

# Master In **DIGITAL** **MARKETING**

Top Rated Classroom Based Training  
with 100% Placement Guarantee



Top Rated Classroom

Live Projects

14+ Certifications

5,000+  
Trainees

99%  
OMiT Graduates  
Placed

4.9/5  
Facebook  
Rating

# LEARN FROM EXPERTS



## Live Classroom

Live Classes covering all topics. Learn from Digital Marketing Experts working in the Industry and prepare yourself for Google certification



## Practical Exercises

Quiz/Assignment with detailed answers and explanation. Doubt solving forum to interact with faculty & fellow students



## Certification

At the end of the training, you will be awarded with a certification of participation or excellence\*. You will also be prepared for Google certifications.



## 24x7 Online Access

24x7 Access to Course Material (Case Studies, Presentations etc.



## Online Materials

Topic wise study material in the form of Presentation and Case Studies



## Validity

Login id and password validity for a year.



## Placement

Participants get placement assistance after successful completion of the course.



## Post Training Assistance

We also provide you Post Training Assistance & On Job Assistance

### OMIT BRANCHES

Bangalore

Mysore

Bhubaneswar

# We Have Our Saplings In

Google  
regalix

TATA  
CONSULTANCY SERVICES

HCL

accenture

Infosys

Mindtree  
Welcome to possible



YAHOO!

amazon



bigbasket  
India's largest online supermarket



MYNTRA.com



UNITED SPIRITS  
A DIAGEO Group Company

JABONG.COM



CITRIC  
Integrated Digital Marketing

BIG BAZAAR  
Making India Beautiful

SPAR  
There for you

JAYPEE  
GROUP



CVS  
Solutions

DISHA  
SIMPLE IDEAS



chatojo

METRO

venole.com  
EXPERIENCE BEYOND TRAINING

HiveMinds  
A UNIT OF MADISON WORLD

MetricFox



socialpanga.com



SYNERGOS™

TONDEM  
Working Together

PURAVANKARA®

WEBENZA  
WORLD WITHOUT BOUNDARIES

TREEBO  
Hotels

iProspect.™

langoor



make my trip.com

BRIGADE  
GROUP

Prestige  
GROUP  
Add Prestige to your life

REGO  
mobility simplified

DECATHLON

telloquent  
accelerating growth



social orange

HDFC BANK

# STUDENT REVIEWS

“OMiT - Best Digital Marketing institute in Bangalore, Best in class training given through live projects. I am proud to say OMiT helped me learn all the concepts thoroughly. Great faculties with good amount of industrial experience. Highly Recommended! For those who are planing to do a Digital Marketing course with Certification.”

- *Christopher*

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“OMiT is the best place to get certified in the field of digital marketing. The faculty are extremely supportive and helpful in clearing all our doubts. The course syllabus is on par with the latest digital marketing trends so that the student feels geared up to work in any digital marketing organisation with ease once they pass out of OMiT. Placement assistance is also provided so that you get your dream digital marketing job. I would highly recommend OMiT to anyone who wants to pursue a career in digital marketing.”

- *Kiran Kurnool*

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“ I haven't attended any other institution in Bangalore, so i can't really compare OMiT with the others. What I can say for sure is that OMiT is an incredible place to learn Digital Marketing.

The faculty is really knowledgable and do their best to sort out any of the doubts you have. The fact that they're willing to help you even after you've finished your course is a testament to their skill and dedication. Cheers to you guys!! Please keep up this amazing environment you've created.”

- *Aditya Gopal*

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“OMiT is a best institute for digital marketing training one can have great learning experience in OMIT. The faculty expertise in all Digital Marketing concepts and is very helpful in all aspects live implementation will done on all SEO SEM and SMM concepts. OMiT provides 100% placement.”

- *Kousar Syed*

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“ Thank you OMiT team for head to toe training program on digital marketing. I am happy and proud to say that I am an OMiTian. Best institute with great and supportive trainers. Got placed immediately once training got over.Happy to recommend for my friends who are seeking for a job change n also career change.”

- *Aathira K*

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## OMiT BRANCHES

J P NAGAR

KORAMANGALA

BASAVESHWARANAGAR



# Courses

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**Search Engine  
Optimization (SEO)**



**Search Engine  
Marketing (SEM)**



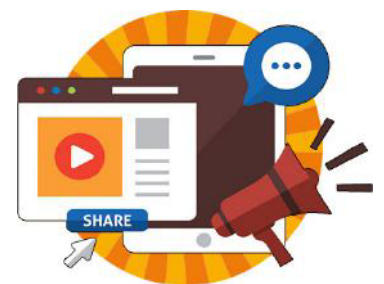
**Social Media  
Marketing (SMM)**



**Analytics**



**Affiliate Marketing**



**Viral Marketing**



**E-Commerce SEO**



**Online Reputation  
Management (ORM)**



**Email Marketing**



**Content Marketing**

# Become A Google & Facebook Certified Professional

Online Marketing Institute and Training

## One Training Program 12+ Certifications

- ▶ Google Certifications
  - Google Adwords Certification
  - Google Analytics Certification
- ▶ 3 Hubspot Certifications
  - Inbound certification
  - Content Marketing certification
  - Email Marketing certification
- ▶ Facebook Blueprint Certifications
- ▶ Hootsuite Certification
- ▶ OMiT Certificate
- ▶ Internship Certificate



