



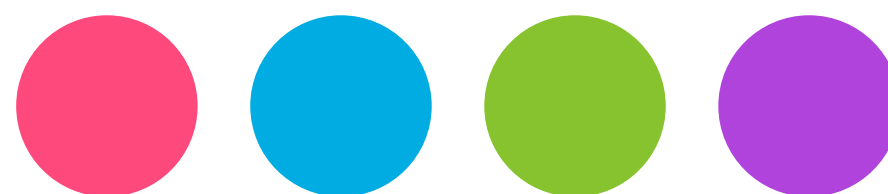
Orbosys Cooperation

W e W e a v e W e b



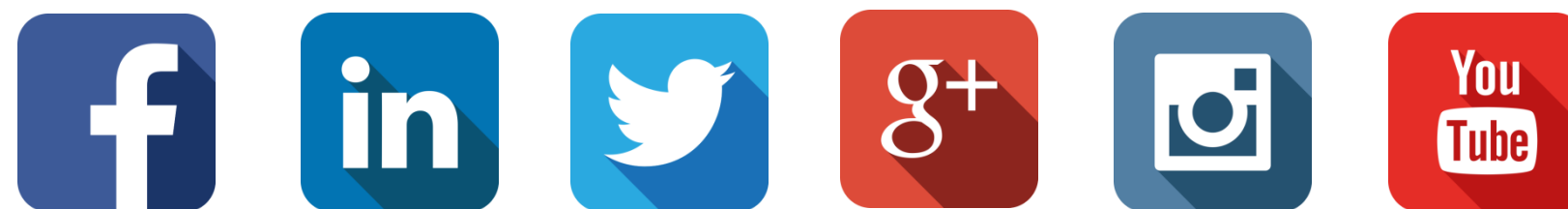
A Web Design and Digital Marketing Company

60, Phase 2, Vasant Vihar, Near Vikas Mall, Dehradun 248006 - Uttarakhand



Certified Digital Marketing Training

Get hands on practice training in Digital Marketing along with certificates



@Orbosyscorp



Orbosys Cooperation
Digital Marketing
Training

CERTIFICATE



Digital Marketing Opportunities

Why you should go for this course



Digital Marketing is booming!

With over \$135 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today. Asia is leading the trend with over 30% annual growth. According to a recent report by eMarketer, the total number of Internet users globally will surpass 3 billion to reach 42.4% of the entire world's population.

If you are a Business Owner, a Sales & Marketing professional or a Student who is serious about leveraging Digital Marketing for personal or organizational growth then this course is for you.

This course will help you build mastery in various disciplines of Digital Marketing - SEO, SEM, Social Media, Email Marketing, Inbound Marketing & Web Analytics.

