



AI-Based Digital Marketing Training Program

Comprehensive Placement Support • Infinite Career Opportunities • Practical Training

Transform Your World

Your Digital Career Begins Now

Join Motihari's first premium institute delivering Delhi-level digital marketing training with dedicated placement support. Break free from the government job trap and access global career opportunities.

The Genesis of a Revolution

Our journey from a critical observation to Motihari's digital awakening, a movement transforming careers and empowering youth to work globally while living locally.



The Reality Check

We observed a painful truth: brilliant youth trapped in endless government job preparation cycles, spending years and family resources chasing uncertain results with no Plan B.



The Digital Void

While the world embraced AI and digital marketing, Motihari remained disconnected. No guidance toward high-growth, secure private sector careers using future-proof skills.



The Birth of MIDM (2025)

Motihari Institute of Digital Marketing launched as the first premium institute bringing Delhi-level training to your doorstep, becoming the bridge between traditional limitations and modern opportunities.



Empower Motihari's youth with job-ready digital marketing skills in 6–12 months, opening doors to onsite careers, remote positions, and entrepreneurship.



The Future Vision

We envision Motihari as a digital talent hub where geography is irrelevant—youth work for international brands, earn global salaries, and build secure futures from their home city.



The Path Ahead

We're not just an institute; we're a movement creating future-proof, independent, and successful professionals who work from home and earn from the world.

About MIDM

Established in 2025, Motihari Institute of Digital Marketing (MIDM) has emerged as the region's first premium digital training center. We were born from a critical mission: to revolutionize the career landscape of Bihar and provide a powerful alternative to the saturated government job market.

With steadfast commitment to employability and innovation, MIDM empowers students, graduates, and job-seekers with specialized training in AI-driven marketing, SEO, social media branding, and remote work and career placement. We bridge the gap between traditional degrees and modern industry demands.

Our curriculum is designed for the future. We move beyond textbooks to provide agency-style training on live projects. MIDM stands as a beacon of opportunity, proving you don't need to migrate to metro cities to build a world-class career.

We foster financial independence, ensuring students become industry-ready professionals capable of working for international clients from home.

Leading the Digital Revolution in Bihar

Founder • Motihari Institute of Digital Marketing (MIDM)

Est. 2025 . UDYAM Registration No. UDYAM-BR-11-0098142 [Govt. Registered]

500+

Hours of Training

Practical, hands-on learning

40+

Advanced Modules

AI tools and strategies

6

Months to Career

Job-ready transformation

Motihari's Digital Revolution In Skill Development & AI Training

Our Mission

At Motihari Institute of Digital Marketing (MIDM), our mission is to liberate Bihar's youth from endless government job preparation cycles. We provide secure, high-growth alternatives by equipping students with practical digital skills, bridging the gap between hard work and employability.

Our goal is to ensure every student secures respectable private-sector employment within months, not years.

Our Vision

Transform Motihari into a digital talent hub where geography imposes no limits. Students work for international brands, earn global salaries, and build secure futures while staying local.

By integrating Artificial Intelligence into training, we produce a new generation of smart marketers who are future-proof and financially independent.



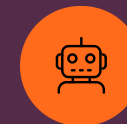
**100% Practical
Training**



**50+ Premium
Tools**



**Global
Certifications**



**AI Integrated
Curriculum**

Training Options to Choose From

The Complete Career Transformation

Duration: 500 Hours (Approx. 6 Months)

Structure: Meticulously designed syllabus covering 50+ modules including AI tools, SEO, PPC, and freelancing and remote work. Two months of rigorous agency-style training on live budgets and real client projects.

Benefits: Dedicated job placement support, portfolio development with websites and ad campaigns, earn while learning through remote work projects and live client assignments.

Skill Upgradation for Students & Business Owners

Duration: 200 Hours (Approx. 3 Months)

Structure: Fast-track program from fundamentals to strategic execution covering core pillars: social media, SEO, and content creation.

Benefits: Quick skill acquisition in 3 months, practical exposure through hands-on assignments and group projects, ideal for shop owners wanting to go online.

