIONS:** Every week, you will have an opportunity to learn various aspects of Digital Marketing by listening and interacting with Industry Experts online.

**CDMM EXAM DETAILS**

There is no pre-requisite to earn CDMM certification. You could be a student, an entrepreneur or a working professional.

Once you have completed CDMM Program (in 6 or 3 months), you will be eligible to take CDMM exam from anywhere in India. If you are an international candidate then you can take the exam online. Find below the key details of the exam.

1. **Exam Duration:** 60 minutes
2. **Maximum marks:** 50, **Passing marks:** 35 (70%)
3. **There is NO negative marking**
4. **No. of questions:** 50
5. **70 exam centers in India**
6. **Attendance in Live Sessions:** Min 60%

www.digitalvidya.com
## COURSE SCHEDULE

### UPCOMING BATCHES

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Please refer to [www.digitalvidya.com](http://www.digitalvidya.com) for course dates and availability of seats.

### COURSE FEE & REGISTRATION

- **Fee:** Rs 49,900 (+service tax)
- **Payment Modes:**
  - Credit/Debit Card, Bank Transfer or Cheque
- **How to Register?**
  - Call at +91-80100-33033 or mail at info@digitalvidya.com
1. SEARCH ENGINE OPTIMIZATION (SEO)

WHAT IS ON-PAGE OPTIMIZATION?

- Keyword Research with Google Keyword Planner.
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags
  - Description
  - Keywords
  - Author
  - Country
  - Robots
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Inserting keywords in content}
- Anchor Text, Link Title
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- ROR text sitemap
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- What is Alexa?
- Alexa Integration

WHAT IS OFF-PAGE OPTIMIZATION?

- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
SEARCH ENGINE ALGORITHMS

- Basics
  - What are Search Engine’s Algorithms?
  - How Algorithms Work?
  - Why a Search Engine needs to update its Algorithms?
  - Search Engine Penalties and Recoveries.
  - Why a Search Engine penalizes a Website?

- Advanced
  - How to optimize your site for Google Hummingbird Algorithm?
  - What is Google Panda Algorithm?
  - What is Google Penguin Algorithm?
  - What is Google EMD Update?
  - How to save your site from Google Panda, Penguin and EMD Update?
  - How to recover your site from Panda, Penguin and EMD?

2. SEARCH ENGINE MARKETING (SEM)

SEM OVERVIEW

- Understanding Google search
- Rule based personalization of marketing at internet scale
- Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

PAY PER CLICK OVERVIEW

- PPC Definition & how it functions
- Important Terms - Quality Score, Conversion Rate etc.
- Quality Score Overview, Understanding

STRATEGIZING PPC CAMPAIGNS

- Setting objectives, goals & expectations
- Actionable metrics for performance measurements
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Non overlapping Ad Groups

MARKET ANALYSIS

- Understanding industry key drivers
- Competitive Analysis
- Organizational positioning
- Targeting
- Compelling ads that increase Click Through Rates (CTR) at lower costs
- Understanding, Analyzing & Improving - Relevance & Quality score
- Improve conversion rates, Targeted ads & relevant landing pages
- Ad Preview tool
- Best Practices like using features such as reviews, +1 button etc.

- Overview of the tools
- Understanding advance functionality

- Understand bidding strategy
- Manual vs. Automated bid management
- Different bid management features like CPA bidding, position preference etc.

- Set campaign objectives & goals
- Define Performance metrics
- Monitor PPC activity with Google Analytics

- Set campaign objectives & goals
- Define Performance metrics
- Monitor PPC activity with Google Analytics

- Remarketing
- Mobile Advertising
- Display & Video Formats
- Optimize the display network campaigns
- Track & measure view through conversions

- Multivariate Testing
- A/B split Testing
3. SOCIAL MEDIA MARKETING (SMM)

**WHY CARE ABOUT SOCIAL MEDIA?**
- Orientation to Digital Marketing and Social Media
- Latest Stats and Trends about Social Media (Global & Indian)
- Relevant Social Media Success Stories (Global & Indian)

**CREATING FACEBOOK MARKETING STRATEGY**
- From Objectives to ROI
- Competitive Research
- Strategy Presentation by Participants
- Exercise: Participants to create Facebook Marketing Strategy for their organizations
- Types of Facebook Ads
- Facebook Ads vs. Google Adwords
- Significance of CTR (Click Through Rate)
- Optimizing Ad Copy & Targeting
- Exercise: Participants to launch & promote live Facebook Communities

