



PIMS

PROFESSIONAL INSTITUTE OF MARKETING & STRATEGY

DIPLOMA IN INTERNET MARKETING

**Join the internet revolution
as a leader and not as a follower**

THE INTERNET HAS ARRIVED... HAVE YOU?

The Internet needs no introduction today. Its power and potential is recognized by one and all. The Diploma in Internet Marketing from the Professional Institute of Marketing & Strategy is designed to provide you with the necessary education, training and mentoring to help you join the Internet revolution not only as a user but also as a career-oriented decision-maker. Take the PIMS Diploma in Internet Marketing and join an MNC, a public limited company, the government, or a SME as an Internet Marketing

93% of companies use social media to market their business.



There are 148,344,875 Internet websites currently registered and counting.



The number of email messages opened on smartphones and tablet PCs has gone up 80% in the past six months.



Blogs on the Internet are 63% more likely to influence purchase decisions than print magazines.

COURSE OVERVIEW AND INSIGHTS

The Diploma in Internet Marketing from PIMS is a comprehensive 70-90 hour course which covers all aspects of Internet and digital marketing. No prior background in marketing, engineering, science or mathematics is required to become an Internet marketing professional. You can become an Internet marketing expert even if you are a commerce or humanities student. What is required is good knowledge of the Internet landscape, willingness to work hard and learn, an a serious commitment to your career. PIMS will help you achieve these objectives through this course.

WHY CHOOSE US?



Small Size Batch

PIMS ensure Personal Attention to each Student, So we have kept our Batch Size Very Limited



Trusted Certification

PIMS qualifies you for a full-time position in Digital marketing the day you complete the course and the project.



Google Certified Trainer

PIMS faculty members are highly qualified and experienced Internet marketing professionals with Google Certification.



100% Placement Assistance

After Completion of course PIMS will provide 100% job placement assistance and career guidance.

THE STRATEGIC ADVANTAGE



Once you complete the Diploma in Internet Marketing course, you will be able to:



Earn extra income by doing project-based assignments as a freelancer



Gain 360 degree knowledge of Internet marketing from a career point of view



Take your career to the next level by combining the Diploma with your present college degree



Begin working full-time, part-time or on weekends as an Internet marketing professional for a company

JOB PLACEMENT ASSISTANCE AND CAREERS

Did you know that there are more than 10,000 Internet marketing jobs currently lying vacant in India? To check this out, we encourage you to search on the major job portals such as www.naukri.com, www.monster.com, www.timesjobs.com and www.careerbuilder.co.in with keywords such as "Internet marketing" "Search engine optimization" "Digital marketing" and "Ad words". A Diploma from PIMS qualifies you for a full-time position in Internet marketing the day you complete the course and the project. The Diploma Certificate is also valid for points toward Canada, Australia and New Zealand immigration. Once you complete your Diploma, PIMS will provide job placement assistance and career guidance. The Diploma will also serve as an added qualification when combined with your degree since the Internet plays a role in all fields

"JOIN THE INTERNET REVOLUTION AS A LEADER AND NOT AS A FOLLOWER"



"Trainers and their way of teaching was the strongest part of training"
– Zeba Quadri, (Ex-Traniee)

"Great learning experience here! Really good place to learn all marketing tools! Your career can get a new wing once you join"
– Abhay Kumar



"Interactive classes by experienced faculty to keep everything interesting. Great Internet marketing institute for beginners"
– Paritosh Mishra

"Great insight into the digital marketing domain by experienced trainers and excellent content."
– Anjna Singh



"Thanks to PIMS Placement Team. I got placed in leading Limited Company as a Digital Marketing Manager"
– Divyanshu Kaushik

