



Digital
Marketing
Institute™

Approved Partner

Become a Certified Digital Marketing Professional

Stay Relevant **Stay Ahead**



95% of our Certified Members are currently employed

81% were promoted after earning their Certifications

88% of our Certified Members are working at senior
or management level

 **SCORICH**
— Enhancing Digital Value

www.scorich.com

STAND OUT! LEAP AHEAD with **Digital Marketing Institute, Ireland** (Transforming the skills of Digital Professionals **GLOBALLY**)

»» Core Course

DMI PRO - Certified Digital Marketing Professional (Classroom/Online)

- > Introduction to digital marketing
- > Content marketing
- > Social media marketing
- > Ppc with google ads
- > Display and video advertising
- > Email marketing
- > Website optimisation
- > Google analytics
- > Digital marketing strategy
- > Search engine marketing

»» Specialised Online Courses

1. DMI SPECIALIST

- Certified in Search Marketing

Learn important online marketing topics such as SEO, Pay Per Click (PPC) and Digital Display Advertising. Get a clear perspective for boosting Search Marketing Campaigns using Data Analytics.

2. DMI SPECIALIST

- Certified in Digital Strategy & Planning

This course enables you to acquire the key skills needed to manage the digital marketing strategy for your organisation with our Professional Diploma - Digital Strategy & Planning.

3. DMI SPECIALIST

- Certified in Social Media Marketing

The Program helps in understanding the social media scenario. Learn about the latest social media strategies and implementations. The program focuses on paid and free social media marketing using Facebook, Twitter and Instagram.

4. DMI SPECIALIST

- Certified in Digital and Social Selling

The Professional Digital and Social Selling Certification will provide insights and skills required at all stages of Social Media Marketing. It will enable you to understand the buyer's journey from awareness to conversion and advocacy. Learn Tips and Tricks of acquiring customers.

»» Key Features for all courses

- > Industry leading Certification
- > Expert led learning
- > Over 20+ walkthrough videos
- > 'Bite-sized' modules
- > 12 Months DMI Membership included
- > 2 - 3 hour multi-choice exam for Certification
- > Complimentary short courses and many more....



**Courses Designed Under guidance of
global industry advisory champions**

»» The DMI difference

- › Internationally Recognised Certification
- › Gain up-to-date Industry Knowledge
- › Industry validated syllabus
- › Insights from Leading Digital Experts
- › Flexible study options
- › The Global Standard



»» DMI Membership Benefits

(1ST year **FREE** with all Courses , \$175 renewal each year)

- › **DMI Sprints**- Short term specialised additional courses for continuous learning
- › **Webinars** - Up skill your knowledge from thought leaders
- › **Toolkits**- Practical solutions that give you an edge
- › **Smart Content**- Collection of industry leading article, thoughts, Ebooks & more
- › **Global Community**- Network with experts and like minded winners
Over 55,000 Professionals Certified Globally
- › **Exclusive Interviews**- Exclusively crafted interviews from industry champions

55K

Alumni Members Worldwide

130+

Countries

1

Industry Standard

»» How is Scorich changing the Game?

- › **Providing Internationally certified course at affordable prices in india**
- › Remote/Office Internship program available with DMI PRO course
- › Conveniently located at a central location in Gurgaon
- › Online and classroom course delivery available
- › One to One interaction with mentor





About SCORICH

The explosion in Digital Marketing services is expected to generate more than 2 million jobs in India by 2020. Scorch Services is at the forefront of this transformation and is bridging the digital skill gap by providing international quality education and certification to professionals.



 Orchid Center, 2nd Floor, Golf Course Road,
Sector 53 Gurugram-122002, Haryana (India)
(Next to Sector 54 Chowk Metro Station)

 info@scorich.com

 0124-4000074, 4030967

 www.scorich.com



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