**DEMYSTIFYING COMMUNITY BUILDING ON FACEBOOK**
- Orientation to Facebook Brand Pages
- EdgeRank Algorithm: Why engagement is key to success on Facebook?
- How to create Facebook Marketing Strategy?
- Facebook Applications for Fan Growth and Engagement
- How to create Brand Ambassadors on Facebook?
- Leveraging Facebook Insights for Success
- Relevant Facebook Marketing Success Stories (Global & Indian)

**TWITTER: THE JEWEL IN THE SOCIAL MEDIA CROWN**
- Twitter in Plain English
- Twitter for PR, Brand Building, Customer Engagement and Thought Leadership
- Leveraging Lists, Hashtags & Trends
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex

**CREATING TWITTER MARKETING STRATEGY**
- Twitter Strategy Framework: From Objectives to ROI
- Exercise: Creating Twitter Marketing Strategy
LEVERAGING LINKEDIN FOR B2B LEAD GENERATION

- LinkedIn in Plain English
- Lead Generation through Individual Profiles
- Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- Exercises: Profile Makeover, Answers, Groups, Status Updates, Recommendations

DISCUSSION ON OTHER SOCIAL MEDIA CHANNELS

- Opportunity of other Social Media Channels (e.g. SlideShare, Pinterest, Google+)
- Open discussion on approach to leverage them

MEASURING ROI OF SOCIAL MEDIA

- Guidelines for Measurement on Social Media
- Importance of Qualitative Feedback
- Framework for ROI Measurement
- Creating ROI Metrics Dashboard
- Tools to Measure ROI

PLANNING & CREATING MULTI-CHANNEL SOCIAL MEDIA STRATEGY

- How to choose relevant Social Media Channels?
- Creating multi-channel Social Media Strategy
- Resource Planning: In-house vs. Outsource, Key competencies, Tools etc.

4. EMAIL MARKETING

DELEVERABILITY

- Setting-up an Email Marketing Machine
- ISPs
- Hosting Facility
- MTA
- IP/DNS
- Shared vs. Dedicated Ips

- MX Record
- Whitelisting
- Response Handlers
- Bounces
**Effective Email Content**
- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

**Customer Acquisition Strategies**
- Rented List Emails
- Co-branded Emails
- Third Party email Newsletters
- Viral Emails
- Event Triggered Emails
- House e-newsletters

**Effective Creative**
- Introducing: CRABS
- Does your emails have crabs?
- Email template model
- Best Practices
- NLP Demonstrations (neuro linguistic programming) to understand customers better

**Nurturing & Automation**
- Tools to enhance lead nurturing
- Enhance better reach
- Analyze behavior patterns
- Analytics
- Automation and more

**Resources to Do Situational Analysis and Progressive Updates**
- Customer personal tool kit
- Complete email marketing worksheet
- Content Editorial Calendar
- Digital Marketing Strategy toolkit
- Email contact strategy template
- Email campaign calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web resources to improve subject lines, html codes, spam testers and deliverability issues

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5. INBOUND MARKETING

**ATTRACTING YOUR POTENTIAL CUSTOMERS INTO CONVERSION FUNNEL**
- Various ways to build reach through Digital Marketing
- What are Engagement Magnets?
- How to identify right set of engagement magnets for your business?
- Effectiveness of various Engagement Magnet
- Digital Reach Building Strategy through Inbound Interest Generation

**CONVERTING YOUR PROSPECTS INTO LEADS USING EMAILS**
- What is Audience aggregation?
- Benefits of Audience aggregation
- How to do Audience aggregation through Emails

**LANDING PAGE**
- Conversion Oriented Landing Page Design
- Investment in Landing Page
- Is it for me?
- What is it?
- Critical concerns to address on landing page
- What’s the next step

**CONVERSION OPTIMIZATION**
- Role of Conversion
- Understanding Customer Psyche
- Conversion Optimization User Flow and Persuasion
- Online Persuasion
- True meaning of Landing Page
- User Flow and Online Persuasion