# ABOUT US

Having a strong foundation in digital marketing has become increasingly important. OMiT's training modules comprise live projects, case studies and hands-on comprehensive classroom training across core specializations in digital marketing. Our extensive curriculum includes highest quality training by industry experts, personality evaluation, and development, to prepare you to meet brand-new challenges and opportunities in your career. With multiple learning options for students, entrepreneurs and professionals, we provide round-the-clock faculty support. We help advance your digital marketing skills and assure 100% placement guarantee, in major MNCs, Digital marketing firms and e-commerce companies.

Become a digital marketing expert in 10 Weeks with comprehensive training led by industry experts at OMiT, one of the leading Digital Marketing Institutes in Bangalore. Located at Basaveshwaranagar and Koramangala in Bangalore, OMiT offers certification in digital marketing with 100% job placement and hands-on experience. From Domain Buying, Hosting, Building Sample Wordpress Websites to SEO, SEM, Social Media Marketing and more, kickstart your career with extensive classroom coaching and 24/7 faculty support in our advanced digital marketing courses.

## Why OMiT :-

- ▶ Get 100% job placement with our 10 Weeks extensive digital marketing course
- ▶ Upgrade your skillset in real time, with live projects and first-hand work experience in digital marketing
- ▶ Step into the realm of digital marketing with comprehensive coaching led by our industry experts.



# OMiT PLACEMENT PROCESS



## OMiT BRANCHES

J P NAGAR

KORAMANGALA

BASAVESHWARANAGAR

# **Master In DIGITAL MARKETING**

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**Course With Modules**

# Search Engine OPTIMIZATION (SEO)

## ► Basics of SEO

- What is a Search Engine?
- History of Search engines
- How do Search Engines Work?
- Popular Search Engines
- Importance of Search Engines
- SERP – Search Engine Result Page
- Types of SEO
- Techniques of SEO
- Algorithms of SEO
- Importance of SEO

## ► Advanced SEO

- Schema Data / Rich snippet
- Language optimization .htaccess
- TLD International targeting
- Sub domains
- Search inside search
- E-commerce SEO
- Blog integration

## ► Local SEO

- What is local SEO?
- Creation of Google My Business
- Name, Address & Phone number (NAP)
- Customization of Google maps
- Reviews
- Optimization
- Local Submissions

## ► SEO Tools

- Google Analytics
- Google Webmaster
- Google Keyword planner
- Google trends
- Google Page speed
- Woorank lwebcheck
- Alexa
- MOZ tool
- W3 Validator / Schools

## ► Mobile Optimization

- How to optimize website for mobile/tab?
- Page Speed Responsive Templates
- Navigation
- Mobile site configuration
- AMP

## ► ON Page Optimization

- What is on page SEO?
- Website Analysis
- Keywords Research
- Content Creation & Optimization
- Heading Tag Optimization
- Image Optimization
- 404 Page Creation
- Robot file creation
- Sitemap Creation
- Schema Data
- Breadcrumbs
- Canonical Tag
- Meta Tag Creation
- Competitor Analysis

## ► OFF Page Optimization

- Backlinks, Domain Authority, Link Juice etc
- Search Engine Submission
- Blog Creation and Optimization
- Link Building
- Social Bookmarking
- Link Baiting
- Link Exchange
- Forums
- Image Sharing
- Video Sharing
- Business Listing(Local Listing)
- Press Release
- Questions and Answers
- Document Sharing
- Guest Posting
- Community creation(Social Media)

# Search Engine MARKETING (SEM)

## ► Basics of SEM

- What is SEM?
- What is AdWords?
- SEM strategy's
- Search Marketing
- Display Marketing
- Video Marketing
- Shopping
- Universal App Marketing

## ► Shopping Ads

- Product Listing ads (shopping snippet)
- Creation of shopping ads
- Bidding
- Keywords
- Tracking code
- Create Google Merchant account
- Verify account
- Link merchant ID in AdWords
- Creating Product Feed in .TXT &.XML formats

## ► Video Marketing

- Creation of video
- Creation of YouTube video channel & page
- Video/YouTube Marketing
- Bidding system for bidding
- In-stream & In-display Ads

## ► Display Marketing

- What is Display marketing?
- Importance of Display marketing
- Keyword Targeting
- Display Planner Tool
- Placement Targeting
- Topic Targeting
- Category Targeting
- Bidding
- AD types
- Responsive Ads
- Image Ads
- Dynamic Ads
- Remarketing
- Difference b/w Search & Display marketing