Learn Exactly What You Need

Structure: Choose specific modules from comprehensive library—SEO Mastery, Facebook Ads Expert, YouTube Growth, Content Marketing, AI Content Creation, AI Automation or graphic design.

Benefits: Tailored education paying only for needed skills, specific focus to become niche expert, personalized curriculum for career or business goals.

Program Highlights



Industry-Expert Faculty

Learn directly from seasoned digital marketing professionals who've executed real campaigns, not just textbook teachers.



Live Projects

Develop marketing solutions for real businesses and work on live websites to build confidence and practical expertise.



AI Mastery Sessions

Stay future-proof using Artificial Intelligence (ChatGPT, Perplexity, Gemini Pro, Canva AI, Gamma) to automate tasks and work 10x faster.



Premium Paid Tools

Free access to professional-grade tools like SEMrush, Perplexity Pro, Gemini Pro and hosting during training to execute winning campaigns.



Dedicated Job & Career Support

We teach you to find international clients and work remotely from Motihari, not just help find jobs.



Lifetime Learning Support

Digital marketing evolves daily. We're here whenever you need skill updates or have questions after course completion.



Real Ad Budgets

Learn fearlessness of spending money. Run impactful paid campaigns on Google and Facebook with real budgets to maximize ROI.



Practical Case Studies

Explore real-world examples of successful brands (Zomato, Amazon, local businesses) to understand marketing strategy application.

Who is this Program For?

This program welcomes diverse learners seeking career transformation through digital marketing and AI skills.



Students (10th, 12th, Graduates)

Stop waiting for degrees to define you. This course equips you with a strong base in AI-driven digital marketing, giving competitive edge over government job aspirants.



Career Switchers / Govt Job Aspirants

Stuck in preparation trap? This course empowers instant track switching. Gain essential practical skills to launch successful private-sector career in months.



Aspiring Remote Workers

Want to earn in dollars while living in Motihari? Develop practical skills through hands-on projects and build powerful portfolio attracting international clients.



Working Professionals

Stuck in low-growth job? This course designed for ambitious professionals ready to upskill, demand higher salaries, and take careers to next level.



Business Owners

Don't rely on expensive agencies. Empower yourself with digital skills to reach new customers, boost brand awareness, and drive sales growth for your shop or business.



Startups & Entrepreneurs

Learn to build brand awareness from scratch. Generate leads and create cost-effective marketing strategies to accelerate startup growth without burning cash.



Homemakers & Career Returners

Ready to re-enter the workforce? This flexible program lets you upskill at your own pace while managing family responsibilities. Build a rewarding career with remote work opportunities.



Aspiring Digital Entrepreneurs

Dream of building your own digital empire? Learn to create digital products, build online communities, and generate passive income streams through digital marketing expertise.

Book a Free Demo Class → WhatsApp: +91 92979 09004

Learning Methodology

Our proven 7-step approach combines classroom instruction with real-world application, ensuring you gain practical skills employers demand.

01

Classroom Training

Engage in interactive discussions and live activities that solidify understanding of practical digital marketing concepts. No boring lectures—only actionable knowledge.

02

Assignments

Put skills to test with engaging practical assignments after every module, ensuring you learn by doing, not just listening.

03

Live Projects

Put strategic thinking to test! Work on live websites and real social media accounts to see actual results and build confidence.

04

Access to Paid Tools

Elevate skillset with free access to professional-grade tools (SEMrush, Gemini Pro, Perplexity Pro, WordPress) used by leading marketers worldwide.

05

LMS / Recorded Backup

Access digital library of recorded sessions and notes. Gain insights from industry experts at your own pace, anytime.

06

Paid Campaigns

Practical exposure running and managing real ad campaigns. We provide budget to experience thrill of spending on Google and Meta Ads.

07

Agency-Style Onboarding

Receive on-board training similar to real job. Gain hands-on experience working with real clients and earn valuable internship experience certificate.

Ready to Transform Your Career?

Join the revolution that's breaking the government job trap and empowering Motihari's youth to work from home and earn from the world. Your 6 month journey to becoming an industry-ready digital marketer starts now.