**CONVERSION OPTIMIZATION PATTERNS FOR ENGAGING WEBSITE VISITORS**
- Patterns for Engaging Website Visitors
- Pattern #1 - Pop-Ups
- Pattern #2 - Pop Under Call to Action
- Pattern #3 - Inside Article CTA

**LIFE CYCLE EMAILS**
- Life Cycle Emails: What and Why?
- Lead Nurturing with Drip Email Marketing: How?
6. WEB ANALYTICS

INTRODUCTION
- What's analysis?
- Is analysis worth the effort?
    - Small businesses
    - Medium and Large scale businesses
- Analysis vs intuition
- Introduction to web analytics

GOOGLE ANALYTICS
- Getting Started With Google Analytics
- How Google Analytics works?
- Accounts, profiles and users navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
    - Traffic Sources
    - Direct, referring, and search traffic
    - Campaigns
    - AdWords, AdSense

CONTENT PERFORMANCE ANALYSIS
- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search

GOALS & ECOMMERCE TRACKING
- Setting up goals
- Goal reports
- Ecommerce tracking

VISITORS ANALYSIS
- Unique visitors
- Geographic and language information
- Technical reports
- Benchmarking

SOCIAL MEDIA ANALYTICS
- Facebook insights
- Twitter analytics
- Youtube analytics
- Social Ad analytics /ROI measurement

ACTIONABLE INSIGHTS AND THE BIG PICTURE
- Recap of Google Analytics reports and tools
- Finding actionable insights
- Getting the organization involved
- Creating a data-driven culture
- Resources
- Common mistakes analysts make
- Additional Web analytics tools
SPECIALISATION MODULES

1. HOW TO CREATE UNFAIR ADVANTAGE AND EXPONENTIALLY GROW ONLINE BUSINESS

- Why Growth is more than Marketing
- The route to multi-billion $ for products like Facebook, LinkedIn, Airbnb, Dropbox, Evernote
- Customer Lifecycle and Acquisition
- Growth Framework
- Exercises and Workbook to implement in your business

2. INTEGRATED DIGITAL MARKETING STRATEGY

CREATING A DIGITAL MARKETING STRATEGY

- Elements of a good marketing strategy rolling into digital marketing strategy
- Defining objectives and creating a media mix
- Measuring, evaluating and tweaking the strategy

EXECUTING THE STRATEGY

- Skill sets & tools needed
- In-house vs outsourcing
- Support systems available – a look at different kinds of agencies
- Agency structures – an inside look at various kinds of agencies

CASE STUDIES: PUTTING TOGETHER A DIGITAL MEDIA STRATEGY
3. HOW TO SELL DIGITAL MARKETING SERVICES

- Assessing Brand's Necessity To Utilize Digital Marketing Services
- Assessing How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and metrics to track performance

4. HOW TO CREATE A WEBSITE WITH WORDPRESS

- Choosing the right domain name for your website
- Choosing a hosting platform
- Installing WordPress within 5 minutes
- Choosing the right free/paid wordpress theme for your blog
- How to setup Google Webmaster tools and Google analytics for your blog
- 5 Premium Plugins you need for your WordPress blog

5. BLOGGING FOR BEGINNERS

- Setting up a Blog content strategy
  - Main components of a blog, popular platforms signing up on Wordpress
  - Getting started: profile, template, features and key blogging terms
  - How to write a good blog post

6. SUPER BLOGGING

- Take your blog to the next level and professionalise it
- Blog content strategy
- Using content for conversations & communities
- Managing multimedia and multi-platform blogging
- Understanding professional blogging
7. DISPLAY ADVERTISING

- Prepare you to appear for the Display Advanced module of Google AdWords Certification Exam
- Give you a practical and working knowledge of how to advertise on the display network using Google AdWords
- Understand multiple ad formats, targeting criteria and including remarketing
- Learn to advertise video on YouTube using AdWords
- Learn to advertise on the display network using the mobile platform

8. SHOPPING ADVERTISING

- What are Google Shopping Ads /Product Listing Ads? Where do they appear on Google?
- What Shoppers on the internet do?
- What retailers need? – New Advertising technologies
- Google Shopping set retailers up for success
- Features of Google Shopping
- Why PLA’s? and path to create PLA Ads
- Merchant Centre Steps
- Create Shopping Campaign on Google Adwords
- Track Performance and Optimize the Campaigns

