

WELCOME



1324+

STUDENTS TRAINED

120+

STUDENTS PLACED

21+

STUDENT STARTUP

321+

BUSINESS DEVELOPMENT PLAN



187+

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

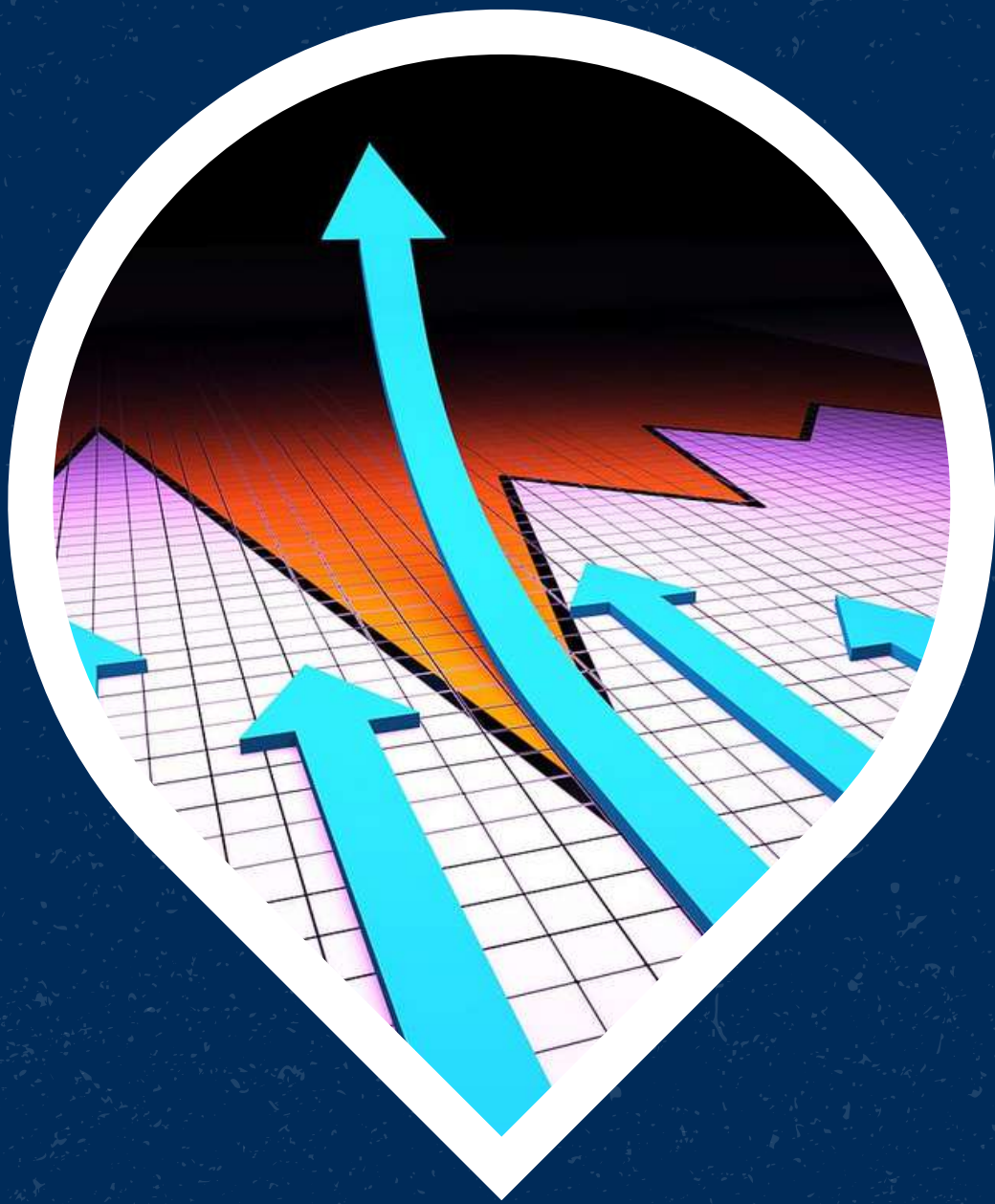
WHY HiDM



-
- 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
 - 10 + Certifications from Google, Hubspot & Facebook
 - 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 Woks?
- 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
- Advance Canva Skills



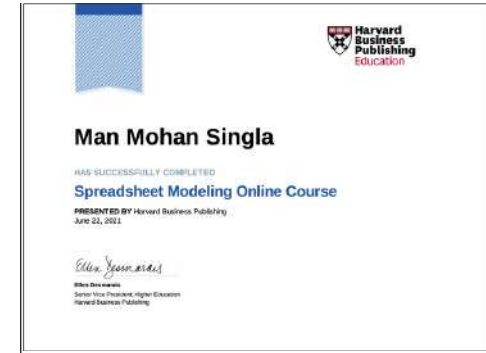
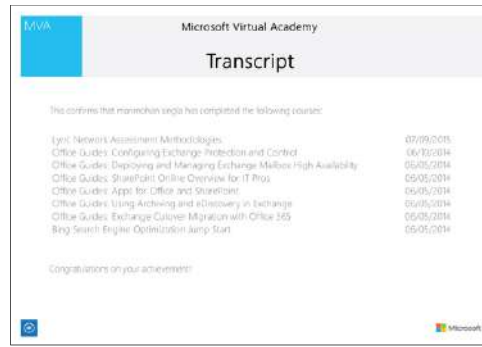
VIDEO EDITING

- Video Designing
- Video Editing in Canva
- Basics of Filmora
- Reels Making
- Short Videos



Learn Digital Marketing

By Certified Marketing and Business Development Expert



OUR
ACCOMPLISHMENTS



3 YEAR CELEBRATION



4TH YEAR CELEBRATION



AWARDS & RECOGNITION

2018



AWARDS & RECOGNITION

2020



एचडीएमआई को बेस्ट इंस्टीट्यूट का खिताब

हिसार. हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचडीएमआई) को बेस्ट 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

एचआईडीएम के सफलता पूर्वक 4 साल पूरे होने पर इंजीनियर मनमोहन सिंगला ने केक काट कर मनाया जश्न

