



**Delhi School Of
Internet Marketing**

A premier google partner

MASTERS IN DIGITAL MARKETING

India's 1st Digital Marketing Training Institute.

PREMIER

Google
Partner

TABLE OF CONTENTS

A Word from the Founder	6
Training Details	7
Professional Certifications	11
Why DSIM?	18
Success Stories	20
Free Tools	25
Training Centers	26
A Plan For You	28



India's only
premier Google
partner institute

17,517+
Trainees

570+
Batches

8.7/10
Rating

WANT TO BE SUCCESSFUL?

EDUCATE YOURSELF!

In Spring 2011,

DSIM innovated and changed the way, people did marketing, by launching India's 1st Digital Marketing Training Program.

Today after 7+ years & 17000+ success stories

In Spring 2018,

We brain-stormed!

We spoke to our ex-trainees!

We discussed!

We welcomed FEEDBACKS!

The outcome-

WE INNOVATED ONCE AGAIN!

& curated something Exceptionally Excellent!

Something that, INDIA hasn't witnessed before!

DSIM proudly announces...

MASTERS IN DIGITAL MARKETING

an exclusive Quadripartite (4 in 1) program.

A training program where you learn from-

- Internet Millionaires
- Industry Leaders
- Founders of renowned Internet companies



Kunal Choudhary

Founder

Delhi School of Internet Marketing

~~Advance~~
**Masters in
Digital Marketing**

(4 Courses in One)

(36 Modules)

India's 1st HYBRID Program

1

Digital Marketing Course (111 hours)

- 1 Digital Marketing Overview - 3 Hours
- 2 Website planning & Creation - 12 Hours
- 3 Email Marketing - 4 Hours
- 4 Lead Generation - 3 Hours
- 5 Google AdWords - 12 Hours
- 6 Google Analytics - 6 Hours
- 7 Facebook Marketing - 12 Hours
- 8 LinkedIn Marketing - 3 Hours
- 9 Twitter Marketing - 6 Hours
- 10 Video Marketing - 3 Hours
- 11 Instagram marketing - 2 Hours
- 12 Pinterest Marketing - 2 Hours
- 13 Search Engine Optimisation(SEO) - 15 Hours
- 14 Online Display Advertising - 3 Hours
- 15 Ecommerce Marketing- 6 Hours
- 16 Mobile Web Marketing - 3 Hours
- 17 Content Marketing - 3 Hours
- 18 Online Reputation Management - 3 Hours
- 19 Affiliate Marketing Basics - 3 Hours
- 20 AdSense & Blogging - 3 Hours
- 21 How To Grab Freelancing Projects? - 1 Hours

2

Advance Optimisation/ Marketing Techniques & Strategies (21 hours)

This course makes you stand apart from the whole crowd & a real digital marketing expert.

- 1 Spying on Competitors Marketing Strategies - 1 Hour
- 2 Influencer Marketing - 2 Hours
- 3 Email Marketing - 2 Hours
 - How to Write Killer subject Line to Ensure High Open Rates
 - Optimisation Techniques
 - Ensuring High Inbox Delivery (How to escape spam filters)
 - Email Marketing Strategies
- 4 Lead Generation - 3 Hours
 - Optimising Landing Pages
 - A/B Testing
 - Sales Funnels
- 5 Facebook Ads - 2 Hours
 - Optimisation Techniques
 - Automation
 - Advance Scaling Strategies
- 6 Twitter Marketing - 1 Hour
 - Multiple Strategies to Increase Organic Reach with Examples.
 - Twitter Cards
- 7 Instagram Marketing - 1 Hour
 - A Proven Case Study - How a brand reached from 0 to 1,00,000 followers organically in less then 1 year.
- 8 Growth Hacking - 3 Hours
- 9 Steroids for SEO - 2 Hours
- 10 Google Adwords - 2 Hours
 - Advanced Optimisation of Campaigns
 - Competitors Analysis
 - Decoding Google Adwords Algorithm
 - Scaling Strategy that works
- 11 Media Buying using Programmatic and Google Double Click - 1 Hour
- 12 A Massive list of 500+ Digital Marketing Tools used by Top Digital Marketers Worldwide - 1 Hour

