



WELCOME

www.hidm.in



INTRODUCTION TO HiDM

HiDM is a venture of Jugaadin Digital Services Pvt Ltd. HiDM is a young and premier institute of North India that aims to bridge the gap between the industry's increasing digital training needs and the availability of trained talent. HiDM chooses to offer the career oriented education that help in enhancing the confidence of an individual and make him stand out of crowd.

‘We are here to provide you the knowledge, we help you to flourish,’

WHAT WE TEACH?

We are specialized to impart knowledge about digital marketing, branding and advertising sectors such as SEO, SMM, SEM, PPC, Web Analytics, Email Marketing, Affiliate Marketing, Content Marketing, Mobile Marketing.



From Director's Desk



Er. Manmohan Singla

B.Tech | M.tech (CSE) | MBA - Marketing & Leadership
Founder & Director, HiDM- Hisar Institute of Digital Marketing

It's our immense pleasure to introduce **HiDM** (Hisar Institute of Digital Marketing) as a leading institute for imparting knowledge of digital marketing. We feel proud to bridge the gap between the ever-increasing demand for digital professionals and industry demand. Our mission is to transform the skills and knowledge of professionals, graduates and students on a global scale. Our teaching methodology includes theoretical and practical training.

We nurture students in a way so that they could qualify with essential skills to compete with others successfully from around the world. We invest our trust in you. There are robust challenges that are going to come in the path of your career step by step and we believe that our continuous efforts to provide you the best skills will help you to taste the sweetest nuts of success in your coming life. HiDM help you to develop your concepts with fresh and unique delivery and strives to achieve excellence in every endeavor.

WHAT IS DIGITAL MARKETING?

In simple words, digital marketing is a process when we use internet as a medium for marketing. We can promote our products and services on different platforms like; social media, SERP(Search Engine Result Page), mobiles, websites etc.



BASICS OF DIGITAL MARKETING



SEO(Search Engine Optimization):-In Search Engine Optimization the traffic(audience) is diverted to your website by SEO techniques.



SMM(Social Media Marketing):- In this the promotion is done through the social media platforms like; Facebook, Instagram, etc.



SEM(Search Engine Marketing):- It is a form of internet marketing in which the traffic is generated to increase the visibility of website on SERP(Search Engine Result Page)



Mobile Marketing:- It is about to promote ads on mobile devices and about placement of ads on mobile devices. It is a target based marketing.



E-Mail Marketing:- It is a process of sending bulk emails by using bulk emailing tools.



Content Marketing:- In this you will learn about how to create a good content and its techniques.



Affiliate Marketing:- It is a procedure in which a person brings another person on a e-commerce website(like Amazon, Flipkart etc.) through his/her provided affiliate link.

