



BCDM Blueberry Certified Digital Marketer

100% Live Project
Training

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About Us

Blueberry Certified Digital Marketer (**BCDM**) is a certification course offered by **Blueberry IT Solutions Pvt. Ltd.** The company was formed in 2013 under the able guidance of **Mr. Pankaj Grover.**

Digital Marketing has become an essential way of promoting any business or service. Gone are days when businesses used to invest a large amount of budget for offline marketing such as hoarding on buildings and towers, pamphlet insertion in the newspapers, cold calling, and numerous other ways.

Internet and smart phones has entirely changed the way of marketing and so the demand of Digital Marketing has been increasing exponentially.

With the huge amount of experience in Digital Marketing services, we have launched a certification course of Digital Marketing wherein a student/trainee can not only learn it but learn under the great guidance of industry experts.

Why Choose Digital Marketing As A Career?

Digital marketing is a type of marketing that promotes products and services through the use of the internet and online-based digital technology such as desktop computers, mobile phones, and other digital media and platforms.

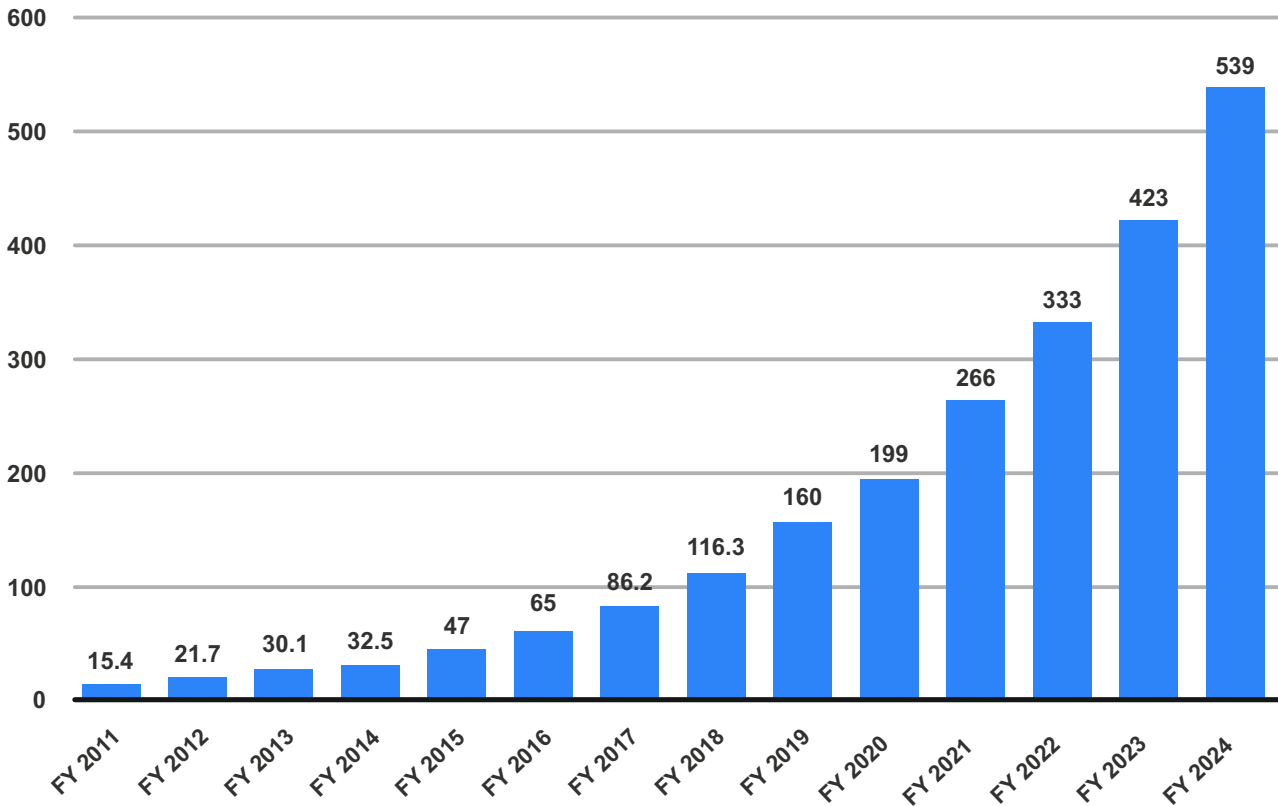
Digital marketing, often known as online marketing, is the promotion of brands through the use of the internet and other types of digital communication to interact with prospective buyers and new clients.

Not only does this encompass **email, social media, and web-based advertising**, but it also incorporates text and multimedia messaging as a marketing tool.

Nowadays, more than half of the population goes online. **5.6 billion** people search google daily for their needs. That's why the majority of global corporations operate their business digitally. In short, huge potential comes from an Online marketing career.

Companies go crazy to bring professional online influencers to their workspace. If you are that person who knows how to sell items online, congratulations! A huge opportunity is waiting on your behalf. Still not sure? Dropdown to get reasons.

