🌐 www.ccdm.in

COFFEE CUP DIGITAL MARKETING

BREW YOUR DIGITAL SUCCESS AT COFFEE CUP

Brochure - 2023-24

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WHO WE ARE

We are a leading institution and agency dedicated to providing comprehensive training and top-notch services in the field of Digital Marketing and Web Designing. Whether you're looking to enhance your skills or seeking effective Digital Marketing and Web Designing solutions for your business, we have got you covered.Our goal is to empower individuals and businesses with the knowledge, skills, and strategies needed to thrive in the digital age.

OUR VISION

At CCDM, our vision is to be a leading force in the digital marketing and website development industry. We strive to create a world where every business, regardless of size or location, has access to top-notch digital solutions that drive growth and success. We aim to be recognized not only for our exceptional services but also for our commitment to ethical practices and sustainable growth.
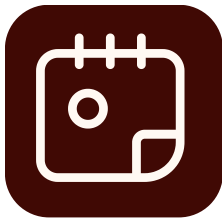
SERVICES WE OFFER?

SEARCH ENGINE OPTIMIZATION

Rank your business on the top of the first page of Google, grab the first click and trust of your audience.

WEB DEVELOPMENT & DESIGNING

Develop & Design your business's website, which is the first & foremost presence of your business.
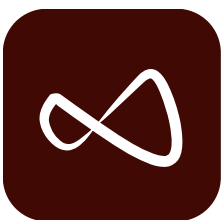
SOCIAL MEDIA OPTIMIZATION

Enhance your online presence with targeted campaigns that attract, engage, and convert your audience.

GOOGLE AD WORDS

Create visually appealing and user-friendly websites that drive engagement and deliver a seamless user experience.

META ADS

At CCDM, we offer expert Meta Ad Services to boost your digital marketing. Using Facebook, Instagram, and other Meta platforms,

GOOGLE BUSINESS PROFILE

Our experts create and optimize your Google Business Profile, ensuring accurate information, engaging content, and effective local SEO.

OUR TEAM

At Coffee Cup Digital Marketing (CCDM), our team is a blend of creative thinkers, technical experts, and strategic planners. Each member brings unique skills and a passion for digital innovation, ensuring that we deliver top-notch solutions tailored to your business needs. Together, we work collaboratively to help your brand thrive in the digital world.

ATUL CHANDRA
Founder
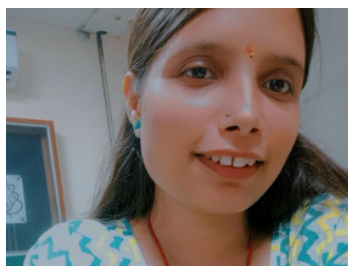
ANKUR SHARMA
Business Advisor

DIVYAM ANAND
Web Developer

NAMITA BAJAJ
Graphic Designer

LAYBA
Digital Marketer

MANISHA
Digital Marketer

DEEPALI
Social Media Marketer

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OUR CLIENTELE

At Coffee Cup Digital Marketing (CCDM), we are proud to serve a diverse range of clients across various industries. Our commitment to excellence has earned us the trust of startups, small businesses, and established enterprises alike. We value each partnership and strive to exceed our clients' expectations with every project.

DIGITAL MARKETING COURSE MODULES

Module 1: Fundamentals of Digital Marketing

• Introduction to Digital Marketing

o Overview and Importance
o Digital vs. Traditional Marketing
o Core Concepts and Strategies

• Understanding Digital Marketing Channels

• Latest Trends in Digital Marketing

o AI and Machine Learning
o Voice Search Optimization
o Influencer Marketing

Module 3: Keyword Research and Strategy

• Introduction to Keyword Research

o Importance of Keywords in SEO

• Keyword Research Tools

o Google Keyword Planner
o SEMrush
o Ahrefs
o Small SEO Tools

• Building a Keyword Strategy

o Competitor Analysis
o Keyword Mapping and Clustering

Module 2: Google My Business Optimization

• Setting Up Google My Business

o Creating and Verifying Your Listing
o Optimizing Business Information

• Managing Reviews and Ratings

o Responding to Reviews
o Encouraging Positive Reviews

• Google My Business Features

o Utilizing Posts, Photos, and Q&A
o Leveraging Insights and Analytics

Module 4: Website Overview
• Understanding Different Types of Websites

o Static vs. Dynamic Websites
o CMS Platforms Overview

• Hosting & Server Essentials

o Choosing the Right Hosting Plan
o Server Management Basics

• Understanding and Creating Landing Page

o Importance of Landing Pages
o Best Practices for Design and Conversion

• Creating Your First Website on WordPress

o Installation and Setup
o Customization and Plugins

• Shopify Website Creation

Module 5: Search Engine Optimization (SEO)