OUR COURSE CATEGORIES



SEED

FOR
HOUSEWIVES & POSTMETRICS



GROW

FOR
UNDERGRADUATES



ACCELERATE

FOR
GRADUATED



BOOSTER

FOR
PROFESSIONALS

Broaden your Horizon

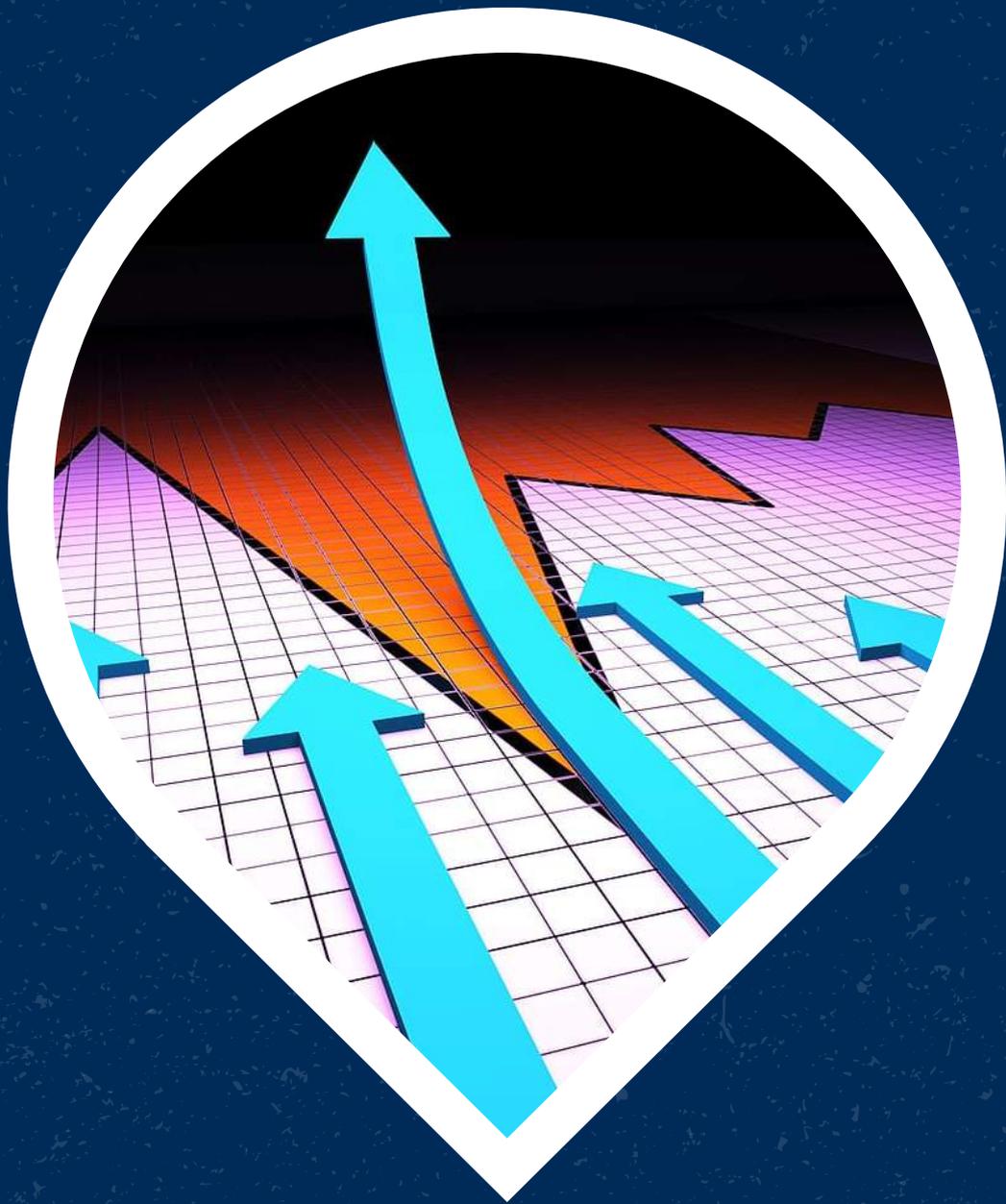
WHY HiDM



- Extensive course content
- Training by Digital Marketing professional
- Affordable fees
- Live projects and practical training under private limited firm for 2 months
- Internship Opportunities
- Job Assistance
- 15 plus tools
- 40+ briefly discussed module
- Certifications from Google, Microsoft, Hubspot.
- Seminars
- Regular Tests
- Project Report

WHY DIGITAL MARKETING





GROW BUSINESS

With the help of digital marketing, you can grow your business to the new horizons. It takes less time to reach to a larger audience in digital marketing. You can do R&D with apparent analytics which is easy to understand from which you can forecast your future strategies.



STAND OUT IN COMPETITION

Digital Marketing will help you to stand out in the crowd. It opens up a vast sea of opportunities from which you can grab the new opportunities and work on them. These opportunities will help you to stand out in the competition.



BETTER EMPLOYMENT

With the increase in demand in digital marketing. Digital marketing gives you chances for employment. It has a lot of jobs opportunities. You can even work as a freelancer which is very trending nowadays. Work from home is one of the biggest advantages of digital marketing.



GROW NEW VENTURE

If you have a startup idea and don't know where to start then digital marketing will help you to give a boost to your startup. It helps you to reach a larger audience in less time and it is cost effective. Many startups nowadays choose digital marketing for boosting their business.



BE SUCCESSFUL

Digital marketing will help you to be successful. It is now one of the fastest growing sectors in India. People are choosing digital marketing as a career and becoming successful. There are lots of things you can do with digital marketing. Now it's up to you whether to grab it or lose it.

CAREER OPTIONS IN DIGITAL MARKETING

A person is sitting in a chair, wearing a checkered shirt and dark pants. They are surrounded by a large, chaotic pile of white papers that appear to be flying or falling around them. The background is dark, making the white papers stand out. The overall scene suggests a sense of motion and activity, likely representing the fast-paced nature of digital marketing.

WEB CONTENT MANAGER

ONLINE REPUTATION MANAGER

ONLINE ENTREPRENEUR

ONLINE LEADS MANAGER

DIGITAL ACCOUNT MANAGER

WEB ANALYTICS EXECUTIVE

MARKETPLACE MANAGER

E-COMMERCE SPECIALIST

ONLINE ADVERTISING SPECIALIST

DIGITAL CAMPAIGN PLANNER

SOCIAL MEDIA MARKETER

ADWORDS SPECIALIST

E-MAIL MARKETER

AFFILIATE MARKETER

SEARCH ENGINE SPECIALIST

DEEP LEARNING WITH OUR VAST COURSE MODULES

DIGITAL MARKETING OVERVIEW

- What is Marketing
- What is Digital Marketing
- Difference btw Traditional Marketing and Digital Marketing
- Marketing Process
- Digital Marketing Thought Process
- Market Analysis
- Visibility
- Digital Engagement
- Conversion



SEARCH ENGINE OPTIMIZATION

- What is SEO?
- What are Search Engines?
- Introduction to SERP (Search Engine Result Page)
- Types of SEO
- How Search Engines Work?
- Advance SEO Techniques
- What are keywords?
- Types of Keywords
- Keyword Research Process



