

AHMEDABAD'S



# AGENCY BASED INSTITUTE

Unleash the Power of Digital Marketing with  
Industry Leading Education

[WWW.MAXCESSDMI.COM](http://WWW.MAXCESSDMI.COM)

## ABOUT US

# AHMEDABAD FIRST AGENCY BASED INSTITUTE.

Welcome to Maxcess DMI, where innovation meets expertise, and education takes on a new dimension. We proudly stand as Ahmedabad's pioneer agency-based digital marketing institute, redefining how education and industry intertwine.

## WHY MAXCESS

### OUR VISION:

#### Bridging the Gap, Shaping the Future

Our vision is clear to bridge the gap between classroom theories and real-world practices. As Ahmedabad's first agency-based institute, we bring the agency experience directly to you, infusing your education with live insights and dynamic strategies.

### WHY WE'RE UNIQUE:

#### A Revolutionary Approach

These remarkable and incredible recognitions encourage us to thrive our best to add value to every individual's life by providing world-class digital marketing programs.

## OUR TEAM

### Mr. Hariom singh Co-Founder

At just 27 years old, Mr. Hariom singh brings an impressive 7 years of digital marketing expertise to the table. Having collaborated with over 250 brands, Mr. Hariom singh has consistently delivered outstanding results by driving revenue and business growth through innovative and strategic digital campaigns. Known for an in-depth understanding of the digital landscape and a results-driven approach, Mr. Hariom singh has a proven track record of turning challenges into opportunities, helping businesses thrive in an increasingly competitive market. With a focus on measurable success, Mr. Hariom singh continues to set new benchmarks in the industry, empowering brands to reach their full potential.



### Namrata Raval Co-Founder

Namrata Raval is a skilled marketing specialist with over 5 years of experience. She is passionate about changing the way digital marketing is taught, aiming to create better learning opportunities for students. Her goal is to help future marketers gain the skills and knowledge they need to succeed in the fast-growing world of digital marketing.



# PROGRAM HIGHLIGHTS

## Hands-On Learning & Industry Exposure

- Specialize with 4 Key Modules for Customized Digital Marketing Mastery
- Learn from Expert Faculty and Industry Leaders with real world experience from Meta, Google, and top brands
- Experience Offline Sessions and Industry Immersion Workshops with Marketing Experts
- Participate in 1:1 Mentorship Sessions with Industry Experts for personalized guidance
- Work on 10+ Real World Case Studies and Live Marketing Projects
- Get Certified with Industry Recognized Credentials to Boost Your Career in Digital Marketing
- Access a Library of 20+ Essential Digital Marketing Tools
- Gain Executive Alumni recommendation from our Digital Marketing Institute

## WHO CAN ATTEND



**Students**



**Working  
Professionals**



**Entrepreneurs**



**Organisations**



**House Wives**



**Online  
Consultancy**

# Master Digital Marketing Program

Elevate your digital prowess through our Master Digital Marketing Program. Explore advanced strategies and become a marketing leader.

## Module 1: Introduction to Digital Marketing

1. What is Digital Marketing?
2. Evolution and Importance of Digital Marketing
3. Digital Marketing vs. Traditional Marketing
4. Benefits and Challenges of Digital Marketing
5. Understanding the Digital Marketing Landscape

## Module 2: Search Engine Optimization (SEO) Mastery

1. Introduction to SEO
2. Keyword Research and Analysis
3. On-Page Optimization
4. Technical SEO
5. Content Strategy for SEO
6. Off-Page Optimization and Link Building
7. Local SEO
8. SEO Analytics and Reporting
9. Algorithm Updates and Future Trends

## Module 3: Social Media Marketing

1. Overview of Social Media Platforms
2. Creating an Effective Social Media Strategy
3. Content Creation and Curation for Social Media
4. Community Management and Engagement
5. Paid Advertising on Social Media
6. Social Media Analytics and Insights

## **Module 4: Content Marketing**

1. Understanding Content Marketing
2. Content Marketing Strategy and Planning
3. Types of Content: Blogging, Videos, Infographics, etc.
4. Content Creation, Distribution, and Promotion
5. Content Marketing Metrics and ROI Measurement

## **Module 5: Email Marketing**

1. Introduction to Email Marketing
2. Building an Email List and Lead Generation
3. Email Campaign Planning and Execution
4. Email Automation and Personalization
5. Email Deliverability and Best Practices

## **Module 6: Pay-Per-Click (PPC) Advertising**

1. Basics of PPC Advertising
2. Google Ads and Bing Ads
3. Keyword Research and Selection
4. Ad Copywriting and Design
5. Bid Management and Budgeting
6. PPC Analytics and Optimization

