

Learn from India's **Top**
Digital Marketing Faculty

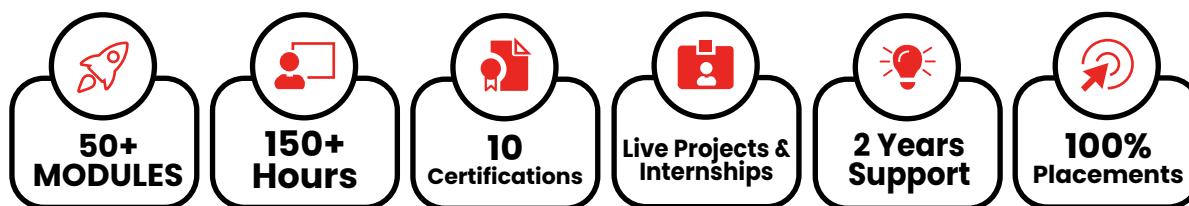


M.S KUMAR

Trained 11,000+ Students
540+ Corporate Workshops



India's First Ever ENTREPRENEURSHIP & DIGITAL MARKETING PROGRAM



3 Months Executive Program | 2,000 Batches | 11,000 Students |
Live Instructor-Led Training | Live Projects & Internships | Rs 5,00,000/-
Worth Tools & Softwares | 540+ Work Shops | Dedicated Placement Cell



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ENTREPRENEURSHIP & DIGITAL MARKETING PROGRAM: PROFESSIONAL CERTIFICATION

This program is designed to transform you into a digital marketing expert and take up your career to the next level. It caters to those looking for a new career in digital marketing or who want to improve their marketability to potential employers. The course will take you from competent digital marketer to domain expert. It will enable you to leverage on digital marketing strategies to drive higher growth and revenue

What you'll learn

- Formulate more effective Digital strategies.
- Gain an in-depth understanding of marketing activities
- Plan and execute successful Ad Campaigns with desired results.
- Master social media marketing and harness your growth possibilities.
- Strengthen your skills in analytics, Website planning and designing.

"Become a Wizard of DIGITAL MARKETING from our course that will take you from competent to a specialist."

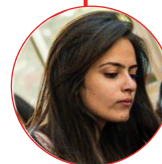
WHY EDMP - ENTREPRENEURSHIP & DIGITAL MARKETING PROGRAM?

- EDMP teaches you how to build, scale-up, and sustain your Brand's online reputation across all relevant digital platforms.
- Reaches people where they spend their time & money.
- **Levels the Playing Field for Small Business:** Affordability, Mobile Access, Flexibility, Expansion, Multimedia, Tracking, Interactivity, Authority, Influencer Engagement.
- Traditional marketing professionals who want to stay abreast with time and take up Digital marketing programs to scale up and stay ahead.

WHAT MAKES IT UNIQUE?

- Exclusive, original content:
We are focused on providing you content for learnings relevant to India and abroad that includes case studies and automation tools.
- Enriched and jam-packed:
Enrich with a complete bundle of sessions that includes videos and classroom tutorials from experts in the field.

A word from people who know...



"I'm happy to say that TDM has changed my life, after 3 months EDMP course, my Digital Marketing skills have improved. I strongly recommend it for Digital Marketing Aspirants."

- RICHHA

EDMP COURSE DETAILS

- 🔄 Duration: 3 Months
- 📅 Time commitment: 02 hours / Day (Mon - Fri)
- ✍️ A highly respected EDMP & Google Certifications
- 📁 Hands on practicals
- 👤 Live projects
- 🎓 Internships
- 🚀 5 Lakh worth tools

Most Advanced Digital Marketing Program in India



HOW EDMP EVOLVED ?