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Silent **Features**

What is there in this course



Orbosys Certified Training Course



Hands on Practice Project and Assessments



Job and Placement assistance for DM trainees



Live Instruction
20 hours each Module



Access to latest Content
Study Material | Presentation



Lifetime training support
and LMS forum



Who Should **Attend?**

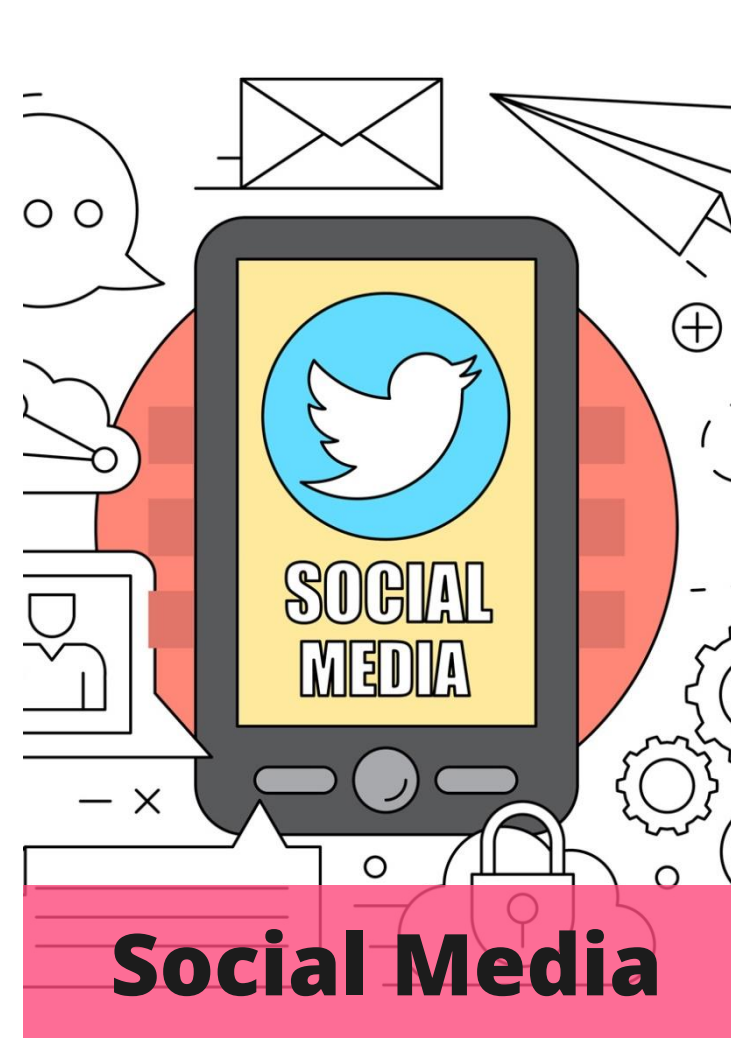
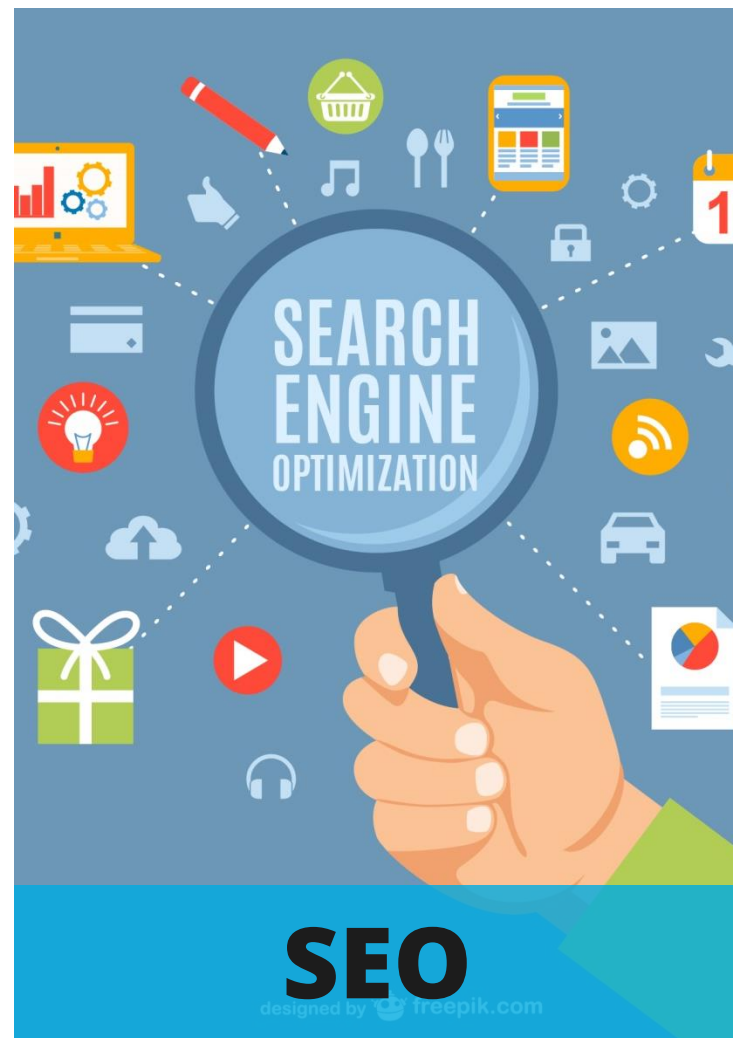
People who are best suited for this course

The only man who never makes mistakes is the man who never does anything.

- 1 Marketing Professionals and Students
- 2 Sales Professionals and Students
- 3 Business owners and Entrepreneurs
- 4 Digital Marketing Professionals
- 5 Who want to make money Online