## **Module 7: Search Engine Marketing (SEM)**

1. Introduction to Search Engine Marketing
2. Google Ads Campaign Creation and Optimization
3. Display Advertising and Remarketing
4. Video Advertising on YouTube
5. Shopping Ads and E-commerce Campaigns

## **Module 8: Influencer Marketing**

1. Understanding Influencer Marketing
2. Identifying and Engaging with Influencers
3. Negotiating with Influencers and Campaign Execution
4. Measuring the Impact of Influencer Marketing

## **Module 9: Affiliate Marketing**

1. Overview of Affiliate Marketing
2. Setting up an Affiliate Program
3. Recruiting and Managing Affiliates
4. Affiliate Tracking and Performance Metrics

## **Module 10: Web Analytics and Conversion Optimization**

1. Introduction to Web Analytics
2. Google Analytics Setup and Reporting
3. Analyzing Website Traffic and User Behavior
4. Conversion Rate Optimization (CRO) Techniques
5. A/B Testing and Data-Driven Decision Making

## **Module 11: Marketing Automation**

1. Understanding Marketing Automation
2. Setting up Automated Workflows
3. Lead Nurturing and Drip Campaigns
4. Behavioral Triggers and Personalization
5. Marketing Automation Tools and Integration

## **Module 12: Digital Marketing Strategy and Planning**

1. Creating a Comprehensive Digital Marketing Strategy
2. Budget Allocation and Resource Planning
3. Integration of Various Digital Channels
4. Performance Measurement and Reporting

## **Module 13: Reel Mastery on Social Media**

1. Understanding Reels Algorithm
2. Reel Content Ideas
3. Filming Techniques
4. Short-Form Storytelling
5. Editing Reels- Hashtags and Captions

## **Module 14: Video Editing with Capcut**

1. Capcut Basics
2. Clip Editing
3. Transitions and Effects
4. Text and Visual Enhancements
5. Audio Integration
6. Advanced Editing
7. Exporting and Optimization

## **Module 15: Branding**

1. Building a Brand Identity
2. Brand Consistency
3. Audience Connection
4. Personal Branding
5. Brand Evolution

## **Module 16: YouTube Mastery**

1. Channel Setup and Optimization
2. Content Strategy for YouTube
3. SEO for YouTube
4. Thumbnails and Titles
5. Monetization

## **Module 17: Introduction to Chat GPT**

1. What is Chat GPT?
2. How does Chat GPT work?
3. Use cases of Chat GPT
4. Benefits and limitations of Chat GPT

## **Module 18: Introduction to Artificial Intelligence (AI)**

1. What is AI and its significance?
2. The history and evolution of AI.
3. Types of AI: Narrow AI vs. General AI.
4. Real-world applications of AI

## Module 19: Introduction to Canva Basics

1. Introduction to Canva
2. Design Principles
3. Working with Text
4. Color and Branding
5. Designing for Social Media
6. Designing for Print