हिसार टुडे | हिसार

हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने अपने 5वें साल में प्रवेश करते हुए 4 साल की सफल यात्रा का जश्न मनाया। एचआईडीएम हिसार में डिजिटल मार्केटिंग के लिए प्रमुख संस्थानों में से एक है। एचआईडीएम के परिसर में पूर्व छात्रों और उपस्थित छात्रों के साथ एचआईडीएम की 4 साल की सफलता यात्रा का जश्न मनाया गया।



कार्यक्रम की शुरुआत सभी आमंत्रित लोगों के तिलक समारोह के साथ हुई। उसके बाद एक लाइव बैंड प्रदर्शन हुआ। द लास्ट सिगरेट बैंड ने एचआईडीएम के 4 साल के सफल आयोजन में लाइव प्रदर्शन किया। बैंड की धुनों ने वहां मौजूद सभी को झुमने पर मजबूर कर दिया। एचआईडीएम के निदेशक मनमोहन सिंगला ने केक काटा और 4 साल की सफल यात्रा का जश्न मनाया। सभी आमंत्रित व्यक्तियों ने उन्हें बधाई दी और आने वाले

कई सफल वर्षों की कामना की। इंजीनियर मनमोहन सिंगला भारत के सर्वश्रेष्ठ डिजिटल मार्केटिंग पेशेवरों में से एक हैं, जो पिछले 4 वर्षों से हिसार में एचआईडीएम हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग चला रहे हैं। जीवन में अपने 10+ वर्षों के अनुभव में मनमोहन सर ने कई छात्रों को पढ़ाया है, जो आज के सफल डिजिटल मार्केटर्स हैं। एचआईडीएम से पहले भी वह छात्रों को प्रशिक्षित कर रहे थे लेकिन

अपने गृह नगर हिसार को डिजिटल रूप से सुदृढ़ शहर बनाने के लिए, उन्होंने एचआईडीएम की स्थापना की। एचआईडीएम 4 महीने का एडवांस्ड डिजिटल मार्केटिंग कोर्स और एक प्राइवेट लिमिटेड कंपनी में 2 महीने का प्रशिक्षण प्रदान करता है। कोर्स को इस तरह से डिजाइन किया गया है कि कोई भी हाउसवाइफ, स्कूल स्टूडेंट, ग्रेजुएट, पोस्ट ग्रेजुएट और प्रोफेशनल इसे कर सकते हैं।

हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने किया 5वें साल में प्रवेश



पाठकपक्ष न्यूज

हिसार, 6 मार्च : हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने अपने 5वें साल में प्रवेश करते हुए 5 मार्च को 4 साल की सफल यात्रा का जश्न मनाया। HiDM हिसार में डिजिटल मार्केटिंग के लिए प्रमुख संस्थानों में से एक है। HiDM के परिसर में पूर्व छात्रों और उपस्थित छात्रों के साथ HiDM की 4 साल की सफलता यात्रा का जश्न मनाया गया। कार्यक्रम की शुरुआत सभी आमंत्रित लोगों के तिलक समारोह के साथ हुई और उसके बाद एक लाइव बैंड प्रदर्शन हुआ। द लास्ट सिगरेट बैंड ने HiDM के 4 साल के सफल आयोजन में लाइव प्रदर्शन किया। बैंड की धुनों ने सभी को झुमने पर मजबूर कर दिया। HiDM के निदेशक मनमोहन सिंगला ने केक काटा और 4 साल की सफलता यात्रा का जश्न मनाया। सभी आमंत्रित व्यक्तियों ने उन्हें बधाई दी और

आने वाले कई सफल वर्षों की कामना की। इंजीनियर मनमोहन सिंगला भारत के सर्वश्रेष्ठ डिजिटल मार्केटिंग पेशेवरों में से एक हैं, जो पिछले 4 वर्षों से हिसार में HiDM- हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग चला रहे हैं। जीवन में अपने 10+ वर्षों के अनुभव में, मनमोहन सर ने कई छात्रों को पढ़ाया है, जो आज के सफल डिजिटल मार्केटर्स हैं। HiDM से पहले, वह छात्रों को प्रशिक्षित कर रहे थे लेकिन अपने गृह नगर हिसार को डिजिटल रूप से सुदृढ़ शहर बनाने के लिए, उन्होंने HiDM की स्थापना की। HiDM 4 महीने का एडवांस्ड डिजिटल मार्केटिंग कोर्स और एक प्राइवेट लिमिटेड कंपनी में 2 महीने का प्रशिक्षण प्रदान करता है। कोर्स को इस तरह से डिजाइन किया गया है कि कोई भी हाउसवाइफ, स्कूल स्टूडेंट, ग्रेजुएट, पोस्ट-ग्रेजुएट और प्रोफेशनल इसे कर सकते हैं।

फेस्टाहोलिक 1.0 में एचआईडीएम ने शी कैन डू विद एचआईडीएम थीम आधारित स्टॉल की प्रदर्शित

हिसार टुडे | हिसार

फेस्टाहोलिक 1.0 नामक दो दिवसीय फेशन और लाइफस्टाइल प्रदर्शनी का शहर में धमकेदार आगज हुआ। एचआईडीएम (हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) ने महिला सर्वाधिकारों को बढ़ावा देने वाली शी कैन डू विद एचआईडीएम थीम के साथ अपने स्टॉल का प्रदर्शन किया।



अपने स्टॉल के माध्यम से, एचआईडीएम ने महिलाओं को डिजिटल मार्केटिंग पाठ्यक्रमों के बारे में सूचित किया और उन्हें 31 दिनों तक डिजिटल मार्केटिंग पाठ्यक्रमों पर विशेष छूट भी प्रदान की। एचआईडीएम कर्मचारियों ने अपने डिजिटल मार्केटिंग इंटरन के साथ हिसार में डिजिटल मार्केटिंग पाठ्यक्रम के बारे में महिलाओं का मार्गदर्शन किया। कोई भी महिला जो अपना व्यवसाय शुरू करने या कोई व्यवसाय चलाने की इच्छुक है, डिजिटल मार्केटिंग सीखकर इसे बढ़ावा दे सकती है। वे ब्लॉगर के रूप में भी काम कर सकती हैं,

अध्ययन के अनुसार, भारत में 53% महिला ब्लॉगर हैं।

मोजेक इवेंट्स द्वारा आयोजित, दो दिवसीय फेशन उत्सव का पहला दिन हिट रहा, जहाँ विभिन्न शहरों के 70 से अधिक प्रदर्शकों ने अपने स्टॉल प्रदर्शित किए। आगंतुकों ने कार्यक्रम में खरीदारी, भोजन, खेल का आनंद लिया। पर्वतारोही गीन भट्टी, जिन्होंने पश्चिम और पूर्व दोनों ओर से मार्ग

