

WELCOME



1124+

STUDENTS TRAINED

112

STUDENTS PLACED

18+

STUDENT STARTUP

315+

BUSINESS DEVELOPMENT PLAN



167+

DIGITAL PROFESSIONALS





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 provide in-depth knowledge so that you can flourish'

WHAT WE TEACH?

First, we teach rigorous content, carefully coordinated.

Second, we teach skills for the future.

Third, we teach content for the development of the mind.

Our curriculum includes skills like SEO, SEM, SMO, Content Marketing, Blogging and many more.



From Director's Desk



Er. Manmohan Singla

B. Tech | M. Tech (CSE) | MBA - Marketing & Leadership
Ex MSP – Microsoft | Google Certified
Harvard Certified Business Expert
73+ Awards & Honors

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

We nurture students in a way so that they could get equip with essential skills to compete with others successfully from around the world. We invest our trust in students. There are robust challenges that will come in the path of student's career, but we believe that our continuous efforts to provide the best skills will help them to taste the sweet nuts of success in their coming life.

HiDM helps to develop the concepts with fresh and unique delivery method and strives to achieve excellence in every endeavor.

Digital Marketing STATISTICS

- 5.4 PERCENT OF INTERNET USERS SEARCH FOR INFORMATION ONLINE AT LEAST ONCE PER MONTH.
- GOOGLE PROCESSES MORE THAN 40,000 SEARCH QUERIES EVERY SECOND ON AVERAGE. THAT'S OVER 3.5 BILLION SEARCHES EVERY DAY!
- MORE THAN 60 PERCENT OF GOOGLE SEARCHES ORIGINATE FROM MOBILE DEVICES

- 72 PERCENT OF MARKETERS SAY THAT CONTENT MARKETING INCREASES ENGAGEMENT AND LEADS.
- 70 PERCENT OF ORGANIZATIONS LIST BLOG CONTENT AS ONE OF THE TOP 5 CONTENT CHANNELS.

- EMAILS HAVE A 50 TO 100 TIMES HIGHER CLICK-THROUGH-RATE WHEN COMPARED TO FACEBOOK AND TWITTER.
- 75 PERCENT OF B2B BUYERS AND 84 PERCENT OF C-SUITE EXECUTIVES SAY THEY USE SOCIAL MEDIA TO MAKE PURCHASING DECISIONS.

OVER 3.6 BILLION PEOPLE USED SOCIAL MEDIA WORLDWIDE IN 2021, AND THAT NUMBER IS PROJECTED TO INCREASE TO ALMOST 4.41 BILLION BY 2025.

88 PERCENT OF MOBILE USERS WHO SEARCH FOR A STORE ON GOOGLE MAPS VISIT A RELATED STORE WITHIN A WEEK - AND 76% VISIT WITHIN A WEEK.

EXPERTS ESTIMATE THAT MORE THAN 1 MILLION VIDEOS WILL BE UPLOADED TO THE INTERNET BY 2022.

EMARKETER PREDICTS THAT PPC AD SPENDING WILL REACH OVER \$258 BILLION IN 2022.