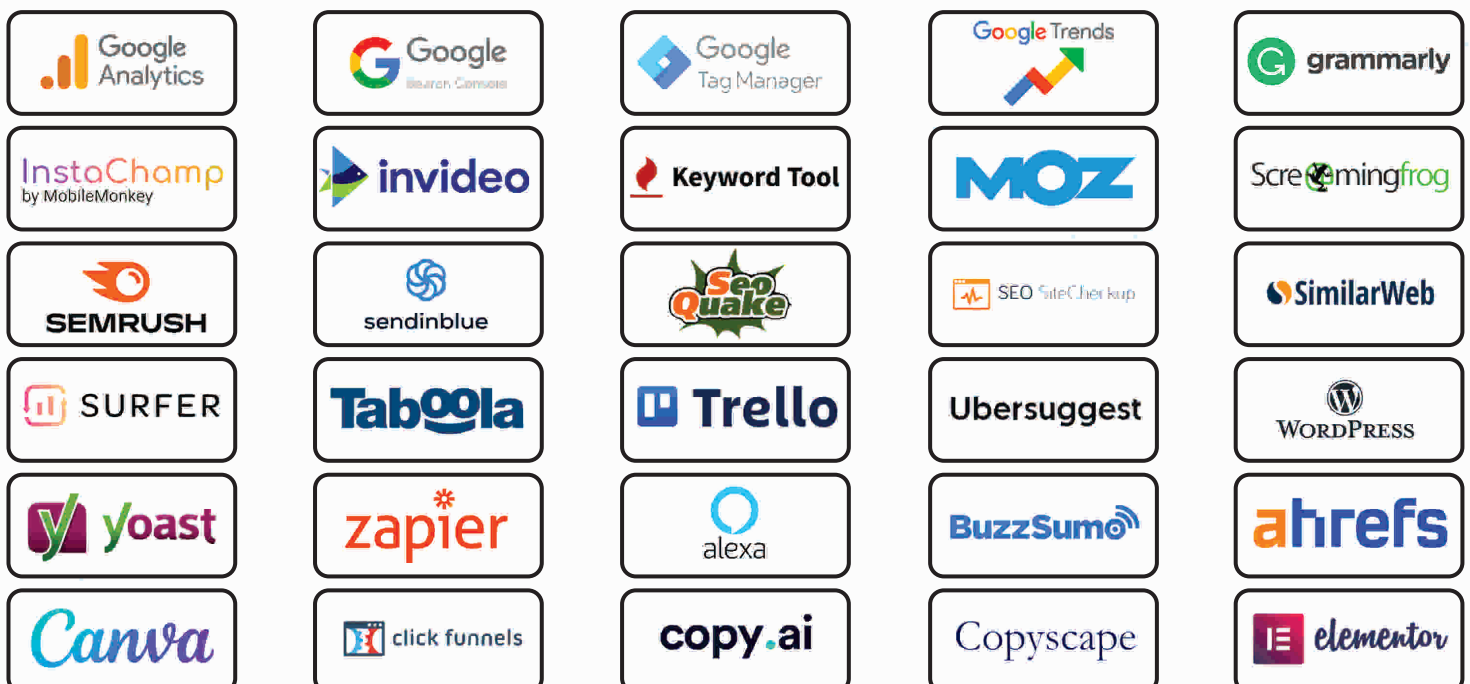
## Module 20: Website Development

1. Introduction to WordPress
2. WordPress Themes
3. Content Creation with WordPress
4. Plugins and Widgets
5. Customizing WordPress with CSS
6. Integration

## Module 21: Resume Building & Mock Interview

1. Mock Interview
2. Resume Building

## KEY SKILLS YOU WILL LEARN



# CAREER IMPACT

## 1. JOB PLACEMENT

Get an opportunity to interview for 300+ hiring companies partnered with upGrad.

Process involved:

- Connect with companies that are the best match for you
- Be the first to know about the vacancies to gain an edge in the application process

## 2. CAREER COUNSELLING

Get personalized career pathing from industry experts to chart out the best opportunities based on your interests.

Process involved:

- Determine strengths and weakness of a student
- Set goals for better employment results.

## 3. RESUME FEEDBACK

Our experts will also help you understand the expectations of the industry so you can prepare your resume better.

Process involved:

- Evaluating your resume as a prospective employer
- Determining areas that might require additional emphasis
- Get best resume tips and strategies to land your dream job

## 4. INTERVIEW PREPARATION

These interviews are customized to the roles that you are applying for.

Feedback is also provided at the end of the interviews.

Process involved:

- Giving detailed review of the interview
- Identifying what you did well and ways to improve
- Giving objective feedback about your competencies in relation to job application.

# STUDENT REVIEWS



## HENISHA PATEL

Maxcess is the best institute in Ahmedabad for the digital Marketing. Providing the best quality of educations. The faculties providing us solution to our each and every problems. Thank you for your hardwork and dedication.



## PIYUSH AJWANI

I recently completed the Digital Marketing Course from Maxcess and I couldn't be more satisfied with my experience. The instructor guided us in right way and the teaching method was superb.



## MUMAL RATHORE

I'm thrilled to share my exceptional experience with Maxcess Digital Marketing Institute in Ahmedabad! I discovered them through an Instagram ad, and from the initial inquiry to the demo class, I was impressed by their professionalism and warmth.



## KRINA CHAUDHARY

Best digital marketing in Ahmedabad. If you want to advance in the field of digital marketing, the best option is to enroll at Maxcess Digital Marketing Institute.



## DEV BALANI

I recently completed the Advance Digital Marketing course at Maxcess digital marketing institute, and it was an outstanding experience. The course content was comprehensive, covering SEO, SEM, social media marketing, and analytics.

# LEARNING EXPERIENCE

## STUDENT SUPPORT TEAM

Our management is available 6 days a week to assist you with any queries. You can reach out via [info@maxcessdmi.com](mailto:info@maxcessdmi.com). For urgent queries you can directly contact to management.

## DAILY DOUBT RESOLUTION

Daily doubt-clearing sessions are held after lectures. Sessions are organized based on the course, allowing students to resolve their queries in real time.

## INDUSTRY MENTORS

Get unmatched guidance from our experienced industry mentors and teaching assistants. Receive personalized one-on-one feedback on your assignments and projects for continuous improvement.

## EXPERT FEEDBACK

Gain detailed expert feedback on your assignments and live projects. Attend regular live sessions conducted by industry professionals to clarify doubts and strengthen concepts.

## PROGRAM CONTENT ACCESS FOR LIFETIME

Enjoy access to all live content and resources for lifetime, allowing you to revisit the branch whenever needed.

# EMPOWERING MARKETERS, ENRICHING BRANDS

THE DIGITAL WAY FORWARD

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