• Introduction to SEO

o Importance and Basics
o How Search Engines Work

• Onsite SEO

o Title Tags, Meta Descriptions, Header Tags
o Image Optimization and Alt Text
o Internal Linking Structure
o URL Structure and Canonical Tags
o Schema Markup and Rich Snippets

• Offsite SEO

o Link Building Strategies
o Social Bookmarking and Guest Blogging

• Technical SEO

o Site Speed Optimization
o Mobile-Friendliness
o XML Sitemaps and Robots.txt

• Service-Based Website SEO

• E-Commerce Website SEO

• Blog Website SEO

Module 6: Advanced SEO Tools and Techniques

• Google Analytics
o Setup and Configuration
o Understanding Reports and Dashboards
• Google Search Console
o Setup and Configuration
o Performance Monitoring and Insights
• Google Tag Manager
o Introduction and Setup
o Tag Creation and Management
• SEO Implementation
o Practical Application Techniques
• SEO Algorithms: White Hat, Black Hat, and Gray Hat SEO

Module 7: Social Media Advertising

• Instagram Ads

o Creating Effective Ads
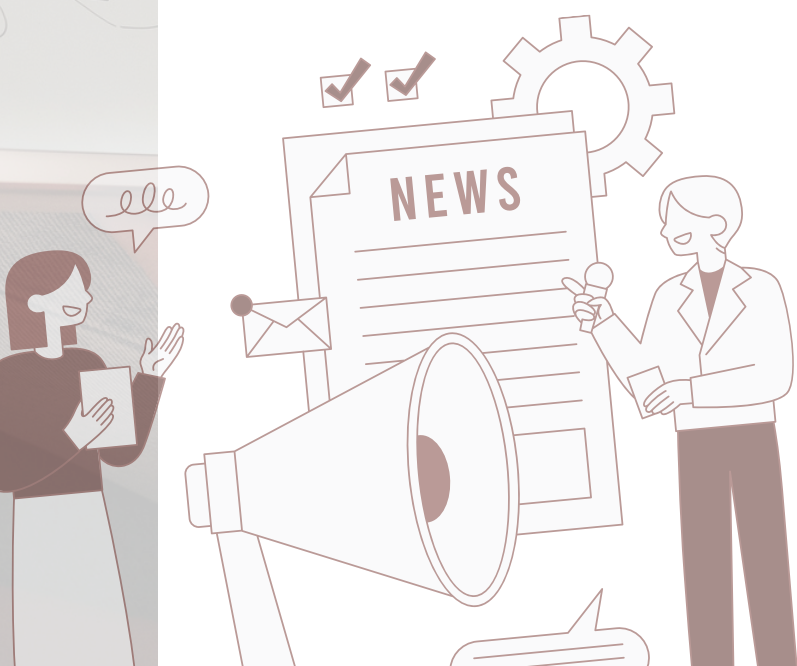o Analytics and Optimization

• Facebook Ads

o Ad Formats and Objectives
o Audience Targeting and Retargeting

o Facebook Meta Pixel

 Installation and Setup
 Tracking Conversions and Events
 Custom and Lookalike Audiences

o Billing Setup

 Account Setup and Payment Methods
 Budgeting and Cost Control

NEWS

Module 8: Google Ads Campaigns

• **Search Ads Campaign**

o Keyword Targeting and Bidding
o Ad Copywriting and Extensions

• **Display Ads Campaign**

o Banner Ads Creation and Placement

• **Video Ads Campaign**

o YouTube Ads Creation
o Targeting and Analytics

• **App Campaign**

o Promoting Mobile Apps
o Campaign Setup and Optimization

• **Shopping Campaign**

o Google Shopping Ads
o Product Feed Management

• **Google Ads Remarketing**

o Setting Up Remarketing Lists
o Creating Remarketing Campaigns
o Dynamic Remarketing

Module 9: E-Commerce and Marketplace Strategies

• **E-Commerce Marketplace Overview**

o Selling on Amazon, Flipkart, Myntra, etc.