OUR COURSE CATEGORIES



SEED

FOR
HOUSEWIVES & POSTMETRICS



GROW

FOR
UNDERGRADUATES



ACCELERATOR

FOR
GRADUATED



BOOSTER

FOR
PROFESSIONALS

Broaden your Horizon

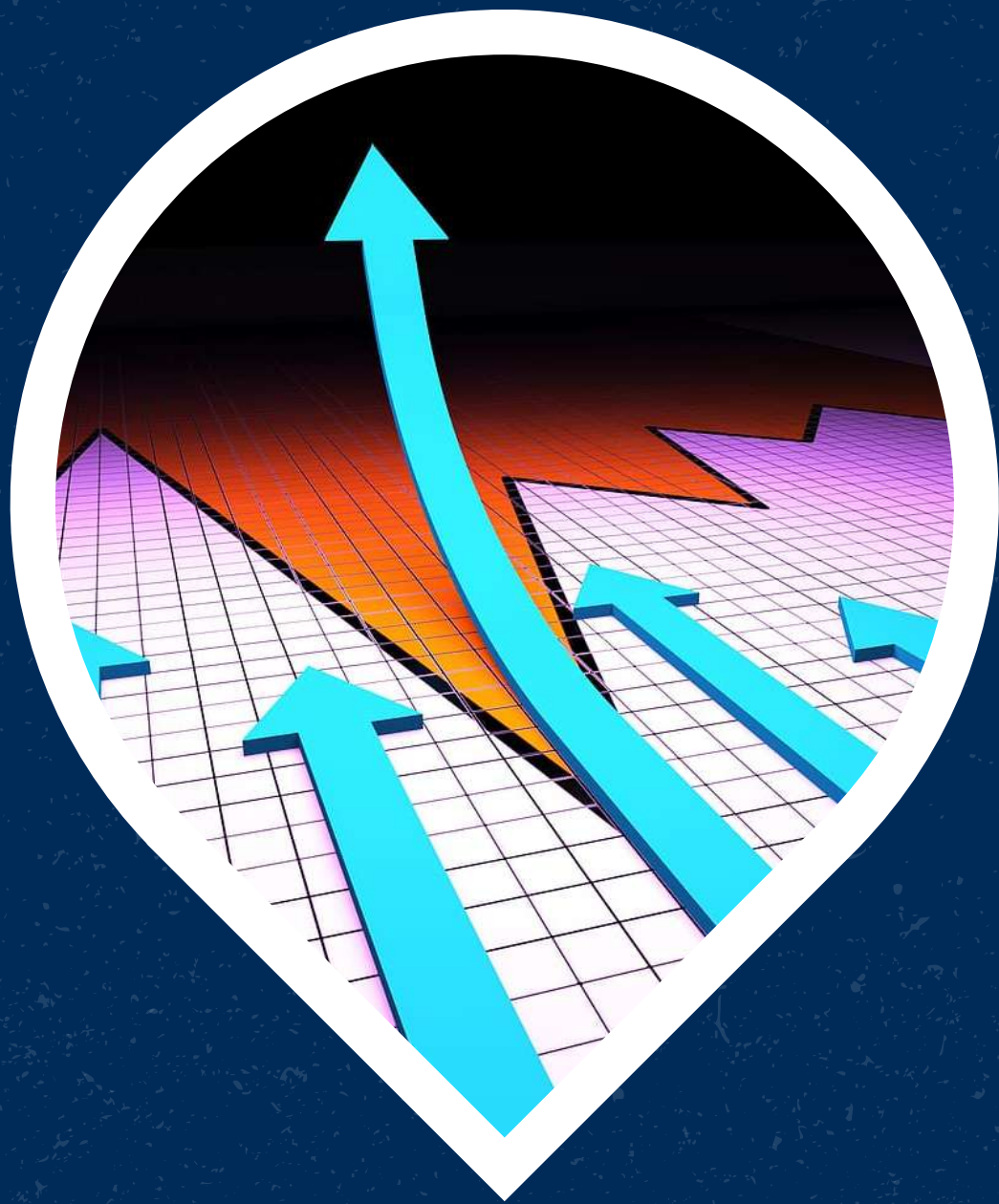
WHY HiDm



-
- 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
 - 50+ briefly discussed modules
 - Certifications from Google, Microsoft, Hubspot
 - Seminars/Webinars
 - Regular Tests
 - Project Report
 - Entrepreneurial Skills
 - CCTV surveillance

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 opportunity you like and work on them. This will make you unique and help you in building your future.



BETTER EMPLOYMENT

Digital Marketing Professionals demand is increasing day by day. This in turn, increases the employment opportunities for an individual. A digital marketing professional can work in MNC, can run a agency or also works as a freelancer. The chances of getting better employment increases with the 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 starting 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 lot 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



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
- 4Ps of 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 Works?
- Advance SEO Techniques
- What are keywords?
- Types of Keywords



- Keyword Research Process
- Tools for Keyword Research
- Local SEO
- Tools for SEO

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
- Monitoring SEO process



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, Pigion



GOOGLE ADWORDS & GOOGLE ADSENSE

- Inorganic Search Result
- Ad Account Structure
- Creating Ad Campaigns on Google Ads
- 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
- Lead Generation Through E-Mail



