



Customer Care to Digital Marketing

The Ultimate Career Shift

The Indian Digital Methodology Institute (IDMI)
has introduced a special program designed specifically
for

Customer Care Professionals

who have a minimum of five years of experience in their field.



This program aims to transform them into

Digital Marketing Professionals

without affecting their salaries even if they switch careers.

This is the main highlight of the program.



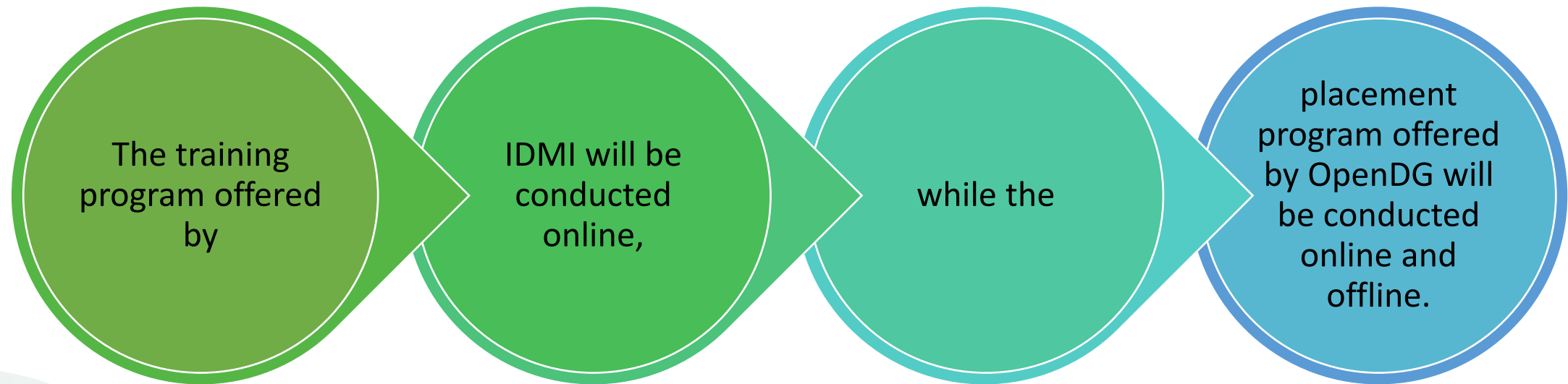
To make this program possible,
IDMI has partnered with

OpenDG

an ISO certified digital marketing and IT company
that has been in business for nine years.



Method of Training





Duration

The entire program duration is
7 months,
comprising
2 months of online training
and
5 months of full-time fellowship at OpenDG.

First 2 months training program

schedule

by

IDMI



(Two hours every day)

S.No	Topic
1	Digital Marketing Outlines
2	SEO – Basics
3	Google Analytics
4	Google Webmaster Tools
5	Sitemaps, Robot files, Canonical Tags
6	SEO - Advanced
7	Content Writing Tools
8	Graphic Designing Tools
9	Social Media
10	Social Media Paid Promotion
11	Email Marketing - GMass
12	Email Marketing - Tools
13	Google AdWords
14	Link Building – 1
15	Link Building – 2
16	Link Building – 3
17	WhatsApp Marketing
18	SMS Marketing
19	Content Marketing
20	LinkedIn Marketing



Faculty

+ 18 Guest Speakers

(Industry Experts)

- You can obtain the profiles of all faculty members by contacting 83093 18801 through WhatsApp.

5 months of full-time fellow-ship by OpenDG.



9. Utilising of AI content tools
10. Utilising of AI image tools
11. Utilising of AI video tools
12. Marketing Automation
13. Funnel Mechanism
14. Community Building
15. Online Reputation
16. Lead to Sale Conversions



Fee

IDMI	OpenDG
Rs 24,000	Rs.50,000(Refundable)
Training Fee	Fellow-ship Fee
	Candidate will get Rs.10,000 back every month with the name of fellow-ship

Start date of
program

4th April 2023





When?

Your employment
will begin
immediately
following the
completion of this
program.



Placement Partners



Number of Seats



- There are only 20 available seats for individuals who possess expertise in customer care/support.



Contact Numbers

- IDMI – 83093 18801 (www.idmi.in)
- OpenDG - 93980 63922 (www.opendg.org)



Contact for your seat confirmation

Miss Durga - 76709 64342

