



# CERTIFIED COURSE on DIGITAL MARKETING

from **XIIM**



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# Overview of XIIM



In today's world, there is a big boom in the digital era. We live in a time where the food we eat, the clothes we wear and the homes we live in can be bought and ordered online. We, at XIIM, give deep meaning to every aspect of the digital world. We are a trusted Digital Marketing Academy that has shaped and moulded the lives of hundreds of students. We, at XIIM, conduct our Digital Marketing training program under the mentorship of a professional team with expertise in digital marketing, which gives you a wholesome view on all the current concepts.

The importance of digital marketing in today's world cannot be denied. Our Academy strengthens your theoretical knowledge as well as the practical experience in the curriculum that you take.

Digital marketing is a very broad topic, it is dynamic. Our curriculum takes a modern approach to learning. The course is designed for all those who wish to learn how to plan, implement or measure digital strategies in everyday roles of their lives. Welcome to the world of digital marketing, we are happy to guide you in fulfilling your dreams and making a great career.



## Meet the Founder



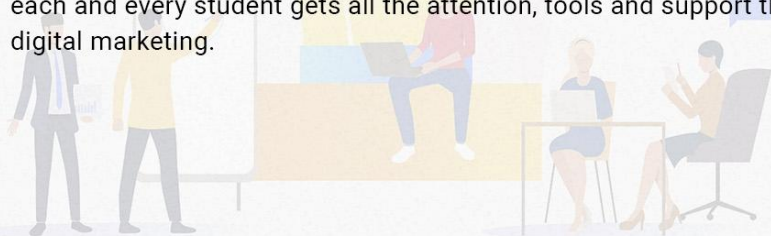
### XIIM is founded by [Mr. Sreejan Guha Niyogi](#)

He is globally acclaimed as one of the leading SEO analysts and affiliate marketers of this decade. His course DragonBite SEO changed lives for many students from India and abroad and was touted as the best SEO course to have come up on the Warrior Forum (the planet's Biggest forum of the Leading Internet marketers). The success of DragonBite SEO course led to the formation of the DragonBite SEO PBN services which became the #1 choice for hundreds of clients who needed to rank their sites on the top of Google. Mr. Sreejan's team has built over 5000 private blog networks in 2018 alone and has helped clients generate an **estimated revenue of over \$20,000,000**. **Many of his students are earning over \$1000/mo** and have even launched their own agencies.

Apart from that, Mr. Sreejan Guha Niyogi has also worked on numerous affiliate projects and offers. He has ranked on top of the JVZOO leader board for 60+ times and is highly respected by other affiliates. He started his journey in 2010 and there has been no looking back ever since. Right now he is responsible for co-managing the digital marketing of all the biggest sectors in Netherlands (energy, finance, health, dating). He is partnered up with Mr. Bram Vermolen and they are working on **over 130 sites in Netherlands**.

Mr. Sreejan Guha Niyogi has also taught in multiple colleges and education institutions and **inspired hundreds of students to take up digital marketing as a career**. He is someone who has faced all the roadblocks in the practical world of digital marketing and that's what helps him to connect with his students so easily. With a continuous growth of experience and knowledge over the last decade, he has launched XIIM to help students reach their goals and dreams in one of the fastest growing fields in India.

Students will benefit heavily from the presence of Mr. Sreejan as a mentor and tutor as he understands the needs, goals and pulse of the students. That is why apart from the certifications and education, XIIM will also help those who want to get placed and attain industry exposure. Mr. Sreejan has a keen eye on details and will make sure that each and every student gets all the attention, tools and support that he/she needs to make it BIG in the world of digital marketing.



## Who Should Take This Course



There are no limitations when it comes to who can learn the art of digital marketing. This area is diverse and can be of use to a wide range of professionals. XIIM receives applications for digital marketing courses from people coming from various backgrounds and from all parts of the world. There are no limitations when it comes to who can learn the art of digital marketing. This area is diverse and can be of use to a wide range of professionals.



**MARKETING PROFESSIONALS** If you are a marketing professional working in the field of marketing, you most likely will already have expertise in offline or the ground marketing techniques. However, in today's world, this will not be adequate. You will need to master the technique for the online digital world, and this is where we groom you to take on this platform head-on.