ON PAGE OPTIMIZATION

- Keyword Optimization
- URL Optimization
- Content Optimization
- Content Strategy
- Diff Btw Keyword Stuffing and Keyword Targeting
- Internal Linking
- Meta Tags Creation
- Google Webmaster Tool
- Site Map Creation



OFF PAGE OPTIMIZATION

- Domain Authority
- Page Authority
- Backlinks Creation
- Link Building
- Local SEO
- Google Places Optimization
- Social Bookmarking
- Classified Submission
- SEO Report
- Off Page SEO Strategies
- Link Juice
- Google Panda, Penguin, Hummingbird, Peigion



GOOGLE ADWORDS & GOOGLE ADSENSE

- Inorganic Search Result
- Analysing Marketing Campaigns
- Quality Score
- CTR(Click Through Rate)
- Bidding Strategies
- Ad Rank
- Importance Of Negative Keywords
- Ad Extentions
- Conversion Tracking
- Bounce Rate & Exit Rate



SOCIAL MEDIA OPTIMIZATION

- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- LinkedIn Marketing
- Pinterest Marketing
- Social Media Analytics
- Organic Promotion Techniques
- Paid Promotion Techniques
- Generating Word of Mouth



GOOGLE ANALYTICS

- What is Google Analytics
- How Google Analytics Work?
- How to setup Google Analytics Account?
- How to scrutinize Google Analytics?
- Google Analytics Account Structure
- URL Builder
- PPC (Pay per Click) Analysis
- Dimensions and Metrics
- Filters and Segments
- Goals and Conversion
- How to link Google Analytics with Google Adwords.
- Setup funnel
- Retargeting Ads Analysis
- What are Cookies?
- Cookie Tracking



ONLINE DISPLAY ADVERTISING

- What is Online Display Advertising
- Rich Media Ads
- Pop Up & Pop Under
- Contextual Advertising
- What is a Payment System
- Measuring ROI (Return On Investment)



EMAIL MARKETING

- What is Email Marketing
- How Email Marketing Works
- Challenges in E Mail Marketing
- Bulk Emailing
- Tools for Bulk Emailing
- Opt-in Email
- A/B Testing



CONTENT MARKETING

- Effective Techniques in Content Marketing
- Types of Content Marketing
- Blogging
- Ways to Monetize Your Blog
- Online Reputation Management
- Do's and Don'ts of blogging
- Blog Commenting
- Bookmarking
- Tips and tricks for writing interesting articles



MOBILE MARKETING

- Understanding Mobile Devices
- What is Mobile Marketing
- Mobile Advertising
- Targeting Ads on App
- Targeting Ad via Location
- Bulk SMS Marketing



E COMMERCE

- Diff between E-Commerce Software & Shopping Cart Software.
- Payment Gateway
- Merchant Account
- Creating Funnel
- AIDA Model
- E Commerce Plugin
- Drop-Shipping Model
- Subscription Box Model



AFFILIATE MARKETING

- History of Affiliate Marketing
- 3 A's Of Affiliate Marketing
- How to earn through Affiliate Marketing
- Affiliate Marketing Scenarios in India
- How to be Super Affiliate



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OUR

ACCOMPLISHMENTS



AWARDS & RECOGNITION

2018



AWARDS & RECOGNITION

2020



एचडीएमआई को बैस्ट इंस्टीट्यूट का खिताब

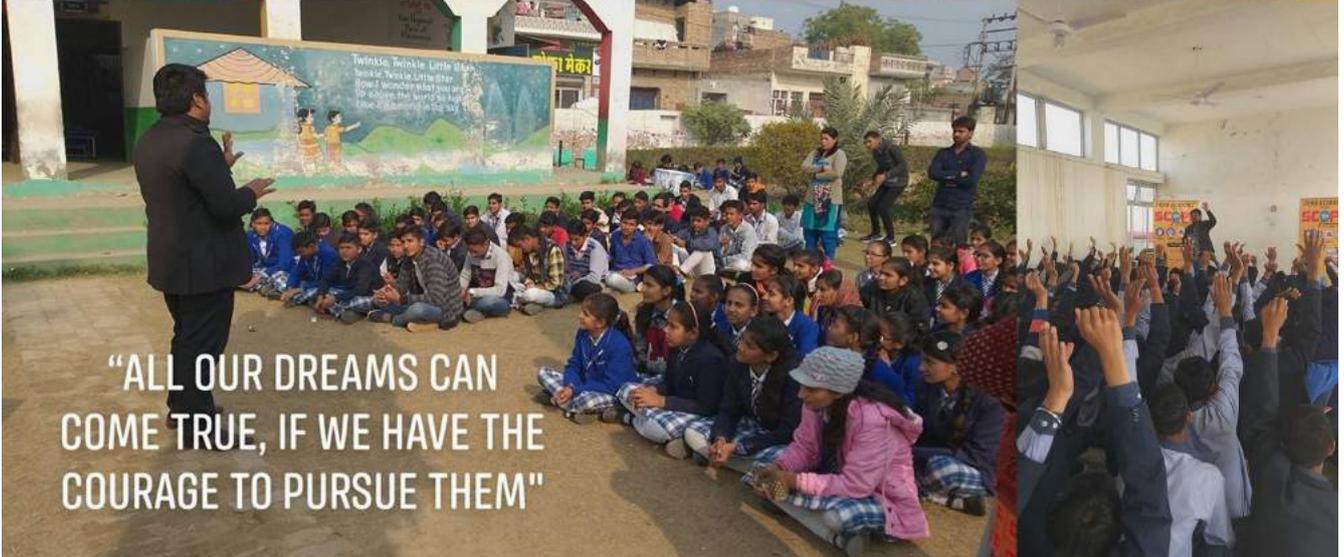
हिसार. हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचडीएमआई) को बैस्ट इंस्टीट्यूट फॉर डिजिटल मार्केटिंग ट्रेनिंग इंस्टीट्यूट के खिताब से नवाजा गया है। यह खिताब भारतीय शिक्षा परिषद (एजुकेशन काउंसिल ऑफ इंडिया) की ओर से वार्षिक पुरस्कार समारोह में दिया गया। उल्लेखनीय है कि एजुकेशन काउंसिल ऑफ इंडिया यानी इसीआई महिलाओं के विकास और शिक्षा के क्षेत्र में संयुक्त राष्ट्र के साथ काम करने वाला एक संगठन है। हर साल, इसीआई प्रख्यात शिक्षाविदों, संस्थानों,



