



OPERATING  
**MEDIA**

DIGITIZE YOUR CAREER

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# DIGITAL MARKETING TRAINING INSTITUTE

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SINCE 2011

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 [WWW.OPERATINGMEDIA.COM](http://WWW.OPERATINGMEDIA.COM)

If you're not failing now and again, it's a sign you're not doing anything innovative.

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# FUTURE OF DIGITAL MARKETING

Digital is becoming a vital part of Indian society and economy, be it in buying products, designing, information industry, content, or marketing. With over 700 million Internet users, India is the second largest online market worldwide in terms of Internet users and mobile users.

India cannot be ignored when it comes to Digital Marketing. So, every company wants to set up their business in India, ultimately increasing the overall employment scope.

Things have changed drastically due to COVID-19, and though every industry is affected, it has opened new doors for Digital Marketing. Every business is going digital; hence, the demand for digital marketing is growing at a much more advanced rate than predicted.



If your business  
is not on the  
Internet, then  
your business  
will be out of  
business.

— Bill Gates



# ABOUT US

Operating Media is one of the premier institutes for digital marketing and mass media courses in Mumbai and Thane. Founded in 2011 and with over 15 years of core Digital Marketing experience, Operating Media has successfully trained over 11000 students and 75+ corporate trainings.

Operating Media was started with the single goal of providing quality education to as many people as possible. IBraine Digital LLP, an official Google and Microsoft-partnered agency, backs the institute.

We are unique because we provide dynamic training to aspiring enthusiasts who are zealous about shaping their careers in Digital Marketing. Our course is well-structured and comprehensive, covering various aspects of digital marketing.

## OUR MISSION

To provide the highest quality education at a reasonable cost and help as many as possible flourish in this industry. To open new doors and help aspiring individuals make a great career.

## OUR VISION

To become the best education provider in the field of Digital Marketing and empower as many students as we can.

What Makes Operating Media

# #1 Digital Marketing Institute In Mumbai

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ISO Certified  
Institute



11000+  
Professionals  
Trained



Google  
Partner  
Institute



Faculty with  
15+ Years  
Experience



4.7 Rating  
out of 5



100% Job  
Assistance



20+ Digital  
Marketing  
Certifications



Lifetime  
Post Training  
Support

# COURSE HIGHLIGHTS

✔ **Weekday & Weekend Batches**

✔ **Student Portal & Android App**

✔ **20+ Certifications**

✔ **100% Live Training**

✔ **15 Yrs of Experience**

✔ **200+ Placement Partners**

✔ **Post-Training Support**

✔ **200+ Hours of Training**

✔ **Coverup For Missed Sessions**

✔ **Personalized Attention**

✔ **Practical + Assignments + Case Study**

✔ **Live Projects & Case Studies**

1

## Master Diploma in Digital Marketing



200 Hours of Learning



6 Months Duration



42 Core Modules Covered



2 Months Mandatory  
Internship



120+ Tools



20+ Industry Recognized  
Certificates



Guest Masterclass



Generative AI



Hosting + Domain for 1 year



Mobile App Creation



Ecommerce Creation



Marketing Automation



Photoshop Basics

2

## Advance Diploma in Digital Marketing



110 Hours of Learning



4 Months Duration



26 Core Modules Covered



200 Submodules



70+ Tools

3

## Diploma in Digital Marketing



65 Hours of Learning



2 Months Duration



13 Core Modules Covered



150 Submodules



50+ Tools



# PROGRAMS OFFERED

Sr.	Modules	Diploma	Advance	Master
1	Digital Marketing Basics	✓	✓	✓
2	Website Creation on WordPress	✓	✓	✓
3	Landing Page Design using Elementor	✓	✓	✓
4	Webmaster Tools	✓	✓	✓
5	Search Engine Optimization (SEO)	✓	✓	✓
6	Search Engine Marketing (SEM)	✓	✓	✓
7	Social Media Marketing (organic)	✓	✓	✓
8	Social Media Advertising	✓	✓	✓
9	Google AdSense	✓	✓	✓
10	Google Tag Manager	✓	✓	✓
11	Google Analytics 4	✓	✓	✓
12	You tube Advertising	✓	✓	✓
13	Creative Designing	✓	✓	✓
14	Online Reputation Management	✗	✓	✓
15	WhatsApp Chatbot & Automation For Business	✗	✓	✓
16	Email marketing	✗	✓	✓
17	Drip Marketing & Email Automation	✗	✓	✓
18	Affiliate Marketing	✗	✓	✓
19	Influencer Marketing	✗	✓	✓
20	Media Buying & Planning	✗	✓	✓
21	Mobile Marketing	✗	✓	✓