**OTHER PROFESSIONALS** Even if you are not into marketing, an added knowledge of digital marketing in today's world will give you that extra benefit of being above the rest. If you understand the needs and wants of the digital era, it will benefit you in any field that you work in.



**BUSINESS OWNERS & ENTREPRENEURS** If you run your own business, it is best you learn marketing yourself rather than outsourcing it to an agency. If you learn to handle your own marketing digitally, it will be a boost to your business as you will be in the best position to lead the marketing front. On the other hand, even if an agency does the marketing for you, you will be able to be in a supervision position to oversee their work.

**STUDENTS & FRESHERS** If you have just finished your studies and are looking to make a career in marketing, we suggest you come and take up the digital marketing course with us. This course will equip you to enter the world of jobs where everyone looks to hire the best. Your hands-on theoretical and practical experience through the curriculum will help you gain wide knowledge in this field.



## Salient Features of XIIM



1

You will be able to achieve a strategic understanding of Digital Marketing

2

Get the technical know-how of how to make use of digital marketing for branding and sales

3

Learn modern based curriculum that throws light on the Best Practices, Tools & Technologies

4

Get familiarised with its advantages and limitations

5

Learn the co-relation between digital with offline marketing and be a master of both strategies

6

Articulate and come up with a digital marketing budget that suits the needs of every project

7

Understand the ever changing dynamic nature of digital marketing and take it on with full strength.

8

Get familiarises with the concepts of Reporting & Tracking Metrics

## Certifications from XIIM



**XIIM** is the only Digital Marketing Academy in India to provide over 30 types of certifications (based on the course you opt). XIIM courses will help you prepare and successfully get certifications from Google, Hubspot, Bing, Analytics Academy, Youtube, Semrush amongst others.

These are the certifications which you will get

### Certifications from XIIM Beginner Program

- XIIM's Online Completion Certificate (Applicable to all courses)

**TOTAL** 1 Certificate

### Certifications from XIIM Professional Program

- XIIM's Online Completion Certificate (Applicable to all courses)
- Google Adwords fundamentals
- Google Adwords search advertising
- Google adwords mobile ads
- Google Adwords video ads
- Google Adwords shopping
- Google analytics
- Hubspot Inbound Certification

**TOTAL** 8 Certificates

### Certifications from XIIM Advanced Professional Program

In this program you will get all the above certifications from XIIM Professional Program PLUS the following certifications

- Bing ads certification
- YouTube Channel Growth Assessment
- YouTube Content Ownership Assessment
- YouTube Asset Monetization Assessment
- YouTube Music Assessment Answers
- YouTube Creative Essentials Assessment
- Video for Brand Basics Assessment

**TOTAL** 15 Certificates

### Certifications from XIIM Expert Program

In this program you will get all the above certifications from XIIM Advanced Professional Program PLUS the following certifications

- Google Analytics For Beginners Assessment
- Advanced Google Analytics Assessment
- Google Analytics for Power Users Assessment
- Getting Started With Google Analytics 360 Assessment
- Google Tag Manager Fundamentals Assessment

**TOTAL** 20 Certificates

### Certifications from XIIM Diploma and Entrepreneurship Program

In this program you will get all the above certifications from XIIM Professional Program PLUS the following certifications

- SEMrush SEO Toolkit
- SEMrush Content Marketing Toolkit
- SEMrush Advertising Toolkit
- SEMrush Affiliate Program Terms
- SEMrush Social Media Toolkit
- SEMrush SEO Fundamentals
- SEO Toolkit Exam for Advanced SEMrush Users
- Technical SEO
- PPC Fundamentals Exam
- SEMrush SMM Fundamentals Exam

**TOTAL** 30 Certificates





**XIIM Certification**



**Hubspot Certification**



**Semrush Certification**



**Google Adwords Certification**



**Google Analytics Certification**



**Bing Ads Certification**



**Technical SEO Certification**



**PPC Certification**



**Youtube Certification**

## Training Structure



At XIIM, we cover all the modules of Digital Marketing that will help you fast track your career and open a world of new opportunities.