Admissions Open

2026-27 Batch



Global Certifications

Industry-recognized credentials



Financial Independence

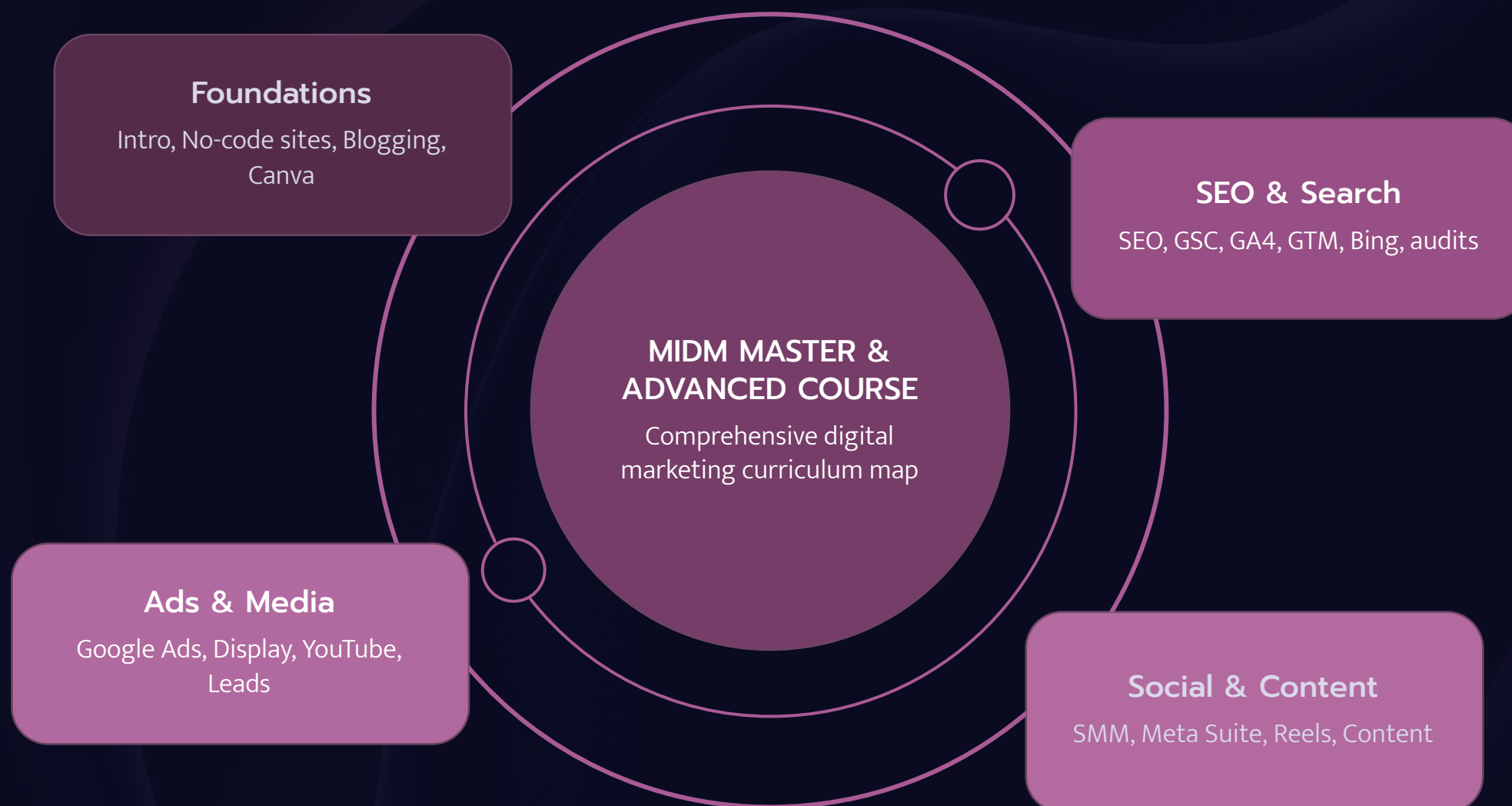
Work globally from Motihari

[Visit Website](#)

Contact: Motihari Institute of Digital Marketing (MIDM) | www.digitalmarketingmotihari.com

Digital Marketing Course @ MIDM

Explore a comprehensive overview of the modules covered in our Masters & Advanced Digital Marketing Program. This visual map illustrates the interconnected topics, from foundational concepts to specialized AI-powered strategies, providing a clear path to becoming an industry-ready professional.