# PROGRAMS OFFERED

Sr.	Modules	Diploma	Advance	Master
22	Blog Creation & Monetization	✗	✓	✓
23	Digital Marketing Freelancing	✗	✓	✓
24	Viral Marketing	✗	✓	✓
25	Digital Planning & Strategy	✗	✓	✓
26	Content & Media Marketing	✗	✓	✓
27	Performance Marketing	✗	✗	✓
28	Mobile App Creation	✗	✗	✓
29	Shop Creation On Marketplaces	✗	✗	✓
30	Shopify Drop Shipping Website	✗	✗	✓
31	Video Editing Tools	✗	✗	✓
32	Growth Marketing Strategies	✗	✗	✓
33	E-commerce Marketing	✗	✗	✓
34	Website Shop Creation	✗	✗	✓
35	Artificial Intelligence in Digital Marketing	✗	✗	✓
36	Generative AI	✗	✗	✓
37	Buyer Personas	✗	✗	✓
38	Funnel marketing	✗	✗	✓
39	Brand Communication	✗	✗	✓
40	International Digital Marketing	✗	✗	✓
41	Consumer Behavior	✗	✗	✓
42	Webinar Creation & Marketing	✗	✗	✓

# Master Diploma

# DIGITAL MARKETING

## SEM 1

Digital Marketing Basics, Website Creation, SEO, Analytics 4, SEM, Social Media Marketing (Organic), Social Media Advertising, YouTube Advertising, Creative Designing

## SEM 2

ORM, WhatsApp Automation, Email Marketing, Affiliate Marketing, Influencer Marketing, Media Buying & Planning, Blog Creation & Monetization, Freelancing Techniques, Viral Marketing, Content and Media Marketing

## SEM 3

Performance Marketing, Mobile App Creation, Marketplaces, Video Editing Tools, E-commerce, Shop Creation, Generative AI, Brand Communication, International Digital Marketing, Consumer Behaviour, Webinar Creation & Marketing

## SEM 4

## 2 MONTHS INTERNSHIP

- ✓ Mobile App Creation
- ✓ Photoshop Basics
- ✓ Video Editing Tool
- ✓ Marketing Automation
- ✓ 100% Placement Assistance
- ✓ 2 Months Mandatory Internship
- ✓ 0% EMI Option
- ✓ Guest Masterclass
- ✓ 120+ Tools
- ✓ Real Spends on FB and Google
- ✓ Hosting + Domain for 1 year
- ✓ Ecommerce Creation
- ✓ Market Places Listing
- ✓ 200 Hours of Learning

# Advance Diploma

# DIGITAL MARKETING

1. Digital Marketing Basics
2. Website Creation on WordPress
3. Landing Page Design using Elementor
4. Search Engine Optimization (SEO)
5. Google Analytics 4
6. Webmaster Tools
7. Google Tag Manager
8. Search Engine Marketing (SEM)
9. Google AdSense
10. Social Media Marketing (Organic)
11. Social Media Advertising
12. YouTube Advertising
13. Creative Designing
14. Online Reputation Management (ORM)
15. WhatsApp Chatbot & Automation for Business
16. Email Marketing
17. Drip Marketing & Email Automation
18. Affiliate Marketing
19. Influencer Marketing
20. Media Buying & Planning
21. Mobile Marketing
22. Blog Creation & Monetization
23. Digital Marketing Freelancing
24. Viral Marketing
25. Digital Planning and Strategy
26. Content and Media Marketing

# Diploma

# DIGITAL MARKETING

1. **Digital Marketing Basics**
2. **Website Creation on WordPress**
3. **Landing Page Design using Elementor**
4. **Search Engine Optimization (SEO)**
5. **Google Analytics 4**
6. **Webmaster Tools**
7. **Google Tag Manager**
8. **Search Engine Marketing (SEM)**
9. **Google AdSense**
10. **Social Media Marketing (Organic)**
11. **Social Media Advertising**
12. **YouTube Advertising**
13. **Creative Designing**

- ✔ Trusted Institute since 2011
- ✔ Trained over 11000 students
- ✔ Personalized Batches of 10 students
- ✔ Cover up sessions for missed lectures
- ✔ Flexible Timings
- ✔ Weekdays and Weekend Batch

- ✔ Diploma Certificate upon Completion
- ✔ Official Google Certification
- ✔ Course Notes with Future Updates
- ✔ 100% Job Assistance
- ✔ Android and IOS App
- ✔ LMS Access



# Core Modules





1.