एल्बनस को फाह किया है और ऐसा करने वाली पहली भारतीय महिला बनीं, ने अपनी उपस्थिति से कार्यक्रम के पहले दिन की शोभा बढ़ाई और तंबोला खेल के विजेताओं को उपहार भेंट किए। उन्होंने यह कहकर एचआईडीएम को प्रोत्साहित किया कि महिलाओं को सशक्त बनाकर हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचआईडीएम) बहुत अच्छा काम कर रहा है।

डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 (चरण -2) – HiDM में आयोजित हुआ Fiverr पर फ्रीलांसर के रूप में कैसे काम करें पर सेमिनार

पाठकपक्ष न्यूज

हिसार, 18 अक्टूबर : डिजिटल मार्केटिंग फेस्ट 2022 फेज 2 में, HiDM (हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) ने 10 अक्टूबर 2022 को Fiverr पर एक फ्रीलांसर के रूप में कैसे काम करें पर पहला सेमिनार आयोजित किया। Fiverr पर एक फ्रीलांसर के रूप में कैसे काम करें, इस पर सेमिनार की मेजबानी HiDM के छात्र कृष्ण बाबु ने Er मनमोहन सिंगला (निदेशक HiDM) की देखरेख में की। सेमिनार की मुख्य विशेषताएं थीं फ्रीलांसिंग ओवरव्यू, Fiverr प्लेटफॉर्म, Fiverr पर कैसे रजिस्टर करें, एक फ्रीलांसर को क्या करना चाहिए और क्या नहीं, और सफल फ्रीलांसर के लिए टिप्स। प्रस्तुतकर्ता ने सभी प्रमुख फ्रीलांसिंग प्लेटफॉर्म को कवर किया। Fiverr वह विषय था जिस पर विस्तार से चर्चा की गई।



प्रस्तुतकर्ता ने फ्रीलांसिंग में क्या करें और क्या न करें को परिभाषित किया। सेमिनार में, उन्होंने सिखाया कि कैसे एक फ्रीलांसर Fiverr पर प्रोफाइल बना सकता है, फ्रीलांसिंग प्लेटफॉर्म पर मजबूत प्रोफाइल कैसे बना सकता है। अंत में, अंत में कृष्ण ने सभी महत्वपूर्ण बिंदुओं को शामिल किया और फ्रीलांसिंग से संबंधित प्रश्न भी पूछे। हर साल, HiDM छात्रों को डिजिटल मार्केटिंग प्रशिक्षण के साथ-साथ उन्हें पेशेवर प्रदर्शन देने के लिए डिजिटल मार्केटिंग सेमिनार फेस्ट

का आयोजन करता है। HiDM छात्रों, पेशेवरों, गृहिणियों आदि के लिए 4 महीने का डिजिटल मार्केटिंग कोर्स प्रदान करता है। कोर्स के साथ, HiDM प्राइवेट लिमिटेड कंपनी में 2 महीने की इंटरशिप भी प्रदान करता है। HiDM द्वारा प्रदान किया गया पाठ्यक्रम हिसार और आसपास के क्षेत्रों में सबसे अच्छा डिजिटल मार्केटिंग कोर्स है, क्योंकि इसके प्रशिक्षक मनमोहन सिंगला एक Microsoft प्रमाणित SEO विशेषज्ञ और हाउसवैड प्रमाणित व्यवसाय प्रबंधन पेशेवर हैं।

HiDM ने किया डिजिटल मार्केटिंग सेमिनार फेस्ट 2023 का आयोजन



दैनिक पाठकपक्ष

हिसार, 9 फरवरी

: हिसार में डिजिटल मार्केटिंग के सर्वश्रेष्ठ संस्थानों में से एक, हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (HiDM) ने 6 फरवरी

से 27 फरवरी 2023 तक 4 सप्ताह के डिजिटल मार्केटिंग सेमिनार फेस्ट 2023 का आयोजन किया है। सेमिनार फेस्ट के पहले सेमिनार की मेजबानी HiDM स्टूडेंट हिमांशु शर्मा द्वारा की गई 7 हिमांशु शर्मा ने इस सेमिनार में डिजिटल मार्केटिंग की मदद से मेडिकल इंडस्ट्री को कैसे प्रमोट करें पर चर्चा की। सेमिनार में मेडिकल बिजनेस को प्रमोट करने के लिए मार्केटिंग स्ट्रेटजी व कुछ टिप्स के बारे में बात की गई। हॉस्पिटल मार्केटिंग स्ट्रेटजी में हिमांशु शर्मा ने कुछ चीजों पर काम करने की सलाह दी जैसे बिजनेस का नेचर, वेबसाइट, गूगल एड्स, वीडियो और टारगेट ग्रुप। सेमिनार में झंडका के टॉप 5 हॉस्पिटल की मार्केटिंग स्ट्रेटजी पर विश्लेषण किया गया। उसके बाद एक केस स्टडी को कवर किया गया। अंत में मेजबान ने सभी महत्वपूर्ण बिंदुओं को कवर किया और विषय से संबंधित प्रश्न पूछे और दर्शकों के सभी सवालों को दूर किया।

NEWS COVERAGE

डिजिटल मार्केटिंग सेमिनार फेस्ट 2022: व्यापार के लिए एक वेबसाइट के महत्व पर सेमिनार आयोजित

हिसार टुडे | हिसार

हिसार में डिजिटल मार्केटिंग पाठ्यक्रम के लिए सबसे अच्छे संस्थानों में से एक हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग का 4-सप्ताह का डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 समाप्त हो गया। सेमिनार फेस्ट के अंतिम सेमिनार की मेजबानी अमित कश्यप ने 'एक व्यवसाय के लिए एक वेबसाइट का महत्व' विषय पर की।