Our program starts from the fundamentals of marketing, focusing on laying a strong foundation in Marketing and Digital Marketing, with covering essential concepts of marketing like Segmentation, Targeting & Positioning, Advertising & Sales Promotions, Integrated Marketing Communications, Product & Brand Management, Digital Models & Channels

MODULE 1: Digital Marketing Introduction / Overview

- What is Digital Marketing?
- Digital Marketing v/s Traditional Marketing
- Importance of Digital Marketing
- Skills You Need For Digital Marketing
- How companies using Digital Marketing
- Digital Marketing Future/Job prospect

MODULE 2 :Website Planning & Structure

- Whats is Domain & Hosting
- Domain extensions
- HTTPS & SSL
- Types of Websites
- Planning your Website
- Website Archirecture
- Building Prototype

MODULE 3: Online Consumer Behaviour / Buyer Persona

- What Is A Customer Persona?
- How To Create A Customer Persona
- What Are Negative Personas?
- Turning Insights Into Action
- How Can Buyer Personas Be Used In Marketing ?
- Personal-Social-Cultural Psychological Factors

MODULE 4 :Competitor Analysis

- Website ranking factors
- What is a competitive market analysis?
- competitive market research
- Understanding Key Performance Indicators
- Setting Benchmark
- Competetor Analysis Tools

MODULE 5 :SEO-Search Engine optimization-ON PAGE

- What is SEO?
- How Search Engines Work?
- Ranking Factors
- Keyword Research
- Keyword types
- ON-Page Factors
- SEO-Content Optimization
- Website Audit & Analysis
- Tools



150GB Software's and Tool Kits



WHO SHOULD TAKE THIS COURSE?

- **Traditional Marketing and Brand Managers**, who need a quick accelerator into the digital realm in order to brief teams and drive improved performance and engagement
- **Corporate players** who are not involved in marketing, but concerned about how the brand is stacking up in this new, unpredictable space
- **'Newbies'** to digital marketing who want to explore if it is indeed a subject that interests them
- **Corporates** who are moving into marketing for the first time - or don't want to be marketers, but do want to understand the impact of how digital is levelling the playing field
- **SMEs and start-ups** who need to get their message out to drive success, growth and sustainability and understand the pivotal role digital marketing plays in engaging and growing audiences - in a cost-efficient way
- **Working Professionals** Digital Marketing expertise Has Proved To Be A Gold Mine For All The Marketing & Advertising Professionals. Digital Industry will produce more than 20 lakh jobs.
- **Business Owners** Pursuing Digital Marketing Course Will Help You To take your Business To Next Level, You Can stand out With Your Digital Marketing Strategies.

MODULE 6: SEO-Search Engine optimization-OFF PAGE

- Importance of OFF Page SEO
- OFF Page SEO Factors
- Link Building
- How to Build Backlinks
- Guest/Forum Posting
- Article / Directory Submissions
- Domain Authority

MODULE 7 :Technical SEO

- Indexation
- Submission to Search Engines
- Site Speed Factors
- Google Search Console
- Analyzing / Optimizing Rankings
- Monitoring
- Accessibility

MODULE 8:Local Search Listing - GMB

- Google My Business
- Benefits of GMB
- Listing your Business on Google Maps
- Setting up Profile & Services
- Getting Reviews on GMB
- Lead generation using GMB

MODULE 9 :Landing Pages

- What is a Landing Page?
- Types of Landing Pages
- Anatomy of Landing Pages
- Conversion & Optimization
- What is A/B Testing
- What is Call to Action

MODULE 10 : SEM -Search Engine Marketing Pay Per Click - PPC

- Overview of SEM and PPC
- Difference Between SEM/PPC
- Types of Paid Ads
- Ad Networks
- AD RANK
- Quality Score
- Keyword research tools
- Keyword Match Types
- Bidding Types

MODULE 11 :Google Adwords

- Adwords Introduction
- Adwords Account types
- Setting up Adwords Account
- Types of Campaigns
- Adwords Campaign Structure
- Budget & Billing
- Choosing Target Audience Segments
- CPC - CPA - CPM - CPV Bidding Options
- Setting up Remarketing/Retargeting
- Google Merchant Center
- Google Certifications
- Search - Display - Video - Shopping - Mobile Ads
- Bid Strategies
- Conversion Tracking
- Google Tag Manager
- Google Merchant Center
- Live projects



11,000 Trainees

More Than 540
Corporate Workshops
Conducted

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- ✓ 2 Years Support
- ✓ Free Startup Consultation For 6 Months
- ✓ LMS And Access To Video Recordings
- ✓ 10 Certifications - Internship
- ✓ Career & Placement Assistance
- ✓ 150gb Software's And Tool Kits.
- ✓ Get Mentored By Top Industry Experts
- ✓ Work On Live Projects And Internship
- ✓ One-one & Batch Trainings