विश्वविद्यालयों, प्राचार्यों और शिक्षकों को सम्मानित करने के लिए शिक्षा पुरस्कारों का आयोजन करता है जो बेहतर कल के विकास के लिए युवा दिमाग को अपना सर्वश्रेष्ठ ज्ञान और अनुभव देते हैं। एचडीएमआई के निदेशक इंजीनियर मनमोहन सिंगला ने संस्थान की अवार्ड मिलने पर कहा कि इसीआई द्वारा सर्वश्रेष्ठ डिजिटल मार्केटिंग संस्थान के रूप में सम्मानित किया जाना एक अद्भुत अनुभव है। यह पुरस्कार हमारे लिए एक प्रोत्साहन कारक के रूप में काम करेगा।



SOCIAL SEMINARS HOSTED BY **HIDM**



SEMINARS HOSTED IN INSTITUTE



IN-HOUSE SEMINAR 2019-20



GAVE HIGHLIGHTS ON **SEO**



IN HOUSE SEMINAR ON **E-MAIL MARKETING**



GAVE HIGHLIGHTS ON **TYPES OF SEO**



IN HOUSE SEMINAR ON **BLOGGING**



INFORMATION ON **CONTENT MARKETING**



IN HOUSE SEMINAR ON **ADVANCED SEO TECHNIQUES**



SEMINAR ON **SOCIAL MEDIA**



GAVE HIGHLIGHTS ON **E-COMMERCE**



SEMINAR ON **DIGITAL MARKETING TOOLS**



GAVE HIGHLIGHTS ON **LEAD GENERATION**



SEMINAR ON **ADSENSE**



SEMINAR ON **QUALITY SCORE**

WEBINAR FEST 2021

facebook updates 2021

1. FB returns with a focus on developers
2. Facebook takes action against misinformation on the platform.
3. Facebook introduces Live Shopping Fridays
4. Facebook prompts users to read content before sharing

HiDM
Your Future of Digital Marketing

APPERANCE

Appearance is to manage your theme. From here you can install, delete, update and activate themes. Its menus allow you to change your site's appearance and behavior.

HiDM **Sponsored Messaging**

Sponsored Messaging (previously known as Sponsored InMail) lets you directly advertise to LinkedIn members in their inbox.

Just take note—LinkedIn has a cap on how many members will receive a Sponsored Message ad per month. For instance, a member of your target audience won't receive one of your ads more than twice within a short timeframe.

While 89% of consumers prefer that businesses stay in touch via messaging, only 48% of companies currently interact with customers and prospects this way.

HiDM

WHAT IS SOCIAL MEDIA?

Icons for LinkedIn, Instagram, Facebook, and others.

UPCOMING FEATURES MONETIZATION OF IGTV

Activity

HiDM **S A P**

WEBINAR ON GOOGLE ADS

Hosted By: Muskan Jain (HiDM Student)

Under Guidance of: ER. Manmohan Singh (M.Tech | M.B.A | Digital Marketing Professional)

HIGHLIGHTS OF WEBINAR

- Introduction
- Types of ads
- How to run Ad campaign

www.hidm.in Date- 07/06/2021 91-925308288

Podcasts

Millions of people are attached to this new popular form of listening search engines. They are very popular and very good for marketing because most businesses are not including them in their branding strategies. A great way to get new audiences, share your expertise, and get visibility.