Our Main Programs Are:

Program Name	Weekly Classes	Duration (in hours)	Duration (in Month)	Certificates You Get	Total Cost (in INR excluding GST)
Beginner Program	2 Days * 3 Hours Each Day	24	1	1	15,000/-
Professional Program	2 Days * 3 Hours Each Day	72	3	8	35,000/-
Advanced Professional Program	2 Days * 3 Hours Each Day	144	6	15	65,000/-
Expert Program	2 Days * 3 Hours Each Day	192	8	20	80,000/-
Diploma & Entrepreneurship	2 Days * 3 Hours Each Day	288	12	30	1,10,000/-

## **XIIM Beginner Program**

SEO Basics  
SMM Basics  
SEM Basics (Bing, Adwords)  
Email Marketing Basics

## **XIIM Professional Program**

Overview Of Digital Marketing  
Website Planning And Creation  
SEO: Professional  
SMM: Professional  
SEM (Bing, Adwords)  
Email Marketing: Professional  
Web Analytics  
Facebook Marketing  
Freelancing Training  
Content Marketing  
Affiliate Marketing  
Mobile Web Marketing Overview  
Lead Generation for Business  
Online Display Advertising  
Adsense And Blogging

## **XIIM Advanced Professional Program**

Overview of Digital Marketing  
Website Planning and creation  
SEO: Advanced  
SMM: Advanced  
SEM (Bing, Adwords)  
Email Marketing: Advanced  
Web Analytics  
Facebook Marketing: Advanced  
Twitter Marketing  
ORM – Overview  
Youtube Marketing  
Freelancing Training  
Content Marketing  
Affiliate Marketing: Advanced  
Mobile Marketing: Advanced  
Lead Generation For Business  
Online Display Advertising  
Adsense And Blogging : Advanced  
Programmatic Marketing  
Native Ads Overview

## XIIM Expert Program

Overview of Digital Marketing  
Website Planning and creation  
SEO : Expertise  
Private Blog Networks  
SMM  
Adwords: Expertise  
SEM (Bing, Adwords)  
Email Marketing : Expertise  
Web Analytics  
Facebook Marketing - Expertise  
Twitter Marketing  
ORM – Overview  
Youtube Marketing : Expertise  
Amazon Affiliate Sites  
Freelancing Training  
Content Marketing  
Affiliate Marketing: Expertise  
Mobile Marketing: Expertise  
Instagram Marketing  
Lead Generation For Business  
Online Display Advertising  
Adsense And Blogging : Expertise  
Programmatic Marketing  
Native Ads: Expertise  
Site/Business Flipping

## XIIM Diploma and Entrepreneurship Program

Overview of Digital Marketing  
Website Planning and creation  
SEO : Expertise  
PBNs. SMM, Adwords Expertise  
SEM (BING, ADWORDS)  
Email Marketing : Mastery  
Web Analytics  
Facebook Marketing: Expertise  
Twitter Marketing  
ORM - Overview  
Youtube Marketing : Mastery  
Amazon Affiliate Marketing  
Freelancing Training  
Content Marketing  
Affiliate Marketing: Mastery  
Mobile Marketing: Mastery  
Instagram Marketing  
Lead Generation For Business  
Online Display Advertising  
Adsense And Blogging : Mastery  
Programmatic Marketing  
Native Ads Mastery  
Site/Business Flipping  
Influencer Marketing  
Facebook + Ecommerce Marketing  
Linkedin Marketing  
Consultancy System  
Amazon FBA Dropshipping  
Pinterest Marketing

## AMAZING COURSE BONUSES WORTH RS. 75,000+ :

\*Bonuses are not applicable for XIIM Beginner Program.

At XIIM, we believe to provide all the necessary tools to help you reach your goals asap.

Here is an exclusive list of paid digital marketing tools that you will get free of cost.