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



GRAPHIC DESIGNING

- Typographic Design
- Generic Skills
- Basic Information
- Colour Theory



VIDEO EDITING

- Video Designing
- Video Editing in Canva
- Basics of Filmora



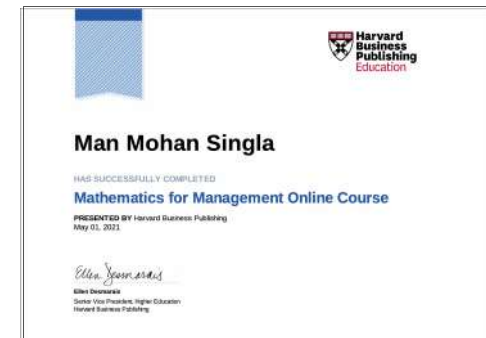
OUR

ACCOMPLISHMENTS



Learn Digital Marketing

By Certified Marketing and Business Development Expert



AWARDS & RECOGNITION

2018



AWARDS & RECOGNITION

2019

इंजीनियर मनमोहन सिंगला 'भीष्म पुरस्कार' से सम्मानित

- सिंगला को डिजिटल मार्केटिंग के क्षेत्र में युवाओं को गुणवत्तापूर्ण शिक्षा प्रदान करने के लिए सम्मानित किया गया -
हिसार। इंजीनियर मनमोहन सिंगला निदेशक एचआइडीएम (हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) को चंडीगढ़ ग्रुप ऑफ कॉलेज द्वारा डिजिटल मार्केटिंग शिक्षा के क्षेत्र में उत्कृष्ट योगदान के लिए भीष्म पुरस्कार से सम्मानित किया गया। यह पुरस्कार एसआर शिक्षा और देवराज डीएवी पब्लिक स्कूल द्वारा आयोजित द्वितीय एडुटेक कॉन्क्लेव में मिला जहाँ 200 से अधिक निदेशकों, शिक्षकों और मुखियाओं को सम्मानित किया गया। पुरस्कार समारोह का आयोजन चंडीगढ़ ग्रुप ऑफ कॉलेज मोहल्लों में किया गया था। इंजीनियर मनमोहन सिंगला को डिजिटल मार्केटिंग के क्षेत्र में युवाओं को गुणवत्तापूर्ण शिक्षा प्रदान करने के लिए सम्मानित किया गया। वे हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग, एक संस्थान के निदेशक हैं जहाँ छात्र उनसे डिजिटल मार्केटिंग तकनीक सीख रहे हैं। मनमोहन सिंगला ने कहा कि वे यह प्रतिष्ठित पुरस्कार पाकर बहुत खुश हैं। यह अवार्ड उन्हें और अधिक उत्साह में और नई भावना से काम करने के लिए प्रेरित करता। उन्होंने अद्यक्षों का उन्हे यह सम्मान देने के लिए धन्यवाद व्यक्त किया।

इंजीनियर मनमोहन भीष्म पुरस्कार से सम्मानित

जागरण संवाददाता, हिसार - इंजीनियर मनमोहन सिंगला निदेशक एचआइडीएम (हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) को चंडीगढ़ ग्रुप ऑफ कॉलेज द्वारा डिजिटल मार्केटिंग शिक्षा के क्षेत्र में उत्कृष्ट योगदान के लिए भीष्म पुरस्कार से सम्मानित किया गया। यह पुरस्कार एसआर शिक्षा और देवराज डीएवी पब्लिक स्कूल द्वारा आयोजित द्वितीय राष्ट्रीय एडुटेक कॉन्क्लेव में मिला, जहाँ 200 से अधिक निदेशकों, शिक्षकों और मुखियाओं को सम्मानित किया गया। पुरस्कार समारोह का आयोजन चंडीगढ़ ग्रुप ऑफ कॉलेज मोहल्लों में किया गया था। इंजीनियर मनमोहन सिंगला को डिजिटल मार्केटिंग के क्षेत्र में युवाओं