## Digital Marketing Basics

Understand the foundational concepts and principles of digital marketing, including its importance and key strategies.



2.

## Website Creation on WordPress

Learn how to build professional websites using the WordPress platform, one of the most popular content management systems.



3.

## Landing Page Design using Elementor

Master the art of designing landing pages using the Elementor page builder plugin for enhancing user engagement and conversions.



4.

## Search Engine Optimization (SEO)

Gain expertise in optimizing websites to rank higher in search engine results pages (SERPs) and drive organic traffic.



5.

## Google Analytics 4

Learn how to use Google Analytics 4 to track website traffic, user behavior, and performance metrics to make data-driven decisions.



6.

## Webmaster Tools

Understand how to use webmaster tools provided by search engines to monitor and improve website performance and visibility.



7.

## Google Tag Manager

Master the implementation and management of website tags for tracking and analytics purposes without the need for manual code changes.



8.

## Search Engine Marketing (SEM)

Explore paid advertising on search engines like Google through SEM campaigns to increase website visibility and drive targeted traffic.



9.

## Google AdSense

Learn how to monetize websites through display advertising using Google AdSense and other ad servers



10.

## Social Media Marketing (Organic)

Discover organic strategies for marketing on social media platforms to build brand awareness, engage with audiences, and drive traffic.



11.

## Social Media Advertising

Dive deeper into paid advertising on social media platforms to reach specific target audiences and achieve marketing objectives.



12.

## YouTube Advertising

Understand how to leverage YouTube advertising to reach a vast audience through video content.



13.

## Content and Media Marketing

Utilize various content formats and media channels to deliver compelling messages and drive engagement.



14.

## WhatsApp Chatbot & Automation for Business

Implement chatbots and automation on WhatsApp for efficient customer communication and support.



15.

## Online Reputation Management (ORM)

Learn strategies to monitor, manage, and improve a brand's online reputation across digital channels.



16.

## Creative Designing

Utilize design tools like Canva and Adobe Express to create visually appealing graphics and assets for marketing campaigns.





**17.**

## Email Marketing

Explore the power of email marketing in building relationships with customers, driving conversions, and nurturing leads.



**18.**

## Drip Marketing & Email Automation

Implement automated email campaigns and drip marketing strategies to deliver targeted messages at the right time to the right audience



**19.**

## Affiliate Marketing

Learn how to partner with affiliates to promote products or services and drive sales through commission-based referrals.



**20.**

## Influencer Marketing

Explore collaboration opportunities with influencers to leverage their reach and credibility in promoting products or services.



**21.**

## Media Buying & Planning

Understand the process of purchasing advertising space across various media channels and planning effective campaigns.



**22.**

## Mobile Marketing

Explore marketing strategies tailored to mobile devices, including apps, SMS, and mobile websites, to reach users on-the-go.



**23.**

## Blog Creation & Monetization

Introduction to Blogging, Setting Up Your Blog, Choosing a niche, Content Creation, SEO basics for blogging



**24.**

## Digital Marketing Freelancing

Acquire the Skills tool & strategies to build a successful freelance career in digital marketing



**25.**

## Viral Marketing

Understanding Viral Marketing, Campaign Planning and Execution, Analysis of successful viral marketing campaigns.



**26.**

## Digital Planning and Strategy

Develop comprehensive digital marketing strategies aligned with business goals, target audience, and market trends.



**27.**

## Webinar Creation & Marketing

Host and promote webinars to educate, engage, and convert prospects into customers.



**28.**

## Shop Creation Shopify

Gain expertise in optimizing websites to rank higher in search engine results pages (SERPs) and drive organic traffic.



**29.**

## Dropshipping

How to set up Shopify dropshipping · Identify your product niche. Advanced Tactics and Strategies for Success.



**30.**

## Video Editing Tools

Master video editing tools for enhancing and polishing video content for marketing purposes.



**31.**

## Growth Marketing Strategies

Implement innovative strategies and tactics to accelerate business growth and drive sustainable results.



**32.**

## Mobile App Creation

Learn the process of developing mobile applications for marketing purposes, including design, development, and distribution.



