



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

Top Rated Classroom Based Training
with 100% Placement or Fee Refund

LEARN FROM EXPERTS











Top Rated Classroom
Hands on Experience
7+ Google Certifications

2,500+
Trainees

99%
OMiT Graduate
Placed

4.9/5
Google & Facebook
Rating

 Live Classroom	Live Classes covering all topics. Learn from Digital Marketing Experts working in the Industry and prepare yourself for Google certification	 Online Materials	Topic wise study material in the form of Presentation and Case Studies
 Practical Exercises	Quiz/Assignment with detailed answers and explanation. Doubt solving forum to interact with faculty & fellow students	 Validity	Login id and password validity for a year.
 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.	 Placement	Participants get placement assistance after successful completion of the course.
 24x7 Online Access	24x7 Access to Course Material (Case Studies, Presentations etc.	 Post Training Assistance	We also provide you Post Training Assistance & On Job Assistance

We Have Our Saplings In

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

“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

“ 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

“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

“ 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

COURSES



Search Engine Optimization (SEO)



Search Engine Marketing (SEM)



Social Media Marketing (SMM)



Analytics



Flipkart Marketing



Amazon Marketing



E-Commerce SEO



Online Reputation Management (ORM)



Email Marketing



Content Marketing



Affiliate Marketing



Viral Marketing

Become A Google & Facebook Certified Professional

Online Marketing Institute and Training

One Training Program 12+ Certifications

▶ 6 AdWords Certification

To become AdWords Certified, you'll need to pass the AdWords Fundamental exam and one more AdWords exam. DSIM will prepare and help you to clear all these exams -

- AdWords Fundamental
- Display Advertising
- Shopping Advertising
- Search Advertising
- Video Advertising
- Mobile Advertising

▶ 3 Hubspot Certifications

- Inbound certification
- Content Marketing certification
- Email Marketing certification

▶ Facebook Blueprint Certifications

▶ Google Analytics 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



OUR FACULTY

MR. RAVIKIRAN JIGAJINNI

CEO, Co-Founder



Ravikiran 3+ years as Business Development & 5+ Years as Social Media Strategist & Blogger. Ravi has handled the number of Social Media clients like BlueValley, BlueJay, Purvankara, Legacy Builders, Saran Developers, Alpine Housing, Hallimane, The bakery world, Paragon Footwear, RedFM 95.3 etc. Ravi Started his career with HR Consulting Firm, but his passion towards Social Media took him to Delhi for PGDM Corporate Marketing.

As a lead trainer at O.M.i.T, Ravi heads Social Media Marketing, with a immense knowledge in Facebook, LinkedIn, Twitter, YouTube, Instagram, Pinterest and much more Also Ravikiran ensure the candidates are trained on live assignments given by O.M.i.T which help candidates to get experience which will boost the confidence of candidates.

He has trained 30+ corporate companies built them Social Media Strategy plan implemented successfully, he has also helped many young lads to make their career in Digital Marketing

MR. GURURAJ MAHALE

MD, Co-Founder



Gururaj Mahale comes with over a 8 years of experience in Digital Marketing with clients in all industries specs. Working with 50+ clients, He has got an extensive experience of handling startups to fortune companies in Digital Marketing take it from core B2B to B2C. He also has been manager in digital marketing, understanding client requirement, directing roadmaps / strategies with respect to branding and return on investment makes him one of the best in the industry today.

He has trained over 200 candidates and more than 50 working professionals at OMiT, SYNERGOS and Minglebox. He has successfully placed students in MNC's and SME by guiding them on all the interview factors.

Training is something that he has been always enjoyed to individual candidates, entrepreneurs, solopreneurs, students at MBA colleges and MCA colleges on Digital Marketing and Brand Management.

MR. PRAJWAL REDDY

Lead-Digital Marketing Trainer,
Basaveshwara Nagar Branch



Prajwal Reddy comes with over a 3+ years of experience in Digital Marketing (Client Management, Search Engine Marketing, Social Media, SEO, Analytics and training is very passionate about all the areas). He has got an extensive experience of handling startups to fortune companies in Digital Marketing service. In her last role he was leading Digital Marketing Leadership at Saldeltierra Business Solutions, and previously worked with companies like IBM and Idea Envy.

Training is something that he has always enjoyed and been training entrepreneurs, solopreneurs, students at MBA colleges & NGO's on Digital Marketing and Social media Brand Management

MR. MANOJ KUMAR

Lead-Digital Marketing Trainer,
Koramangala Branch



Manoj Kumar Digital Marketing Profession with 2+ years of experience in managing every aspect of digital marketing, online advertising, and web analytics at Large Enterprises. He has worked with top Digital Marketing Managers and an Area Sales Manager for Nationalized Companies. A Dynamic and energetic young lad with extensive experience in the use of Adwords to increase customers ROI profitability and productivity.

He has Training the young minds on Digital Marketing, communication, and Integrated Digital Marketing. Enable them to learn by following best Digital Marketing Practice

Master In DIGITAL MARKETING

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
- QR codes

▶ 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)

SOCIAL MEDIA MARKETING (SMM)

► Basics of SEM

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

► Video Marketing

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

► 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

► 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

► 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

► 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 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 Reptation 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.

MOBILE MARKETING

- Mobile App Marketing
- Mobile Browser Marketing
- Mobile Bidding
- Mobile Ads
- Mobile Landing Page
- Targeting
- Other types
- In-game mobile marketing

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

FLIPKART MARKETING

- Marketing strategy of Flipkart
- Segmentation in Flipkart
- Targeting in Flipkart
- Positioning in Flipkart
- Seller Advantages in Flipkart

AMAZON MARKETING

- Marketing strategy of Amazon
- Segmentation in Amazon
- Targeting in Amazon
- Positioning in Amazon
- Seller Advantages in Amazon



RESIGTER NOW

BASAVESHWARA NAGAR

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

KORAMANGALA

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

**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



+91 81058 24987
+91 98800 31968



info@omit.in



www.omit.in