• **Drop Shipping**

o Business Model and Setup
o Tools and Platforms

• **Case Studies**

o Analyzing Successful E-Commerce Strategies
o Learning from Real-World Examples

Module 10: Diverse Marketing Strategies

• **Affiliate Marketing**

o Setting Up and Managing Programs
o Tracking and Payment Systems

• **Freelancing and Client Pitching**

o Building a Professional Portfolio
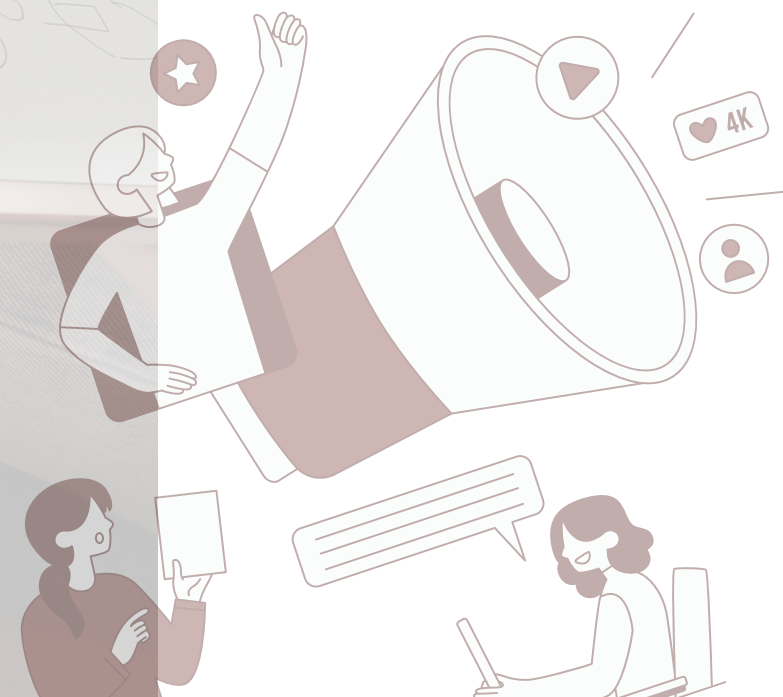o Effective Pitching Techniques

• **Influencer Marketing**

o Finding and Partnering with Influencers
o Campaign Strategies and ROI Measurement

• **Content Writing**

o SEO-Friendly Content Creation
o Copywriting Techniques

• **Content Marketing**

o Strategy Development
o Content Distribution and Promotion

Module 11: Social Media Optimization (Organic)

• **Organic Social Media Strategies**

o Content Creation and Curation
o Engagement and Growth Tactics

• **WhatsApp Marketing**

o Campaign Creation and Management

• **Email Marketing**

o List Building and Segmentation
o Crafting Effective Emails

• **SMS Marketing**

o Best Practices and Tools

Module 12: Mobile App Marketing

• App Marketing Strategies
o User Acquisition and Retention

• **Google AdMob**

o Monetization Techniques
o Ad Placement and Optimization

Module 13: Funnel Creation and Automation

• **Understanding Marketing Funnels**

o Stages and Strategies
o Conversion Optimization

• **Creating Effective Funnels**

o Tools and Techniques
o Real-World Examples

• **Marketing Automation**

o Platforms like HubSpot, Mailchimp
o Setting Up Automated Campaigns

• **Conversion Tracking and Optimization**

o Using Google Ads Conversion Code
o Implementing and Analyzing Conversion Data

Module 14: Video and Display Marketing

• **YouTube Marketing**

o Channel Optimization
o Video SEO and Promotion

• **Google AdSense**

o Setup and Monetization
o Ad Placement Strategies

Module 15: Creative Tools and Online Reputation

• **Using Canva for Design**

o Creating Engaging Visual Content
o Design Principles and Best Practices

• **Online Reputation Management**

o Monitoring and Managing Online Presence
o Crisis Management Strategies

Module 16: AI in Digital Marketing

• **Introduction to AI in Marketing**

o Use Cases and Benefits

• **AI Tools and Applications**

o Chatbots, Personalization, Predictive Analysis
o Tools like IBM Watson, Google AI