**33.**

## E-commerce Marketing (Paid Ads)

Develop marketing strategies specifically tailored to the unique needs and challenges of e-commerce businesses.



**34.**

## Website Shop Creation

Learn how to build and customize online shops using website builders and e-commerce platforms.



**35.**

## Artificial Intelligence (AI)

Explore the applications of AI technologies in digital marketing, including personalization, automation, and predictive analytics.



**36.**

## Performance Marketing

Implement marketing strategies focused on measurable results and ROI, optimizing campaigns for maximum effectiveness



**37.**

## Generative AI

Harness the power of generative AI to create unique and creative content for marketing purposes.



**38.**

## Buyer Personas

Develop detailed profiles of target customers to inform marketing strategies and messaging.



**39.**

## Funnel Marketing

Design and optimize marketing funnels to guide customers through the buyer's journey from awareness to conversion.



**40.**

## Brand Communication

Craft consistent and compelling brand messaging across various channels to build brand loyalty and trust.



41.

## International Digital Marketing

Tailor marketing strategies and campaigns to different international markets and cultural contexts.



42.

## Consumer Behaviour

Understand the factors influencing consumer purchasing decisions and leverage insights to optimize marketing strategies.

# DIGITAL MARKETING TOOLS



# DIGITAL MARKETING TOOLS

 vimeo

 amazon

 click funnels

 amazon seller central

 interakt

 zoom

 Oberlo

 zapier

 H2C Ad Network

 Camtasia®

 Jotform

 mailchimp

 freelancer

 upwork™

 YouTube

 WISTIA

 SimilarWeb

 Audacity®

 DROPSHIPPING

 Google Analytics 4

 mixpanel

 Google Search Console

 AliExpress

 Leadpages®

 Zoho

 Outreach

 twitter

 KAPWING

 ebay™

 CLAN CONNECT

 WebEngage

 Instapage

 AiSensy

 WA SENDER

 Photopea

 fiverr.

 OptimizePress®

 Canva

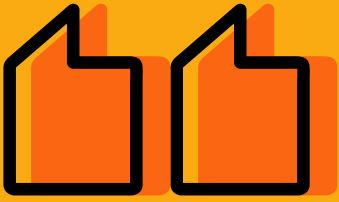
 Adobe Express

 ChatGPT



# STUDENTS DASHBOARD

- Upon enrolment, you will be provided with web login and android app which will have entire history since you join
- Web login consists of a Library where you can access all the course notes in PDF, PPT, and other formats, which can be accessed anytime from
- It also consists of pre-recorded video's which can be used for future reference
- The trainer records every online session. If you miss a lecture, the recording will be shared with you. You can also ask for the specific recording of any lecture for your reference.
- Over 15 tests for you to test your skills with Digital Marketing and improve yourself
- Numerous assignments which every student needs to complete as they proceed with the modules



MARKETING TAKES  
A DAY TO LEARN  
AND A LIFETIME TO  
MASTER.

- Philip Kotler

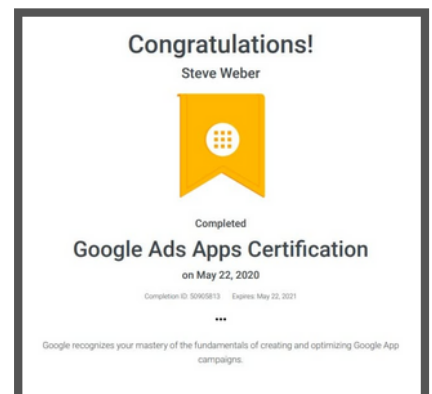
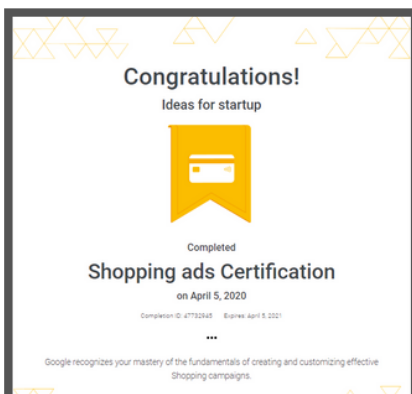
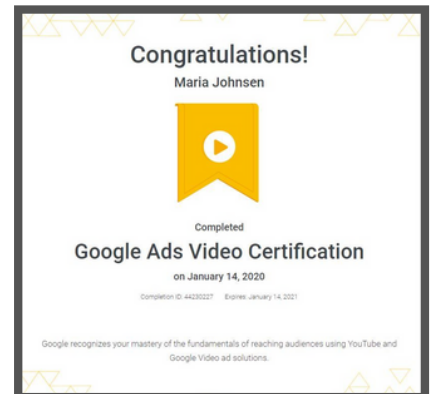
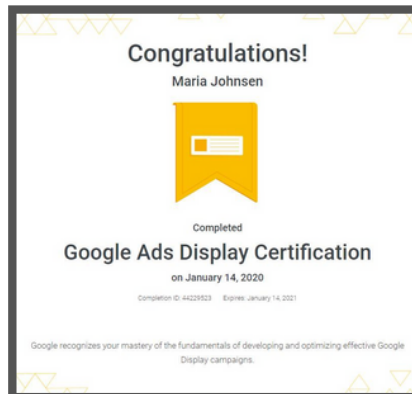
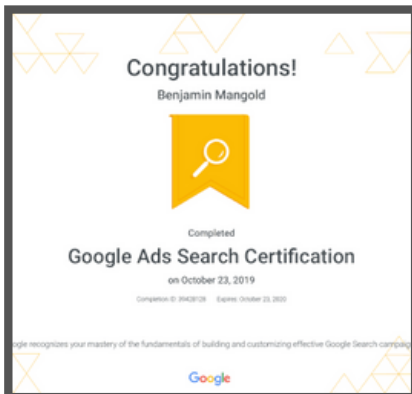