Our Core **Modules**

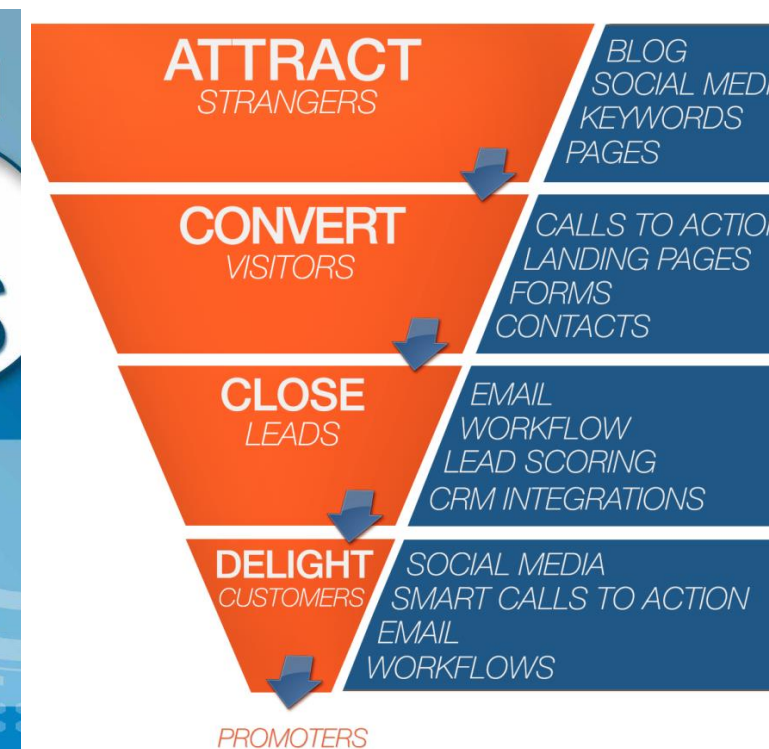
Core Digital Marketing Modules



These are the 5 core modules of Digital Marketing with involves the complete package of the course.

Each modules comprise of 10 sessions in two weeks (5 days session a week) and each session is designed for 2 hours.

To apply for training or free demo class kindly visit: www.orbosyscorp.com/digital-marketing-training.html



Our Special Modules

This is what we're going to do EXTRA for you

Blog | Content | Affiliate | landing Page | Inbound | Mobile App | Monetization





Course **Methodology**

Our Things to do during the course

60%
PRACTICAL

Pre Reading and study materials

In order to help you maximize the value of sessions, you will receive pre-reading material in the form of PDFs, blogs, case studies etc.

Module Assignments and tasks

You will also get weekly assignments to build confidence in applying the learning, to produce real results.

Own online presence - Hands on projects

In order to practice various concepts & tools, you will be given hands-on projects which will be evaluated.

Presentations and live demonstrations

Based on the batch, there will be presentations and practical stuff will be taught.

40%
THEORY

Course **Content**

*The core modules covered in 4 months **Certified Digital Marketing Training** are listed below*

- 1. Email** marketing
- 2. Social Media** Marketing
- 3. Search Engine** Marketing
- 4. Search Engine Optimization**
- 5. Web Analytics**

Special **Sessions**

Apart from core modules, we also conduct certain special sessions additionally which are mentioned below.

1. Inbound Marketing
2. Blogging
3. Mobile App Marketing
4. Introduction to Affiliate Marketing
5. Content Marketing
6. YouTube Monetization
7. Instagram | Snapchat and other social media
8. Landing Page Optimization



Course **Duration**

What is the duration of the course

3 Months (Core Module) + 2 Weeks (Special Module)

The 3 months CDMT course along with 1/2 month special modules makes the total duration of the course as 3.5 months. We organize 3 batches for the CDMT course respectively in weekdays. A student can enrol for any one batch as per choice.

Batches & Timings: The timings and conduct for all batches are elaborated below.

- Monday - Friday: 2pm-3:30pm (IST)

Attendance & **Assignments**

There are certain criteria one needs to fulfil to successfully complete the certification

1. Minimum 75% attendance is required to be eligible for the certification.
2. In case you are unable to attend your class, do inform in advance so it will not be considered as absent.
3. Assignments and quizzes are available in your course to enhance your learning.
4. You are required to complete all assignments. In case you fail to complete all assignments then you will NOT be awarded with the certificates.

Exam Structure & **Assignments**

How we will walkthrough the course in terms of examination

1. There are 6 separate exam for all six modules conducted Orbosys Cooperation.
2. The exam is conducted offline at our respective office premises.
3. The exam contains objective type questions and theory based on practice
4. There is NO negative marking for wrong answers. Refer to your study materials and class notes to prepare for examination.
5. We do not provide any sample papers for the examination.
6. You can also re-attend the sessions before taking the exam by dropping an email to your respective course coordinator.

Exams and Certification

Once the student complete their course they can appear for the exams and certification

Google offers multiple certification exams in Digital Marketing Domain. Our course will help you prepare (and pass) the following exams:

- AdWords Fundamentals
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Google Analytics Individual Qualification (GAIQ)



HubSpot Inbound Marketing Certification

HubSpot offers Inbound Marketing Certification which covers segments to digital marketing on how to attract visitors, convert customers and delighting customers to convert them into promoters of business. After your training with Digital Vidya you can clear the exam.