इंजीनियर मनमोहन सिंगला को भीष्म पुरस्कार से सम्मानित करते हुए -> शिखर

को गुणवत्तापूर्ण शिक्षा प्रदान करने के लिए सम्मानित किया गया। वे हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग, एक संस्थान के निदेशक हैं जहाँ छात्र उनसे डिजिटल मार्केटिंग तकनीक सीख रहे हैं। मनमोहन सिंगला ने यह अवार्ड उन्हें और अधिक उत्साह से और नई भावना से काम करने के लिए प्रेरित करेगा। उन्होंने अद्यक्षों का उन्हे यह सम्मान देने के लिए धन्यवाद व्यक्त किया।

इंजीनियर मनमोहन सिंगला भीष्म पुरस्कार से सम्मानित

हिसार, 12 नवम्बर (विश्व) - चंडीगढ़ ग्रुप ऑफ कॉलेज मोहल्लों में किया गया था। इंजीनियर मनमोहन सिंगला को डिजिटल मार्केटिंग के क्षेत्र में युवाओं को गुणवत्तापूर्ण शिक्षा प्रदान करने के लिए सम्मानित किया गया। वे हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग, एक संस्थान के निदेशक हैं जहाँ छात्र उनसे डिजिटल मार्केटिंग तकनीक सीख रहे हैं। मनमोहन सिंगला ने यह अवार्ड उन्हें और अधिक उत्साह से और नई भावना से काम करने के लिए प्रेरित करेगा। उन्होंने अद्यक्षों का उन्हे यह सम्मान देने के लिए धन्यवाद व्यक्त किया।

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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 ईसीआई महिलाओं के विकास और शिक्षा के क्षेत्र में संयुक्त राष्ट्र के साथ काम करने वाला एक संगठन है। हर साल, ईसीआई 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 को अवार्ड मिलने पर कहा कि ईसीआई 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।

ECI AWARDED HIDM WITH BEST DIGITAL MARKETING INSTITUTE

2 years ago

ECI- the Education council of India is an organization working with the United Nations in the field of women's development and education. Every year, ECI organizes education awards to honor the eminent educationists, institutes, Universities, Principals, and teachers who give their best knowledge and experience to the young minds to develop them for better tomorrow.



NEWS COVERAGE

डिजिटल मार्केटिंग क्षेत्र में उल्लेखनीय कार्यों के लिए मनमोहन सिंगला सम्मानित



हिसार। गैर सरकारी संस्था “सुपर वीमेन” हिसार द्वारा डिजिटल मार्केटिंग क्षेत्र में मनमोहन सिंगला को किया सम्मानित किया गया। उन्हें यह पुरस्कार मुख्य अतिथि के तौर पर उपस्थित मिसेस इंडिया वर्ल्डवाइड 2018 के डॉ सरोज कादयान के हाथों प्रदान किया गया। इस अवसर पर उनके साथ मान्यवर अतिथि में तौर पर मिसेस हरियाणा 2018 की विजेता मेसेस प्रीति देसवाल भी मौजूद थी। मनमोहन सिंगला 2016 अर्थात दो साल पहले अपनी बीटेक की पढ़ाई करके हिसार आये तो उन्होंने देखा कि हिसार में डिजिटल मार्केटिंग का ज्ञान बहुत कम था। मगर हिसार में उन्होंने डिजिटल मार्केटिंग की ताकत का परिचय सभी को दिया जिसका परिणाम ही है कि पहले तक डिजिटल मार्केटिंग कांसेप्ट से अनजान लोग आज अपने ब्रांड को डिजिटल मार्केटिंग के जरिये ही प्रमोट करना चाहते हैं। हिसार को डिजिटल हब बनाने के सपने को लेकर आगे बढ़ने वाले Jugaadin.com के संचालक मनमोहन सिंगला को सम्मानित किया गया। इस अवसर पर विभिन्न क्षेत्रों में कार्य करने वाले 40 अन्य लोगों को भी सम्मानित किया गया।

डिजिटल मार्केटिंग गुरु मनमोहन सिंगला हर धांसू में सम्मानित



टुडे न्यूज | हिसार

राष्ट्रीय युवा दिवस के अवसर पर इंजीनियर मनमोहन सिंगला डिजिटल मार्केटिंग, डिजिटल हिसार को गत दिवस को धांसू में पावर ऑफ यूथ क्लब द्वारा “यंग डिजिटल मार्केटर अवार्ड” से सम्मानित किया गया है। यह पुरस्कार उनके उत्कृष्ट योगदान और डिजिटल मार्केटिंग के क्षेत्र में उनकी कड़ी मेहनत और समर्पण की पहचान के रूप में प्रस्तुत किया गया है। यह पुरस्कार कर्नल डीवी कार्यक्रम के मुख्य अतिथि वर्मा रहे। वह एनजीओ और सामाजिक संगठनों की संख्या से भी जुड़े हुए हैं, जिनके लिए उन्होंने हमेशा निस्वार्थ भाव से काम किया।