QUICK TIPS

- We should include associated keywords
- Focus on one or two long tail keywords that match intent of your target reader
- Include relevant keywords in your post, meta title, meta description.
- Do keyword research(Google keyword planner)

RESEARCH
Google Keyword Planner

Divide Your Selected Keyword

Primary Keyword Secondary Keyword

On the basis of these keywords write MTJ/MD

Create relevant keywords

We Get
Quality Content Unique Content

HiDM **GOOGLE PENGUIN**

LAUNCHED ON APR-24,2012

LAUNCHED FOR

1. Checking Low quality Backlinks
2. Keyword Stuffing

GOOGLE PENGUIN

Search Engine Optimization

It is the process of optimizing your online content so that a search engine likes to show it as a top result for searchers of certain keyword. In simple terms it means the process of improving your site to increase its visibility for relevant

SEMINAR FEST 2021



STARTUPS BY STUDENTS



OH! THE FITNESS

by Ravinder and Jaipal

Oh! the fitness is about providing tips, food, exercises & stretches that are necessary to have the healthy and fit body of an individual.



TECH SWING

by Deepak

Tech Swing is an online website based startup by Deepak. It is basically a website which shares latest updates in technology



OH! THE DANCE

by Rukaiya

Oh! the dance is all about informing all dance styles from different states and countries.



OH! THE SPORTS

by Manju

Oh! the sports is all about informing sports, sports person and games.



OH! THE WHEELS

by Neeraj

Oh the wheels is all about automobile industry's updates, product launches, new technology, product reviews, pricing and many more.



OH! THE SHARE

By Mayank Jain

We provide all latest updates in the stock market, stock market news updates, IPOs etc



DETOX INDIA

by Prashant

Sharing timeless knowledge to detoxifying the body and helping people look and feel better



OH! THE RELIGION

by Tarun

Oh! The Religion' is based on different beliefs and dogmas. It will give the complete knowledge about the different Religion, Beliefs, Practices and Places of worship.

OUR STUDENTS WORK AT



RISHABH SHARMA

**OM INTERNATIONAL
UNIVERSITY**



RUKAIYA DAHIYA

TARGET CA



MANJU SINGH

NOBLE HOSPITAL



SHRUTI JAIN

APPSMARTZ



TARUN JAIN

MYSHUBHNIVESH.COM



ADITI NARANG

CAREER MAKER



NEERAJ GUPTA

**KUSHAL & DIGVIJAY
PHARMAECUTICALS
pVT. LTD**



MAYANK JAIN

**SOLVO GURU
DIGITAL MARKETING AGENCY**

OUR STUDENTS WORK AT



DEEPAK KUMAR

**VARDHMAN
CONSULTANTS**



**RAVINDER
BUDANIA**

GAUKULUM



**GEETANSH
KAMRA**

CHITRA JEWELS



DEEPAK SAINI

AADHAR HOSPITAL



VIJENDER

AADHAR HOSPITAL



SHUBHAM

STOCK TRAINER



**JAIPAL
CHAUHAN**

PREP LIVE



MUSKAN JAIN

KIP FINANCIALS



Learn

Digital Marketing

By Certified Trainer

MVA Microsoft Virtual Academy

Transcript

This confirms that manmohan singla has completed the following courses:

JavaScript Fundamentals for Absolute Beginners	02/13/2014
Programming in C# Jump Start	08/14/2013
Building Apps for Windows Phone 8 Jump Start	08/13/2013
HTML5 & CSS3 Fundamentals: Development for Absolute Beginners	08/12/2013
Upgrading Skills to Windows Server 2012 Jump Start	08/08/2013
Windows Server 2012 Jump Start: Preparing for the Datacenter Evolution	08/07/2013
Essentials of Developing Windows Store Apps using C# Jump Start	08/06/2013
MVA Live Q&A: Programming Windows with Charles Petzold	08/06/2013

Congratulations on your achievement!



MVA Microsoft Virtual Academy

Transcript

This confirms that manmohan singla has completed the following courses:

Lync Network Assessment Methodologies	07/09/2015
Office Guides: Configuring Exchange Protection and Control	06/10/2014
Office Guides: Deploying and Managing Exchange Mailbox High Availability	06/05/2014
Office Guides: SharePoint Online Overview for IT Pros	06/05/2014
Office Guides: Apps for Office and SharePoint	06/05/2014
Office Guides: Using Archiving and eDiscovery in Exchange	06/05/2014
Office Guides: Exchange Cutover Migration with Office 365	06/05/2014
Bing Search Engine Optimization Jump Start	06/05/2014

Congratulations on your achievement!



Google Digital Unlocked

Man Mohan Singla

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 27/09/2019

Matt Britz

President - Google EMEA



Townsend Pamela Fuchan

CEO - IAB Europe

Certificate ID: ZRT KDW CSB

Verify the authenticity of this certificate at: [HTTPS://LEARNDIGITALWITHGOOGLE.COM/DIGITALUNLOCK](https://learndigitalwithgoogle.com/digitalunlock)

Google Analytics Academy

Google Analytics for Beginners

Certificate of Completion

Man Mohan Singla

Awarded for successfully completing
the course "Google Analytics for
Beginners"



Google certified



Our
Course
Structure

6 Months Course

4 Months Theory

2 Months Training

(Classes will be on Mon-Fri)

6 Months Course

4 Months Theory

2 Months Training

(Classes will be on Sat/Sun)

SOME TOOLS FOR HELP:-



STUDENTS SAID THE NICEST THINGS



DEEPAK KUMAR

"I am a technophile person. I joined HiDM to learn how can i increase the visibility of my technology startup. After completing my course in digital marketing from HiDM, now i can precisely say that HiDM is the best institute for learning digital marketing in Hisar."