9. E-TAIL (ONLINE LISTING) / WEBSITE V/S MARKET PLACE

- Learn how the billion dollar industry of online market is shaping up. How do we be a part of the new age e-tail?
- The pros and cons of listing online/market place model and brands own website
- Understanding the various Models that Exist
- Market Place VS Own Website
- Website VS APP
- Practical Panel for listing experience
- Rates for listing
- Clear Understanding of the model
10. MOBILE APPKETING 101

- How App distribution works?
- Key services to integrate into your app to maximize marketing
- App Store Optimization
- Leveraging paid media to boost downloads
- Choosing the right cost model (CPM / CPC / CPI / CPA)
- Tracking user quality beyond the install
- ReTargeting App Users to engage & retain
- Demystifying jargons such as Native Ads, DeepLinking, Install Tracking etc.

11. PREPARE YOURSELF FOR CAREER OPPORTUNITIES IN DIGITAL MARKETING

- Opportunities in Digital Marketing- Profiles & Industry Requirements
- Understanding the requirements of right digital marketing skill-set
- Equipping yourself with must have industry updates
- Presenting Yourself: Cover letter, Resume Writing and Social Media Presence
- How to Approach an Employer

12. LEARN AND PREPARE FOR VIDEO ADVERTISING EXAMINATION

- How Video ads on Youtube and Google Display Network can help your clients or your business to meet the advertising goals.
- Adwords for video campaign creation and management.
- Video Ad Formats in Adwords for Video.
- How to measure ad performance and optimize campaigns.
- Details about Google Video Advertising exam and certificate
13. GOOGLE ANALYTICS IQ

**DIGITAL ANALYTICS FUNDAMENTALS**

- Fundamentals
- WebMasters
- AdWords Reports, Custom Reports and Dashboards
- Segmentation
- Multi-Channel Funnels Reports
- Attribution modelling and reports

**PLATFORM PRINCIPLES**

- The platform components
- The data model
- Measurement Protocol data collection
- Importing data into Google Analytics
- Reporting APIs
- Report sampling

14. AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- Models of Affiliate Marketing
- How to generate and convert leads
- Guide to success

**EXPERTS PLUGGEDIN**

It takes years of practice, hardwork, sheer dedication and ultimate patience that are the resultant factors turning an individual into a master! And to gain mastery in any field, it is a pre-requisite to update yourself with the latest buzz and happenings in the dynamic digital marketing industry and gain in-depth knowledge from industry experts!

The essence of Experts PluggedIn involves getting updates directly from the leaders who have been there in the industry with years of experience, sharing their knowledge, empowering you with tips and tricks to enhance and outperform in your domain. We currently have 100+ experts on the Digital Vidya’s Experts Panel and are adding new experts to the list every week.
PRADEEP CHOPRA

Among the pioneers of Digital Marketing in India, Pradeep has been part of the Internet Industry since 1999. He is a Co-founder and CEO of Digital Vidya. Pradeep has personally trained & advised over 1500 professionals including CEOs across Asia in helping them meet their business objectives using Digital Marketing.

Pradeep is an international speaker & an author on Digital Marketing & Entrepreneurship. He’s one of the most sought after speakers in Digital Marketing and his speaking assignments include ad-tech, Search Engine Strategies (USA, India), World Social Media Summit at Kuala Lumpur, Social Media Workshops in Singapore, Click Asia Summit, TiEcon, Global Youth Marketing Forum and NASSCOM India Leadership Forum in India. He writes on Entrepreneurship and Digital Marketing for Wall Street Journal, Inc & Entrepreneur Magazines.

A graduate from IIT Delhi, Pradeep is a core member of the Global Committee at SEMPO (Search Engine Marketing Professional Organization), a non-profit that nurtures the growth of Digital Marketing globally. He also sits on the advisory board of Social Media Chambers Malaysia. His obsession for the digital medium has led him to believe that the Internet connectivity is more important than the water supply :).

KAPIL NAKRA

Kapil Nakra, a graduate from IIT Delhi, is a first generation Serial Entrepreneur. He is a Co-founder of Digital Vidya. As a pioneer of Digital Marketing in India, Kapil has grown along with the Internet Industry as a User, a Service Provider and now as an Educator.