व्यवसाय के लिए एक वेबसाइट के महत्व पर सेमिनार मनमोहन सिंगला, निदेशक एचआईडीएम और जुगादिन डिजिटल सर्विसेज प्राइवेट लिमिटेड के सीईओ की अध्यक्षता में आयोजित की गई थी। सेमिनार की मुख्य विशेषताएं वेबसाइट डिजाइनिंग, अक्लिक, वेबसाइट संरचना, वेबसाइट डिजाइनिंग के लिए उपकरण, चर्चसत्र अक्लिक, एक व्यवसाय के लिए एक वेबसाइट का महत्व आदि थे। अंतिम ने बताया आंकड़ों के अनुसार 75% उपभोक्ता कंपनी की वेबसाइट के आधार पर कंपनी की विश्वसनीयता पर निर्णय लेते हैं। एक व्यवसाय के लिए एक वेबसाइट के महत्व को समझते

हुए उन्होंने सूचित किया, डिजिटल दुनिया में, एक वेबसाइट किसी भी व्यवसाय के लिए महत्वपूर्ण है क्योंकि अगर व्यवसाय है और इसको वेबसाइट नहीं है, इसका मतलब है कि आप व्यवसायिक अवसरों को खो रहे हैं। गैर-कॉडित वेबसाइटों के लिए सबसे अधिक इस्तेमाल किया जाने वाला सॉफ्टवेयर प्लेटफॉर्म, यानी वडॉरस को भी विस्तार से समझाया गया।

एचआईडीएम ने केवल डिजिटल मार्केटिंग के बारे में सर्वोत्तम शिक्षा प्रदान करता है, बल्कि छात्रों को पेशेवर प्रदर्शन देने के लिए हर

साल एक डिजिटल मार्केटिंग सेमिनार उत्सव आयोजित करता है। एचआईडीएम छात्रों, पेशेवरों, गृहिणियों आदि के लिए 4 महीने का डिजिटल मार्केटिंग कोर्स प्रदान करता है। कोर्स के साथ, एचआईडीएम एक प्राइवेट लिमिटेड कंपनी में 2 महीने की इंटर्नशिप भी प्रदान करता है। एचआईडीएम द्वारा प्रदान किया गया पाठ्यक्रम हिसार और आसपास के क्षेत्रों में सबसे अच्छा डिजिटल मार्केटिंग कोर्स है क्योंकि इसके प्रशिक्षक मनमोहन सिंगला एक पूर्व-एमएसपी और हार्वर्ड प्रमाणित व्यवसाय प्रबंधन पेशेवर हैं।

डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 : पारंपरिक मार्केटिंग की तुलना में डिजिटल मार्केटिंग सस्ती और लचीली : पूजा सिंह



पाठकपक्ष न्यूज

हिसार, 3 अगस्त : HIDM- हिसार में डिजिटल मार्केटिंग के लिए सबसे अच्छे संस्थानों में से एक, हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने 27 जुलाई से 26 अगस्त, 2022 तक डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 का आयोजन किया है। सेमिनार फेस्ट 2022 में सबसे बेहतरीन पूजा सिंह द्वारा 2 अगस्त को HIDM में डिजिटल मार्केटिंग के माध्यम से किसी भी व्यवसाय को बढ़ावा कैसे दे इस विषय पर आयोजित किया गया था। डिजिटल मार्केटिंग के माध्यम से किसी भी व्यवसाय को कैसे बढ़ावा दिया जाए, इस पर सेमिनार मनमोहन सिंगला, निदेशक HIDM और Jugaadin Digital Pvt Ltd के सीईओ के तत्वचर्चा में आयोजित की गई थी। सेमिनार में व्यवसायों के प्रकार, मार्केटिंग की मूल बातें, मार्केटिंग

के प्रकार, डिजिटल मार्केटिंग के प्रकार, डिजिटल और पारंपरिक मार्केटिंग के बीच अंतर, एक व्यवसाय के लिए डिजिटल मार्केटिंग के लाभ और कैसे एचआईडीएम-एक प्रकार के व्यवसाय को डिजिटल मार्केटिंग के माध्यम से बढ़ावा दिया जा सकता है के बारे में चर्चा की गई। पूजा सिंह ने कहा, डिजिटल मार्केटिंग आजकल हर व्यवसाय के लिए एक ट्रेंडिंग मार्केटिंग रणनीति है क्योंकि यह करना आसान है, सस्ती, परिणाम जल्दी लाना जाता, लचीला है और इसमें एक व्यवसायी केवल व्यक्तिगत स्कॉर्कों को लक्षित भी कर सकता है। हर साल, HIDM छात्रों के लिए डिजिटल मार्केटिंग प्रशिक्षण के साथ-साथ पेशेवर प्रदर्शन प्राप्त करने के लिए एक डिजिटल मार्केटिंग सेमिनार फेस्ट का आयोजन करता है। HIDM छात्रों, पेशेवरों, गृहिणियों आदि के लिए 4 महीने का डिजिटल मार्केटिंग कोर्स प्रदान करता है। कोर्स के साथ, HIDM एक प्राइवेट लिमिटेड कंपनी में 2 महीने की इंटर्नशिप भी प्रदान करता है। HIDM द्वारा प्रदान किया गया पाठ्यक्रम हिसार और आसपास के क्षेत्रों में सबसे अच्छा डिजिटल मार्केटिंग कोर्स है क्योंकि इसके प्रशिक्षक मनमोहन सिंगला एक पूर्व-एमएसपी प्रमाणित व्यवसाय प्रबंधन पेशेवर हैं।

किसी भी डेटा को डिजिटल प्लेटफॉर्म पर शेर करने से पहले दो बार सोचना चाहिए : सिंगला

हिसार, 24 जुलाई | डिजिटल

डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 को सुरुआत करते हुए, एचआईडीएम ने डिजिटल प्लेटफॉर्म के उपयोग के तरीकों में अंतर बताया। एचआईडीएम सीएमए में अर्जेंटिन सेमिनार का संस्कार निदेशक इंडीयर मनमोहन सिंगला ने किया। उन्होंने कहा कि आज की डिजिटल दुनिया में ग्राहकों को सिर्फ एक डेटा बनाने की जरूरत नहीं है, बल्कि उसे डेटा को किसी भी डिजिटल प्लेटफॉर्म पर शेयर करने से पहले दो बार सोचना चाहिए। सभी अब अपने डिजिटल प्लेटफॉर्म को बेहतर ढंग से प्रबंधित कर पाएंगे और अपने डेटा को बेहतर ढंग से प्रबंधित कर सकेंगे। उन्होंने कहा कि आजकल डिजिटल प्लेटफॉर्म अत्यधिक उपयोगकर्ता प्रतिक्रिया का एक स्रोत हैं। यह आपको इंटरनेट रीटर्निंग और आपके डेटा को दे