Module 18: LinkedIn Marketing

• **Setting Up LinkedIn Business Pages**

o Optimization and Best Practices

• **LinkedIn Advertising**

o Ad Formats and Targeting Options
o Creating and Managing Campaigns

• **LinkedIn for B2B Marketing**

o Lead Generation and Networking
o Content Strategies for LinkedIn

Module 17: Data-Driven Marketing and Analytics

• **Introduction to Data-Driven Marketing**

o Importance and Techniques

• **Advanced Analytics Tools**

o Google Data Studio, Tableau

• **Customer Data Platforms (CDPs)**

o Integration and Usage

• **Market Flow Chart**

o Visualizing and Planning Marketing Processes

• **Digital Hacks**

o Tips and Tricks for Efficiency

Module 19: Career Preparation

• **Resume Building**

o Best Practices and Tips
o Tailoring for Digital Marketing Roles
• **Interview Preparations**

o Common Questions and Answers
o Mock Interviews and Feedback

• **Portfolio Development**

o Showcasing Your Work
o Building an Online Presence
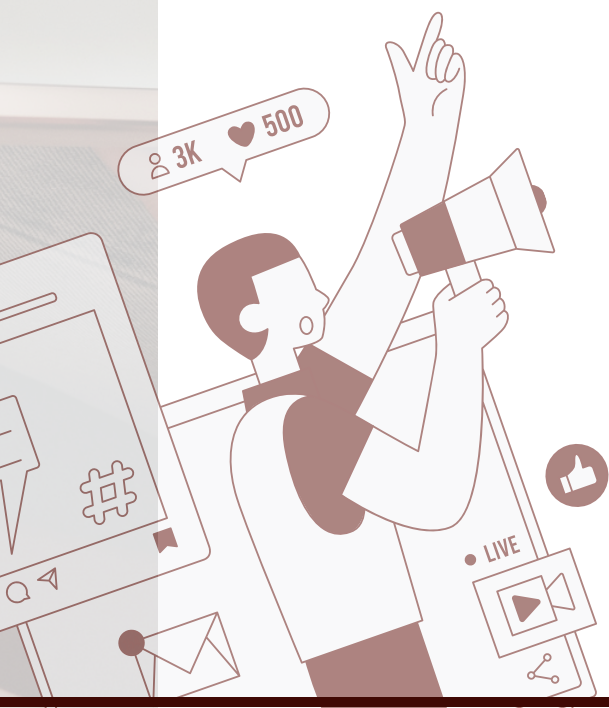
Module 20: Advanced Digital Marketing Strategies

• **Omnichannel Marketing**

o Integrating Multiple Channels for a Cohesive Strategy

• **Customer Journey Mapping**

o Understanding and Optimizing Touchpoints

• **Growth Hacking**

o Innovative Strategies and Techniques
• **Case Studies**

o In-Depth Analysis of Successful Campaigns
o Learning from Industry Leaders

Module 21: Ethical and Legal Issues in Digital Marketing

• **Understanding Compliance**

o GDPR, CCPA, and Other Regulations

• **Intellectual Property**

o Copyright, Trademark Issues

• **Ethical Marketing Practices**

o Transparency, Honesty, and Social Responsibility

COURSE HIGHLIGHTS

• *Know The Basics: Understand the fundamentals of websites, how search engines work, and rank your website on Google.*
• *Practical Applications: Work on Google Ads, apply your skills, and learn why content is king.*
• *Social Media Mastery: Understand how social media works, explore Meta Ads, and develop strategic approaches.*
• *Embrace AI: Discover the world of AI in digital marketing.*
• *Career Readiness: Get ready for job opportunities with resume building and interview preparations.*
• *Advanced Tools: Dive deeper into Google tools and leverage the power of design and words.*
• *Mobile App Focus: Learn about marketing on the Google Play Store and the power of Google AdMob.*
• *E-Commerce Excellence: Explore Shopify, drop shipping, and marketplace strategies.*
• *Strategic Insights: Master market flow charts and digital hacks to optimize marketing processes.*