He started his entrepreneurial journey in 2000 when he started his 1st venture, Whizlabs Software. At Whizlabs, he pioneered the efforts in building online market for Whizlabs’ assessment solutions for enterprises, and helped Whizlabs acquire over 100 Enterprise Customers including blue chip accounts such as Cisco purely using Digital Marketing. Whizlabs won the ‘Most Innovative Indian IT Company’ award from NASSCOM in 2004.

Kapil is known for his simplistic and inquisitive leading style, which motivates people to think out-of-the-box. It goes without that saying that Kapil has a deep passion for Entrepreneurship and Digital Marketing. He is a regular speaker at various Digital Marketing conferences and his previous speaking engagements include speaking at SearchCamp and OMCAR.
NIKHIL KUMAR VERMA

Nikhil Kumar Verma is a lead trainer for Digital Marketing (inc Social Media) trainings at Digital Vidya. He has worked previously in various roles as Brand Partner & Creative Technologist (at BBH India – a creative advertising agency), Digital Strategist (at Naked Communications – a strategic communications management consultancy), Product Manager (at True Sparrow Systems, building web applications for XING, the European business social network); and a digital marketing agency called Pinstorm. He also spent close to a year working at an early stage venture capital fund called Seedfund, and is an online evangelist for a lifestyle activism project called TheTossedSalad.com since the start of this decade.

He has been integral part of the teams that managed Digital Marketing campaigns for some of the leading brands such as Café Coffee Day, Airtel, ICICI Bank, MTV, Axe, Nokia, Skoda, RedBull.

Currently, Nikhil tinkers with the Internet and goes for longs walks after making lemonade. Nikhil made it to the list of top 50 most relevant Indian Twitter users at #3 in 2011, and went on to create a more comprehensive India Influencer index for twitter users. He’s also behind an award-winning startup ideation – gymwalla presented @ iWeekend 2010 at CIIE, IIMA. He holds a B.E. in Electronics & Communication Engineering from BIT Mesra, Ranchi.

PRATEEK SHAH

Prateek Shah is an entrepreneur who has been part of the social media industry since its inception in India. With a background in banking and public relations, he brings with him a diverse experience helping him better understand participants’ needs. Over the years, he has trained professionals at associations like FICCI, AMA, FISME; and conducted workshops for employees of organizations such as SBI, NTPC, L&T-PBEL, CNN IBN, Hindustan Times and more.

He was instrumental in launching India’s first student social network ‘AssetAmbassador.com’ and has managed social media campaigns for an array of brands like FIFA India, Imagine Apple, Educational Initiatives, Octane, Just For Hearts, Integra Profit, UrSqFt, Headstream Advisory, Tayal Capitals among others.

Prateek’s creative methods of training along with his interactive skills make his workshops lively, making the audience eager to not just listen, but contribute in a collective manner. His venture Green Smyles offers solutions for the holistic growth of organizations and individuals.
MANUJ BAJAJ

Manuj Bajaj is an SEM & Inbound Marketing Lead Trainer at Digital Vidya. Manuj Bajaj is a solution strategist, online marketing consultant, author, speaker and digital marketing coach with over 17 years of experience. He’s been a trusted advisor and business growth strategist to businesses from the SMB level all the way up to large enterprises.

He has been exceptionally successful at what he does for others and as a result has produced dozens of success stories. He has turned around various business initiatives in the online space from total disaster and loss making ventures to profitable ones. He has an incredible wealth and depth of knowledge that is mostly derived from first-hand experience while working in different industries.

He has been integral part of the teams that managed Digital Marketing campaigns for some of the leading brands such as Café Coffee Day, Airtel, ICICI Bank, MTV, Axe, Nokia, Skoda, RedBull.

- Degree in Electrical Engineering from Delhi College of Engineering (DCE).
- PPC and other digital marketing consulting for companies ranging from small local business accounts to large enterprises.
- Product definition & creation: Helping companies define, create, sell, and manage their products at scale and deliver value to their clients.
- Marketing specialties: PPC (holds three certifications from Google on AdWords), conversion optimization, analytics, email, content, social, etc.
- Conducts seminars for SMB owners with “Business Growth” as the central theme.
- Invited by IIM as the industry expert to deliver lecture and as panellist where he shared the stage / panel with other industry thought leaders from eBay, OLX, ColorPlus, Social Wavelength
- Authored a series of 8 books on computers “Computer Smart Series: Learning Computer for Smarter Life” taught in hundreds of schools across India with 200,000+ copies sold in two languages. The books are available at Amazon, Flipkart, SnapDeal, Fishpond (Australia), Book Depository (UK), MightyApe (Australia), MightyApe (New Zealand), HuntBee, ScholarKart, BookAdda etc.
RAJEEV KUMAR

Rajeev Kumar is an SEO expert who has been a part of the Search industry since its inception in India. With a background in Software Training and Online Consulting, he brings with him a diverse experience helping him better understand participants’ needs. The trajectory of his experience includes working with professionals from various industry like telecom, food chains and restaurants, electronics, banking, ecommerce and mobile manufacturing to name just a few.