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Discount Registration



MODULE 12: Bing Ads

- Bing Ads Vs Google Ads
- How to launch a Bing Ad campaign
- Create a Bing Ads account
- Import your Google Ads campaign
- Create your first campaign
- Bing Ads certification

MODULE 13 : Social Media Optimization

- What is Social Media Optimization
- Choosing the Right Platforms
- Types of Social Media Content
- Social Media Post Size Guidelines
- Competitive Analysis
- Optimizing Your Brand on Social Media
- What & When To Share on Social Media

MODULE 14: Facebook Marketing

- Introduction to Facebook Marketing
- Setting up your profile
- Profile Do's & Don't's
- Setting up Facebook Business page
- creating and Maintaining Facebook Groups
- How to get Likes
- Types of Facebook Posts
- Facebook Marketing Strategy
- Measuring Results with facebook Analytics
- Facebook marketing Tips

MODULE 15 : Facebook Advertsing

- Facebook for Business
- Ad Manager & Business Suite
- How to Advertise on Facebook
- Facebook Ad Types
- Facebook AdSpecs
- Campaign Objectives & Goals
- Audience Research & Targetting
- Bidding Strategies
- Tracking Facebook Ad's Performance
- Facebook Pixel Retargetting
- Instagram Ads

MODULE 16 :Instagram Marketing

- Why Instagram Marketing?
- Setting up your Profile
- Types of Instagram Posts
- Creating Business account
- Instagram Hacks & Practices
- Building Instagram Strategy
- Using Hashtags to grow followers
- Instagram Influencer Strategy
- Instagram Marketing Ideas & Examples
- Post Creation tools & Apps

MODULE 17 :LinkedIn Marketing

- What is LinkedIn Marketing?
- Setting up your Profile
- Creating a Business Page
- LinkedIn Premium Features
- LinkedIn Groups
- How to Increase Followers
- LinkedIn Jobs
- Types LinkedIn Ads
- Creating Paid campaigns
- How To Build A Brand And Become An Expert
- How to get Noticed by Recruiters
- LinkedIn Marketng Strategy
- LinkedIn Growth Hacking Tips
- How to use LinkedIn to grow your Brand

THE BENEFITS OF EDMP

- India's most advanced Digital Marketing Curriculum.
- Access 100+ premium tools.
- Get trained by industry expert with 13 years experience.
- Get hands- on experience on real time live Digital Marketing projects.
- Get one-on-one personal consultation for doubts clarifications.
- Get personalized HR career consulting services.
- Get 2 years dedicated support for every student.

By 2023, in India Digital industry will produce more than 20 Lakhs jobs.



MODULE 18: Video-Youtube Marketing

- Benefits of Video Marketing
- How Video Marketing Works
- Types of Video Marketing
- How to Make Videos for your Business
- Why Youtube Marketing is Important?
- Creating Youtube Channel Guidelines
- Uploading Videos & Creating Thumbnails
- How to Rank on Youtube
- How to get more Views & Subscribers
- Youtube Monetization
- Youtube Marketing Strategy

MODULE 19 : Twitter Marketing

- Twitter Marketing
- Twitter Hashtags & Trends
- How to Grow Followers
- Twitter Paid Ads
- Twitter Marketing Strategy
- Twitter Analytics & Tools

MODULE 20: Social Media Strategy & Planning

- What is Social media Strategy?
- Setting Goals & Objectives
- Social Media Management Tools
- Social media Metrics
- Creating Social Media Content Calendar
- Social Media Strategy Template
- Measuring Results

MODULE 21 : Online Reputaion Management - PR

- ORM-How It Impacts Your Business
- Social Listening Definition
- Paid-Owned-Earned-Shared Media
- PESO Model
- Why Social Listening Matters
- Social Media Listening Tools
- Online Reviews Management
- Online Reputation Management Strategies

MODULE 22 :Influencer Marketing

- What is Influencer Marketing
- Value & Benefits of Influencer Marketing
- How to be an Influencer?
- How to find Influencers for your brand
- Creating Sponsored Content
- Influencer Marketing Strategy

MODULE 23 :Viral Marketing

- What is Viral Marketing?
- How Viral Campaign works
- Advantages of Viral Marketing
- Creating Viral Marketing Content
- Viral Marketing Techniques
- Viral Marketing Examples & Case Studies



What are you waiting for ?