# DIGITAL MARKETING CERTIFICATIONS

## Operating Media Excellence Certificate



## Digital Marketing Certification





# MEET OUR TRAINERS



**Harsh Pareek**

15+ Years of  
Experience



**Shraddha Rane**

10+ Years of  
Experience



**Jasmin Dawada**

Digital Marketing &  
Ethical Hacking



**Rahul Singh**

WordPress &  
Google Analytics

# 200+ PLACEMENT PARTNERS

**REACHLOCAL**  
PART OF THE USA TODAY NETWORK

  
**Accentuate Global**  
Technologies Pvt. Ltd.

**iProspect**<sup>®</sup>

 **ZEDO**

**media.net**

  
**LIVETECH INDIA**  
INNOVATING TECH LIVES

 **Pritti designs**

**COCONUT**  
MEDIA BOX

 **GSTEDGE**

 **MASTERTECH**  
Web Applications

**Netsearch India**

 **imurgence**  
Closing the loop

 **marmalade**  
digital

  
**SDF Holistic**  
Health & Beyond



**join**   
**FILMS**  
**ACADEMY**

**RADICAL**  
**KNIGHTS**  
PVT LTD  
ONLY PERFORMANCE MATTERS

  
**Approach Communications**  
your right approach

  
**Visionary Studioz**  
— VISION TO INSPIRE —

A red circle with a white outline, containing the text "SHOP 101" in white.

**ftp**

# Career Options in Digital Marketing



## *Junior & Mid Level Career Options*

- Digital marketing intern
- Digital marketing executive
- SEO Executive
- Link Building specialist
- Social media specialist
- Google Ads specialist
- Email marketing specialist
- Web Analyst
- Online reputation executive
- Content marketing executive

## *Higher Level Digital Marketing Job Titles*

- Digital marketing strategist
- Digital marketing manager
- Social media manager
- Digital Marketing Head
- Paid Advertising manager
- Digital Branding Head

## *Start Your Own Business*

- Become a Professional Blogger:
- Earn with Affiliate Marketing & AdSense:
- Start Freelancing Services:
- Start your own agency:
- Become a YouTuber:
- Start your Drop shipping business

# CHECK OUR REVIEWS

## Google Reviews



Operating Media - Digital Marketing Training Institute

4.7 ★★★★★

Based on 350 reviews  
powered by **Google**

[Read More](#)

## Facebook Reviews



Operating Media - Digital Marketing Training Institute

4.8 ★★★★★

Based on 300 reviews  
powered by

[Read More](#)

## JustDial Reviews



Operating Media - Digital Marketing Training Institute

4.7 ★★★★★

Based on 450 reviews  
powered by **Justdial**

[Read More](#)

# OUR ALUMNI SAYS



**Anupam Adke** ★★★★★

Really amazing teachers .. got a satisfied job after just 2 months with good salary package ... Harsh sir, chetna mam were just the best teachers i could get ... Will recommend you all to join operating media ... Very satisfied with the full diploma course



**Ashok Gupta** ★★★★★

Had a good overall experience. Faculty are pretty knowledgeable. Best I liked was ppc, smo, seo and wordpress. Training was practical and fun. Highly recommended.