कम खर्च में अधिक प्रमोशन का एक मात्र जरिया “डिजिटल मार्केटिंग”: मनमोहन

अन खर्च में अधिक प्रमोशन का एक मात्र जरिया “डिजिटल मार्केटिंग”: मनमोहन सिंगला का कहना है कि डिजिटल मार्केटिंग का उपयोग करके आप अपने ब्रांड को बहुत कम खर्च में प्रमोट कर सकते हैं। यह एक बहुत ही प्रभावी और सस्ता तरीका है।



डिजिटल मार्केटिंग का अर्थ फेसबुक और गूगल से ऑनलाइन प्रमोशन
हर जगह डिजिटल का बोलबाला
डिजिटल मार्केटिंग का अर्थ फेसबुक और गूगल से ऑनलाइन प्रमोशन है। यह एक बहुत ही प्रभावी और सस्ता तरीका है।

मेरे काम से संतुष्ट लोग जब मुझे “डिजिटल मार्केट गुरु” कहते हैं तो होती है खुशी

जब लोग मुझे डिजिटल मार्केटिंग गुरु कहते हैं तो मुझे बहुत आनंद रहता है और मुझे इन बातों को सुनने से मुझे और भी अधिक प्रेरणा मिलती है। मैं अपने काम में पूरी लगन लाता हूँ और अपने छात्रों को भी प्रेरित करता हूँ।

“डिजिटल मार्केटिंग” करियर का बेहतरीन विकल्प
डिजिटल मार्केटिंग एक बेहतरीन करियर विकल्प है। इसमें आप अपने ब्रांड को बहुत कम खर्च में प्रमोट कर सकते हैं। यह एक बहुत ही प्रभावी और सस्ता तरीका है।

कॉलेज स्टूडेंट से डिजिटल मार्केटिंग गुरु का सफर
मैंने डिजिटल मार्केटिंग का सफर कॉलेज स्टूडेंट के तौर पर शुरू किया था। मैंने बहुत सी चुनौतियाँ काँटी हैं, लेकिन मैंने हमेशा अपना सपना साकार करने के लिए प्रयास किया है।

युवा प्रतिभा
आने वाला जमाना डिजिटल मार्केटिंग का है। युवाओं को डिजिटल मार्केटिंग में प्रवेश करना चाहिए। यह एक बहुत ही प्रभावी और सस्ता तरीका है।

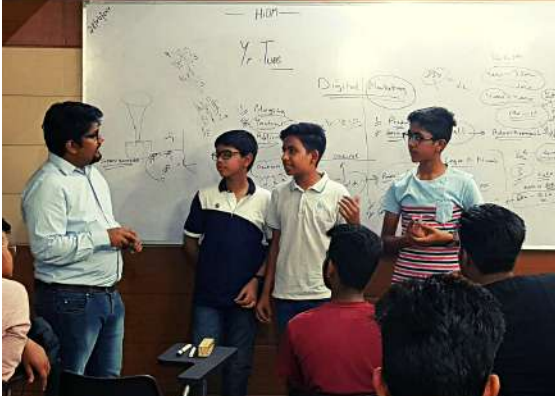
मिशन ग्रीन फॉउण्डेशन द्वारा डिजिटल मार्केटिंग गुरु मनमोहन सिंगला “सोशल अचीवमेंट” अवार्ड से सम्मानित

स्वच्छ वायु और प्रदूषण-रहित वातावरण प्रदान करना मेरा लक्ष्य
मिशन ग्रीन फॉउण्डेशन द्वारा डिजिटल मार्केटिंग गुरु मनमोहन सिंगला को “सोशल अचीवमेंट” अवार्ड से सम्मानित किया गया है। यह अवार्ड उनके योगदान और समर्पण की पहचान के रूप में प्रस्तुत किया गया है।