MEET OUR GOOGLE CERTIFIED PROFESSIONAL



Ziba Quadri
Ex-Trainee, PIMS



Mani Rajawat
Ex-Trainee, PIMS



Himani Sawhney
Ex-Trainee, PIMS



Kamal Arora
Ex-Trainee, PIMS



Priyanka Sharma
Ex-Trainee, PIMS



Surbhi Gupta
Ex-Trainee, PIMS



Shobha Singh
Ex-Trainee, PIMS



Puneet Rana
Ex-Trainee, PIMS



Ravi Bahukhandi
Ex-Trainee, PIMS



Sanjeev Upadhyay
Ex-Trainee, PIMS



Siddharth Jain
Ex-Trainee, PIMS



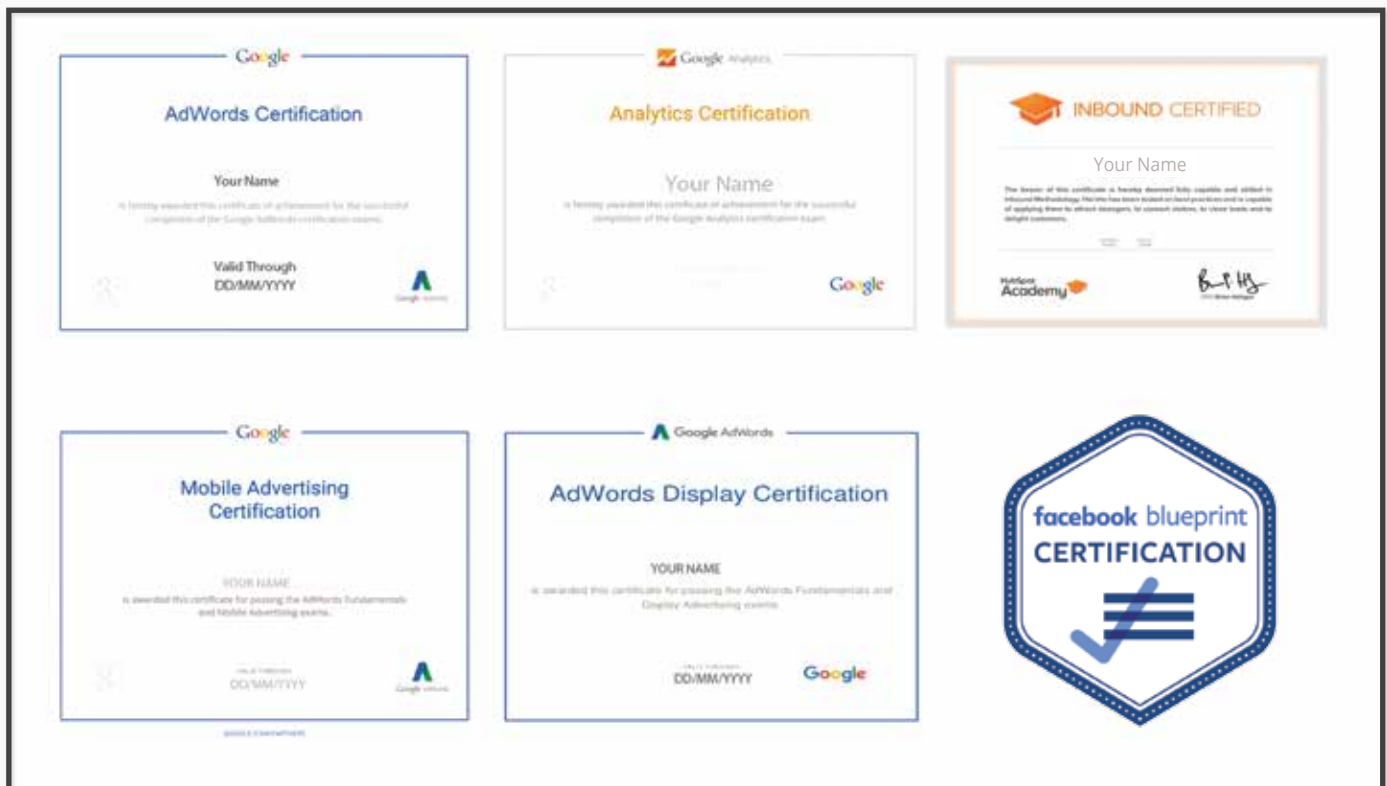
Jyoti Tiwari
Ex-Trainee, PIMS

For You
You can also be one

OUR FACULTY

PIMS faculty members are highly qualified and experienced Internet marketing professionals with extensive industry experience. Many of them currently work full-time as Internet marketing managers and consultants. You will not only benefit greatly from their experience and insider knowledge about the Internet industry but will also receive help from them to find suitable jobs in the industry either full-time or part-time.