जानकूका कुछ अतिरिक्त जानकारी है या जब वेबसाइट और ऐप आपके अनुभव को बिना आपको नोटिफिकेशन को भेज सकते हैं, तो आपको डिजिटल प्लेटफॉर्म पर दो बार सोचना चाहिए। यह आपको इंटरनेट रीटर्निंग और आपके डेटा को दे

है। इस प्रकार डिजिटल प्लेटफॉर्म को प्रबंधित करने के लिए, डेटा सेटिंग्स को सही ढंग से, अनुभवी छात्रों को प्रदान करने के लिए, छात्रों को डेटा से, डेटा सेटिंग्स पर ध्यान देना चाहिए। यह आपको डिजिटल प्लेटफॉर्म को बेहतर ढंग से प्रबंधित करने में मदद करेगा।

डिजिटल मार्केटिंग सेमिनार फेस्ट 2022

सेमिनार में फ्रीलान्स डिजिटल मार्केटर बनने के गुर बताये



पाठकपक्ष न्यूज

हिसार, 25 अगस्त : हिसार में डिजिटल कोर्स के लिए सबसे अच्छे संस्थानों में से एक हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग एचआईडीएम ने 27 जुलाई से 26 अगस्त, 2022 तक 4 सप्ताह का डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 का आयोजन किया है। इसके अंतर्गत, एक फ्रीलान्स डिजिटल मार्केटर कैसे बनें, इस पर सेमिनार इशिका शर्मा द्वारा होस्ट किया गया। सेमिनार मनमोहन सिंगला, निदेशक एचआईडीएम और Jugaadin Digital Services Pvt Ltd के सीईओ की अध्यक्षता में हुआ। सेमिनार में भारत में फ्रीलान्सिंग के बढ़ते दायरे, फ्रीलान्सिंग के फायदे और नुकसान, एक फ्रीलान्स बनने के टिप्स, प्रसिद्ध फ्रीलान्सिंग वेबसाइट और कैसे एक डिजिटल मार्केटर फ्रीलान्सिंग से कमा सकता है, पर प्रकाश डाला गया। इशिका ने बताया, 'एक अच्छा फ्रीलान्स

डिजिटल मार्केटर बनने के लिए डिजिटल स्किल्स, पर्सनल पोर्टफोलियो, अन्य फ्रीलान्सिंग के साथ जुड़ाव, सकारात्मक ग्राहक समीक्षा और प्रभावी समय प्रबंधन होना चाहिए।' एचआईडीएम हरियाणा में सबसे अच्छा डिजिटल मार्केटिंग कोर्स प्रदाता है, हर साल यह छात्रों को पेशेवर प्रदर्शन देने के लिए डिजिटल मार्केटिंग सेमिनार फेस्ट आयोजित करता है। एचआईडीएम छात्रों, पेशेवरों, गृहिणियों आदि के लिए 4 महीने का डिजिटल मार्केटिंग कोर्स प्रदान करता है। कोर्स के साथ, एचआईडीएम एक प्राइवेट लिमिटेड कंपनी में 2 महीने की इंटर्नशिप भी प्रदान करता है। एचआईडीएम द्वारा प्रदान किया गया पाठ्यक्रम हिसार और आसपास के क्षेत्रों में सबसे अच्छा डिजिटल मार्केटिंग कोर्स है क्योंकि इसके प्रशिक्षक इंजीनियर मनमोहन सिंगला एक पूर्व-एमएसपी और हार्वर्ड प्रमाणित व्यवसाय प्रबंधन पेशेवर हैं।

आने वाला दौर होगा डिजिटल मार्केटिंग का



LIMIT YOUR SOCIAL MEDIA SHARING TO HAVE A POSITIVE DIGITAL FOOTPRINTS, SAID ER MANMOHAN SINGLA-DIRECTOR, HIDM

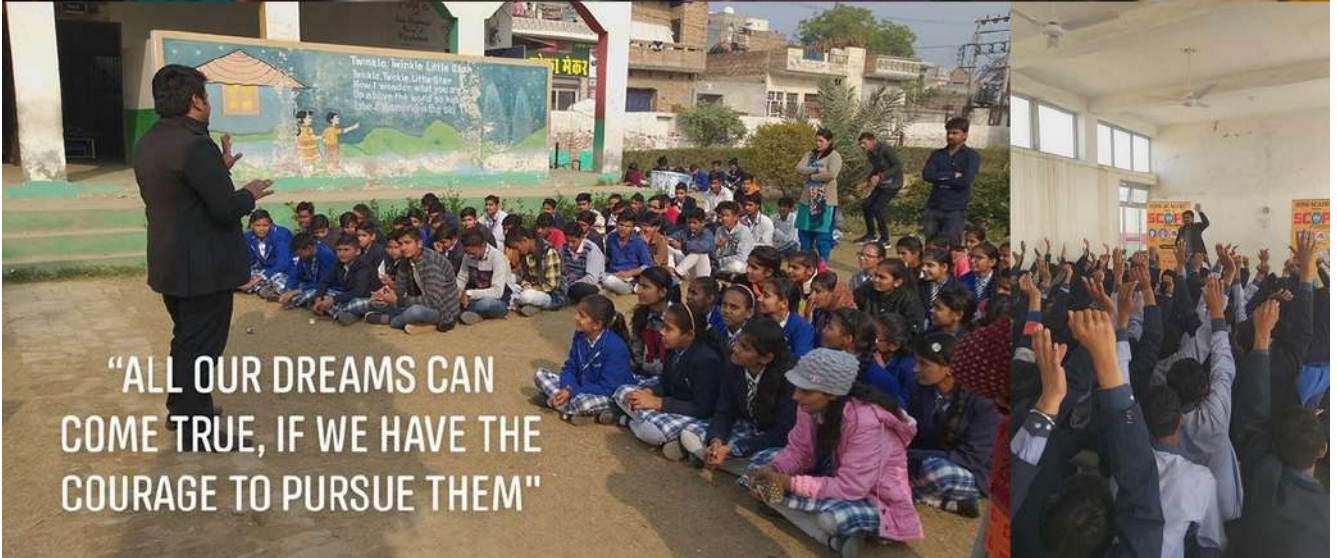
हर विद्यार्थी 12वीं कक्षा पास कर प्रयोगों परीक्षाओं में सफल हो, यह जरूरी नहीं है। कुछ विद्यार्थी योग, योगासन, योग, योग, योग आदि भी करते हैं। ऐसे विद्यार्थी इन पाठ्यक्रमों के साथ कुछ प्रोग्राम करके अपने करियर को और आगे बढ़ा सकते हैं। वेबसाइट डिजाइनिंग में डिजिटल मार्केटिंग एक उभरता हुआ अवसर के तौर पर है। आज की दुनिया में डिजिटल मार्केटिंग को बेहतर ढंग से प्रबंधित करने में मदद करेगा।