SOCIAL SEMINARS HOSTED BY **HIDM**



SEMINARS HOSTED IN INSTITUTE



IN HOUSE SEMINARS HOSTED BY STUDENTS



WEBINAR FEST 2021

FOR THE STUDENTS BY THE STUDENTS

facebook updates 2021

1. Facebook introduces a new feature called 'Live Shopping Fridays'.
2. Facebook introduces a new feature called 'Live Shopping Fridays'.
3. Facebook introduces a new feature called 'Live Shopping Fridays'.
4. Facebook introduces a new feature called 'Live Shopping Fridays'.
5. Facebook introduces a new feature called 'Live Shopping Fridays'.
6. Facebook introduces a new feature called 'Live Shopping Fridays'.
7. Facebook returns with a focus on developers.
8. Facebook takes action against misinformation on the platform.
9. Facebook introduces Live Shopping Fridays.
10. Facebook prompts users to read content before sharing.

HiDM APPEARANCE

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?

A slide featuring various social media icons like LinkedIn, Google+, Facebook, and Meetchup, with a person pointing at them.

HiDM UPCOMING FEATURES MONETIZATION OF IGTV

A slide showing a screenshot of an Instagram post with a red arrow pointing to the monetization options.

HiDM WEBINAR ON GOOGLE ADS

Hosted By: Muskan Jain (HiDM Student)

Under Guidance of: ER. Manmohan Singh (B.TECH | M.TECH | M.E.S | Digital Marketing Professor)

HIGHLIGHTS OF WEBINAR

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

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

HiDM 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.

HiDM QUICK TIPS RESEARCH

Google Keyword Planner

Divide Your Selected Keyword

Primary Keyword Secondary Keyword

On the basis of these keywords write [M] [MD]

Create relevant keywords

We Get

Quality Content Unique Content

- 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)

HiDM GOOGLE PENGUIN

LAUNCHED ON APR-24,2012

LAUNCHED FOR

1. Checking Low quality Backlinks
2. Keyword Stuffing

GOOGLE PENGUIN

HiDM 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

FOR THE STUDENTS BY THE STUDENTS



SEMINAR ON ROLE OF DIGITAL MARKETING IN DENTAL BUSINESS



SEMINAR ON BLOGGING



SEMINAR ON KEYWORD PLANNING



SEMINAR ON ON-PAGE SEO



SEMINAR ON ALGORITHMS



STARTUPS BY STUDENTS



**OH!
THE FITNESS**

by Ravinder and Jaipal



TECH SWING

BY DEEPAK KUMAR



DEAL ACRES

BY NISHANT VERMA



NEWSFORTE

BY DEEPANSHU MADAN



**STOCK
TRAINER**

BY SACHIN JAIN



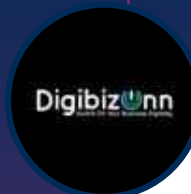
**PCDEALS
INDIA**

BY ANKUR BANSAL



STROKE LINES

BY ANKIT JAIN



DIGIBIZONN

BY NEERAJ GUPTA

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



**DEEPANSHU
MADAN**

I-PAC



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)

