

h! aim

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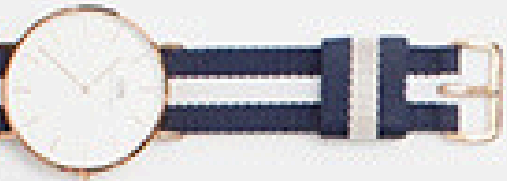
Since 2004

START AIMING HIGH..!

Trained 30000+ Students | 1800+ Trainings | Placement Assistance

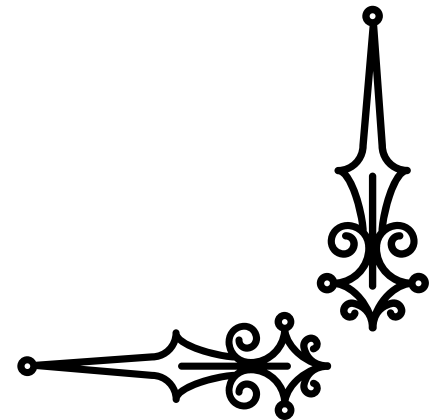
MASTERS IN DIGITAL MARKETING

Become a
Google
Facebook
and Bing
Certified Online
Marketer



What's in this Brochure

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Wanna get success in career?

Are you a big dreamer?

Are you passionate about
online marketing?

You are a single step
away from
SUCCESS!

Boost your Career & Business hacking skills

Become an expert in...

Online development of brand name

Capturing the potential audience

Minimizing marketing expenses

Online reputation management





- WHY should you get skilled?
- WHAT are the best available options ?
- WHEN is the right time to start?
- WHICH is the best place to get started?

We have all the answers →



Dual Drive Program

That makes you a Market ready Professional

Practical & Experiential
Training

Insights of
Industry Trends

Market ready
Professional

Dual Drive Programme



Advanced
Digital Marketing
Components



Boosting
Elements



Advanced Digital Marketing Components

1. PREFACE OF DIGITAL MARKETING

What is marketing
Difference between traditional and digital marketing
Importance of online marketing
How online marketing works?

2. WEBSITE PLANNING & DEVELOPMENT

Understanding of website navigation, sites structure
Utilization of Canva, Photoshop & other designing platforms
Essentials of developing website (Domain & Hosting)
Difference between Dynamic & Static website & portals
Development on popular platforms (Wordpress, Shopify, Wix)
Tagging through FTP, HTML and Cpanel

3. SEO

How Search Engines work
Keyword research
Bing optimization
Page rank, Alexa & Link bait
SEO Audit tools

4. On-page SEO

Site analysis
Creating sitemaps
Keyword analysis
Creating robot files
Image optimization
Canonical implementation
Mobile SEO

5. Off-page SEO

Search engine submissions

Business local listing

Optimizing content submission (blog, article, directory PPT etc

Blog commenting

Quora & Yahoo question-answers

6. Google Search Console

Introduction

Keyword planner

Industry trends

7. Web Analytics

Introduction to analytics

Google analytics

Content Performance analysis

Visitor Analysis

8. Social media Analysis

Facebook & Instagram analytics

Twitter analytics

Linkedin analytics

Social CRM & Analysis

9. Social Media Optimization

Importance of optimization on social media

Optimization of Social media Accounts

10. SMM

Role of Social media marketing

Target audience identification

SMM Tools (Hootsuite, Buffer, Tweetdeck, Sprout Social)

Audience personas on social media

11. Marketing on Facebook & Instagram

Creating pages & Groups
Promotion activities
Lead generation
Facebook marketing apps
Facebook marketing plugins

12. Marketing on Twitter

Introduction
Retweeting
Utilization of hashtags
Lead generation

13. Marketing on Linked-in

Introduction
Promotion on Linked-in
Linked-in marketing plugins

14. Email MARKETING

How to Write Killer subject Lines to Ensure High Open Rates
Optimization Techniques
Ensuring High Inbox Delivery (How to escape spam filters)

15. SEM

Understanding Search engines and their market
Introduction to SEM
Creation of Google Display Network
Mobile Ad Campaigns
Shopping Campaigns
Retargeting audience
Billing & Accounts
Conversion Tracking & Optimization

16. Video Marketing

Shooting/ Recording

YouTube Marketing

Tools (Filmora, Time master etc)

Video optimization for search engines

17. Content Marketing

Content bases and creation

Content Distribution

Blogging

Viral Content Marketing

Product Placement in Content

18. E-commerce

What is E-commerce

E-commerce Listing

Make SEO friendly platforms

Retargeting

Payment gateways

Automations

19. Affiliate Marketing

What is Affiliate Marketing?