- Premium WebHosting Space
- Premium WordPress Website Builder and Themes Worth Rs.30,000
- Premium WordPress Plugins Worth Rs.10,000
- Viral Marketing and Social MediaTools Worth Rs.5000
- SEO Tools Worth Rs. 3000
- Free Custom Website worth Rs. 30,000

(with only XIIM Diploma and Entrepreneurship Program)

## XIIM Placement Services



**XIIM** offers placement assistance services to all its students who have successfully completed our course. We at XIIM understand the importance of a job, and hence we make sure we help provide you with the expertise to find one. We are tied up with a big network of companies with whom we place our students. A dedicated placement team of XIIM works in coordination with our students to offer them a chance to find suitable employment. We strongly believe in the principles of learning and earning.



## Placement Assistance For Job Seekers

in XIIM, We believe that when you invest in learning with us, we need to give back to you in terms of helping you find a suitable job. XIIM has a tie-up network with a wide range of companies who understand that candidates coming from XIIM will be equipped with the best of digital marketing knowledge. We help you with creating a resume that stands out from the rest; we then share your updated resume with a network of companies that we are associated with.

Once you get shortlisted by the company, we train you for the interview. We discuss all the likely questions or situations that may come up during the interview. We believe that a candidate needs to have the right amount of confidence before going in for an interview, and we help them achieve it.

If the candidate gets selected for the job we guide him or her with all the joining formalities for their first day. A lot of paperwork may be involved as a part of the joining formalities; we help the candidates with all of this.

Our dedicated teachers work overtime to guarantee that they provide all the required assistance to the students. The faculty teaches you how to crack interviews, how to come up with a digital marketing plan for any business, how to reach expert level in strategy and planning, guide you in personality development skills that help on the job, communication skills on how to talk to clients and how to be able to close deals. We will also guide you on the things to do before a scheduled interview, we teach you how to come up with a marketing proposal or budget plan for a company and also how to keep yourself updated with modern trends and technologies in the digital marketing world.



## How XIIM Can Help Working Professionals



Every working professional will look at making himself better at whatever he does. We at XIIM can help you reach your best potential when you sign up for any of our Digital Marketing Courses. Digital marketing will help you better your prospects of finding work. You will be able to stay on top of your game with the latest digital marketing methodologies, thus making you an excellent prospect for any company.

Digital marketing knowledge adds value to your resume. The demand for working professionals with knowledge of digital marketing is very high today. A certificate in digital marketing will definitely do a lot of good to your career.

If you take a course in digital marketing, you will be best placed to get a promotion and earn a better salary. Since working professionals are always engaged in PR, communication, and media somewhere in their career, knowledge in digital marketing will help them sail through their work. If you are into sales, there can be nothing better for you than to learn the art of digital marketing. It is guaranteed to give you better results than offline sales as nowadays everyone has access to a smartphone if not a laptop and the world revolves around these devices.

The scope of advertising on a digital platform has grown tremendously. Traditional advertising is getting replaced by digital ads. Good knowledge of Google AdWords, Google Analytics, Bing Ads, and so on will go a long way in meeting the demands of today's professional life.

Companies themselves advise their staff to get familiarised with digital marketing as they see the potential it can bring to their tables. So if you are a working professional, come to us and learn the best of courses from the best of trainers.



## How XIIM Can Help Working Entrepreneurs



The digital era is taking up marketing like a storm. Every individual feels it is essential for him or her to become tech-savvy. In today's world, your blood, sweat and tears alone are not enough to keep businesses running. One needs digital marketing skills to go big. Entrepreneurs will be benefitted by digital marketing in the following ways:

**BRAND AWARENESS** – You might be a leading businessman in your locality, but if no one knows you beyond that, your business growth will be limited. Digital marketing makes you grow your brand in every nook and corner of the world. Today, internet is the leading means of shopping, and hence if you digitalize your marketing strategy, it will benefit your business drastically.

**CONNECT WITH CUSTOMERS ONLINE** – Having the necessary knowledge of digital marketing allows entrepreneurs to build a network of customers online and grow their business. If you do not use digital marketing, you will only rely on walk-in customers based on the geographical location of your place. Digital marketing can up your game, and you will be able to connect with a wide range of customers who will need your services online.