JAIDEEP VERMA

"My Experience of learning digital marketing from HiDM is tremendously useful .Because of my trainer Er. Manmohan Singla efforts. I am getting excellent results in my work."



RISHAB SHARMA

"I am satisfied with the training given by Er.Manmohan Singla on Digital Marketing. During training, the faculty was able to clear my doubts regarding decision process followed in the industry and provide real life examples "



AYUSH DEMBLA

"I like learning Digital Marketing from Hisar Institution of Digital Marketing because it has a good curriculum to learn Digital Marketing. So I can become a Digital Marketing Professional"



HIMANSHU KATHURIA

"This course gives a fantastic educational base from which you can build a business presence across multiple digital channels with ease. Here i learned insights, ideas and inspiration for modern marketers, quality of smart selling"



RAGHAV GUPTA

"HiDM expects nothing less then the best from each and every students. The curriculum of the course is very insightful . They provide job oriented course with full dedication"



RAVINDER BUDANIA

"I am grateful for the efforts of Er. Manmohan sir who make me learn Digital marketing in an easy and effective manner. The environment at Hidm is very friendly and calm."



JAIPAL CHAUHAN

"My sincere appreciation and gratitude to the trainer Er. Manmohan Singla for his efforts in imparting Digital Marketing knowledge at HIDM. I will always be thankful for preparing me for professional life"



MANJU

"Learning digital marketing from Er. Manmohan Singla sir at HiDM is fun. He is a great teacher & mentor who not only teaches digital marketing fundamental with ease but also believe in overall development of a child"



RUKAIYA

"It is a great experience in learning digital marketing from a professional like Er. Manmohan Singla. He has a vast knowledge and practical exposure in so many domains which he gave to children during the classes"



ADITI

I am very glad to join digital marketing course at HIDM. The trainer of this institute gives me a great knowledge about trends of digital marketing. The course contents are brilliantly-structured and are easy to understand. I recommend this course to those who want to make career in the digital marketing field.



NEERAJ GUPTA

"HiDM is a place where you can find a collections of learning, fun, culture, lore, literature and many such life preaching activities. I am thankful to Er. Manmohan Sir for providing a platform to enhance my skills and opportunity to fulfill my Dreams".



RAHUL VERMA

"I am very thankful to HiDM team and Er. Manmohan sir to teach me digital marketing. Manmohan sir is a very good teacher, he helps me in clearing all my doubts regarding the course".



VIJENDER SINGH

I am a coordinator in a Hospital and I saw about this institute on internet. After learning digital marketing from this institute, now I can confidently say that this institute provides best digital marketing knowledge in Hisar



DEEPAK SAINI

Hi, I am a graphics designer, now learning digital marketing from HiDM. This is a great opportunity to learn from here with a great scope for the future.



RISHABH MEHTA

"I was in outdoor advertising profession. By the time I realized that clients are going towards digital marketing. I joined HiDM after surveying many. Practical training sessions here are very knowledgeable".



PRIYANKA SINGH

"I am really glad that I decided to do join the digital marketing program, as it has given me renewed enthusiasm towards more study and practical knowledge. The faculty is really good and satisfy my all digital marketing related queries. Thank you HiDM, for all you have done in putting this program together and administering it in Hisar".



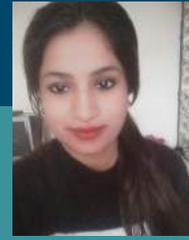
TARUN JAIN

I thank HiDM for providing me vast knowledge about Digital Marketing. It was a great decision to join HiDM to fulfill my dream to become a great Digital Marketer. Here trainer is very good and has a good experience level in the field which helps in making classroom sessions very interactive.



SHUBHAM AHUJA

I am a graphics designer now learning digital marketing from HIDM. I am very happy to join Digital Marketing at HIDM. Manmohan sir is a very good teacher to teach digital marketing. Manmohan sir teaches children with complete preparation.



SEJAL GUPTA

Hidm is a good institute for learning Digital Marketing in Hisar. The trainer Er. Manmohan Singla is an experienced Digital Marketing Professional who supports his students at every stage. His teaching methodology delivers results. My learning experience at hidm is very nice.



PRASHANT YADAV

" I joined HiDM after surveying many. Practical training sessions here are very knowledgeable". Any Professional course is beneficial when you learned from a certified and experienced trainer, at HiDM , I got both qualities in Er. Manmohan Singla sir.



SHUBHAM CHAWLA

I am shubham chawla, I've joined HIDM for the overall development of my skills and knowledge towards digital marketing. As I expected, I am getting better learning from sir MANMOHAN SINGLA. He teaches students according to their understanding level. I recommend every student who wants to learn digital marketing should visit HIDM.