**Dimple Bhagat** ★★★★★

The faculties are very experienced and they share and teach a good knowledge on the digital marketing.. who are looking for the training institute they should must go here. My overall experience was good.



**Balaram Sahu** ★★★★★

It was indeed a great institute where I learnt the 100% practical class pertaining to digital marketing. I would highly recommend The Thane branch. The trainer which they have are thorough professionals. Mr.Jasmin Dawda-Trainer is quite professional and shares 100 learning with the students. No worry missing the class, the institute is very flexible in timings and arrange exclusive class for those students who misses the classes.

# OUR ALUMNI SAYS



## Deepa Jagtap Bhoir ★★★★★

Operating Media is No.1 institute in Thane. After 6 years I m again started my journey with Digital Marketing. Initially I faces a lot problem technically, But Jasmin sir give me confidence. so complete course successfully. Thank you Jasmin sir



## Alison Alphonso ★★★★★

Completed Advance Diploma in Digital Marketing from Operating Media I've recently completed my digital marketing course from here and it was a best experience. The faculty over here is quiet experienced and student friendly. Also there is no age restriction for doing digital marketing. The fees structure is very affordable as compared to the relevancy of the subject matter and its application. Overall a great experience learning digital marketing from here. Had an amazing time. I would request anyone searching for digital marketing to kindly consider Operating Media as it provides the best value for money.



## Avdhoot Bhosale ★★★★★

Operating Media is one of the Best Institution in Thane for Digital Marketing. I get cleared all my quarries regarding digital marketing. I learned all important module very deeply. All staff of Operating Media is very helpful. I thanks to Mr. Jasmin Sir guiding me so well and i also thank to Mr Hardik Sir for there grate cooperation.

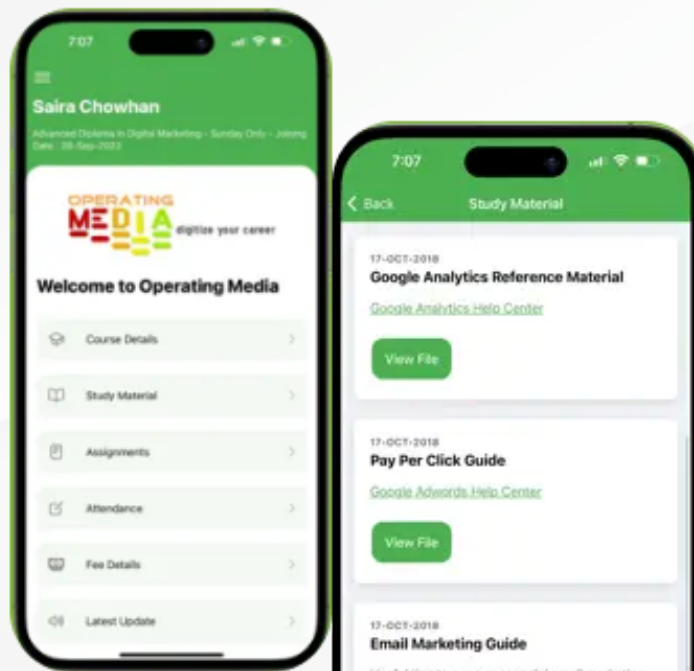


INSPIRATION IS THE  
MOST IMPORTANT  
PART OF DIGITAL  
MARKETING &  
STRATEGY



# Get The Learning App

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Download our student's app to stay updated. You can log into the app only through your student id and password. Below are some benefits of the app.

- ✔ One can check their progress.
- ✔ It also consists of a forum for student interaction.
- ✔ There is a library for all notes and students can keep on getting future digital marketing updates as well.
- ✔ Student feedback column for reviews and suggestions.
- ✔ Next batch schedule.
- ✔ Attendance



**SPEAK WITH AN EXPERT**

## **Kickstart your Career**

Andheri - 101 Saptarishi CHS, Barfiwala School Lane, Next to Joey's Pizza, D.N.Nagar, Andheri West, Mumbai, Maharashtra 400053

Borivali - 705 Gold Crest Business Center, LT Road, Opp Manubhai Jewellers. Borivali West. Mumbai 400092

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**THE  
FUTURE  
AWAITS**

[WWW.OPERATINGMEDIA.COM](http://WWW.OPERATINGMEDIA.COM)

