

AI + PERFORMANCE BASED DIGITAL MARKETING COURSE




Since 2011

Live Training | Online & Classroom Training

 BORIVALI



 ANDHERI

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www.operatingmedia.com

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.

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.

KEY ACHIEVEMENT

- Completed 13 Years of Training
- Trained over 11000 Students
- Completed 75+ Corporate Trainings
- 98% Job Placements
- Average rating of 4.8 from 1000+ Reviews Across the Internet
- 200+ Placement Partners
- 100% Satisfaction Guaranteed
- Micro Batch for Focused Training
- Complete LMS Access
- Free Coverup for Missed Sessions

Why Choose Us ?

- ✔ Student Portal & Android App
- ✔ Weekday & Weekend Batches
- ✔ 100% Live Training
- ✔ 200+ Placement Partners
- ✔ 200+ Hours of Training
- ✔ Personalized Attention
- ✔ Live Projects & Case Studies
- ✔ 20+ Certifications
- ✔ 15 Yrs of Experience
- ✔ Post-Training Support
- ✔ Coverup For Missed Sessions
- ✔ Practical + Assignments



ENROLL FOR FREE DEMO

What Makes Operating Media

#1 Digital Marketing Institute In Mumbai

Admissions Now Open!



ISO Certified
Institute



11000+ Professionals
Trained



100% Job
Assistance



Google Partner
Institute



Faculty with 15+ Years
Experience



Lifetime
Post Training Support



4.7 Rating
out of 5



20+ Digital Marketing
Certifications

[Register Now](#)

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HOW DOES THIS PROGRAM WORK?

Digital Marketing Training Institute

POPULAR

Master Program in Digital Marketing



200 Hours of Learning



6 Months Duration



45 Core Modules Covered



**Case Studies and
Presentations**



120+ Tools



**20+ Industry Recognized
Certificates**



25000 plus Benefits

Advance Diploma in Digital Marketing



110 Hours of Learning



4 Months Duration



28 Core Modules Covered



200 Submodules



70+ Tools



**10+ Industry Recognized
Certificates**

PROGRAMS OFFERED

Sr.	Certified Advance	Certified Master
1	Digital Marketing Basics	Including Advance Topics
2	Website Creation on WordPress	Artificial Intelligence (AI) in Digital Marketing
3	Landing Page Design using Elementor	Generative AI - Prompt Engineering
4	Google Search Console (Webmaster Tools)	Website Shop Creation
5	Search Engine Optimization (SEO)	Shopify Shop Creation
6	Youtube SEO	Drop Shipping
7	Google My Business	Shop Creation on Marketplaces
8	Google Ads (PPC)	E-commerce Marketing Paid Ads
9	Youtube Advertising	Performance Marketing
10	Creative Designing	Mobile App Creation
11	Social Media Organic	Video Editing Tools
12	Social Media Paid Advertising	Customer Journey & Behaviour
13	Google Analytics 4	Growth Marketing Strategies
14	Google Tag Manager	Brand Communication & Management
15	Google AdSense Monetization	International Digital Marketing
16	Online Reputation Management	Webinar Creation & Marketing
17	WhatsApp Business Marketing API	Funnels in Digital Marketing
18	Email marketing	Drop Servicing
19	Drip Marketing & Email Automation	
20	Affiliate Marketing	
21	Influencer Marketing	
22	Media Buying & Planning	

PROGRAMS OFFERED

Sr.	Certified Advance	
23	Blog Creation	
24	Mobile Marketing	
25	Content & Media Marketing	
26	Viral Marketing	
27	Digital Planning & Strategy	
28	Digital Marketing Freelancing	

FREEBIES

25000+
WORTH TOOLS

BENEFITS



- Own Website
- Premium Themes
- Premium Video Backgrounds
- Premium Graphic Designs
- Canva Pro
- Paid Software / Tools
- Resume Templates
- Freelancing Templates
- Guest Seminars Industry Experts

Who Can Do this Course?

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Business Owners

**Startup, Small
Businesses &
Medium
Businesses**



**Working
Professionals**

**Marketing,
Finance, MBA,
Management, PG**



**Job Seeker &
Freelancers**

**WFH, Graphic
Website Designer,
Home Makers,
Part Time**



**Student &
Graduates**

**BCOM, BMM, BBA,
BMS, BFM, BA,
ENGINEERING,
UNDER GRADUTES**

PROGRAM CURRICULUM

Module 1 : Digital Marketing Basics

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

- Scope of digital marketing
- Assessing various digital channels
- Fundamentals of marketing
- Paid media portals and networks
- Various types of social media platforms
- Importance of natural search rankings
- Digital tactics based on marketing objectives
- Essentials of Web Analytics

Module 2 & 3 : Wordpress Website Creation & Landing Page

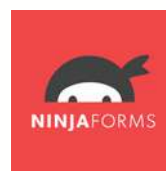
- Introduction to WordPress and Elementor
- Overview of WordPress and Elementor
- Setting Up WordPress
- Understanding Elementor
- Elementor Interface Overview
- Basic Settings and Features
- Designing the Landing Page
- Structuring the Page
- Adding Widgets and Content
- Inserting Text, Images, and Videos.
- Embedding Forms (e.g., Contact or Signup Forms)
- Enhancing Design
- Finalizing and Publishing the Landing Page
- Optimizing the Page
- Preview and Publish
- Connecting to Domain and Testing