He has also been instrumental in launching India’s first Google algo update proof SOS (socio-seo) labs in GroupM — a Fusion of SEO and Social where the SEO work has been amalgamated with facebook and twitter optimization and as a result of this website was made to rank among the top 10 rankings in Google. Additionally, his Passion for bringing businesses online and bridging a business connection between internet and physical businesses has been recognized. Rajeev’s invaluable consultation has been credited for a number of ventures in the past to successfully run their physical businesses with subtle online support.

HIMANSHU ARORA

A fervid Idea-tor who loves to contribute towards development in Digital Marketing, Himanshu tracks the Industry very closely. He has over 8 years experience in Digital Marketing especially around SEO, SEM and Social Media. He likes to call himself Digital Marketing fanatic but not a Guru as he feels that he will continue to be a student in this dynamic industry.

He’s always excited to meet newer people and exchange knowledge and experience about wide variety of Digital Marketing topics. He has strategized, designed and implemented Digital Marketing plans for some of the leading brands. His deep understanding of online user behavior helps him multiply Digital Marketing ROI for his clients.

NITHYANANDAN RAMAKRISHNA

Nithyanandan also known as Nithy has been handling Digital Marketing for almost 8+ years and counting. His inclination towards this subject has been really enthralling. In fact his creative contributions are spread across various industry verticals around the globe.

He live and enjoy living for three little and very powerful words: Work, Learn and Teach, which can be very well witnessed during his sessions. Furthermore, he is an experienced public speaker who is comfortable presenting on a wide range of topics. He even holds a strong track record of producing audio-visual content & presentations, copywriting, managing websites, lead sourcing and email marketing.
1. GOVT. CERTIFICATION

CDMM (Certified Digital Marketing Master) Certification is offered in partnership with Vskills (Govt. of India Initiative).

2. INDUSTRY ENDORSEMENT

“Digital Vidya’s certifications will not just be an add-on to your qualification, but will help you in getting better job opportunities. It is essential for budding digital marketing professionals to keep themselves updated about happenings and trends in social media marketing & a social media marketing certification is surely going to help them move forward in the right direction”.
– Navneet Kaushal, CEO, PageTraffic

"Digital Vidya's certifications covers all aspects of Digital Marketing at reasonable depth. We favor Digital Vidya's certified professionals for all Openings at Pinstorm" - Mahesh Murthy, Founder, Pinstorm

“A person coming up with Digital Vidya’s certifications will have a good background, and can start quicker. We will surely give preference to candidates with CSMP accreditation for entry level positions at Social Wavelength.” - Sanjay Mehta, Joint CEO, Social Wavelength

"A great initiative by Digital Vidya, the need of the industry as it evolves is to have this as an integral part of their training initiatives. With the medium fast evolving, Digital Vidya’s certification programs provide not only a value add from HR point of view but also brings Huge operational efficiencies and betters the talent pool of the agency.” - Avijit Arya, CEO, Internet Moguls

“We are looking forward to the trained and certified employees and gauge the impact it has made to the way they work as opposed to those who walk in untrained. I am pretty sure the certification is going to make a huge and positive impact to the way they work.” - Chaaya Baradhwaaj, Founder & MD, BC Web Wise Pvt. Ltd.
## What Did Our Participants Say About Us?