3

Kunal's Masterclasses How to make money with Affiliate & Blogging (12 Hours)

1 Affiliate Marketing - 6 Hours

Affiliate Marketing can be scaled to a million dollars a month with 50% profits margins in no time. All one needs is how to-

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to multiply earnings
- Tools used by super affiliates

2 Deep Blogging Secrets that makes money in 2018 - 6 Hours

A combination of three successful methods to make money with blogging. No hustling around with writing good content, doing SEO & getting organic traffic from google. But a proven method that is known only to a handful of affiliates & bloggers that can be scaled to a profitability of more than \$1000 everyday.

4

Black Hat Techniques (6 hours)

- 1 Black Hat techniques that work in 2018 & known only to renowned digital marketers worldwide


Fasten Your Career & Business Growth

Become an expert in...

- Increasing online brand awareness
- Bringing targeted traffic to website
- Generate potential leads
- Increase sales with less marketing expense

Become A Google & Facebook Certified Professional

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered. After completion of the training not only will you become an expert in digital marketing but you will also be a Google & Facebook certified professional.



One Training Program 15 Certifications

✔ 6 AdWords Certification

To become AdWords Certified, you'll need to pass the AdWords Fundamental exam and one more AdWords exam. DSIM will prepare and help you to clear all these exams -

- AdWords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

✔ 3 Hubspot Certifications

- Inbound certification
- Content Marketing certification
- Email Marketing certification

✔ Facebook Blueprint Certifications

- ✔ Google Analytics Certification
- ✔ Google Mobile Sites Certification
- ✔ Google Digital Sales Certification
- ✔ Rankwatch Certified SEO Professional
- ✔ Industry Recognized DSIM Certificate





HOW

DIGITAL MARKETING WILL HELP YOU?

“SCROLL
DOWN”

WORKING PROFESSIONAL?

Add skills that are valued globally.



Only 7% of professionals reach top managerial positions.
can you be one of them?

JOB SEEKER?

We help you stand out



Your job hunting ends here.

STARTING A NEW VENTURE?

Rise above competition



We help startups start

BUSINESS OWNER?

Is your online marketing Strategy limited to?



Companies using digital marketing strategies have 2.8 times better growth revenue expectancy

WHY DSIM?

7450+

Careers Redefined

4600+

Businesses Increased Revenue

3700+

Job Placements

1200+

Became Internet Entrepreneur



17,517+

SUCCESS STORIES

“

DSIM's
training helped me
earn 7 lacs within
a year as a
freelancer.



- Manish Rohilla





"DSIM
helped me to
join Google as
a Senior Analyst."

- Manish Gupta



"DSIM
gave me my
first job at
Accenture."

- Sai Kiran Reddy



"DSIM
delivers what
it promises."

Devansh Singh

ALUMNUS

27%
BUSINESS OWNERS



With 550 million Internet users in India, marketing has changed completely. Achieve your business goals by marketing it online.

52%
WORKING PROFESSIONALS



Only 7% of professionals reach top managerial positions. Can you be one of them?
Add skills that are valued globally & break on through to the other side.