Call Intergration



Whatsapp Intergration



Module 4 : Google Search Console (Webmaster Tools)

- What is Google Search Console?
- Setting Up Search Console
- Verifying Ownership Using Methods
- Adding Websites
- Key Features and Navigation
- Summary of Performance, Coverage, and Enhancements.
- Impressions, Clicks, CTR, and Average Position
- Performance Report
- Sitemaps and Robots.txt
- URL Inspection Tool

- Checking Page Indexing Status
- Mobile Usability and AMP Reports
- Understanding Manual Actions and Security Issues
- Regular Monitoring and Error Fixing



Module 5 : Search Engine Optimization (SEO)



- How does SEO work?
- Importance of SEO in Digital Marketing
- SEM vs SEO
- Competitors Research and Analysis
- Understanding Search Engines
- Keyword Research
- On-Page SEO
- Difference Between Indexing and Caching Off-Page SEO
- Link-building strategies
- Profile backlinks
- HARO and resource link building
- Technical SEO
- SEO Content Strategy
- Advanced SEO Concepts
- App Store Optimization (ASO)
- Keyword cannibalization
- Dwell time and bounce rate concepts
- KGR (Keyword Golden Ratio)
- Local SEO
- Citations and Listings
- Performance Tracking
- Performing SEO Audits
- Competitor Analysis Using Tools
- Backlink and Performance Monitoring
- SEO Submissions and Best Practices
- Measuring and Improving Performance

Module 6 : YouTube SEO

- What is YouTube SEO?
- Benefits of YouTube SEO
- Optimizing YouTube Videos for SEO
- Keyword Research for YouTube
- Creating SEO-Friendly Titles and Descriptions
- Tagging, Thumbnails, and Video Structure
- Measuring and Improving Video Performance
- Using Analytics for SEO
- Improving SEO Based on Analytics



Module 7 : Google My Business

- What is Google My Business?
- Setting Up a GMB Account
- Optimizing Your GMB Profile
- Completing Your Profile
- Enhancing Visibility
- Utilizing Features
- Managing and Measuring Performance
- Engaging with Customers
- Monitoring Insights and Analytics



Module 8 & 9 : Google Ads (PPC) & YouTube Advertising



- Comprehensive Overview of SEM and Google Ads
- Introduction to SEM
- Overview of Google Ads
- Campaign types: Search, Display, Shopping, App, and Video.
- Setting Up and Optimizing Google Ads
- Google Ads Setup Essentials
- Advanced Keyword Strategies
- Keyword research, ad group theming, prioritization, and negative keyword implementation.
- Using Audiences Effectively
- Building and targeting remarketing audiences, RLSA strategies, and avoiding fake clicks.
- Mastery of Campaign Types
- Advanced bidding strategies, Dynamic Search Ads (DSA), experiments, and search term report analysis.
- Audience targeting, creative tips, and optimization strategies for Display campaigns.
- Call Ads Campaigns
- Shopping Ads and Performance Max Campaigns
- Setup and optimization of Google Merchant Center, Performance Max strategies, and audience signals.
- App Install Campaigns
- Setting up app install conversions, campaign structure, and app advertising best practices.
- Advanced Features and Tools
- Dynamic URL Parameters
- Advanced use of URL parameters for tracking and optimization.
- Budget Pacing and Competitive Insights
- Techniques for optimizing spending and analyzing competitive metrics.
- Text Customizers and Scaling Campaigns
- Specialized Campaigns and Strategies
- Demand Generation Campaigns

Module 10 : Creative Designing



- Overview of Canva
- Setting Up Your Account
- Creating a Free or Pro Account.
- Exploring the Dashboard and Navigation.
- Understanding Canva Tools
- Toolbar, Side Panels, and Design Options.
- Basic Designing with Canva
- Creating Your First Design
- Choosing Templates:
- Social Media, Posters, Business Cards.
- Creating Consistent Branding with Brand Kits (Pro Feature).
- Working with Videos and Animations
- Adding Video Clips and Music.
- Applying Animation Effects to Text and Elements.
- Exporting Video Projects.
- Designing Presentations
- Using Canva for Slideshows.
- Adding Interactive Elements and Transitions.
- Presenting Directly from Canva.
- Using Folders to Organize Projects.
- Real-Time Collaboration Features.

Module 11 & 12 : Social Media Optimization & Marketing



FACEBOOK AND INSTAGRAM ORGANIC:

- Key demographics and user behavior.
- Differences in content types, tone, and features.
- Aligning your brand strategy with platform strengths.
- Setting Up for Success
- Optimizing business profiles: Facebook Page and Instagram Business Account.
- Connecting Instagram to Facebook for unified management.
- Overview of Meta Business Suite for managing both platforms.
- Organic Growth Strategies
- Content Strategies for Engagement
- Types of posts that perform well (photos, videos, stories, reels, carousels).
- Caption writing tips for both platforms.

TWITTER MARKETING:

- Understanding the Twitter Ecosystem
- Twitter's role in real-time engagement and trending topics.
- Overview of hashtags, trending topics, and Twitter lists.
- Setting Up for Success
- Optimizing your Twitter profile
- Twitter Ads Overview
- Types of Twitter Ads
- Promoted Tweets, Promoted Accounts, and Trend Takeovers.
- Selecting the right ad format for your goals (awareness, engagement, or conversions).
- Setting Up a Twitter Ad Campaign
- Introduction to Twitter Ads Manager.
- Choosing your audience: demographics, interests, and behaviors.