Traffic from affiliate network

Affiliate management agencies

Understanding of Merchant, Affiliate, Market & Customer

Segregation of Affiliate Marketing on Mobile and Web

20. AdSense

What is AdSense and how it works

Approval requirements

Understanding AdSense limitations

AdSense Performance reports tab

Creating a new ad unit

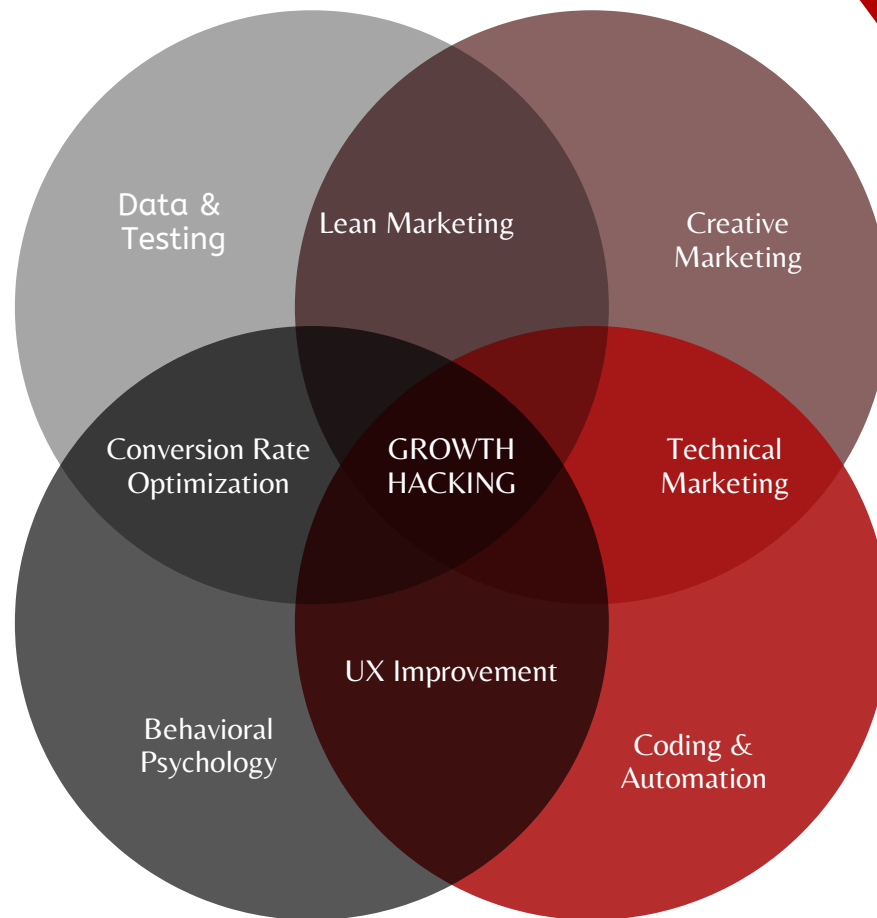
Understanding of similar platforms Taboola & Media.net

Boosting Elements

This course stands you apart from the crowd & enables you to Boom in the Industry

1. Spying on Competitors Marketing Strategies
2. GUERILLA marketing in Online branding
3. Influencer Marketing
 - Network Building
 - Audience behave and expectations
 - Product pitching strategy
 - Trust building
 - A/B Testing Sale Funnels
4. Optimum Marketing Automation
5. Develop Your Blog & Promote on search result
6. Crafting a Successful Social Media Strategy
7. Growth Hacking
8. Become a Freelancer in Digital Marketing
9. Start-up Ideas, execution and case study
10. Black Hat techniques known only to exalted digital marketers and meeting the market standards in 2019.