**TRACK CONSUMER INTERACTIONS** – By mastering digital marketing, you will also be able to get the hang of the concept of social listening and brand reputation online. You will be able to see what people talk about your business. The positives are always a great benefit, but the negative conversations are what help you better yourself.

**GET HIGHER CONVERSIONS** – With a direct interaction and connection with your potential customers, you will be in a better position to follow up on their needs and close in on their deals.

**GAIN AN EDGE OVER COMPETITORS** – If by chance you have mastered digital marketing and your competitor has not, you are in for a treat in your business. Also, once you get online, you will be able to keep a watch on your competitors and gauge the areas in which you need improvement.

We at XIIM invite you to come and learn with us and get the ball rolling in your entrepreneurship. We have a curriculum best suited for all your needs.





# Testimonials



“

Sreejan Niyogi is one of the most famous SEO marketers in the international arena. XIIM is a very trusted digital marketing institution and I understood why people claim this to be a life changer. Lots of golden nuggets, methods and tricks are mentioned in great details which will make you an expert in digital marketing. If you are looking for jobs in this field, then you must join XIIM. I absolutely loved the content of the XIIM course and will recommend it to everyone who is serious about their career.”

**SANJIB SAHA**  
CRYPTO CURRENCY INVESTOR

”



“

Digital Marketing is one of the most important segments for any business. Sreejan Niyogi is a very reputed marketer world wide and he has structured the courses beautifully. Their support team world wide is superb as well! XIIM courses are going to provide you incredible value and show you exactly how the marketing experts work. Dont hesitate even one bit to team up with Mr. Sreejan –you are going to be a winner.

**M. ROY**  
FASHION BLOGGER

”



“

I have some very good ideas and techniques now and can clearly understand how big affiliate marketers are ranking so many sites but we just can't. Mr. Sreejan is a top notch marketer and has helped my career immensely. If you are still thinking whether to join XIIM or not, stop thinking and start taking action. XIIM Courses are one of the best that you will get in the digital marketing field.

**RIDDHIMA**  
STUDENT

”



“

I want to tell everyone that what Sreejan provides is far better than what many provide in complete personal trainings. I am in the gaming niche of a very popular game and today its ranking on top. There were lots of problems in my site (over optimization, duplication, poor content and what not) but Sreejan helped me solve one problem after another.

**KUMAR MASANT**  
STUDENT

”



“

XIIM provides definitely one of the best digital marketing courses that have come out in the past 1-2 years. Mr. Sreejan Niyogi is extremely knowledgeable and has world of practical knowledge. The thing I loved best is that no matter which field you belong to, this course will be helpful as it teaches from a very basic level. Newbies and experienced marketers – all will get immense knowledge from XIIM. Highly recommended.

**S. SADIQUE**  
SEO MARKETER & EXPERT

”



“

Sreejan Sir is extremely good when it comes to concepts of digital marketing. He will guide you very well with live case scenarios and campaigns. I joined XIIM Advanced Program as the curriculum covers all the latest technologies and provides the major certifications. When I started out, I was a bit scared but the courses are designed so perfectly that you will go from a totally newbie to an expert level in no time. I highly recommend XIIM courses.

**PREETI**  
COLLEGE STUDENT

”

## Reasons Why You Should Join Us Today



If you are serious about getting a hold on Digital Marketing, learn with **XIIM** today. We have the best trainers in the industry. Our trainers do not have only theoretical knowledge, but all our trainers have worked in the field of digital marketing and are a powerhouse in the digital marketing strategies with hands-on experience. All this expertise will be passed on to you.

The modules are not dry and monotonous but on the contrary, they are interactive and practical. You will get live assignments and given current marketing scenarios to work on.

The various certifications that we offer our students have a lot of weight in the world of digital marketing. Once you get these certifications, it is like armor which you can strap on and move ahead as professionals.

We have online doubt clearing and in-class training so you can choose which format suits you the best among both. We also continue to guide you till you stand on your own feet. We do not run this institute as a one-way street; rather we will help you with placements in reputed firms through our placement network.

We welcome every one of you who would like to embark on this journey of learning all the aspects of digital marketing.



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