LINKEDIN MARKETING:

- Crafting a professional profile.
- Profile picture and cover image.
- Writing a compelling headline.
- Summary section optimization.
- Building credibility.
- Highlighting skills, endorsements, and recommendations.
- Experience and accomplishments.
- Utilizing Featured Content.
- Growing Your Network
- LinkedIn Ads Overview
- Types of LinkedIn Ads: Sponsored Content, Text Ads, Message Ads, and Dynamic Ads.
- Setting up a basic campaign using LinkedIn Campaign Manager.
- Budgeting and targeting for effective ad performance

PINTEREST MARKETING:

- Why Use Pinterest?
- Overview of Pinterest as a visual discovery engine.
- Understanding Pinterest demographics and audience.
- Key benefits: brand visibility, traffic generation, and conversions.
- Setting Up a Pinterest Business Account
- Step-by-step guide to creating a Business account.
- Optimizing your profile with a strong bio and links.
- Claiming your website for analytics and branding.
- Creating Engaging Pins and Boards
- Designing Clickable Pins
- Best practices for visuals: vertical format, high-quality images, and readable text.
- Tools to create pins (Canva, Tailwind Create).
- Writing compelling pin titles and descriptions.
- Organizing Boards
- How to create niche-specific boards.

Module 13 : Google Analytics

- Understanding Metrics and Dimensions.
- Customizing Reports
- Building Custom Reports.
- Adding and Modifying Events.
- Events, Conversions, and Audiences
- Event Tracking in GA4
- Setting Up and Modifying Events.
- Using the GA4 DebugView for Event Testing.
- Defining Conversions and Audiences
- Creating and Managing Audience Segments.



Module 14 : Google Tag Manager

- Creating Custom Variables for Advanced Tagging.
- Advanced Tagging and Debugging
- Enhanced Measurement and Custom Events
- Setting Up Enhanced Measurement in GA4 via GTM.
- Creating Custom Event Tags.
- Debugging and Publishing
- Using GTM's Preview Mode.
- Testing and Troubleshooting Tag Configurations.
- Publishing Changes Safely.



Google Tag Manager

Module 15 : Google AdSense Monetization

- Introduction to Google AdSense
- What is Google AdSense?
- Overview of AdSense and Its Benefits.
- Types of Ads: Text, Display, Video, and Responsive.
- Understanding Revenue Models: CPC, CPM, and CTR.
- Eligibility and Setup
- Requirements for AdSense Approval (Content, Traffic, Compliance).
- How to Sign Up and Link AdSense to Your Website.
- Verifying Ownership and Setting Up Payment Information.
- Implementing AdSense on Your Website



Module 16 : Online Reputation Management

- Importance of ORM
- Key Elements of ORM
- Tools for Reputation Monitoring
- Identifying Key Reputation Metrics
- Volume of mentions.
- Managing and Responding to Feedback
- Handling Negative Feedback
- The importance of quick and empathetic responses.
- Turning negative reviews into opportunities for growth.
- Drafting professional responses for different situations.
- Encouraging Positive Feedback
- Asking satisfied customers for reviews.
- Incentivizing feedback without violating platform policies.
- Highlighting testimonials and case studies.
- Crisis Management
- Addressing false accusations or defamation.
- Managing PR during a crisis
- Long-Term ORM Strategy
- Setting up a system for ongoing reviews and reputation checks.

Module 17 : WhatsApp API & Automation



- Integrate with WhatsApp API
- Enable Automation
- Personalize Interactions
- Enable Multichannel Support
- Monitor and Analyze Performance
- Iterate and Improve

Module 18 & 19 : Email Marketing & Automation

- Understanding Types of Email Marketing
- Email Marketing Basics
- Choosing The Right Email Marketing Platform
- Recommended Email Marketing Platforms
- Email Broadcasts & Autoresponder
- Recommended Days and Times For Your Autoresponder
- How Reporting Will Improve Your Email Campaigns
- Email Content Writing
- How Images will impact your emails
- B2C & B2B Email Best Practices
- Email Best Practices
- Keeping email subscribers engaged by providing value
- How WIIFM applies to your email opt-ins
- Calls to Action
- How great content makes a great email list
- Growing Your Email List

Brevo

mailmeteor 

AWeber

 mailchimp

Module 20 : Affiliate Marketing

- Understanding the affiliate marketing ecosystem.
- Finding and Joining Affiliate Programs
- Researching and selecting profitable affiliate programs.
- Joining affiliate networks (e.g., Amazon Associates, ShareASale).
- Creating and optimizing websites, blogs, or social media profiles for affiliate marketing.
- Developing content strategies
- SEO best practices for affiliate sites.
- Promotional Techniques
- Using email marketing, social media, and paid advertising to promote affiliate products.
- Tracking and Analytics

CLICKBANK. Flipkart 

EK

wishlink

 Cuelinks

amazon
Affiliate Program

Module 21 : Influencer Marketing


- Influencer Marketing Basics
- Definition and Importance in Modern Marketing.
- Benefits of Influencer Marketing
- Types of Influencers
- Understanding Their Impact Based on Campaign Goals.
- Building an Influencer Marketing Strategy
- Setting Campaign Goals
- Brand Awareness, Lead Generation, Sales, or Engagement.
- Aligning Goals with Target Audience Needs.
- Identifying the Right Influencers
- Tools for Finding Influencers (Upfluence, Heepsy, Instagram Search).
- Evaluating Influencer Metrics
- Planning the Campaign
- Deciding Campaign Type
- Structuring Deliverables, Timelines, and Expectations.
- Executing and Managing Influencer Campaigns


HypeAuditor

 CLAN
CONNECT

 Influencer
MarketingHub

trendHERO.