This intricate curriculum is designed to give you a holistic understanding of the digital landscape, ensuring you're not just learning tools but mastering strategies for real-world impact. With a strong emphasis on AI integration, you'll be at the forefront of marketing innovation.

Your Learning Blueprint

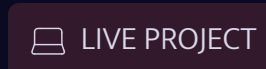
Dive deep into our comprehensive curriculum designed to build your expertise from foundational concepts to advanced AI-powered strategies, ensuring you're ready for the demands of the modern digital landscape.

Digital Marketing Essentials

Duration: 25 Hrs | **Build Your Foundation**

KEY HIGHLIGHTS

- Introduction to Digital Marketing & Branding
- Professional Blogging & Content Strategy
- Logo Creation & Brand Identity
- Domain & Hosting Integration
- Website Creation Without Codes (WordPress)
- Introduction to AI in Marketing

 LIVE PROJECT

Design a Personal Portfolio Website

CASE STUDIES

Explore successful strategies from leading brands:




SEO & Analytics Mastery

Duration: 30 Hrs | **Drive Organic Success**

KEY HIGHLIGHTS

- Search Engine Algorithms (How Google Works)
- On-Page & Off-Page SEO
- Google Tag Manager & Search Console
- Google Analytics 4 (Data Science)
- Google Business Profile (Local SEO)
- Competitor Analysis & Audit

 LIVE PROJECT

Rank a Local Business on Google Maps

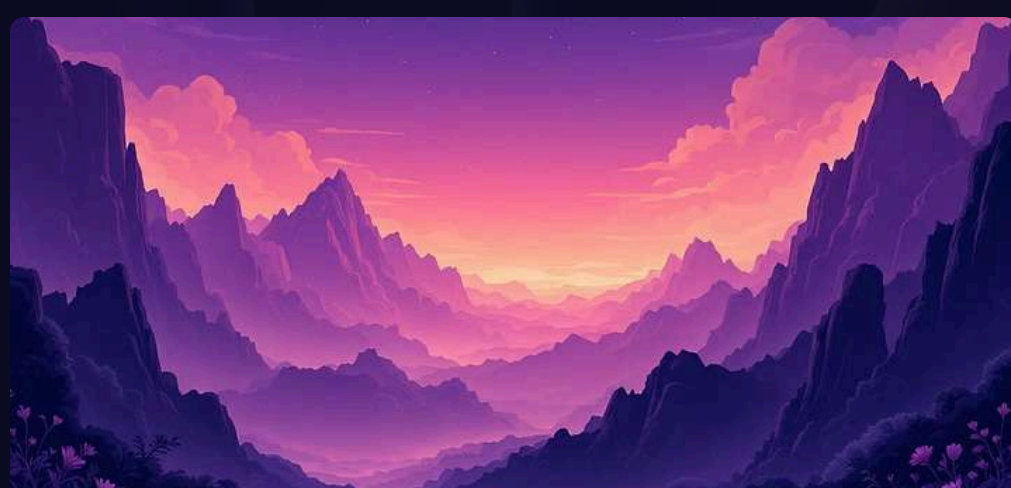
CASE STUDIES

Analyze marketing triumphs from market leaders:



TOOLS

Gain proficiency with advanced SEO and analytics platforms:



Paid Advertising & Lead Generation Pro

Duration: 25 Hrs | Maximize ROI with Real Budgets

KEY HIGHLIGHTS

- Google Ads (Search, Display, Video)
- Google Merchant Center (Shopping Ads)
- Remarketing & Retargeting Concepts
- Demand Gen Ads & Performance Marketing
- Lead Generation Funnels for Business
- Quora Marketing & Q&A Strategy

\$ LIVE PROJECT

Setup a High-Converting Ad Campaign from keyword research to ad copy and budget management, driving measurable results.