High Demand



In 2022, digital marketing will be the top 10 most demanding jobs in the market. More than 860,000 openings and 2,50,000 to 5,00,000/year starting salary do not disappoint you.

Future Growth



This online marketing sector has been booming for the last decade. Reports say the demand is continuously growing at 27% per year.

Start Your Own Business

If you know how to sell online and make a profit, then why not start a business? It's simple. Millions of digital marketers run agencies directly from their homes.



Handsome Pay



Unlike enormous demand, the salary is also better than in other sectors. In India, digital marketing managers make around 5-10 lakh per annum.

Creative field

Digital marketing is a process that is based on strategy and online platforms. Indeed, this creative field takes strategy and expertise in certain categories.



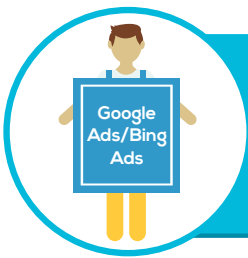
Course Content



Domain
and
Hosting Setup



SEO
(Search Engine
Optimization)



Google
Ads/Bing
Ads



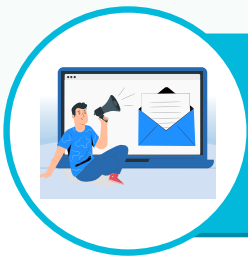
SMO
(Social Media
Optimization)



Logo Design
and
Creatives



Website Design
(WordPress)



Email
Marketing



Affiliate
Marketing



Google
AdSense

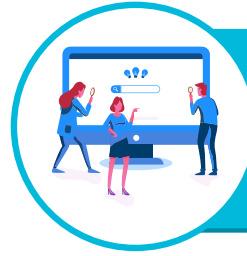


Blogging

Course Content



Google
Analytics



Google
Search
Console



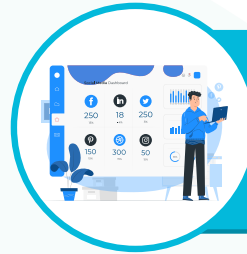
Bing
Webmaster



Google
Tag Manager



Youtube
Marketing



Social
Media
Marketing



Google
Data Studio



Local
Business
Promotion



Competitors
Analysis



SEO
Reporting

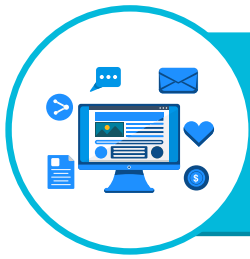
Course Content



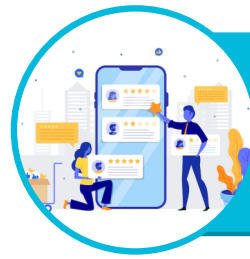
Content
Marketing



Landing
Page
Optimization



Marketing
Automation



(ORM) Online
Reputation
Management

Course Fee

~~49,999~~

29,999

Tools Covered

Google Alerts

Google Search Console

Google Keyword Planner

Google AdSense

Google Ads

Google Trends

Google Analytics

Google Tag Manager

Data Studio

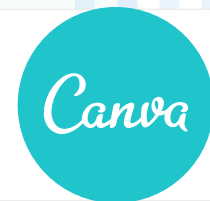
Google Business Profile

Microsoft Digital Marketing Center

Bing webmaster tools

YouTube Studio

Facebook Ads Manager

Canva

Buffer

Hootsuite™

ahrefs

Screamingfrog

MOZ

SEMRUSH

Now the Question is Why Choose **BCDM**?

Digital marketing is an essential strategy to promote businesses online. Top global companies work digitally to market their products and services. For that, companies take the help of digital marketing experts.

In short, professionals who know the art of selling online. So there is a vast potential to drive through. Corporates can pay huge packages to bring an expert marketing mind. But how should you learn such a skill? Come to us.

We (Blueberry IT Solutions) bring an excellent offer for dedicated learners.

BCDM Certification

Blueberry certified digital marketer is a certification course from the top digital marketing company on the internet. We (blueberry IT solutions) design an all-in-one training program for online selling. This is an A-Z of Digital Marketing course with practical learnings inside. Our 360-degree training program covers

- **Website Designing (WordPress)**
- **Search Engine Optimization (SEO)**
- **Google Ads/Bing Ads**
- **Social Media Optimization and Marketing**
- **Logo Design and Creatives**
- **Email Marketing**
- **Affiliate Marketing and more**

Our expert digital marketers design each skill. Every practical knowledge has specific creativities to understand the process flawlessly.

What Makes Our Training Program Unique?

Paid internship for potential learners (2 months)



Real-time projects to understand live marketing



100% placement assistance for each trainee




Structuring your portfolio for the interview



Opportunity to learn & work with industry experts



We have been working in this industry for more than nine years. Our marketing gurus are certified by top institutions in the country. Our clients are located around Asia, Europe, and America. We firmly grab our learners' hands to push them into the industry.



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