 Phlanx

Module 22 : Media Buying & Planning

- What is Media Planning?
- Definition and Role in Advertising Campaigns.
- Difference Between Media Planning and Media Buying.
- Importance of Media Planning
- Reaching the Right Audience at the Right Time.
- Maximizing ROI Through Strategic Media Use.
- Ensuring Consistency Across Campaigns.
- Steps in Media Planning
- Understanding Target Audience
- Audience Segmentation: Demographics, Psychographics, and Behavior.
- Tools for Audience Insights (Google Analytics, Social Media Insights).
- Selecting Media Channels
- Choosing Platforms Based on Campaign Goals (TV, Social Media, Search Ads).
- Budget Allocation and Scheduling
- Setting Budgets Across Channels.
- Creating a Media Schedule (Peak Times, Frequency, Duration).
- Evaluating Media Plans
- Metrics for Success
- Reach, Impressions, Frequency, and Engagement.
- Tools for Measuring Media Performance.

Module 23 : Mobile Marketing

- Introduction to Mobile Marketing
- What is Mobile Marketing?
- Definition and Importance in Digital Marketing.
- Mobile Usage Trends and Statistics.
- Types of Mobile Marketing Channels
- SMS Marketing.
- Mobile Apps and In-App Advertising.
- Mobile-Friendly Websites.
- Social Media and Push Notifications.
- Strategies for Effective Mobile Marketing (25 Minutes)
- Optimizing for Mobile
- Creating Mobile-Friendly Websites (Responsive Design).
- Importance of Mobile Page Speed.
- Mobile Advertising Strategies
- Running Ads on Mobile Platforms (Google Ads, Facebook, Instagram).
- Location-Based Marketing and Geo-Targeting.
- Personalization in Mobile Marketing
- Tailoring Content for User Preferences.
- Using Push Notifications Effectively.
- Measuring and Improving Mobile Marketing
- Key Metrics for Mobile Marketing
- Click-Through Rates (CTR), Conversion Rates, Retention Rates.
- Best Practices and Common Mistakes
- Delivering Value through Mobile Campaigns.
- Avoiding Intrusive or Irrelevant Notifications.
- Practical Exercise
- Create a Mobile-Friendly Ad Campaign Outline.
- Discuss Push Notification Ideas for a Fictional App.

Module 24 : Blog Creation & Monetization

- Introduction to Blogging
- Setting Up Your Blog
- Choosing a niche
- Content Creation
- Writing compelling blog posts
- Content planning and scheduling
- SEO basics for blogging
- Building an Audience
- Social media integration
- Email marketing strategies
- Engaging with readers through comments and community
- Monetization Strategies
- Affiliate marketing
- Sponsored posts and reviews
- Ad networks (Google AdSense, Mediavine, etc.)
- Selling products or services
- Analyzing and Optimizing Performance



Module 25 : Content & Media Marketing

- Introduction to Content & Media Marketing
- What is Content & Media Marketing?
- Overview of Content Marketing and Its Role in Digital Strategies.
- Media Marketing Explained: Leveraging Different Channels (Social Media, Video Platforms, etc.).
- Types of Content & Media
- Blogs, Articles, and Infographics.
- Videos, Podcasts, and Webinars.
- Social Media Posts and Ads.
- Crafting Effective Content Strategies
- Steps to Build a Content Marketing Strategy
- Audience Analysis: Understanding Needs and Preferences.
- Content Planning:
- Choosing the Right Media Channels for Distribution.
- Integrating SEO to Maximize Content Reach.
- Tools and Techniques for Content Marketing
- Using Tools Like Canva, Grammarly, and BuzzSumo.
- Scheduling and Analytics Tools: Buffer, Hootsuite, and Google Analytics.
- Repurposing Content for Multiple Platforms.
- Module 3: Measuring and Optimizing Content Performance
- Analyzing Content Success
- Key Metrics: Traffic, Engagement, Conversions, and Shares.
- Understanding ROI in Content Marketing.
- Iterative Improvements
- Using Analytics to Refine Future Campaigns.
- Adapting Content for Trends and Audience Feedback.