BECOME DIGITAL MARKETING PROFESSIONAL BY INDUSTRY RECOGNIZED CERTIFICATES



PIMS Certificate



7 Google Certificate



Hubspot Inbound
Certification



Facebook(paid)

COURSE SYLLABUS

We have provided a module-based introduction of the course curriculum and syllabus to help you gain abroad understanding of the Diploma in Internet Marketing from PIMS.

Introduction to Digital Marketing

1

- ✔ What Exactly is Digital Marketing?
- ✔ Digital Marketing Vs Traditional Marketing
- ✔ What is B2B & B2C Marketing?
- ✔ How to Start Digital Marketing?
- ✔ What is Traffic?
- ✔ What is Keywords?
- ✔ One By One Process Of Digital Marketing
- ✔ How to get Traffic?
- ✔ How to Engage Traffic on Website?
- ✔ Types Of Lead& Conversion
- ✔ How to Retain your Web Customer?
- ✔ Analysis your Traffic Sources & ROI
- ✔ Benefit Of Digital marketing



Basic Of Computer(Back to School)

2

- | | |
|---|--------------------------------|
| ✔ What Is Internet? | ✔ What Is IP? |
| ✔ Who owns the Internet? | ✔ What Is the Use of IP? |
| ✔ How Internet Works? | ✔ What is Computer Mac address |
| ✔ What is Intranet? | ✔ What is Firewall? |
| ✔ Difference Between Internet & Intranet. | ✔ What Is LAN & WAN? |

General Overview of Web Concept & Hosting

3

- ✔ What is WWW?
- ✔ What is Domain?
- ✔ Difference Between HTTP & HTTPS
- ✔ What Is Domain Name?
- ✔ What is Domain Extension?
- ✔ What is Hosting?
- ✔ Different Types of Hosting
- ✔ Types of server



- 👍 Introducing Cloud & CDN Concept
- 👍 Difference Between Shared, VPS& Dedicated Server
- 👍 Different Types of Website
 - Based On Purpose
 - Based On Functionality
- 👍 Different types of programming Languages



Website Planning & Creation

4

- 👍 How to Create Blueprint of Website?
- 👍 Objective of Website
- 👍 Deciding Position of Images & Content
- 👍 Who to make your website faster than Others?
- 👍 How to Create a website in WordPress?
 - Choosing the right domain name for your website
 - Choosing a hosting platform
 - Installing WordPress within 5 minutes
 - Choosing the right free/paid wordpress theme for your blog
 - How to setup Google Webmaster tools and Google analytics for your blog?
 - Plugins you need for your WordPress blog/Website



Search Engine Optimization(on Page SEO)

5

- 👍 What is SEO?
- 👍 What is SERP?
- 👍 What is one Page seo?
 - How to Select a Domain Name?
 - Page Naming (URL Structuring)
 - Image Naming, Image Title and ALT Tags Creation
 - What are Meta Title
 - What Is Meta Description
 - Headings Tags {H1 to H6}
 - What is Content Writing?
 - SEO Friendly Content Writing {Insert keywords in content}
 - Anchor Text, Link Title
 - Robots.text file use and creation
 - HTML Sitemap creation
 - XML Site Map Creation
 - Tools for seo
 - Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)



Off Page SEO

6

- 👍 What are Backlinks?
- 👍 Why Backlinks are Important?
- 👍 How to Get Backlinks?
- 👍 Difference Between Do-Follow and No-Follow Backlinks
- 👍 What is Google Page Rank?
- 👍 How to Increase Page Rank?
- 👍 Search Engine Submissions
- 👍 Directory Submissions
- 👍 Article Writing and submissions
- 👍 Press Release writing and submissions
- 👍 Blog Posting and comment writing
- 👍 Classifieds posting
- 👍 Forum Posting
- 👍 Business Listing
- 👍 Social Bookmarking
- 👍 Social Networking
- 👍 What is Page Rank?
- 👍 What is PA & DA?

