

# GET IN THE GAME

DIGITAL MARKETING INSTITUTE

Get Certified as a  
Digital Marketing  
Professional



# WHY DIGITAL MARKETING?

From almost 0% in 2005 to 40% in 2020, Digital has become an integral part of Marketing budgets and will soon overtake all other traditional channels of Marketing. With the demand for digital marketers outweighing the supply, professionals skilled in digital strategy, consumer behaviour, content distribution, and social media are in high demand. This program aims to bridge that gap and create industry-ready candidates



## WHO IS THIS PROGRAM FOR ?



Freshers looking to make a career in Digital Marketing



Entrepreneurs looking to get an in-depth understanding of Digital Marketing



Manager/ Executives looking to upgrade their skills in Digital Marketing

# DIGITAL MARKETING COURSES WE OFFER!

## DM Specialist, DM PRO

### ■ DM-SPECIALIST

CERTIFIED DIGITAL MARKETING SPECIALIST [3 Months]

Course Duration : 3 Months 100% Placement Support

### ■ DM-PRO

CERTIFIED DIGITAL MARKETING PROFESSIONAL  
+ INTERNSHIP (6 Months)

Course Duration : 3 Months (Internship: 3 Months  
@ Codeyaya Technologies Pvt. Ltd 100% Placement Support)



## CERTIFICATES AWARDED BY



# INTERNSHIP OPPORTUNITIES



Right Keyword strategy  
for SEO



Risk analysis of a brand's  
online presence



Campaign Planning for  
Popular Ad Tech Platforms



Preparation of complete  
Digital strategy



Evaluation of  
Content & Ads



Preparation of Digital  
Outreach Plan



Creation of Social Media  
Calendar



Evaluation of 3.5  
websites



Assessment of Busi-  
ness/Industry

## YOU WILL MASTER

Consumer Segmentation | Consumer Marketing | Channel Marketing

Influencer Marketing | Performance Marketing | Affiliate Marketing

Web Analytics | Search Engine Marketing | Social Media Marketing

Online Reputation | Management | Mobile Marketing

# TOOLS YOU WILL BE WORKING ON



**Hemingway**  
Editor

bluehost

yoast

**SUCURI**  
Real People. Real Security.

**WooCommerce**

**TOTAL CACHE**

wpforms

MonsterInsights

SumoMe

**BackWPup**

**Jetpack**

**WIX.com**

**weebly**

**Google**  
Keyword Planner

**Google**  
Search Console

**SEMrush**

**MOZ**

**Keyword Tool**

**Ubersuggest**



**Google Developers**  
PageSpeed Insights

**Screamingfrog**

Getting Started with  
 **GTmetrix**

**YSlow**

**Google Analytics**

**digg**

**MIX.COM**

**ahrefs**

**facebook**  
INSIGHTS

**Ads Manager**



**LinkedIn ads**

**Ads**

**klear**

**Hootsuite**

**buffer**

**BuzzSumo**

**Google**  
Alerts

**BRAND24**

**talkwalker alerts**

**mention**

**ReviewTrackers**

**trackur**

**radian6**

**REPUTOLOGY**

**SQUARESPACE**

# GET IN THE GAME



## OUR AWESOME CLIENTELE



Kanneth Business Centre, 2nd Floor, MG Rd, Above Federal Bank,  
Sultan Bathery, Kerala 673592

INDIA | UAE