Module 26 : Viral Marketing

- Understanding Viral Marketing
- Psychological triggers that make content go viral
- Creating Shareable Content
- Types of content that tend to go viral (videos, memes, articles)
- Storytelling techniques
- Visual content creation
- Distribution Channels for Viral Content
- Social media platforms (Facebook, Twitter, Instagram, TikTok)
- Email marketing
- Email marketing
- Influencer collaborations
- Campaign Planning and Execution
- Setting clear objectives and goals
- Timing and launch strategies
- Key performance indicators (KPIs)
- Tools for tracking and analyzing viral campaigns
- Analysis of successful viral marketing campaigns
- Case Studies

Module 27 : Digital Planning & Strategy

- Understanding Digital Marketing Strategy
- Basics of Digital Strategy
- What is Digital Marketing Strategy?
- Importance of Planning in Digital Campaigns.
- Aligning Digital Goals with Business Objectives.
- Components of a Successful Digital Strategy
- Target Audience Analysis: Demographics, Psychographics, and Behavior.
- Platform Selection: Social Media, Search Engines, Email, etc.
- Setting SMART Goals (Specific, Measurable, Achievable, Relevant, Time-bound).
- Building a Digital Marketing Plan
- Step-by-Step Digital Planning Process
- Conducting a Digital Audit: Assessing Existing Online Presence.
- Competitor Analysis: Tools and Techniques.



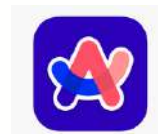
Module 28 : Digital Marketing Freelancing



- Introduction to Digital Marketing Freelancing
- Benefits and challenges
- Setting Up Your Freelance Business
- Creating a business plan
- Setting up a professional online presence
- Finding and targeting potential clients
- Essential Skills for Digital Marketing Freelancers
- Building a Portfolio and Client Testimonials
- Managing Projects and Clients
- Project management tools
- Communication and reporting
- Setting expectations and delivering results
- Scaling Your Freelance Business
- Outsourcing and delegating
- Expanding services
- Setting long-term goals

Module 29 : Artificial Intelligence (AI) in Digital Marketing

- Introduction to Marketing Automation.
- Understanding Marketing Automation Platforms.
- Data Management and Segmentation.
- Email Marketing Automation.
- Lead Generation and Nurturing.
- Customer Journey Mapping.
- Content Personalization.
- Marketing Automation Metrics and Analytics.
- Social Media Automation.
- Integration and Workflow Automation.
- A/B Testing and Optimization.
- Compliance and Best Practices.
- Case Studies and Practical Projects.



Module 30 : Generative AI - Prompt Engineering

- Introduction to Marketing Automation.
- Understanding Marketing Automation Platforms.
- Data Management and Segmentation.
- Email Marketing Automation.
- Lead Generation and Nurturing.
- Customer Journey Mapping.
- Content Personalization.
- Marketing Automation Metrics and Analytics.
- Social Media Automation.
- Integration and Workflow Automation.
- A/B Testing and Optimization.
- Compliance and Best Practices.
- Case Studies and Practical Projects.



ChatGPT



Module 31 : Website Shop Creation

- Choose a Domain Name and Hosting
- Install WordPress
- Select a WordPress Theme
- Install and Configure WooCommerce essential settings and Products
- Set Up Payment Gateways
- Configure Shipping Settings
- Customize Your Shop, widgets, menus,
- Install Essential Plugins
- Test and Launch Your Website
- Officially Launch your Website



Module 32 : Shopify Shop Creation

- Introduction to Shopify
- Store Setup
- Theme Selection and Customization
- Product Management
- Payment Gateways and Shipping
- Apps and Plugins
- SEO and Marketing Setup
- Setting Up Payment Methods
- Linking bank accounts
- Listing Your Products
- Product Title Optimization
- Using keywords effectively
- Launching Your Shop
- Expanding Product Range
- Identifying new product opportunities
- Managing multiple product lines



Module 33 : Drop Shipping



- Introduction to Dropshipping Business Model.
- Choosing a Profitable Niche and Product Selection.
- Setting Up an Online Store (e.g., Shopify, WooCommerce).
- Finding Reliable Suppliers and Products to Dropship.
- Creating Product Listings and Optimizing for Conversions.
- Managing Inventory and Order Fulfillment Processes.
- Customer Service and Handling Returns/Refunds.
- Marketing Strategies for Dropshipping (e.g., SEO, Social Media, Influencer Marketing).
- Implementing Email Marketing and Automation.
- Conversion Optimization Techniques.
- Scaling Your Dropshipping Business.
- Legal and Tax Considerations in Dropshipping.
- Advanced Tactics and Strategies for Success.
- Case Studies of Successful Dropshipping Stores.

Module 34 & 35 : Shop Creation on Marketplaces & Paid Ads



- Overview of leading platforms
- Amazon, Flipkart, Meesho
- Account Registration and Verification
- Store Profile Setup
- Product Listing Basics
- Category and Keyword Optimization
- Shipping and Fulfillment Options
- Payment Setup
- Policies and Compliance
- Promotions and Advertising
- Performance and Analytics

Module 35 : E-commerce Marketing Paid Ads

- E-commerce management strategies
- Product Listing Optimization
- Inventory Management and Fulfillment
- Strategies for managing inventory multiple
- e-commerce platforms
- Fulfillment options
- Inventory forecasting and demand planning techniques
- Pricing and Promotions
- Order Processing and Customer Service
- Order management best practices
- E-commerce Analytics and Reporting
- Introduction to e-commerce analytics tools
- Marketing and Advertising on E-commerce Platforms
- Cross-platform Selling and Multi-channel Integration
- Managing Reviews and Reputation
- Platform Updates and Policy Changes
- E-commerce Strategy Development and Optimization

Module 36 : Performance Marketing

- Introduction to Performance Marketing and Its Importance.
- Key Metrics and KPIs in Performance Marketing.
- Understanding Target Audience and Segmentation.
- Setting Goals and Objectives for Performance Campaigns.
- Leveraging Paid Advertising Channels (e.g., Google Ads, Facebook Ads).
- Search Engine Marketing (SEM) Strategies and Best Practices.
- Display Advertising and Retargeting Techniques.
- Social Media Advertising for Performance Marketing.
- Affiliate Marketing Programs and Partnerships.
- Email Marketing Strategies for Performance.
- Conversion Rate Optimization (CRO) Tactics.
- Budgeting and Financial Management in Performance Marketing.
- Campaign Tracking, Analysis, and Reporting.
- Optimization Strategies for Continuous Improvement.

