





# NEW WAVE DIPLOMA COURSE IN DIGITAL MARKETING

IDMI's New Wave Diploma Course in Digital Marketing offers comprehensive training on various digital marketing domains. Students can access 30 digital marketing tools, gain project experience and work on a live project. The course helps students acquire digital marketing skills such as Search Engine Optimization & Marketing, Social Media Marketing, Email Marketing, YouTube content creation, LinkedIn Marketing, Digital Analytics & more.

# EXCLUSIVE FEATURES



Training through  
Live Project Execution

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Transformed 2000+ freshers  
into digital marketing experts

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Founders Digital Marketing  
Expertise 20+ Years

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Get the Internship at 9 years old  
ISO certified company OpenDG

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Includes basic training in the supporting areas of  
web designing, content writing, graphic designing

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Get placed in any of the  
11 partnered companies

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# COURSE CURRICULUM



Introduction



Digital Marketing Strategy



Search Engine Optimization (SEO)



Internet Internal Framework (Part A)



Internet Internal Framework (Part B)



Website Planning & Creation



Google Analytics {(U-GA) Universal Google Analytics + (GA4) Google Analytics 4 Properties}



Google Tag Manager



Search Engine Marketing (SEM)



Google Ads



Social Media Marketing



Facebook



LinkedIn





Instagram



Twitter



Video Marketing



Fundamentals Of  
YouTube Pages & Best Practices



YouTube Channel Enhancement



YouTube Analytics



Monetizing the YouTube Channel



Content Marketing



Email Marketing



Affiliate Marketing



Mobile App Marketing



E-Commerce Marketing



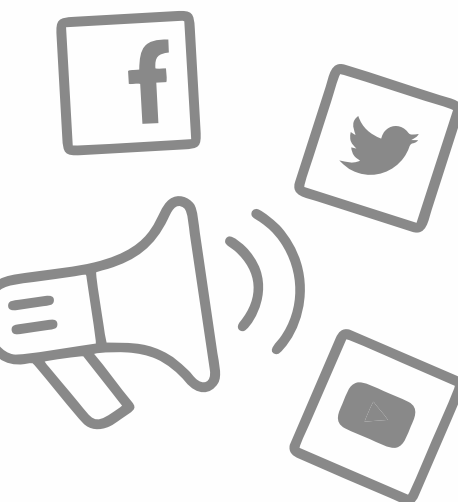
Viral Marketing



Conversion Rate Optimization



Integrated Digital Marketing Strategy



## FIND OUT WHAT OUR STUDENTS HAVE TO SAY ABOUT US

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### **“Excellent Support & Exceptional Training”**

The whole course was flawlessly curated and was explained in depth, with the most extreme ease. I'm happy to have taken this course by IDMI. It was a completely satisfying learning experience for me.

**Sakshi Daga**  
Graduate Students

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### **“Looking forward to my digital career”**

It was really a delightful gaining experience for me to go through this beautiful course designed by the institute. I'd highly recommend it to everybody who aims to do something new.

**Saumita Acharyya**  
Actor and Model

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### **“The future is truly digital”**

I'm extremely happy with how the entire training was conducted. I wish to gain further and see a future for myself in the field of Digital Marketing. A huge shoutout to our mentor and the team.

**Dinesh Chowdary**  
Senior Executive

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## OUR PLACEMENTS

Our proud partners with a placement record





# Raghu

## Digital Marketing Trainer



Raghu Gaddam is an entrepreneur and leading digital marketing trainer and social media marketing expert. With 15 years of experience, he trains students and helps them build their digital marketing knowledge and work on performance-enhancing marketing techniques to achieve the best results. He offers expert training in all digital marketing domains including SEO, Social Media, Email Marketing, LinkedIn Marketing, Digital Analytics and more.

**COURSE FEE**

**3 MONTHS**

**Rs.28,000**



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