WEB DEVELOPMENT COURSE MODULE

Week 1: Introduction to Web Development

- **Overview of Web Development**

  - The evolution of web development
  - The role of a web developer
  - Current trends and technologies

- **Setting Up the Development Environment**

  - Installing text editors and IDEs
  - Introduction to version control with Git and GitHub

- **Introduction to HTML**

  - Understanding the structure of a webpage
  - Essential HTML tags: headings, paragraphs, links, images
  - Creating lists and tables
  - Using forms and input elements for user interaction
  - The importance of semantic HTML for SEO and accessibility

Week 2: Cascading Style Sheets (CSS)

- **Introduction to CSS**

  - Writing and linking CSS files
  - CSS syntax: selectors, properties, and values
  - Applying styles to text and backgrounds
  - Understanding the box model: margins, borders, padding
  - Techniques for positioning elements: static, relative, absolute, fixed

- **Responsive Design with CSS**

  - Introduction to media queries
  - Designing mobile-first websites
  - Using viewport units and flexible images

- **CSS Grid and Flexbox**

  - Building complex layouts with CSS Grid
  - Creating responsive navigation bars and grids with Flexbox

- **Animations & Transition Property**
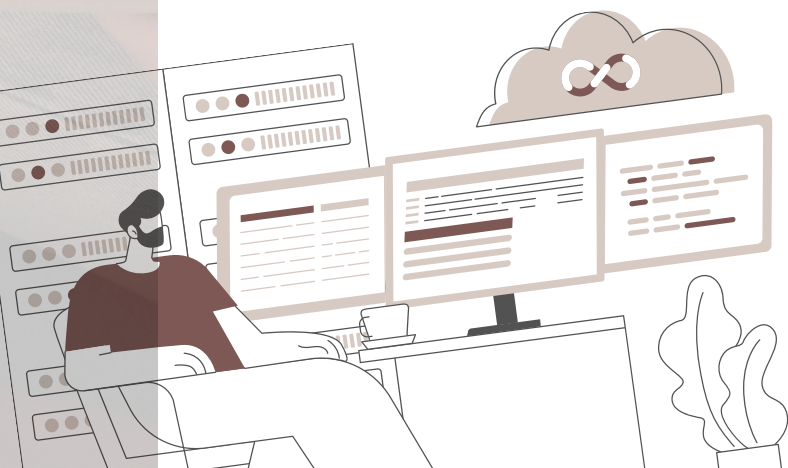
Week 3: JavaScript Basics

- **Introduction to JavaScript**

  - Embedding JavaScript in HTML
  - JavaScript syntax and data types: strings, numbers, booleans
  - Using variables and operators
  - Writing functions and understanding scope

- **DOM Manipulation**

  - Selecting and modifying DOM elements
  - Creating and removing elements dynamically
  - Changing styles and attributes with JavaScript

- **Events and Event Handling**

  - Understanding the event model
  - Handling user events: clicks, mouse movements, form submissions
  - Event delegation and bubbling

Week 5: jQuery

- **Introduction to jQuery**

  - Why use jQuery?
  - Basic jQuery syntax and selectors
  - Simplifying DOM manipulation with jQuery

- **jQuery Events**

  - Attaching and detaching event handlers
  - Handling form events and validations

- **jQuery Animations and Effects**

  - Creating animations: show, hide, fade, slide
  - Custom animations with animate()
  - Using jQuery UI for enhanced interactions

Week 4: Advanced JavaScript

- **JavaScript Arrays and Objects**

  - Creating and manipulating arrays
  - Looping through arrays with for and forEach
  - Understanding objects and their properties

- **Looping and Iteration**

  - Using loops: for, while, do-while
  - Breaking and continuing loops

- **Introduction to ES6 Features**

  - Using let and const for variable declarations
  - Writing arrow functions
  - Template literals for dynamic strings