MAYANK JAIN

HiDM (Hisar Institute of Digital Marketing) One of the leading and outstanding Institution in Hisar for digital marketing. Er. Manmohan Singla Sir helped me to learn all the modules and aspects properly with positive environment. Based upon my experience I'll really recommend this institute if you want to start your career in digital marketing.



SHRUTI JAIN

To gain complete knowledge about digital marketing I visited HIDM, there I met Manmohan Singla sir having 7+ years experience in digital marketing. He guided me about the rising scope of digital marketing. My learning experience at HIDM was very good, Manmohan Sir teaches in a very friendly manner giving real life examples that are easy to understand.



TANUJ GARG

I am completely satisfied with the way of teaching and the friendly environment at HiDM. Er. Manmohan Singla a passionate, energetic and a good motivator, his dedication and passion to digital marketing help in learning in a easy manner. Love HiDM. Respect to Er. Manmohan Singla. You add a milestone in my learning.



ANKIT JAIN

My experience of learning Digital Marketing at HiDM is good as staff and faculty are very co-operative and mature enough to handle every type of doubt. Apart from Digital Marketing, the institute has helped me in building confidence in me,



PRATIBHA JAIN

My experience at HiDM is extremely great. The friendly atmosphere provided here helps to build a strong bond between teacher and students. Under Manmohan Sir's guidance, I unleash a hidden skill of mine i.e. content writing. I am highly thankful to him.



SHEKHAR BHATIA

HiDM is an institute where advanced knowledge about digital marketing is given. The teacher helps in realizing our strengths and weakness so that we become focused and become a professional digital marketer.



ALISHA GARG

The best thing about HiDM is, here I learned many new things and skills that are beyond the digital marketing syllabus. In short, the faculty is experienced in providing advanced knowledge about the field. Another thing that makes the HiDM different is, the teacher is always available to solve our queries.



SUNIL SANGWAN

HiDM is one of the best training Institutes to learn Digital marketing. Co-operative staff and good environment is the special thing about HiDM. I am really thankful to Er. Manmohan singla Sir, he explains and teaches things in such a way that it becomes easy to understand and also helps a lot in practicing all the things.



RUBAL SRIDHAR

My experience in learning digital marketing from Er. Manmohan Singla at HiDM was great. He is well experienced and has updated knowledge about the field. His teaching methodology makes him different from the other professionals.



MONIKA

Being a novice to the field of Digital Marketing, in starting I was a little bit scared but the environment and teaching practices that are adopted by trainer at HiDM make me go normal in the first few days only. Manmohan Sir is a good teacher who teaches a student according to his/ her mental level.



DISHANT SEHRAWAT

"This course gives a sound knowledge of digital marketing to me which will help me to promote any business across multiple channels with an ease. Faculty at HiDM is highly qualified and experienced.



ROHIT SHARMA

Being a Blogger, learning the Digital Marketing course was my priority. I chose HiDM because its course structure is vast and the trainer is also highly experienced. By learning Digital Marketing from HiDM, I will take my blog to new heights.



PRASHANT VERMA

HiDM is the best leading institute you can visit in Hisar. Helping student in enhancing and reaching the enormous audience by putting off traditional marketing ethics Er. Manmohan singla is best in this field. He efficiently helps student in improvising skills and making him perfectionist in this online hub of world.



NISHANT VERMA

I joined HiDM after searching many institutes in Hisar. Trainer's experience, course structure, teaching methodology, and Internship facility were some of the factors that I considered while choosing HiDM for learning Digital Marketing course. I appreciate Manmohan Sir, who does the same level of hard work for students, what he expects from students.



MUSKAN JAIN

I like the way of teaching of Manmohan sir at HiDM. He helps students in realizing their strengths and weaknesses simultaneously encourages students to do better in the subject.

His class presentation is quite different from others as he explains everything in detail by relating the topic with real-life experience.



SIMRAN KHURANA

HiDM has always helped in clearing my concepts and doubts related to any digital marketing module. The study pattern followed by Er. Manmohan singla is well prepared and updated. Here, at HiDM, I am able to analyze my true potential as the institute faculty focuses on overall development of the student. And last not the least, I would recommend Hisar institute of Digital Marketing for learning digital skills.



GEETANSH KAMRA

My journey with HiDM started when I decided to choose Digital Marketing field. It has been the most amazing experience studying at Hisar institute of Digital Marketing as I gained a lot of experience in digital world. The guidance and motivation given by my mentor Er. Manmohan singla sir was the true backbone. The internship provided by the institute prepares you for the real professional life.



SACHIN JAIN

I was very much confident about my learning at Hisar Institute of Digital Marketing right from the first day. HiDM is one of the best institutes for Digital Marketing course in Hisar. Everything at the Institute is too good, the course structure, faculty, teaching methodology and even the bonding between faculty and student keeps you motivated and help you build great confidence in yourself.

I would suggest all my friends searching for digital marketing institute in hisar, that you should join HiDM and be a successful digital marketer.