डिजिटल मार्केटिंग में जाने से पहले यह जानना जरूरी है अधिक डिजिटल मार्केटिंग होती क्या है और इसका फायदा क्या होता है।
जैसे की हम जानते हैं यह एक डिजिटल दुनिया है जहाँ हर चीज अब ऑनलाइन-पुनर्निर्माण के माध्यम से उपलब्ध है। ऑनलाइन शॉपिंग, टिकट बुकिंग, ऑनलाइन रिजर्वेशन, बिजनेस प्रोसेस सब का इंटरनेट के जरिये काम संचालित है। अपनी वेबसाइट और सोशल मीडिया डिजिटल मार्केटिंग से मार्केटिंग करने को प्रोत्साहित भी करता है। इस माध्यम से काम संचालित में अधिक लोगों तक पहुंचना जा सकता है। डिजिटल मार्केटिंग से उपलब्ध अपने ग्राहक तक पहुंचने के साथ ही साथ उनकी गतिविधियों, उनकी आवश्यकता पर भी नजर रख सकता है। सरल भाषा में बड़े को डिजिटल मार्केटिंग डिजिटल मार्केटिंग द्वारा ग्राहकों तक पहुंचने का एक माध्यम है।

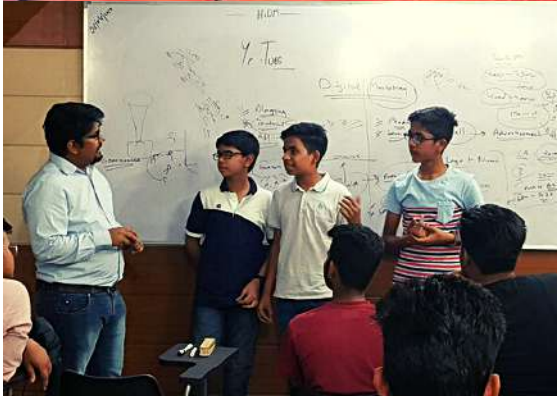
डिजिटल मार्केटिंग में उपलब्ध क्षेत्र
सबसे इन जन अतिरिक्त प्रचारण (S.E.O.)
जैसे की हम जानते हैं यह एक डिजिटल दुनिया है जहाँ हर चीज अब ऑनलाइन-पुनर्निर्माण के माध्यम से उपलब्ध है। ऑनलाइन शॉपिंग, टिकट बुकिंग, ऑनलाइन रिजर्वेशन, बिजनेस प्रोसेस सब का इंटरनेट के जरिये काम संचालित है। अपनी वेबसाइट और सोशल मीडिया डिजिटल मार्केटिंग से मार्केटिंग करने को प्रोत्साहित भी करता है। इस माध्यम से काम संचालित में अधिक लोगों तक पहुंचना जा सकता है। डिजिटल मार्केटिंग से उपलब्ध अपने ग्राहक तक पहुंचने के साथ ही साथ उनकी गतिविधियों, उनकी आवश्यकता पर भी नजर रख सकता है। सरल भाषा में बड़े को डिजिटल मार्केटिंग डिजिटल मार्केटिंग द्वारा ग्राहकों तक पहुंचने का एक माध्यम है।

एफिलिएट मार्केटिंग :
वेबसाइट, ब्लॉग, या ब्लॉग के माध्यम से उत्पादों के विज्ञापन करने से जो कमाई होती है उसे एफिलिएट मार्केटिंग कहते हैं। इसके अंतर्गत आप अपने एक निम्न बचते हैं और उस ब्लॉग पर अपना उत्पाद जोड़ते हैं। जब ग्राहक उस ब्लॉग पर क्लिक करके उस उत्पाद को खरीदते हैं तो आपको उसका पैसा मिलता है। ऐसे और भी डिजिटल मार्केटिंग के सभ्य हैं जैसे
ब्लॉग लिखना, कंटेंट मार्केटिंग, एमएसपी मार्केटिंग, यूट्यूब चैनल इत्यादि।
वेतन और कार्य के अवसर
डिजिटल मार्केटिंग सिर्फ एक सफल मार्केटिंग मैनेजर, एडवॉकेट मैनेजर, कंटेंट स्ट्राटेजिस्ट, एडवॉकेट मैनेजर के रूप में काम कर सकते हैं। डिजिटल मार्केटिंग में वेतन की कोई सीमा नहीं होती है। जैसे की ट्रेडिंग और अनुभव मिलता है, जैसे ही आपकी बढ़ती जाती है। प्रशिक्षण की अवधि में 15 हजार से लेकर 40 हजार रुपए के बीच आमतौर पर चलती है। कुछ वर्ष बाद आप अपना खुद का ऑफिस भी खोल सकते हैं। इसे किसी भी रूप में बचने, रेगुलर, पेटेंट रेगुलर, और तो और प्रोफेशनल कर सकते हैं।

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. 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 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?

Icons for LinkedIn, Google+, Facebook, and Meetup are visible.

HiDM UPCOMING FEATURES MONETIZATION OF IGTV

Activity

HiDM WEBINAR ON GOOGLE ADS

Hosted By: Muskan Jain (HiDM Student)

Under Guidance of: ER. Manmohan Singh (RITCETIM, TECH, IIM, 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.