GET 5,00,000/- WORTH
DIGITAL MARKETING
TOOL KIT



MODULE 24: Growth Hacking

- What is Growth Hacking
- Benefits of Growth Hacking
- How to be a Growth Hacker
- Growth Hacking Techniques
- Growth Hacking Tools
- Get Instant Followers on Social Media

MODULE 25: Affiliate Marketing

- What is Affiliate Marketing?
- How Affiliate Marketing works?
- Types of Affiliate Channels
- Affiliate Networks
- How to get started
- Picking the right products
- Affiliate marketing strategy
- Amazon Associate - Click bank - Digistore24,...

MODULE 26: Mobile Marketing

- What is Mobile Marketing
- Types of Mobile Marketing
- Mobile Marketing Strategies
- Responsive Web Design
- AMP-Accelerated Mobile pages
- Planning & Optimizing Mobile marketing
- QR codes - Digital visiting cards
- WhatsApp Marketing

MODULE 27 : App Store Optimization-ASO

- What is App Store Optimization (ASO)?
- Why Is ASO Important?
- App Store Optimization (ASO) factors
- Apple App Store & Google Play Store Ranking Factors
- How to Help Your App Rank
- App Store Optimization Strategy
- App Ratings & Reviews
- App Store Optimization Checklist

MODULE 28 :Email Marketing

- What is Email Marketing?
- Why email marketing is Important?
- Types of Email Marketing
- How to Build Email List?
- Email Marketing Tools
- Email Marketing Plan
- Creating Email template
- Launching Email Campaign
- Tracking & Analytics

MODULE 29 :CMS -Wordpress

- What is Content management System
- Popular CMS Platforms
- Introduction to Wordpress CMS
- Wordpress features
- How to Install Wordpress
- Identify Free & Paid Themes
- Build your Own Website without coding
- Wordpress Plugins & tools
- Free Access to 5000+ Wordpress themes



MODULE 30: Content Marketing

- What is content marketing?
- Content Marketing Significance
- Components of content marketing
- Distribution channels
- Content Marketing Tools
- Article Spinner Tools
- Content Marketing Calendar
- Types of Content Marketing
- Content Style Guidelines
- Content Creation Tools
- Canva-Invideo-Crello-editing Apps
- Plagiarism checker
- Content Marketing Strategy
- Get 10,000 Images and Canva Templates for Free
- Copy writing

MODULE 31: Blogging & Story telling

- What is Blogging?
- Blogging Vs Traditional Websites
- Benefits of Blogging for Business
- Free Blogging Platforms
- How to build your Personal Blogging Site
- How to make money from blogging

MODULE 32: Make Money Online-Ad Sense

- How to Monetize your website
- Ways bloggers make Money
- Google AdSense Program
- APP Monetization
- In-App Monetization
- In-App Advertising
- In-App Advertising Strategy
- Choosing Advertisements on your Website.
- Income Streams
- Ad Networks
- Ad Formats

MODULE 33 : Web Analytics - Google Analytics

- What is web analytics
- Why web analytics are important
- How web analytics work
- Google Analytics Introduction
- Important KPI Metrics to Track
- Campaign data
- Audience data
- Audience behavior
- How to setup Google Analytics
- Google Analytics Reports
- Tracking & Analyzing Data
- Google Analytics Certification

MODULE 34 :Conversion Rate Optimization - CRO

- What is CRO?
- How to Calculate Conversion Rate
- CRO Steps & Process
- Benefits of Conversion rate Optimization
- Ways to Improve Conversion Rate
- Conversion rate optimization tools
- Conversion rate optimization best practices

MODULE 35 :Lead Generation For Business

- What is Lead Generation?
- Lead Generation Process
- Components of lead generation
- Sales Funnel
- How to Start a Lead Generation Business
- Creating follow-up campaigns
- How to get qualified leads
- Lead Generation Strategies

**ABOUT EDMP - ENTREPRENEURSHIP & DIGITAL MARKETING PROGRAM**

Developments in digital technology and advancements in e-commerce have shaped the buyer market, creating a dynamic marketing evolution. Studying the Digital Marketing and E-commerce course prepares you for the exhilarating, fast-moving business world and specializes in digital marketing methods and strategies.