Advance SEO Knowledge

7

- 👍 How to optimize your site for Google Hummingbird Algorithm?
- 👍 What is Google Panda Algorithm?
- 👍 What is Google Penguin?
- 👍 What is Google EMD Update?
- 👍 How to save your site from Google Panda, Penguin and EMD Update?
- 👍 How to recover your site from Panda, Penguin and EMD?
- 👍 Black Hat SEO(Use at your Own Risk)



SEO tools



SEO site checkup



Seo Rank checker



Google Adwords(Search Advertising)

8

- 👍 Introduction to PPC & Adwords
- 👍 Setting Up Google Adwords Account
- 👍 Payment Option- Which is better ?
- 👍 Create First Campaign
- 👍 Understanding Adgroup, Ads, Keyword Concept
- 👍 Learn Biding Strategy
- 👍 Geo Targeting
- 👍 Site Link Extensions
- 👍 Phone Extensions

ADS

Online Advertising Tools(PPC)



LinkedIn ads



BuySellAds..



- 👍 Local Extension
- 👍 Review Extension
- 👍 What is Quality Score?
- 👍 What is CTR?

- 👍 Conversion Tracking
- 👍 CPC/CPM
- 👍 How to Optimize your cost?
- 👍 How to Maintain QS & High CTR ?

Re-marketing

9

- 👍 How to use Shared Library?
- 👍 What is Audience?
- 👍 How to Create Remarketing List?
- 👍 Setting Up your First Remarketing Campaign

Display Advertising

10

- 👍 What is Display Advertising?
- 👍 Understanding Display Setting Concept
- 👍 Frequency Capping
- 👍 Type Of Display Network
- 👍 Understanding Display Planner Tools
- 👍 Display Targeting Optimization
- 👍 Display Keywords Targeting
- 👍 Placement Targeting
- 👍 Topics & Demographics Targeting
- 👍 Understanding Conservative Targeting
- 👍 Aggressive Targeting(Display Campaign Optimizer)
- 👍 Tips & Tricks

Shopping Ads

11

- 👍 What is Shopping Ads?
- 👍 Creating & Verify Google Merchant Center Account
- 👍 Add Product in your MCA
- 👍 Understanding all required Fields for Product Listing.
- 👍 Add your Product in feeds using Google Sheets
- 👍 Automatic Item Updates
- 👍 Linking MCA to Adwords Account

Video Ads

12

- 👍 What Is Video Ads?
- 👍 Video Ads Format
- 👍 In-stream or video discovery ads
- 👍 Bumper ads: 6-second video ads
- 👍 Different Bidding Method
- 👍 Linking your YouTube accounts to Adwords
- 👍 Types of Video Targeting Method
- 👍 Selecting Best Targeting Method for your ads
- 👍 Tips for Creating Video Ads



Video Creating Tools



Universal App Ads

13

- 👍 Understanding Universal App Ads
- 👍 Upload your First app to PlayStore/IOS
- 👍 Creating your First Mobile App Ad
- 👍 Campaign Optimization
- 👍 Bid Strategy(Cost per Install)
- 👍 Find Best Placement for ads
- 👍 Tips & tricks for More Installation.