HiDM 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

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



SEMINAR FEST 2022

FOR THE STUDENTS BY THE STUDENTS



SEMINAR ON IMPORTANCE OF GRAPHIC DESIGNING IN DIGITAL MARKETING



SEMINAR ON IMPORTANCE OF DIGITAL MARKETING FOR ANY BUSINESS



SEMINAR ON HOW TO EARN THROUGH INSTAGRAM



SEMINAR ON HOW TO BECOME FREELANCE DIGITAL MARKETER



SEMINAR ON IMPORTANCE OF A WEBSITE FOR BUSINESS



ANNUAL CERTIFICATE CEREMONY 2022





ANNUAL CERTIFICATE CEREMONY 2023



HiDM's Stall with theme "SHE CAN WITH HiDM" at Festaholic 1.0



LEARN HOW TO

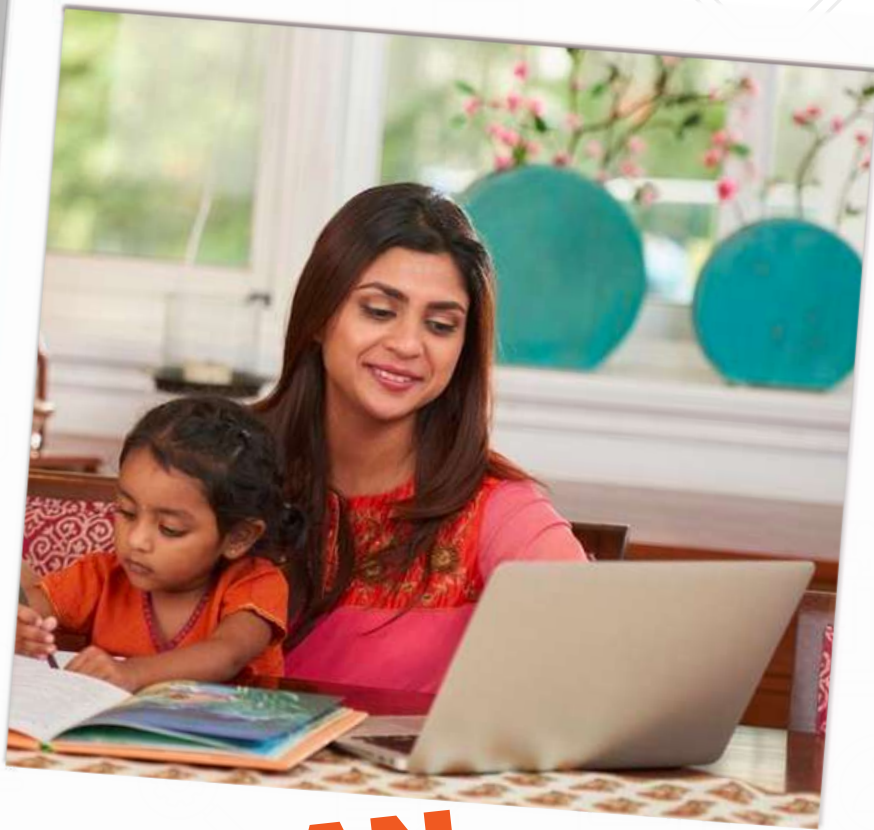
BECOME A

WOMEN DIGIPRENEUR



**53% OF BLOGGERS IN
INDIA ARE WOMEN !**

DIGITAL MARKETING COURSE FOR WOMEN



**SHE CAN
WITH HiDM**

TAKE FREE DEMO CLASS

SCAN QR CODE or Call 9253082888

To Book Free Demo Class !



COMPANIES WHERE OUR STUDENTS ARE WORKING



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

STUDENT PLACEMENT WALL



RISHABH SHARMA

**OM STERLING
UNIVERSITY**



RUKAIYA DAHIYA

TARGET CA



MANJU SINGH

NOBLE HOSPITAL



SHRUTI JAIN

APPSMARTZ



TARUN JAIN

**VICTORIOUS INFOTECH
PVT LTD**



ADITI NARANG

CAREER MAKER



NEERAJ GUPTA

VARDHMAN CONSULTANTS



MAYANK JAIN

WEBCADENCE



RADHIKA GOYAL

DEAL ACRES



NANCY BANSAL

KIP FINANCIALS

STUDENT PLACEMENT WALL



DEEPAK KUMAR

OBIYAN INFOTECH



**RAVINDER
BUDANIA**

SOLVOGURU



**GEETANSH
KAMRA**

INDOZ VENTURES



DEEPAK SAINI

AADHAR HOSPITAL



VIJENDER

AADHAR HOSPITAL



SHUBHAM

STOCK TRAINER



**JAIPAL
CHAUHAN**

PREP LIVE



MUSKAN JAIN

KIP FINANCIALS



**DEEPANSHU
MADAN**

I-PAC



MAHAK GARG

**CROXAINT DIGITAL
PVT. LTD.**



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

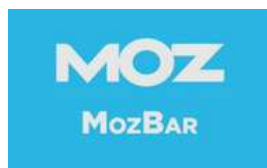
(Classes will be on Sat/Sun)

BECOME CERTIFIED DIGITAL MARKETING PROFESSIONAL



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

TOOLS YOU WILL LEARN



WHAT MAKES DIFFERENT **HIDM**

- **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 it's 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.Mamohan 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 LOHCHAB

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.



ANISH JANGRA

I joined HiDM because, one of my friend referred me. HiDM is a platform which you will not found in the city like Hisar. It is one of the Best and Great learning Platform, Whoever has a zero knowledge in Digital Marketing then HiDM is the Outstanding Platform to enhance your skills.

The trainer Manmohan sir, really he is a fabulous trainer, I have ever seen. He always go through the students mentality and think about the students point of view and very helpful person.



HIMANSHU

Digital marketing has become an integral part of every company today & hence has a wide and dynamic career opportunities. I choose HiDM because It is the best institute which provides not only theoretical but also practical knowledge & the best part is they provide 100% job assistance. My experience at HiDM was full of Easy learning experience specially because of Manmohan sir who has been extremely patient, supportive and knowledgeable. He not only provides theoretical but also practical and made it easy & fun for me to learn & explore the digital marketing.



ISHIKA BHRIGU

I choose digital marketing as it is a strong career path for today's generation. Before joining I was little scared that where I will learn Digital marketing then after researching I joined HiDM and learn many things about this course. The training was very good in HiDM as Sir explained everything in a detailed way. And also they give us live projects for complete understanding. In Hisar, HiDM is the best institute where you can learn digital marketing practically. Manmohan Sir teaches in a very easy way that everyone can understand it.



POOJA SINGH

I'm a B.Tech graduate, I wanted to learn Digital media marketing, a completely new skill, as it's a growing field and digital media as a whole has wider reach. I like the friendly environment in the class. We had many interactive sessions which enabled sharing of knowledge. I got very in depth knowledge from trainer Er Manmohan singla on various dimensions of marketing like traditional & digital marketing.