## ► PPC Advertising

- Keywords Research
- Ad copy creation
- Bidding
- Ad Group Creation
- Negative Keywords
- Landing Page Optimization
- Ad extensions
- Geo Targeting
- Ad scheduling and Ad rotation
- Quality Score Impression
- CTR
- AD Rank
- Keywords match types
- Keyword Planner tool

## ► Universal App Campaign

- Universal App Campaign
- Understanding UAM
- Importance of App marketing
- Create UAM
- Select App & verify
- Selection of App store type
- Google Play store
- Apple App store
- Check Conversion tool

# SOCIAL MEDIA MARKETING (SMM)

## ► Social Media Introduction

- Understanding Social Media & Its Importance
- Understanding Social Media Channels
- Understanding Social Media Optimisation
- Understanding Social Media Marketing
- Understanding Social Media Statistics
- Social Media workflow
- Hashtag Theory - How to create hashtags for brands
- Strategies to create hashtags for brands

## ► Social Media Optimisation

- Creating Social Media accounts and pages in
  - Facebook
  - Twitter
  - Instagram
  - LinkedIn
  - YouTube
  - Pinterest
  - Tumblr
  - Google+
- Learning to create posts
- Learning to build strategies for brands
- Understanding above social media channels in depth along with analytics
- Online Reputation Management
- Best Practices for SMO

## ► Social Media Marketing

- Learning & implementing Facebook Ads
- Learning & implementing Twitter Ads
- Learning & implementing LinkedIn Ads
- Learning & implementing Instagram Ads
- Learning & implementing YouTube Ads

## ► Social Media: Strategy, Tools and Tactics

- Social Media Tools (Hootsuite, Buffer, Agora Pulse & Sprout Social)
- Social Media Workflow - Live Training
- Creating reports for Social Media Channels
- Social Media Marketing Automation



# ANALYTICS

## ► Social Media

- What is Social Media Analytics
- Why your business needs Social Media Analytics
- Situation analysis of existing footprint
- How to approach situation analysis?
- Compare your Social Media appearances and that of your competition
- Differentiation between Social Networks for data collection
- Identify your data-based goals
- Find KPIs that fit your goals
- Possible action points for your goals
- Differentiate between metrics and decide
- Build the foundation for reporting
- Decide on audience for different reports
- Automating reports
- How to automate reports reputation?

## ► Google

- Introduction to Google analytics.
- How Google analytics works.
- Understanding Google analytics account structure.
- Understanding Google analytics insights.
- Understanding cookie tracking.
- Goals setup.
- Understanding bounce & bounce rate.
- How to set up funnels in goals.
- Importance of funnels.
- How to integrate AdWords and analytics account?
- Benefits of integrating AdWords & analytics
- Measuring performance of marketing campaigns via Google analytics.
- Understanding filters & segments.
- How to set up filters & segments.
- How to view customized reports.
- Monitoring traffic sources.
- Monitoring traffic behavior.
- Taking corrective actions if required.

## AFFILIATE MARKETING



- What is Affiliate Marketing?
- Affiliate Marketing Programs
- Affiliate Marketing Channels
- Affiliate Marketing Modules
- How to start Affiliate Marketing?
- Payments

## REPORTING



- Template creation
- Data generation
- Graphs Bid & budget
- Keyword positions
- Leads
- Traffic
- Digital Marketing Audit Report
- Excel

## ONLINE REPUTATION MANAGEMENT (ORM)



- What is ORM?
- What are the tools for ORM
- How to manage brands' Online Reputation Management
- Best practices for ORM

## Ecommerce



- Marketing strategy
- Segmentation
- Targeting
- Positioning
- Seller Advantages



**Fasten  
Your Career,  
Business Growth &  
Become an expert in...**

- Increasing online brand awareness
- Bringing targeted traffic to website
- Generate potential leads
- Increase sales with less marketing expense



# RESIGTER NOW

## OMIT BRANCHES

### J P NAGAR

#3rd Floor No.12, 24th  
Main, 2nd Phase,  
J P Nagar,  
Bangalore - 560078

### KORAMANGALA

2nd Floor, 314/B, 20th  
Main, 8th Block, 80 feet  
road, Opp Koramangala  
Police Station,  
Above Sagar Fast food,  
Bangalore - 560095

### BASAVESHWARA NAGAR

No 4,2nd Floor, Adhitya  
Chambers, 1st Main  
Road,2nd Block, 3rd  
Phase, Basaveshwara  
Nagar,  
Bangalore - 560079

### MYSORE

No 836, 1st floor, 13th  
Main (Yoga Narasimha  
Swamy Temple Road),  
Vijayanagar extn. 1st  
stage, Mysore,  
Karnataka -570017

### BHUBANESWAR

No-G2/9, First Floor,  
Indradhanu Market,  
I.R.C Village, Near  
Rainbow Resturant  
Nayapalli,  
Bhubaneswar,  
Dist-Khurda  
Odisha - 751015



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