YASHWANT

I am highly elated to take digital training from HiDM and I must say that Hisar Institute of Digital Marketing helps me a lot to enhance my digital knowledge. The teaching methodology of Er. Manmohan Singla is simply incomparable and more than sufficient. He teaches in such an effective way that you never feel bored and out of focus. HiDM provides the perfect environment, perfect training, and perfect motivation to students



DR. MADHVI KHETAN

HiDM is a wonderful way to gain exposure in Digital marketing. The course material and the way of teaching are designed in such a way that beginners can also learn it very easily. Here, the instructor Er. Manmohan Singla sir is a very well-experienced digital marketing professional and he is also open, supportive, and ready to help every time. He has opened new pathways of learning for me in this digital world.



RADHIKA GOYAL

In my opinion, HiDM is the best. The Institute is having friendly environment. Our mentor Er. Manmohan singla sir is the best as he is experienced and solve all the queries of student. Student can ask any question without any hesitation . From my personal experience I will recommend HiDM for learning advance digital marketing course.



VANSHIKA BANSAL

My overall, experience is awesome. Before joining this course, I was not a tech-savvy person but after the guidance of HiDM trainer I learned lots of new skills and he also help me in self-development by organizing different activities in their student activity program, which not only help me in learning but also improves my exploring power. Teachers over here are very supportive and friendly. I am completely satisfied with HiDM.



MAHAK GARG

The course structure at the HiDM is very well organized. My experience of learning of digital marketing course at HiDM is really great. Er. Manmohan Singla it provides the vast knowledge and practical learning to every student. The atmosphere is very friendly. I am glad that I join here. Also, I would recommend to join HiDM to others who are willing to make career in Digital Marketing.



DR. RINKU MITTAL

My overall experience is wonderful. It is a lovely journey of learning of digital marketing at HiDM. They adjust according to your time and you can ask anything as many times as you wish is the best thing of this institute. I would definitely recommend everyone to come and learn from this institute. A lot of support is given in teaching the designing, editing, video editing, article writing, Even those who want job, they help in job providing too.



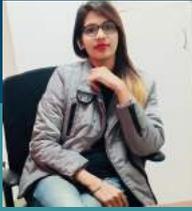
PARAS CHANDNA

The thing I like the most is the faculty at Hisar Institute of Digital Marketing (HiDM), Er. Manmohan Singla Sir, who teaches everything thoroughly and take care of every student individually. The environment is really productive here. I joined it as a student to clear my doubts in Digital Marketing and found it worth it. So, Overall experience is good.



ANKUR BANSAL

I have gained knowledge about every Digital Marketing platform at HiDM. I have taken this course to help my website grow. I am 100% confident that with the help of HiDM, I will achieve it. With the guidance of Er. Manmohan Singla, I am able to increase the ranking of my website on alexa.com significantly and that too organically. I would strongly recommend the institute to any Digital Marketing aspirant.



NISHU LOCHAB

I like everything about HiDM because the way of teaching is excellent and the mentor worked hard for their student's future. The environment at HiDM inspires everyone to work hard. My overall experience at HiDM is very good and I learned many things and still learning as sir is available for every student at every time.



RAHUL ROPERIA

A very interesting and valuable experience I had with HiDM. The mentor teaches students very calmly. I am highly satisfied with HiDM institute and their teachers. The training system of the institute is very good. Both practical and theoretical training is given to the students to make them excel in this field. I am very proud that I got a chance to learn digital marketing from Er. Manmohan Singla sir.



AJAY AHLAWAT

HiDM is good institute as compared to others. HiDM provide all kind of Digital Marketing Courses. I am learning from the best mentor to be a successful Digital Marketing Professional. HiDM provides an opportunity for all the students to learn many unknown digital marketing skills. So I thank Manmohan Singla sir and HiDM for providing me the advanced knowledge of Digital Marketing.



ANISH JINDAL

Er. Manmohan Singla sir way of teaching is extra-ordinary. He solves every doubt related to digital marketing as many times as we asked. He teaches digital marketing both theoretically as well as practically. Staff here is well experienced. My overall experience is very good. I come to know about many new things. All learning stuff we got here is trending and up to date.



RAJ BHUTANI

It was a great experience studying at HiDM, a memory to cherish for lifetime. My experience at HiDM was full of learning and grooming. It gave me an opportunity to learn different kinds of Digital Marketing. I am thankful to the mentor Er. Manmohan Singla for providing me with quality knowledge. Overall it was a great experience at HiDM. If you want to make a career in Digital Marketing, I would highly recommend you to join HiDM.



DEEPANSHU MADAN

I would rate HiDM very high simply because of the standards that they have set for themselves. It's imperative to say that learning Digital Marketing could not have been easier if I would have opted for any other institute. The Manner in which Manmohan Sir teaches is simply great. Manmohan Sir understands the need and time that can be devoted by a Student towards Digital marketing and accordingly he manages each and every student with a lot of ease and grace.

"Tomorrow when everything gets online, the need for digital marketing will increase"

Er. Manmohan Singla, Founder of HiDM
Digital Marketing Professional

HIDM



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