Exams and Certification

Once the student complete their course they can appear for the exams and certification

Facebook Certified Planning Professional

This credential is awarded to digital advertising professionals who are proficient in planning successful Facebook advertising campaigns. The FCPP should be able to demonstrate competency in the following areas:

- Expertly managing Facebook Pages
- Selecting and utilizing Facebook advertising objectives
- Targeting audiences for maximum impact
- Fully utilizing Audience Insights
- Optimizing reach and frequency
- Implementing planning strategy and best practices
- Understanding and learning from Facebook's measurement solutions
- Thoroughly understanding how Facebook products can be tied into advertising and communication strategies



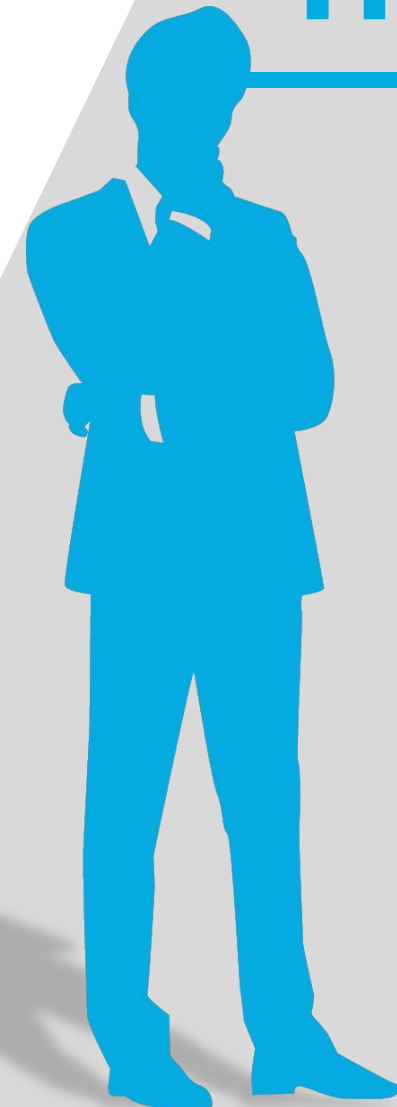
Job and Placement

- Once the certification is completed candidates will be eligible for job assistance
- Complete help and support will be provided to get the interview scheduled
- After certification and scheduling candidates are responsible if they don't get selected



Training Support

- During each session there will be an interactive Q&A Session
- Participants will be provided access to the discussion forums.
- Participants can get addressed to their queries for the lifetime even after their course completion.



Terms and Conditions

- We do not provide 100% job placement guarantee (we're not an agency or consultancy)
 - All the students who are looking for the job will be eligible only when they have completed the certifications
- The students will be trained on how to schedule their interview and will be doing everything on their own as instructed
 - We're responsible to train you on the digital marketing skill set and make you job ready
 - Complete help and support will be provided till the candidate wants



Course Fee & **Registration**

Once the student complete their course they can appear for the exams and certification

FEE Structure:

1 Module: INR 4,000

2 Modules: INR 7,000 (You Save INR 1,000)

All Modules INR 20,000 (You Save INR 4,000) + Bonus Module (YouTube & Blog)

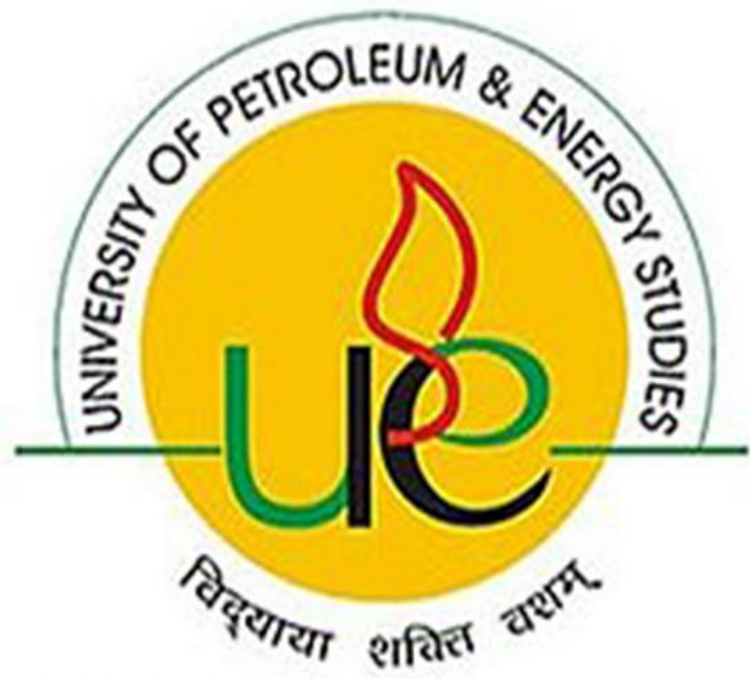
Payment Modes: Credit/Debit Card, Bank Transfer or Cheque or Cash

How to Register? Call at +91-95209-99099 or mail at info@orbosyscorp.com

Visit: 60, Phase 2, Vasant Vihar, Near Vikas Mall (See Google Map for Orbosys Cooperation)

Ongoing Training

We're going deep and wide, Digital Marketing has a huge upside do not underestimate it!



We have trained 50+ Marketers

See our testimonials and details at www.orbosyscorp.com/digital-marketing-training.html

Apply for Digital Marketing training at www.orbosyscorp.com/digital-marketing-training.html

Interested? Contact Us!



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