- **JSON and AJAX Basics**
  - Understanding JSON format
  - Making AJAX requests to fetch data
  - Working with APIs and asynchronous programming
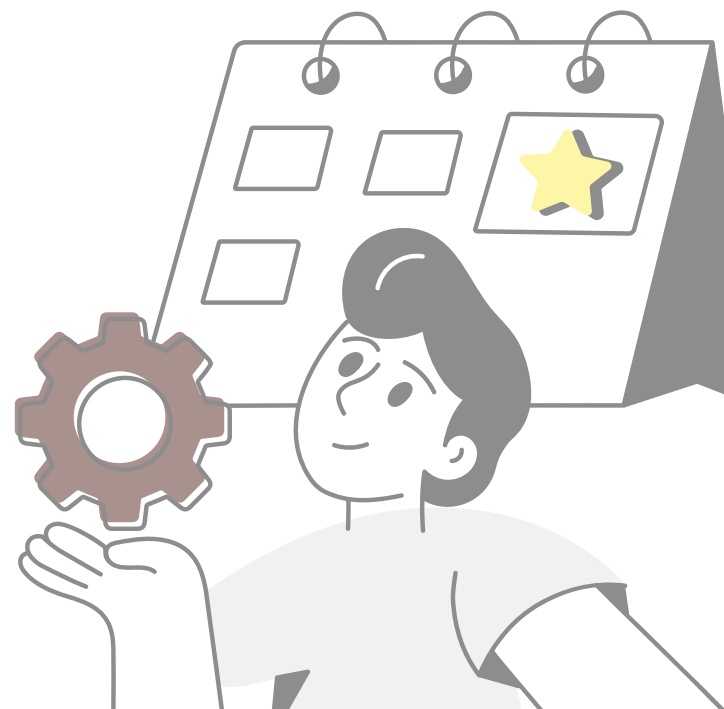
Week 6: Bootstrap

- **Introduction to Bootstrap**

  - Overview of Bootstrap framework
  - Setting up and customizing Bootstrap

- **Bootstrap Grid System**

  - Understanding the 12-column grid layout
  - Creating responsive layouts with rows and columns

- **Bootstrap Components and Utilities**

  - Using pre-built components: navbars, buttons, cards
  - Utilizing utility classes for spacing, alignment, and more

- **Building Responsive Websites with Bootstrap**

  - Implementing responsive design principles
  - Customizing Bootstrap themes

Week 7: PHP Basics

- **Introduction to PHP**

  - Setting up a local PHP development environment
  - Writing and running basic PHP scripts
  - PHP syntax and data types: strings, integers, arrays
  - Using control structures: if, else, switch

- **PHP Functions and Arrays**

  - Creating and using functions
  - Passing arguments and returning values
  - Working with arrays: indexed, associative, multidimensional

Week 8: PHP and MySQL Integration

- **Introduction to MySQL**

  - Understanding relational databases
  - Writing basic SQL queries: SELECT, INSERT, UPDATE, DELETE
  - Database design and normalization principles

- **Connecting PHP with MySQL**

  - Setting up a database connection
  - Executing SQL queries from PHP
  - Fetching and displaying data

- **CRUD Operations**
  - Building a simple CRUD application
  - Implementing create, read, update, delete functionalities

Week 9: Advanced PHP and MySQL

- **User Authentication and Sessions**

  - Creating user registration and login systems
  - Managing sessions and cookies for user authentication

- **File Handling in PHP**

  - Uploading and managing files
  - Reading and writing files

- **Security Best Practices**

  - Preventing SQL injection
  - Securing user inputs
  - Implementing HTTPS and encryption

Week 10: WordPress Basics

- **Introduction to WordPress**

  - Understanding WordPress architecture
  - Installing and configuring WordPress
  - Exploring the WordPress dashboard

- **Themes and Plugins**

  - Choosing and installing themes
  - Customizing themes with the customizer
  - Installing and activating plugins

- **Customizing WordPress**

  - Creating custom menus and widgets
  - Using the theme editor for custom CSS and PHP changes

Week 11: WordPress Development

- **Creating Custom Themes**

  - Setting up a theme development environment
  - Building a custom theme from scratch
  - Understanding the WordPress loop and template hierarchy

- **Developing Plugins**

  - Creating simple plugins
  - Hooking into WordPress actions and filters
  - Managing plugin settings and options