Module 37 : Mobile App Creation

- Understanding Mobile App Design Principles.
- User Interface (UI) and User Experience (UX) Design.
- Mobile App Development Platforms
- Building Basic Mobile App Features and Functionality.
- Incorporating APIs and Third-Party Services.
- Testing and Debugging Mobile Apps.
- Introduction to Mobile App Deployment (App Store, Google Play).
- Monetization Strategies for Mobile Apps.
- Security and Privacy Considerations in Mobile App Development.
- Performance Optimization Techniques.
- Emerging Trends in Mobile App Development
- Case Studies and Real-World Projects.



Module 38 : Video Editing Tools

- Editing Fundamentals and Workflow
- Understand editing theory, music choice, shot pacing,
- Montage, and knowing when to cut
- Ideal video selects and music choice for your initial edit
- Edit Your Social Media Content
- Edit Your Hype Montage
- Edit Your Professional Level Video
- Color correction, color grading, stabilization, track mattes and blending modes
- Edit Your Vlog Style Video, Promo Video, Showcase Video, Ads
- Refining Steps and Editing Pro Tips



Module 39 : Customer Journey & Behaviour

- Introduction to Customer Journey and Behavior
- What is the Customer Journey?
- Understanding Customer Behavior
- Mapping the Customer Journey
- Data-Driven Insights into Customer Behavior
- Tools to Understand Customer Behavior
- Tracking Customer Interactions Across Channels
- Collecting and Analyzing Feedback
- Designing Effective Customer Journeys
- Personalizing the Customer Experience
- Creating Seamless Omnichannel Experiences
- Building Customer Loyalty and Advocacy
- Optimizing and Measuring the Customer Journey
- Optimizing the Journey at Each Stage
- Case Studies and Best Practices

Module 40 : Growth Marketing Strategies

- The Growth Marketing Funnel
- Characteristics of Successful Growth Marketers
- Building a Growth Strategy
- Conducting Market and Audience Research
- Crafting the Growth Hypothesis
- Designing Growth Experiments
- Growth Channels and Tactics
- Paid Growth Channels
- Organic Growth Channels
- Viral and Referral Marketing
- Measuring and Scaling Growth
- Analytics for Growth
- Scaling Successful Strategies
- Avoiding Pitfalls in Growth Marketing

Module 41 : Brand Communication & Management

- What is Brand Communication?
- The Role of Digital Channels in Brand Communication
- Understanding Brand Tone and Voice
- Building a Strong Brand Identity
- Elements of Brand Identity
- Audience Analysis and Brand Positioning
- Creating Brand Guidelines
- Managing Brand Communication
- Digital Storytelling
- Managing Brand Reputation Online
- Effective Campaign Messaging
- Tools for Brand Communication
- Strategies for Engagement and Growth
- Measuring Success
- KPIs for Brand Communication (Engagement, Reach)
- Using Metrics to Refine Communication Strategies.

Module 42 : International Digital Marketing

- What is International Digital Marketing?
- Challenges in International Marketing
- Key Opportunities
- Building an International Digital Marketing Strategy
- Market Research and Analysis
- Localization and Customization
- Channel Selection
- Tools and Techniques for International Marketing
- SEO for Global Reach
- Paid Advertising for International Markets
- Managing and Measuring Success in International Campaigns
- Analytics and Reporting
- Managing Multinational Campaigns
- Case Studies and Best Practices

Module 43 : Webinar Creation & Marketing



- Types of Webinars, Setting Up, Planning Your Webinar
- Creating the Webinar Content
- Marketing Your Webinar
- Building a Webinar Funnel
- Promoting Your Webinar
- Engaging Your Audience Pre-Webinar
- Identifying Your Target Audience.
- Overview of Popular Platforms (Zoom, Google Meet, WebinarJam, GoToWebinar).
- Hosting and Post-Webinar Activities
- Post-Webinar Follow-Up
- Nurturing Leads and Encouraging Conversions.