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
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<tbody>
<tr>
<td>Nasr Ul Haidi</td>
<td>Chief Sub Editor, NDTV</td>
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<tr>
<td>Aditya Chatterjee</td>
<td>E Marketing Manager, South East Asia, IDP Education India Pvt Ltd</td>
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<tr>
<td>Rajdeep Barooah</td>
<td>Manager, Asian Paints</td>
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<tr>
<td>Sonia Mehta</td>
<td>Chief Customer Experience Officer, Yatra.com</td>
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<tr>
<td>Nidhee Shukla</td>
<td>Product Manager, ICICI Lombard</td>
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<td>Manoj Gursahani</td>
<td>Chairman, TravelMART India</td>
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<td>Vamsheedhar</td>
<td>Consulting Manager, Wipro</td>
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<td>Vak</td>
<td>Head Marketing, Intuit</td>
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<td>Ashim Gupta</td>
<td>DGM Communications, General</td>
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<td>Nilesh Shah</td>
<td>Brand Manager, Tata Motors</td>
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<td>George John</td>
<td>Director of Marketing, Warner Bros</td>
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<tr>
<td>Preeti Naidu</td>
<td>Client Servicing Manager, MouthShut</td>
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<td>Sanjeev Kotnala</td>
<td>VP, Dainik Bhaskar</td>
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<tr>
<td>Abhishek Kadam</td>
<td>Asst Manager, Crosswords Book Store</td>
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"Enlightening, Enriching, Empowering"  
"Very Informative & Enlightening"  
"The boot camp was a real eye-opener to the ocean of possibilities that exists in the domain of social media"  
"Opened up the world of social media for me"  
"Hands on experience is what you get here"  
"Really worth my while..lot of learnings"  
"Good insights into the effectiveness of Twitter to business. In depth info on the success of businesses via Twitter"  
"It was a great program - an eye opener"  
"The knowledge & effectiveness of speakers was good."  
"Got new insights to SMM, strongly recommend for people in marketing/market research"  
"Excellent. Very Insightful"  
"Amazing experience"  
"A Must attend for everyone & anyone!!"  
"Very good. Get to know various social media sites. Thanks for that. Various tools to measure yourself in social"  

Trained 15000+ professionals (incl. CXO's) from 7000+ brands in 1000+ trainings across Asia since 2009
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<th>Participant Companies</th>
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<td><strong>INTERNET COMPANIES</strong></td>
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<td>snapdeal.com</td>
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<td>Quikr</td>
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<td>make my trip.com</td>
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<td>yatra.com</td>
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<td><strong>MEDIA, ENTERTAINMENT AND PUBLICATIONS</strong></td>
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<td>The Hindu</td>
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<td>Ministry of Manpower</td>
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<td>Greenpeace</td>
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FAQs (Frequently Asked Questions)

**Who will award this certification?**

Digital Vidya and Vskills will jointly offer this certification.

**Do you offer Money Back Guarantee?**

Yes! After attending 1st online session, if you don’t like the course then ask us for refund. We will refund your entire amount and will not ask any question except taking your feedback. At the same time, we will not be able to offer refund in any other condition.

**Will you offer Job Assistance?**

Having conducted over 1000+ trainings for participants from 7000+ brands, we are regularly approached by them for their Digital Marketing hiring needs. Once you clear the CDMM certification exam, we request you to share your latest profile with us and we will be glad to share it with relevant companies.

**Can I complete CDMM course in 3 months?**

Yes, if you choose to participate in both Weekday and Weekend batches, you can complete CDMM course in 3 months. In fact, there are large number of participants, who are completing it in 3 months.

**Why did you choose online medium for delivery?**

There are number of reasons for it. We’ve been successfully organising instructor-led, online courses since more than 3.5 years. In addition to helping you save precious time & money, instructor-led online format offers far better learning as we are able to provide you separate Industry Expert as Lead Trainer for each of the training modules. Online medium allows far deeper and regular interaction among participants and lead trainers throughout the course duration. It also significantly reduces your chance of missing a session as you will be able to attend the session from any place. For the same reasons, some of our corporate clients have also opted to do online trainings for them.

**Will I be able to clear Google Adwords certification?**

Yes, our SEM (Search Engine Marketing) module will enable you to do that. It actually covers far more than just Google Adwords.

**Who is Vskills?**

Vskills is a “skills testing” and certification exam conducted by - ICSIL, A Govt of India Undertaking and Govt of NCT Delhi Company. It is one of the largest manpower companies of the government of NCT Delhi. Vskills certifications help candidates quantify and prove their skills in a particular domain - skills that are valued by the employer and are in great demand.

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**Still have a query?**

Check CDMM Course FAQs video by our CEO at http://bit.ly/cdmm-faqs