A dynamic digital marketer helps businesses with proven strategies and tips to grow businesses online. If you want to learn more about SEO, digital marketing, conversion optimization, e-commerce, or even how to generate more sales, check out The Entrepreneurship & Digital Marketing Program. We focus on actionable Digital Marketing tips, strategies, and case studies.

Become a specialist in developing and executing digital marketing strategies with our program. This program offers knowledge of online advertising and publicity, Search Engine Optimization (SEO), analytics, data-driven decision making, content development, and creating a social media strategy and managing it.

Students will also learn to assess the digital marketing requirements of clients, conduct audits, and build and introduce marketing plans.

You will get to work with a number of different clients across a variety of sectors including corporations, NGOs, governmental agencies, influencers, celebrities, etc which helps you to boost your versatility and ensure success in the jobs market. This program provides complete training in online marketing through advanced digital marketing topics.

Indias First Ever Entrepreneurship
& Digital Marketing Program

MODULE 36: Sales Funnel

- What is a sales funnel?
- Why is the sales funnel important?
- What are the sales funnel stages?
- AIDA Model
- How to create a sales funnel for your business
- Customer Retention strategies
- Creating Content for Each Stage
- Sales funnel Template

MODULE 37: CRM-Customer Relationship Management

- What is CRM
- Why do companies use CRM software?
- Types of CRM
- CRM Tools
- Hubspot - Bitrex 24 - Zoho CRM tools

MODULE 38: Performance Marketing

- What is Performance Marketing?
- Benefits of Performance Marketing
- How Does Performance Marketing Work?
- Pay only for results
- Channels Used for Performance Marketing
- Performance Marketing Strategy

MODULE 39 : Ecommerce Marketing

- What is Ecommerce Marketing?
- Types of Ecommerce Business Models
- Types of Ecommerce Marketing
- eCommerce Marketing is Essential for Your Business
- eCommerce Marketing Strategies
- User Experience strategies
- Ecommerce Marketing Plan

MODULE 40 :Omnichannel Marketing

- What Is Omnichannel Marketing
- Why is Omnichannel Marketing Important?
- Omnichannel vs. Multichannel, and Cross-Channel Marketing
- How to Build a Perfect Omnichannel Marketing Strategy?
- Omnichannel Marketing Strategies for Your E-commerce Business
- Boost Your ROI With Omnichannel Marketing
- Omnichannel Marketing for Mobile Apps

MODULE 41 :Marketing Automation

- What is Marketing Automation
- Components of marketing automation
- How does marketing automation work?
- Marketing Automation for your business?
- Prioritise leads and improve marketing ROI
- Components of marketing automation
- Marketing Automation Tools
- Optimizing your Marketing Automation



“Good marketing makes the company look smart. Great marketing makes the customer feel smart ”

Access 100+ premium tools



Indias Most Unique Digital Marketing Program

MODULE 42 : Digital Marketing Strategy

- How to structure a digital marketing strategy?
- Why do you need a digital marketing strategy?
- 5 stages of planning a digital marketing strategy
- Digital marketing strategy and planning template
- Building Digital Marketing Action plan
- How to create a winning strategy
- RACE Model
- S.M.A.R.T Goals

MODULE 43: Entrepreneurship

- Functions of Entrepreneurship
- Qualities of an Entrepreneur
- Types of Entrepreneurs
- Validating your Idea
- Prototyping
- Understanding the Meaning an Entrepreneur
- Steps involved in Entrepreneurship
- Getting From Business Idea to Business Model
- Innovation of Business Model
- Creating Business Plan
- Telling Your Story

MODULE 44 : Personal Branding

- What is Personal Branding
- Why is Personal Branding Important?
- The Importance of a Unified Theme
- Techniques to Build Your Personal Brand
- Finding your Niche
- Create Your Brand
- Promote Your Brand using Social Media
- Building Your Personal Brand
- Boost Your Career

MODULE 45 : Starting a Startup

- Types of Online Business
- Owning the great Idea
- Finding needs & Choosing Market
- Niche-Product That Sells
- Market research
- Know your Competitors
- Company Registration
- Patents & Trade marks
- Building your Team
- Define your Brand Identity
- Building Online Website
- Startup India Scheme Guidelines
- Investor Pitch Deck
- Setting up Goals
- Marketing Strategy
- Series A, B, C Funding