BECOME CERTIFIED DIGITAL MARKETING PROFESSIONAL



Note: The fees of any certification will be bearable by the student

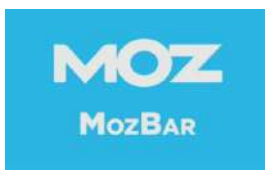
TOOLS YOU WILL LEARN



Google Trends



Keyword Planner



Google Analytics



WHAT MAKES **HIDM** DIFFERENT

- **50+ Advanced & Updated Modules for Everyone:** 50+ modules consisting of the complete course of digital marketing including all the latest topics and update as per market standard.
- **1st to introduced Training program in Digital Marketing:** We are the pioneer of introducing digital marketing Training program in Hisar.
- **Customized Training Program:** Due to the market demand and people want to learn quickly as per their requirements, HiDM provides Customized training program that included all important modules along with an Advance Training Course.
- **100 % Practical Training Sessions:** HiDM provides the best live practical training for all the digital marketing course topics.
- **Both Online & Offline (In-Class) Mode of Training:** We provide training session in both online and offline modes.
- **Dedicated Interview Preparation Session for Job Seeker:** HiDM offers students interview preparation, professional grooming, and training so that they easily obtain the desired job profile.
- **20+ Globally Recognized Certifications Program:** HiDM provides various globally-recognized certifications in the field of digital marketing including the Google certificates.
- **Dedicated Placement Cell:** HiDM is well structured based Pt. Ltd Company having its tie-up with agencies and other companies.
- **Start Working during Training Program:** HiDM's training program is designed in such a way that one can start earning during the course program.
- **Live Training Session:** HiDM provides live training sessions for various courses of digital marketing for its students.

- **Freelance Projects:** HiDM training programs are designed in such a way which would help students grab freelance projects quite easily during and after the training program.
- **MSME Certified:** HiDM is certified by the ministry of MSME which makes HiDM a Government certified Digital Marketing Institute.
- **Expert Trainer:** HiDM has the most prominent and expert digital marketing trainer who is having 9+ years of experience in the digital marketing field.
- **Flexible Timing & Batches:** As per the requirements of the students HiDM provides flexible batches of timing. We provide weekends and Sunday only batches for job seekers, working-class people, housewives, business owners, and others.
- **Webinars/ Seminars:** HiDM prepares their students to conduct webinars and seminars in the institute to give professional exposure to them.
- **Comfortable learning Environment:** HiDM provides students with a comfortable and pressure-free learning environment.
- **Updated Digital Marketing Blogs on daily basis:** We have a dedicated section for digital marketing blogs which could help people with getting the basics of digital marketing clear by reading it.
- **Instant & Free Consultation:** HiDM provides instant consultation to students according to their needs and skills.
- **HI-TECH Training Classroom:** HiDM training classes are fully hi-tech with wall mount projector with high-speed internet facilities with LAN Connectivity.
- **Startup Digital Marketing Consultation:** A key USP for HiDM is its valuable Digital Marketing Consultation for Entrepreneurs.
- **One-On-One Expert Session:** HiDM, provide a one-on-one mentor session with our expert to explore the scope of the training program.

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 have 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.



PARTH LALIT

Everything I learned at HiDM is absolutely valuable whether it's a theory part or practical work. I like the teaching pattern and study environment at HiDM. Manmohan sir has taught the digital skills so efficiently that now I can proudly say I am a digital marketing professional and would surely recommend HiDM to all digital marketing course aspirants.



YASH WALIA

Institute's ambience is so positive that you yourself feel productive while entering. Manmohan Singla sir teaches very well. He also covered relevant topics beyond the syllabus to provide extra knowledge. The smart class feature available here has made learning easier for me. After learning digital marketing from HiDM, now I am very confident about my digital marketing skills.



SACHIN MALIK

HiDM shaped me from the day one to face the corporate world. The environment in the HiDM has taught me to be innovative and meticulous in approach to any strategic goals set for a professional. It was the support of my mentor Er. Manmohan Singla which motivated me to THINK BIG & GET BIG. Thank You HiDM for bringing a positive attitude in me to face life challenges.



ASHWANI GAUR

HiDM helps in developing the overall personality of the students, boost confidence in them and provides with wide knowledge and exposure to the corporate world. Personally I was very impressed with the quality of the teaching and faculty support. Mentor Er. Manmohan singla ensures that each student gets a perfect blend of both academic theory and practical business experience. I am proud to be associated with HiDM.



NAVNEET

"Encouraging us to be innovative, independent and act on our own"- This, I would say, is the best thing I felt about HiDM. Our knowledge and skills were enlightened with care by well qualified faculty Er. Manmohan singla. It gave me a platform where I learn team work, leadership skills along with digital marketing skills. HiDM has expanded my career possibilities in the future by giving me the knowledge basis to apply toward a focused career path.



NANCY BANSAL

My overall experience to date has been amazing. HiDM has provided me with a number of opportunities to grow and explore my skills. The emphasis on learning and exploring the new things in digital helped me a lot. I have always found a positive and healthy environment. Most of my doubts were cleared after the classes get over. Manmohan sir has deep knowledge and vast experience in digital marketing that he share with students.

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

Er. Manmohan Singla

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

HiDM



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