In order to become a successful Growth hacker, You need to master all these skills and Digital Marketing is the base to getting started



Today Skills & Knowledge Matters...

Add valuable skills & knowledge that will help you to succeed. Learn Digital marketing and online brand development with Hi-Aim



One training program leads you to

16 CERTIFICATIONS

7 Google, Facebook, Twitter and Bing Certifications

- Facebook Blueprint Certification
- Google Analytics Certification
- Google Digital Sales Certification
- Twitter flight Certification
- Bing ads Certification
- SEMrush certification
- Industry wide recognized Hi-Aim Certification

6 AdWords Certifications

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

3 Hubspot Certifications

- Inbound certification Content
- Marketing certification Email
- Marketing certification

Designations, Salaries & Growth

Expectations after completing this course

Designation	Experience	Salary
Executive	0 - 2 year	1 - 2.4 LPA
Specialist	1 - 3 year	2.5- 4 LPA
Team Leader	2 - 4 year	4 - 7 LPA
Stretegist/Analyst	4 - 6 year	8 - 14 LPA
Digital Marketing Head	5 - 8 year	14 - 30 LPA
VP Marketing	7 - 9 year	25 - Infinite

Why Hi-Aim

16+ Year experience in Providing best learning environment

24,011+ youngsters placed in well known brands till 2018

8,310 + settled own business

100% Job and Placement Support

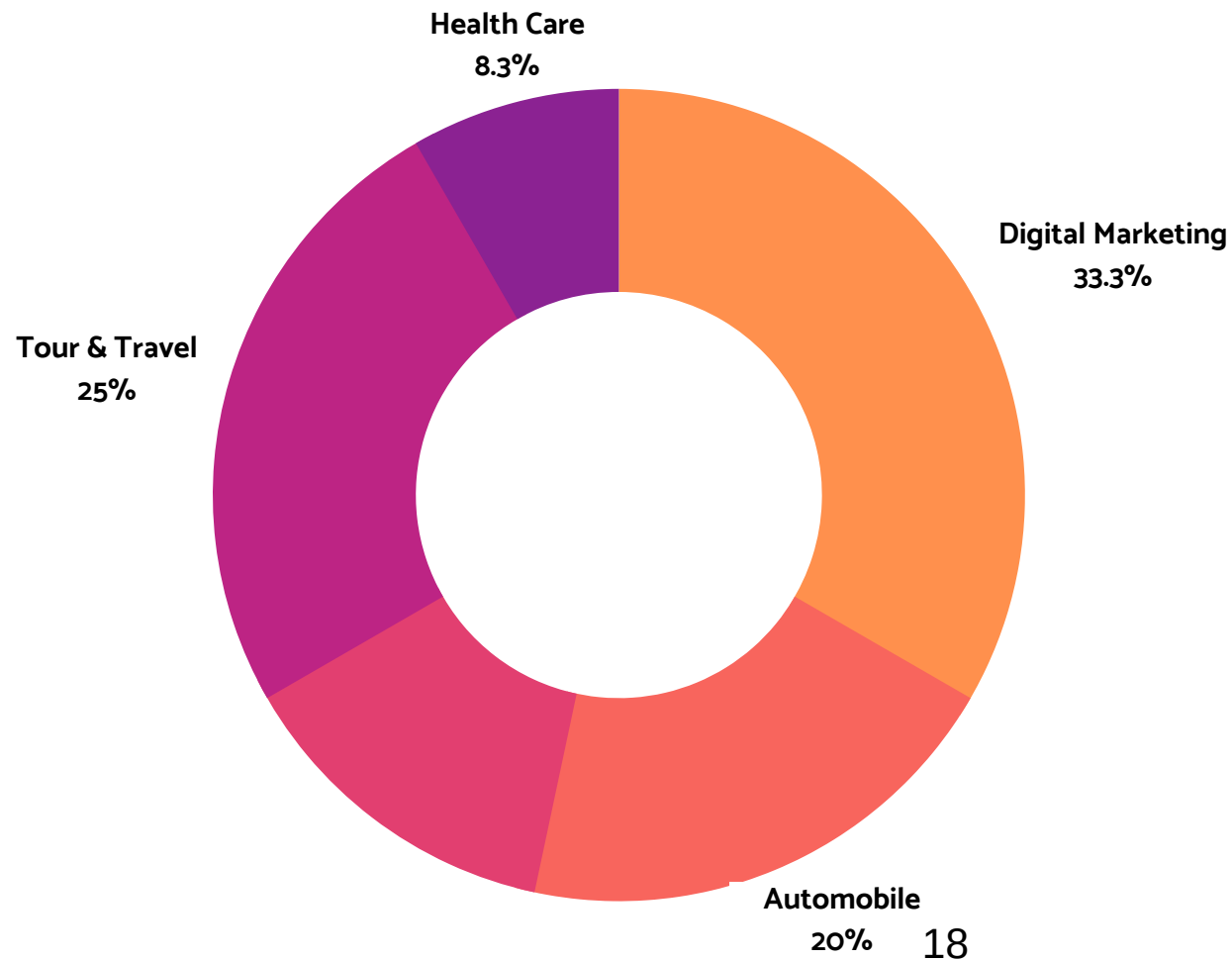
32000+ student success stories

Lifetime online technical support and updates

Best of Industry's mentors

Internship Support to kick start your career

**Digital Marketing industry
is spreading all around the world with the highest
pace**



"I chose Hi-Aim because they have full confidence on themselves, to make other's career bright and building successful career as well as the quality of learning environment they give"

Misha Sharma
Social media Manager