21%
JOB SEEKERS



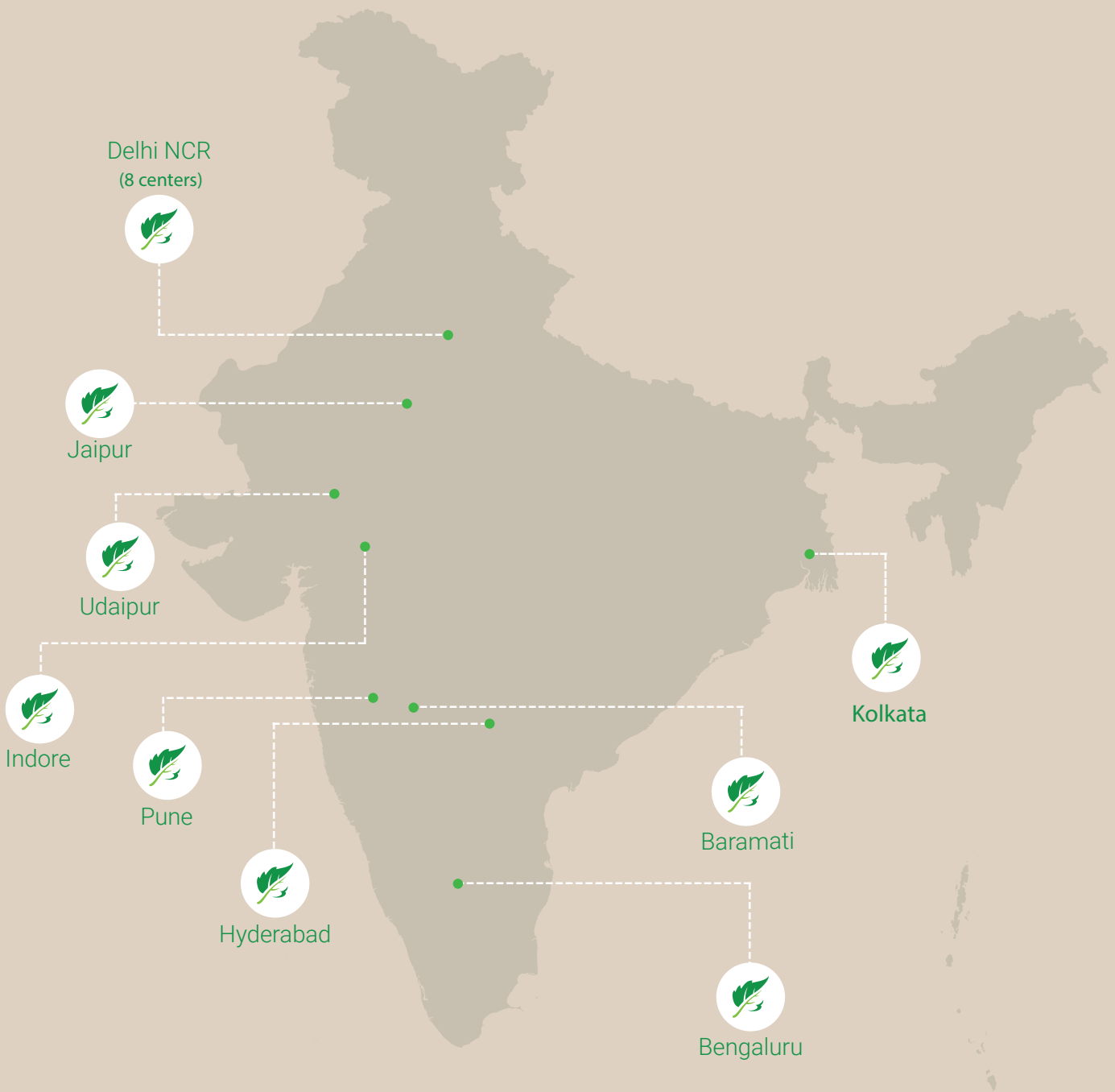
India needs 20lacs digital marketers with over 18lacs digital marketing jobs already listed on top job portals. DSIM alone has placed 3700 trainees in Digital Marketing domain. Your job hunting ends here.

TOOLS & SOFTWARE

WORTH INR 70,644/-

ABSOLUTELY FREE

16+ CENTERS AND COUNTING



CAREER OPTIONS

(for freshers)

In 2018 Skills & Knowledge Matters... Degrees don't



Social Media Analyst

Salary : 20k to 32k
After 3 years of experience
Designation- Social Media Manager
salary 42k to 80k



PPC Analyst

Salary: 22k to 35k
After 2 years of experience
Designation - Sr. PPC Analyst
Salary: 45k to 90k



Content Marketing Executive

Salary: 25k to 40k
After 3 years of experience
Designation- Content Marketing Manager
Salary: 50k to 70k