NAMAN SHEORAN

HiDM is one of the best institutes for digital education. I researched many digital marketing institutes before joining HiDM and now I think joining HiDM is one of the perfect decisions I've ever made. The trainer Er Manmohan Singla is vibrant, young and energetic with a great amount of knowledge in both technical and marketing field. I totally recommend anyone who is looking for an advanced Digital marketing course in Hisar or nearby areas, go for HiDM.



AMIT KASWAN

I Chose Digital Marketing because I could clearly see the scope and opportunities in digital marketing in the coming years which was a major reason. My experience with HiDM went hugely productive. I get exposure to a lot of knowledge both theoretical and practical. Manmohan sir is digital superhero in my terms. He gave me a lot of exposure to the latest tricks and advanced tools of digital marketing.



AKSHAY

I was referred by a friend and I'm glad I made the right choice by selecting HiDM. They keep their batch size small to make it much easier for students to learn all topics of digital marketing. Mentor is always there to assist you with all your doubts, be it over text or in person. The learning experience here is commendable and you leave with not just a certificate but also with good memories



AJAY

I have done a 4-month advance Digital Marketing course at HiDM and am highly satisfied with the course material and modules. The institute has provided me with an excellent opportunity to further develop my career and hone my skills. I would like to express my gratitude to the Er Manmohan Singla Sir for his hard work and dedication. I would highly recommend HiDM to anyone looking to advance their career in Digital Marketing.



MUSKAN SHARMA

Being completely new to digital marketing, I am very much happy that I found HiDM. I would like to thank and appreciate Manmohan sir for being such an amazing trainer during entire course. His completely supportive strategy was the main element that helps me in becoming an expert in Digital Marketing. Now I am confident while doing any projects in digital marketing. Thank you, HiDM.



KIRTI

I had been looking for a course on digital marketing in Hisar and found HiDM. The thing I like about this digital marketing course in Hisar is its Trainer and practical exposure. Both these things have no match with other institutes. With the ever-changing trends of marketing, it's really difficult to keep up with these challenges. But with HiDM, it's no longer a problem!



SHRUTI JAIN

Learning digital marketing at HiDM is my dream come true. This program gave me a strong base for further professional development and prepared me for real life tasks in the agency. I am using skills gained over the course on a daily basis: from writing a brief, determining target groups and conducting research to setting up and optimizing digital campaigns. Connecting theory to practical sessions significantly helped me get prepared for the future career.



KRISH

It was an amazing experience. Manmohan Sir not only teaches us but push us to learn each and every module deeply. Personal attention to each one is really worth it. It was really great learning because HiDM make us work on projects which is very helpful to implement everything right way. I would like to thank the entire team of HiDM for providing a platform to grow, learn and build within a span of 6 months



ANKIT

HiDM classes are interactive, informative, and knowledgeable. The classes are easy to understand and learn for those who are new to the digital marketing space. Trainer teaches connecting with real-world experience. I would highly recommend HiDM to anyone who is looking to get into themselves in the world of digital marketing.



SHIKHA

The best thing about the HiDM is that lecture is given by the teacher who is experienced with active campaigns and real clients. Mentor Manmohan Singla is having 9+ years of experience in Digital Marketing. I loved his teaching style. The course curriculum is designed in a way to give complete knowledge about digital marketing, which is amazing. I would strongly suggest HiDM digital marketing course to anyone who is looking to make a career in digital marketing.



HAMESH

Investing in HiDM's 4 months digital marketing course was one of the best decisions of my life. They provide practical experience along with theoretical knowledge which is the best part of this program. Er Manmohan Singla is an amazing trainer who is expert in this field. Thank you so much to the entire HiDM team for such wonderful experience. I Enjoyed learning advanced Digital marketing Course here.



AKASH

Hi I'm Akash , I had a nice experience at HiDM. Especially if anyone asks me which institute is best in Hisar for Digital Marketing, will definitely recommend HiDM because I don't think anyone can teach us so deeply for every modules. Specially Thanks to Mr. Manmohan Singla Sir whose way of teaching is so nice & through his examples, students can understand very well . HiDM is the best institute.



SHEFALI

My overall experience with this institute is that I joined here with zero knowledge. After completing my course, I have gained in-depth knowledge in Digital marketing and also gained a lot of practical knowledge in the best way. I am thankful to Er. Manmohan Singla sir who helped me with digital marketing techniques. Highly recommended for housewives who are new to the digital marketing field.



DEVANSH

HiDM is one the best training institutes to learn Digital Marketing in Hisar. The training provided was very helpful, effective and reliable. The curriculum is practical- oriented and the trainers are extremely helpful. The sessions, Live Project and seminars are wholesome learning experience. I feel very happy to take the course from Hisar Institute of Digital Marketing(HiDM). Thank you so much Sir.



AMRIT

When I joined the Digital Marketing institute I realized that I made the correct decision and choose the correct institute to pursue my digital marketing course in Hisar. I would like to say thank you to Er. Manmohan Singla sir for teaching Digital Marketing Course so well that will absolutely differentiate us from others students. I am assured that learning the course from HiDM will successfully help me in achieving my dreams.



PRIYANKA

I am very satisfied with the Digital Marketing Course at HiDM. The course was practical and useful. Here ypu will be observed by experienced teachers that guide you into the right path of your career. I literally amazed by seeing the depth of knowledge trainer has about SEO, SMO, Google ads etc.



PREETI

HiDM, Hisar Institute of Digital Marketing is an exceptional platform for anyone looking to enhance their knowledge and skills in the field of digital marketing. The institute offers a comprehensive curriculum that covers all aspects of digital marketing. The faculty members are highly experienced and are always available to provide guidance and support to the students



BHAVYA

HiDM- Hisar Institute of Digital Marketing is an institution that provides high-quality digital marketing education. The instructors are highly knowledgeable and experienced providing students with practical skills that are relevant to the current job market. The institute also provides career guidance and placement support to its students.



ASHISH

Hisar Institute of Digital Marketing is a top-notch training center that provides course in digital marketing. The course content is regularly updated to keep up with the fast-changing digital world. We get hands-on training, which prepares us for real-world challenges. The institute has a good reputation for producing skilled digital marketing professionals who are highly in-demand.



NEXT CAN BE YOU!

"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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