Google Adwords Alternatives

14

- 👍 Overview of Bing & Yahoo PPC
- 👍 Transfer Google Adwords Campaign to Bing
- 👍 Compare Adword & Bing PPC
- 👍 Understanding Google Alternative
- 👍 Explore Bidvertiser, Info links, BuySellAds & More
- 👍 Get your Adwords Certificate Now(Best of Luck)

YAHOO! | bing
NETWORK

Tracking Performance and Measurement with Google Analytics

15

- 👍 What is Google Analytics?
- 👍 How Google Analytics works?
- 👍 Accounts, profiles and users navigation
- 👍 Google Analytics
- 👍 Basic metrics
- 👍 The main sections of Google Analytics reports
- 👍 Traffic Sources
- 👍 Direct, referring, and search traffic
- 👍 Campaigns
- 👍 Visitors Analysis
- 👍 Unique visitors
- 👍 Geographic and language information
- 👍 Actionable Insights and the Big Picture
- 👍 Recap of Google Analytics reports and tools
- 👍 Finding actionable insights
- 👍 Common mistakes analysts make
- 👍 Additional Web analytics tools



Social Media Marketing

16

- 👍 What is Social media Marketing
- 👍 How to market Company's Product On Social Media
- 👍 Why Social Media is Important?
- 👍 7 Wonders of Social Media
- 👍 Create your Profile One by one





Facebook Marketing

- History of Facebook
- How to market on Facebook
- Create your Company Page, Group
- How to manage your One week Post in Advance
- How to increase your Facebook Likes(White hat)
- How to get likes in bulk(Do it at your Own Risk)
- How to Engage your Fan on Page
- Make your Post Viral
- Do some extra activity(Updated part)
- Facebook PPC(Advertisement)
- Example of some Successful Facebook Page



LinkedIn Marketing

- Introduction about LinkedIn
- Create your Personal & Company Profile
- Understanding B2B and B2C Concept
- How to use Linked Group for Marketing
- How to Increase your Connection



Twitter Marketing

- Introduction to Twitter
- Create your Profile
- Why is it Microblogging?
- How to increase Followers (White & Black hat)
- How to Market your Product
- Understanding # (Hastag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Example of Successful Twitter
- Company Page



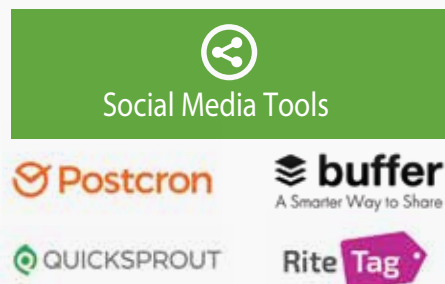
Pinterest Marketing

- What exactly is Pinterest?
- How it's different from other Social Media?
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How it can help you to Promote your content?
- Pinterest Analytics



Quora Marketing

- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply on Quora Question?
- Create Quora Ad



Email Marketing

17

- 👍 What is Email Marketing?
- 👍 What is Opt-in & double opt-in database?
- 👍 What is Subscriber database?
- 👍 Email Marketing Software
- 👍 Email Marketing Online Tools
- 👍 Bulk email service provider
- 👍 What is SMTP Server?
- 👍 Rules of sending Bulk mail
- 👍 Setting auto responder email
- 👍 Best practice to send bulk mail
- 👍 Few tricks to send mail in inbox directly
- 👍 What is CAN-SPAM Act?
- 👍 What is A/B testing?
- 👍 Create your First email Campaign
- 👍 How to track Open/bounce/unsubscribed Email?

Youtube Marketing

18

- 👍 Introduction to youtube
- 👍 Creating Multiple Chanel in Single Account
- 👍 Tools to create Videos
- 👍 How to add Annotation, subtitles & cards
- 👍 Search optimization of videos
- 👍 Tools to optimize Videos
- 👍 Instream & bumper ad in youtube
- 👍 Video Monetization
- 👍 Tricks to make Money from youtube
- 👍 Distribution of Videos for ranking
- 👍 Youtube Analytics