- **WordPress REST API**

  - Introduction to REST API concepts
  - Making API requests from WordPress
  - Extending WordPress with custom endpoints

Week 12: Projects and Review

- **Landing Page Project**

    - Designing a visually appealing landing page
    - Implementing responsive design and interactive elements

- **E-commerce Project**

    - Setting up a product catalog and shopping cart
    - Integrating payment gateways
    - Managing orders and inventory

- **Service-Based Website Project**

    - Creating a booking system with calendar integration
    - Developing contact forms and customer management

- **Final Review and Q&A**

    - Recap of key concepts and skills
    - Addressing student questions and challenges

- **Preparing for Deployment and Portfolio Presentation**

    - Deploying projects to a live server
    - Showcasing work in a professional portfolio

COURSE HIGHLIGHTS

Core Technologies Covered

- HTML & CSS: Master the building blocks of web design with comprehensive training in HTML5 and CSS3. Learn to create responsive and visually appealing layouts.
- JavaScript: Dive into JavaScript, the language of the web, to create dynamic and interactive web pages. Explore modern ES6 features for cleaner and more efficient code.
- jQuery & Bootstrap: Enhance your projects with jQuery for simplified JavaScript coding and Bootstrap for rapid, responsive design.
- PHP & MySQL: Learn server-side programming with PHP and manage data with MySQL, building robust and dynamic web applications.
- WordPress: Get hands-on with WordPress, from basic setup to advanced theme and plugin development, mastering one of the most popular content management systems.

Practical Projects

- Landing Page Project: Design and develop a stunning, responsive landing page, focusing on layout, visuals, and user experience.
- E-commerce Project: Build a fully functional e-commerce website, complete with product listings, a shopping cart, and payment integration.
- Service-Based Website Project: Create a service-oriented website with features like booking systems, contact forms, and customer management.

WHAT OUR STUDENTS SAYS

"Sant nagar burari in Delhi has the top digital marketing course in the city, without a doubt. My professional chances have improved due to the invaluable insights and skills I've acquired.

VICKEY RATHORE ★★★★★

"If you're looking for best digital marketing institute, look no further. CCDM in Nathupura Burari offers an outstanding online digital marketing course. I'm glad I chose this digital marketing institute!"

ARYAN DEWAL ★★★★★

For me, attending this digital marketing institute in Nathupura burari changed the game! I had no trouble understanding the ideas because the teachers were subject-matter experts and used a hands-on approach.

AKASH ★★★★★

The CCDM institute's flexible learning options were a game-changer for me. As a working professional, I needed a program that accommodated my schedule.

VIKASH PANDEY ★★★★★

I had great experience with CCDM and spacially they NVR said no to learn again. Now I got my dream job thank you so much Atul sir.🙏 ...

DEEPTI SHR ★★★★★

I was impressed with the institute's commitment to staying current with industry trends. The curriculum was regularly updated to reflect the latest tools and strategies, ensuring that we were learning the most relevant skills.

ALOK CHANDRA ★★★★★

The curriculum at the CCDM Institute is comprehensive and up-to-date. I particularly enjoyed the networking opportunities, which allowed me to connect with industry professionals and expand my professional network.

GAURAV RANJAN ★★★★★

The CCDM institute's career support services were invaluable. From resume building to interview preparation, they provided personalized guidance every step of the way.

VARSHA RANI ★★★★★

It was a smart decision to enrol in this Sant Nagar Burari institution's top digital marketing courses in Delhi. I'm sure I have the best digital marketing abilities available.

VANSH ★★★★★

Enrolling in this digital marketing institute in Nathupura Burari was a game-changer for my career. I appreciated the emphasis on industry trends and the latest tools and techniques used in the digital marketing world.

DEEPANSHU ★★★★★

CCDM provide the best digital marketing course in sant nagar burari Delhi India

LAYBA ANSARI ★★★★★

Choosing coffee cup institute for digital marketing was one of the best choices I've ever made for my career advancement. The professors go above and above to make sure everyone learns the subject, and the courses are well-structured.

KAJAL KUMARI ★★★★★

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CCDM

Brew Your Digital Success at Coffee Cup

THANK YOU