Module 44 : Funnels in Digital Marketing

- Importance of Funnels in Driving Conversions.
- Stages of a Marketing Funnel
- Overview of Retention and Advocacy for Long-Term Success.
- Types of Digital Marketing Funnels
- Mapping the Customer Journey to Drive Sales.
- Tools to Build Effective Sales Funnels.
- Lead Generation Funnel
- Capturing Leads with Landing Pages and Lead Magnets.
- Follow-Up Strategies with Email Marketing.
- Using Webinars for Lead Nurturing and Sales.
- Building a Funnel for Webinar Registration and Follow-Up.
- Building and Optimizing a Funnel
- Funnel Creation Tools
- Overview of Tools: ClickFunnels, Leadpages, Kartra, and WordPress.
- Selecting the Right Tool Based on Your Goals.
- Creating a Simple Funnel
- Designing a Landing Page for Awareness.
- Setting Up an Email Drip Campaign for Engagement.
- Building a Thank You Page and Upsell/Downsell Offers.
- Optimizing the Funnel
- Analyzing Metrics (CTR, Conversion Rates).
- A/B Testing Landing Pages and Email Campaigns.
- Improving Funnel Performance Using Customer Feedback.
- Module : Marketing Strategies for Funnel Success
- Driving Traffic to Your Funnel
- Organic Traffic: SEO and Social Media.
- Paid Traffic: Google Ads, Facebook Ads, and Retargeting Campaigns.
- Engaging and Nurturing Leads
- Content Marketing and Email Automation.
- Retargeting Campaigns to Re-Engage Prospects.

Module 45 : Drop Servicing

- How Drop Servicing Works: The Service Model.
- Benefits and Challenges
- Popular Niches in Drop Servicing
- Setting Up Your Drop Servicing Business
- Choosing a Niche and Target Market
- Creating a Drop Servicing Website
- Finding Reliable Service Providers
- Vetting Providers for Quality and Reliability.
- Pricing Your Services
- Marketing Your Drop Servicing Business
- Lead Generation Strategies
- Retaining Clients
- Building Trust Through Quality Delivery.
- Upselling and Cross-Selling Additional Services.
- Encouraging Referrals and Collecting Testimonials.



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INDUSTRY PROJECTS AND CASE STUDIES



Swiggy: #VoiceOfHunger

Choose the best marketing channels based on the revenue generated and conversion at each customer touchpoint or purchase funnel.

Experience how Swiggy used Digital Marketing for their Voice Of Hunger campaign during 2019.



Livspace Project

Devise the information architecture and wireframe for the global website of Livspace.

Learners get to create and propose information architecture and the corresponding wireframe for Livspace's global website.



Nykaa

Learn how NyKaa used email marketing both as a revenue and communication tool to nurture their users.

Create various segments of your email list to bring more conversions.



Country Delight

Build a digital branding strategy to help 'Country Delight' establish itself as a new product in the market.

A strong digital presence with subscription options.



Tata 1mg

Learn how to set up a search engine marketing campaign on Google Ads through this case study

INDUSTRY PROJECTS AND CASE STUDIES



Soul Store Performance Marketing

Learn how the brand was able to leverage social media marketing to reduce their CPA and drive sales.



Ariel: #ShareTheLoad

Understand the different parameters involved in building a Social Media Organic strategy about multiple target groups and geographies.



Nykaa

Learn how NyKaa used email marketing both as a revenue and communication tool to nurture their users. Create various segments of your email list to bring more conversions.



Snitch

Position Snitch as a go-to men's fashion brand known for trend-driven, versatile, and comfortable clothing, driving both brand awareness and online sales through innovative digital marketing.



Blink It

To position Blinkit as the fastest and most reliable quick-commerce platform, emphasizing convenience and speed for urban customers needing instant deliveries.

PROUD MOMENTS







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MASTER'S IN DIGITAL
MARKETING

given in the month of January, 2025

9.4 / 10

Performance
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Harsh P

Harsh Pareek
Founder

Certificate ID - OM/01/01/2024

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Meet Our Team



HARSH PAREEK

Co-Founder of Operating Media. 15+ years of experience training and working for clients from over 20 countries



SHRADDHA RANE

Training students for over 10 years. Has been the official trainer for Mumbai University and has trained over 4000 students



HEMANT MANE

Training students for over 12 years. conducted trained over 5000 students, 10+ colleges, 20+ corporate trainings



RAHUL SINGH

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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

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

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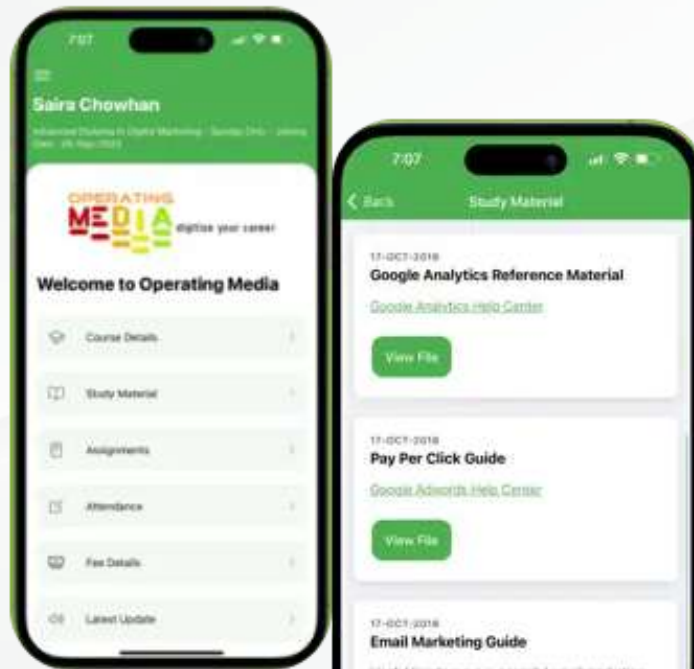
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- ✔ One can check their progress.
- ✔ It also consists of a forum for student interaction.
- ✔ There is a library for all notes and students can keep on getting future digital marketing updates as well.
- ✔ Student feedback column for reviews and suggestions.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