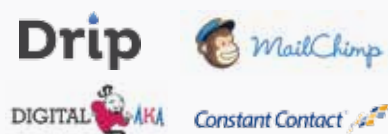
Lead Generation

19

- 👍 Definition of an online sales Lead
- 👍 Cold, Warm and Hot leads
- 👍 What is landing page?
- 👍 Difference Between Landing page & Website
- 👍 How to create landing page?
- 👍 How to use Thank you page?
- 👍 Tools to create landing page
- 👍 What is A/B testing?
- 👍 Lead Funnel
- 👍 Converting Leads into sales through internet Marketing



Email marketing tools



Lead Capture tools



Online Advertising

20

- 👍 Introduction to banners, Contextual ads & rich Media
- 👍 Tools to manage pop up advertising
- 👍 Pop under advertising
- 👍 Contextual advertising using images & video
- 👍 Online Advertising company
- 👍 Creating Banner Ads using tools
- 👍 Tracking & Measuring ROI of online advertising

Ecommerce Marketing

21

- 👍 What is ecommerce?
- 👍 Current ecommerce scenario in India
- 👍 Driving traffic to ecommerce portal & portal
- 👍 How to perform SEO for ecommerce website?
- 👍 Create advance strategy for Ecommerce Portal

Mobile Marketing

22

- 👍 What is mobile marketing?
- 👍 Why is it important in current Scenario?
- 👍 What is mobile website?
- 👍 Tools to create Mobile app
- 👍 Ads on Mobile app
- 👍 How to do seo for mobile app search?
- 👍 Tools to create Mobile Website
- 👍 SMS marketing
- 👍 TRAI rules & Regulations for Mobile Marketing

Content Marketing

23

- 👍 What is Content Marketing?
- 👍 Objective of content Marketing
- 👍 Why "Content is King" for SEO scenario?
- 👍 How to write SEO friendly Content?
- 👍 How to become content writer?
- 👍 Tools for content writing
- 👍 How to Spin other website content?
- 👍 How to promote your content online?



Content Marketing Tool



Content Writing tools



Image design tool



Growth Hacking

24

- 👍 What is Growth Hacking?
- 👍 Calculate per-user LTV
- 👍 Design Growth Funnel
- 👍 Analysis of Growth using analytics tools
- 👍 Story Telling technique for Growth Hacking

Influence Marketing

25

- 👍 Introducing influence Marketing
- 👍 what is brand influencers?
- 👍 What are Digital influencers?
- 👍 What is Social media influencer marketing?
- 👍 How do influencers change Customer mindset?
- 👍 Case Studies of influence marketing

Online Reputation Management

26

- 👍 What is online Reputation?
- 👍 Why online Reputation is Important?
- 👍 How to manage your online reputation?
- 👍 How to respond to first page Negative Review?
- 👍 How to take control on your online reputation?

Affiliate Marketing

27

- 👍 What is affiliate Marketing?
- 👍 Making Money from affiliate marketing revolution
- 👍 Overview of affiliate Marketing networks
- 👍 Indian websites with best affiliate Programs
- 👍 Secrets of Affiliates marketing
- 👍 Live Examples of Affiliates Marketing
- 👍 What is www.cj.com?
- 👍 How to approve for world largest Affiliates Websites cj.com?



Become online Seller

28

- 👍 How to Select Best Product?
- 👍 How to Decide Pricing?
- 👍 Select Best Marketplace for your Product
- 👍 Registering on Marketplace
- 👍 List your Product
- 👍 Choose Best Logistic option

Internet Entrepreneurship with Google AdSense(Blogging)

29

- 👍 AdSense Program overview & Features
- 👍 How to get approved for adsense?
- 👍 Few tricks to get approval by Google
- 👍 How to put ads on your blog?
- 👍 How to receive a check from Google each month through Google adsense?
- 👍 Building an AdSense network with multiple AdSense website.

Freelancing

30

- 👍 What is freelancing?
- 👍 Popular freelancing websites
- 👍 How to take project from freelancing website?
- 👍 How to Choose freelancer(For your project)?
- 👍 How to get money worldwide?
- 👍 Popular online payment option for freelancer



Internet Entrepreneurship

31

- 👍 How to Start Online Business?
- 👍 How to register Company in India?
- 👍 Important Tools for Entrepreneur
- 👍 Rules & regulation of Taxation in India
- 👍 Funding Concept for Company
- 👍 How to Get Fund form Investor?
- 👍 Idea Does Not Matter ,Execution Does!