at Pixelfollow





Sarakshi Chandna
Hi-Aim's training
helped me to earn
4.5 Lac per annum
as SEO manager

Kabir
Brandwitty
SEM Manager



Sikha Spanco
Pvt Ltd
Content Writer

Arshi UniQuic Tech Pvt Ltd
Credits to HiAIM



Himanshu
IBM India Thanks Hi-Aim
for the learnings

Akshat Dunkal I am
earning 4+ Lac from
own Business, Thanks
to Hi-Aim





Aryan Singh HiAim
Helped me in getting
placed as Content
Developer Justdial

Safia Asif
Social Media executive
Book my show



Pradum Gupta Digital
Marketing Executive
Webhubunisol

Gausia Mehraj
SEO Analyst
Credits to Hi-Aim



Tabassum Saifi
SMM Executive
Alshifa foundation

Chetram
SEO Executive
Batra Hospital



Completed my course from HIAIM, and with the help of their placement division, i got chance to work as intern at HiAim institute.

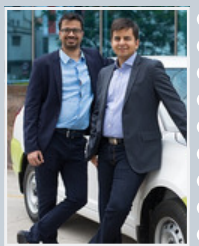
Now working for HIAIM.
Great experience!

Rahul Gola
SEO Executive
at HiAim Institute





Vijay shekhar sharma
Founded
Paytm



Bhavish & Ankit
Founded
OLA



Ritesh Aggarwal
Founded
OYO ROOMS



Deepinder & Pankaj
Founded
zomato



Sachin & Binny
Flipkart
flipkart.com

Anupam mittal
Founded
shaadi.com
The World's Largest Matrimonial Service



Ashutosh Lawania
Myntra
Myntra



Sabeer Bhatia
hotmail
Windows Live Hotmail



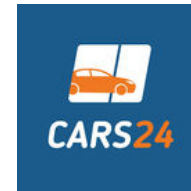
Sandeep
agarwal
SHOPCLUES

Kunal & rohit
Founded
snapdeal



You Can also make yourself
able to built your own startup
from scratch with **HIAIM**.

paytm



न्यूज़ 24



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OYO

Students of HIAIM are already
working at

smartworks™

HCL

TOI

Justdial™
India's No.1 local search engine

zomato

CP PLUS
enhancing vision

bookmyshow



TOOLS & SOFTWARES
WORTH INR 58,049/-
ABSOLUTELY FREE



Yesterday has gone

TODAY is the BEST day to START

Tomorrow has not come yet

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