REAL GOOGLE REVIEWS



munaf vadsaria

6 reviews · 1 photo



★★★★★ 2 weeks ago **NEW**

I recently completed my Digital Marketing Diploma from Operating Media, and I couldn't be happier with my experience. The course curriculum was comprehensive, covering everything from SEO and PPC to social media marketing and content ... [More](#)



Dhanshree Pawar

Local Guide · 1 review · 4 photos



★★★★★ 2 weeks ago **NEW**

A transformative experience! Operating Media's Digital Marketing course, guided by the exceptional Mr. Hemant Mane, equipped me with the skills and knowledge to excel in the digital world. Highly recommended for anyone seeking to level up their digital marketing career



Shaikh Sakina

4 reviews



★★★★★ 2 months ago

Operating Media is a good digital marketing institute. Their practical approach, expert faculty, and industry-relevant curriculum make it ideal for aspiring digital marketers. With flexible learning options and hands-on projects, it equips me with skills to excel in today's digital landscape.

REAL GOOGLE REVIEWS



Anas Nawab

1 review · 1 photo



★★★★★ a month ago

Completely worth it! I completed my 3 months advanced diploma in digital marketing. By the time my course was done, I was 100 percent ready to step into the professional world of digital marketing as the faculty here helped me throughout the course. One of the best experiences for sure.



Juhi Patel

1 review



★★★★★ a month ago

I had a great experience at Operating Media. The faculty is calm and understanding and helps you solve doubts even after the course is over. The syllabus is taught well, and learning the latest tools. If you want to learn about Digital Marketing this is the best place to learn from it.



Anisha Bindhani

2 reviews

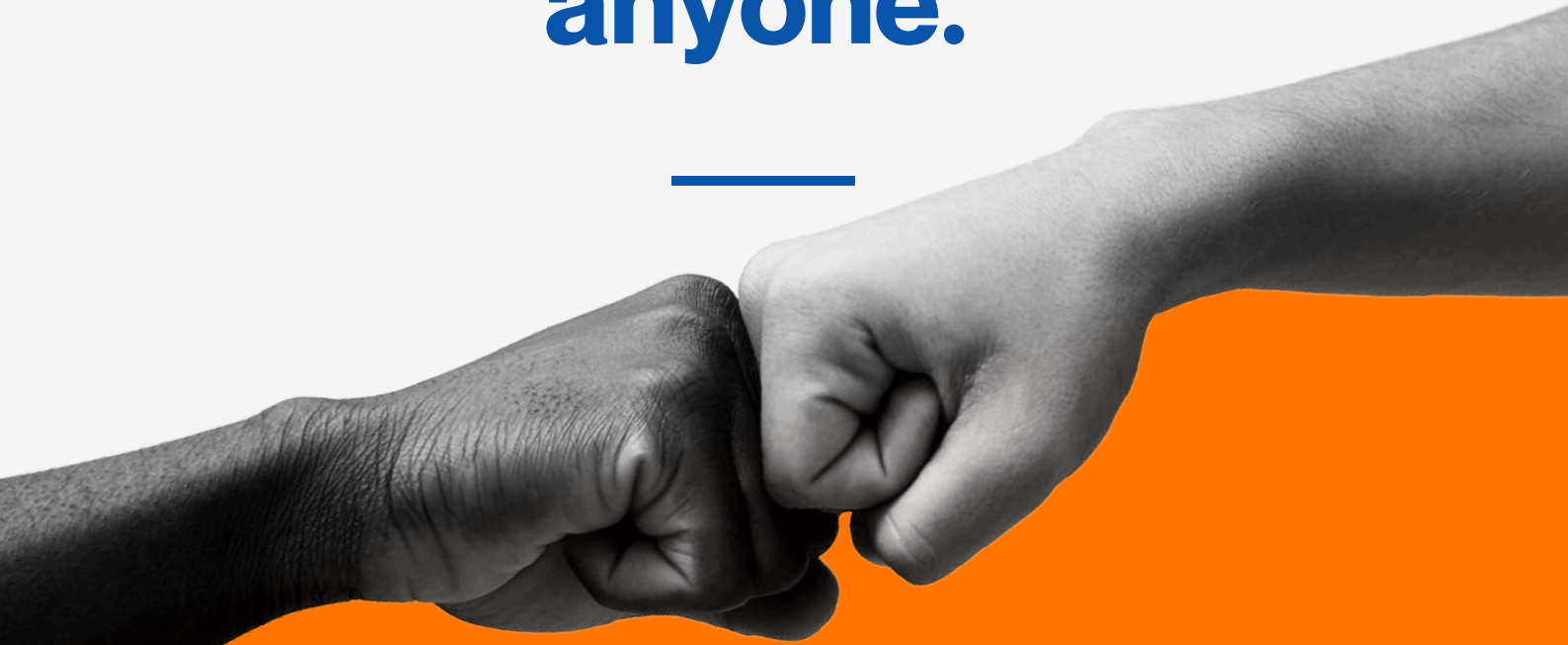


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