Interview Preparation

32

- 👍 How to Write Perfect Resume?
- 👍 Question & Answer Session
- 👍 Important questions List
- 👍 Mock test Preparation



PIMS TRAINEES HAVE 95% SUCCESS RATIO IN PLACEMENT & ENTREPRENEURSHIP



Zeba Quadri
Founder of ZebTech Solution
Ex-Trainee, PIMS



Chinmayi Jha
Content Writer (SEO)
Monster India



Paritosh Mishra
Founder of zephyr India
Ex-Trainee, PIMS



Anjna Singh
Ex Trainee PIMS, Entrepreneur



Govind Jha
Digital Marketing Manager
HCL Health Care



Abhishek Ranjan
Digital Marketing Manager
Blue Pigeon



Divyanshu Kaushik
Digital Marketing Manager
Zephyr Limited



Anjit Tiwari
Email Marketing Expert
Optimal Transnational India Pvt. Ltd.



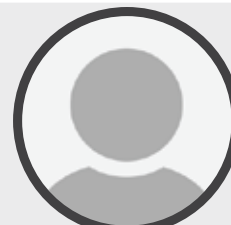
Deepti Gupta
Founder of Beauty & Healthcare Co.
Ex-Trainee, PIMS



Ravish Dhiran
Social Media Manager
SME Channels



Sanjay Gupta
Founder of Uday Softech
Ex-Trainee, PIMS



For You
You can also be one

ABOUT PROFESSIONAL INSTITUTE OF MARKETING & STRATEGY

PIMS is an outreach initiative of Panache Softech Pvt. Ltd. located in Sector 16, Nodia. For the past several years, Panache Softech has defined its leadership position in the Internet industry with a stellar list of clients for whom the company has provided services in areas such as Internet marketing, web development, web designing, SEO, Multimedia and animation. We now bring our combined experience and expertise to students to help them carve a highly successful career niche in the Internet marketing world.

RECRUITERS FOR INTERNET MARKETING EXPERTS

make **my** trip
Dil toh roaning hai

eBrand3

Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING

snapdeal.com

A[®]
Adobe

AMERICAN
EXPRESS

IBM

DELL

ibibo
i build • i bond

PEPSICO

TATA

HCL

Infosys

accenture

Fortis

WORKSHOP & SEMINAR

#JoinInternetRevolution



ऑनलाइन बाजार की दी जानकारी

आज, केंद्र संस्था: ऑनलाइन बाजार की जानकारी पर सेमिनार का आयोजन किया गया। विशेषज्ञों ने ऑनलाइन बाजार के फायदे, नुकसान और अन्य विषयों पर जानकारी दी।

आज, केंद्र में नौकरी करने वाले और नौकरी ढूँढने वाले दोनों के लिए ऑनलाइन बाजार की जानकारी दी गई। सेमिनार का उद्देश्य ऑनलाइन बाजार के फायदे और नुकसान को समझना और ऑनलाइन बाजार में नौकरी ढूँढने में मदद करना था। इस अवसर पर विभिन्न कंपनियों के प्रमुख अधिकारियों ने ऑनलाइन बाजार की जानकारी दी।

सेमिनार

● ऑनलाइन बाजार में बढ़ रहे नौकरों के अवसर

● घर बैठे विभिन्न चीजें एक जगह से खरीदी जा सकती हैं

● ऑनलाइन बाजार के फायदे और नुकसान के बारे में जानकारी दी गई।



OUR SUBSIDIARIES

DIGITAL AKA

www.digitalaka.com



www.panachesoftech.com



www.hikemytraffic.com



www.smtpget.com



www.beinghired.in

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(Subsidiary of Panache Softech Pvt. Ltd.)



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