Digital Marketing Executive

Salary: 27k to 45k
After 3 years of experience
Designation- Digital Marketing Manager
Salary: 65k to 1L



Online Reputation Executive

Salary: 23k to 32k
After 3 years of experience
Designation- Online Reputation Manager
Salary: 42k to 60k



Freelance Digital Marketer

Monthly earning with just
2-3 projects: 50k to 85k
Monthly earning with just
4-5 projects: 1.2L to 2L

A MAN
WITH
\$ 2 MILLION
IN BANK, HAS
A PLAN
FOR YOU →

Kunal Choudhary,
Founder DSIM & Affiliate Marketing Guru
took a challenge in Jan 2018, that he will make
Rs. 2,00,00,000 in 12 months by investing 30 mins/day.
Learn tricks and techniques from
the master himself on his voyage, and

EARN

Rs. 2,00,000 to Rs. 10,00,000
every month as a part time
digital marketer

HOW MUCH KUNAL HAS EARNED SO FAR?

Click here - www.dsim.in/kunal

WHO'S Next?



YEAR
2010

Bhavish & Ankit
Founded



YEAR
2010

**Vijay
Shekhar
Sharma**

Founded



YEAR
2011
Sandeep & Sanjay
Founded



YEAR
2013



Ritesh Agarwal
Founded



YEAR
2007



Sachin & Binny
Founded



YEAR
2002

Anupam Mittal
Founded



YEAR
2010

Ashutosh Lawania
Founded



YEAR
1996
Sabeer Bhatia
Founded



YEAR
1994



Vikaas Gutgutia
Founded



YEAR
2010



Kunal & Rohit
Founded



YEAR
2008

Deepinder & Pankaj
Founded



DSIM TRAINEES ARE WORKING AT

		ZARA	Google	TATA TATA CONSULTANCY SERVICES	SOUTH INDIAN Bank	SAMSUNG	Reliance Industries Limited
rediff	PHILIPS	paytm	oyo ROOMS	OLX.in	OLA	NIC NATIONAL INFORMATICS CENTRE	naukri.com
MAX HEALTHCARE Care for life	MANAV RACHNA Iyav-gandharvakshat	make MY trip	magicbricks!	McAfee	lifestyle YOUR STYLE. YOUR STORE.	LG	LAVA
ITC Limited	INTEX DEMAND MORE	INVESTORS CLINIC Property • Peace • Prosperity	JABONG.COM	JAYPEE GROUP	JET AIRWAYS	Justdial India's No. 1 local search engine	kotak
IndiGo	THE INDIA TODAY GROUP	इंडियन ऑयल IndianOil	इंडियन बैंक Indian Bank	ICICI Lombard GENERAL INSURANCE	ICICI	IBM	ibibo INDIA'S LEADER
Goodyear	SIEMENS	HCL	Hero	hindustantimes	hp	IIT	Hindustan Unilever Limited
ebay	zomato	ESSAR	fernsnpetals	Fortis	GAIL	GENPACT	GAR Creating tomorrow today
COSTA COFFEE	cvent	Dabur	DELL	DLF	Adobe	Dr Batra's	EA SPORTS
CADILA PHARMACEUTICALS LIMITED	café Coffee Day	CAREER LAUNCHER	Cipla	Coca-Cola	WIPRO Applying thoughts	CONVERGYS	Cognizant
Apollo Hospitals	ASHOK LEYLAND	BAJAJ	Bank of America	BBC	bharti	बी एच ई एल BHEL	Cadbury
Amway	AMERICAN SWAN	AMERICAN EXPRESS	Ambuja Cement	amazon	airtel	AIR INDIA	AIRCEL
snapdeal.com	AEgis TECHNOLOGIES	INDIAN RAILWAYS	Adobe	ABP न्यूज	आज तक	99acres.com	ShopClues.com

PREMIER

Google
Partner

~~yesterday~~

NOW

~~tomorrow~~



www.dsim.in



8800290309



Evening & Weekend
Classes



**Delhi School Of
Internet Marketing**
A premier google partner