MODULE 46 : Start And Run a Digital Marketing Agency

- Educate Yourself
- Find Your Niche
- Do Competitor Research
- Launch Your Website
- Generate Leads
- Service costs
- Build Your Core Team
- Build a Portfolio
- Set a Business Model
- Have a Social Media Presence



REGISTER NOW

MODULE 47: B2B Marketing

- What is B2B marketing?
- B2B vs B2C Marketing
- B2B Marketing Strategies
- B2B Digital Marketing
- B2B Content Marketing
- B2B Social Media Marketing

MODULE 48: Content Creation Tools & freebies

- Canva tool for image & video
- In-Video tool for promos & Videos
- Lumen5 for Video Creation
- Mobile apps for instant Images and Insta Videos

MODULE 49 : Guerrilla Marketing

- What is guerilla marketing?
- Setting up your profile
- Types of Guerrilla Marketing
- Guerrilla Marketing Examples
- How Big Businesses Are Using Guerrilla Marketing
- creating Guerrilla Marketing Campaigns

MODULE 50: Certifications

- Preparing for Google Adwords certification
- Google Analytics certification
- Hubspot Certification
- Bing Ads Certification
- Internship
- Live projects
- Placement Services offer by TDM



GROW YOUR KNOWLEDGE AND STAY AHEAD OF YOUR COMPETITORS



LIVE PROJECTS

Our Live Projects will ensure that you have real-world experience in different components of Digital Marketing.



ADVANCED CURRICULAM

Digital Marketing Program is Designed by Industry Experts, including the latest trends in the Industry



STUDENT LMS

We provide dedicated student Learning management portal for classes, recordings and job placement preparations & Trainings at TDM.



THE DYNAMIC MARKETER DIFFERENCE



ONLINE LEARNING + the 'human touch' you'll only get from us

While online learning offers time-flexibility and the ability to study anywhere in the world; it can also feel a little lonely at times. The Dynamic Marketer is obsessive about offering a 'virtual classroom' learning experience you won't get anywhere else – combining human interactions, input from our academic team and industry gurus, with all the convenience you need.

Real-world insights from experts



You'll get 'insider' access to exclusive videos from industry leaders and subject-matter experts – giving you tips, techniques and learnings invaluable to bringing your online learning to the real world. Our connection to industry is something we're incredibly proud of, and it's what sets us apart from the other institutions.

A team of humans dedicated to your success



A team of real, live people (not bots) is allocated to every course. The Course Coordinators' mandate is to cheer you over the finish line, keep you motivated, and ensure you have the best, most value-adding learning experience. And our knowledgeable team of Instructional Designers and subject matter experts are on standby for topic-specific questions.

Original, carefully curated and relevant content



Rather than opting for the easier option of reselling content (created by others), we develop our courses internally – often roping in industry experts who run successful organisations – to ensure what you learn is both current and relevant to the South-African context.

Courses are designed in response to market demand or skills gaps as they arise in this rapidly changing world.

A trusted signal on your CV



We take our role – in equipping you with everything needed to grow your career – seriously. Our online courses are intended to put you through your paces, stretch your mind, and equip you with fundamental skills. It's the reason business leaders regard a qualification from Red & Yellow as the mark of a competent, capable individual, able to add value from day one – with the theoretical knowledge, the practical know-how and the human skills essential for future success.

Join our 20,000+ Alumni



“

I chose this course because I wanted to improve my Digital Marketing skills. I chose The EDMP because it is very affordable and I am very happy with the timetable.

”



- RIYA MALAKAR

“

Thanks to their friendly teachers and helpful staff, I could find the best course to suit me. In just three weeks I had the chance to fully prepare for my exam and at the same time make friends with people from all over the world.

”



- PAVAN

“

I was clueless regarding my career, but had an inclination towards the field of digital marketing. I had researched a lot of institutes and found this institute very convincing. The best decision I have ever made, I got the right consultation and knowledge.

”



- IRFAN

“

“Before I came here I didn't know anything about EDMP, but after 3 months studying here my DM has improved much quickly than I ever expected. I absolutely recommend it for new students

”



- YALLALING



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