CASE STUDIES

Explore successful strategies from leading brands:



TOOLS

Master essential industry tools:



Social Media Domination

Duration: 25 Hrs | Engage, Influence & Convert

KEY HIGHLIGHTS

- Social Media Optimization (SMO)
- Social Media Marketing (SMM) Strategy
- Meta Business Suite Mastery
- Social Media Automation Tools
- YouTube Marketing & Channel Growth
- Content Research & Viral Content Creation
- Influencer Marketing & Personal Branding

✓ LIVE PROJECT

Grow a Social Media Page Organically, developing content calendars, engaging with audiences, and analyzing performance metrics.

CASE STUDIES

Analyze marketing triumphs from market leaders:



TOOLS

Gain proficiency with advanced social media and content platforms:



Advanced & Future-Tech Modules

Explore specialized modules designed to equip you with cutting-edge skills in e-commerce, AI-driven marketing, and essential career development strategies, preparing you for the demands of tomorrow's digital landscape.

E-Commerce Excellence & Money Making

Duration: 20 Hrs | Build & Sell Online

KEY HIGHLIGHTS

- E-Commerce Store Creation (Shopify/WooCommerce)
- E-Commerce Marketing Strategy
- Email Marketing & Automation
- Drop Shipping with Shopify (Zero Inventory Model)
- Google AdSense (Blogging Income)
- Online Reputation Management (ORM)

LIVE PROJECT

Launch a Live Dropshipping Store, from product selection to setting up payment gateways and fulfillment.

CASE STUDIES

Explore successful strategies from leading brands:



Meesho

TOOLS

Master essential industry tools:



AI in Digital Marketing

Duration: 15 Hrs | The Future is Here

KEY HIGHLIGHTS

- AI Tools for Content & Design
- AI-Based Ad Campaigns
- AI Prompt Engineering (Mastering ChatGPT)
- Chatbots & Live Chat Integration
- AI-Driven SEO & Video Creation

LIVE PROJECT

Automate a Marketing Task using AI, such as content generation or campaign optimization, to boost efficiency.

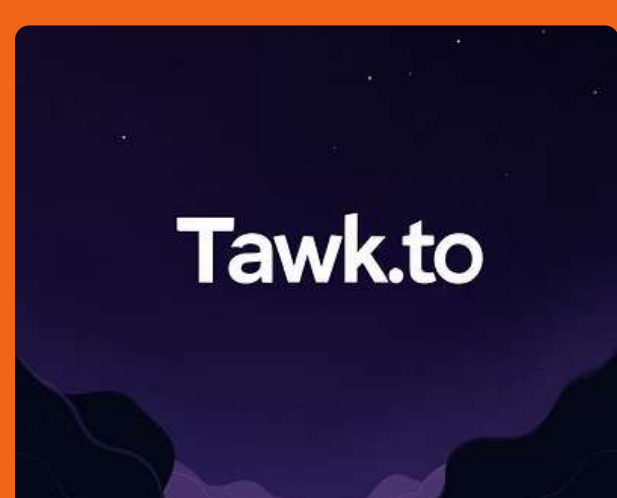
CASE STUDIES

Explore real-world AI marketing success stories:



TOOLS

Gain proficiency with advanced AI platforms:



Career Growth & Expert Skills

Duration: 10 Hrs | Future-Proof Your Career

KEY HIGHLIGHTS

- Resume Building & CV Optimization
- Creating a Marketing Strategy
- Remote Job Readiness — India & Global Opportunities
- Digital Marketing Interview Preparation
- Mock Interviews & Placement Sessions

LIVE PROJECT

Develop a comprehensive personal branding strategy and create a portfolio ready for freelancing platforms.

CASE STUDIES

Learn from top career success platforms:



TOOLS

Master essential career development tools:



Choose the Right Digital Marketing Program

PHASE	MODULE	🏆 MIDM PRO	📧 ADM	⚡ CUSTOMIZED	
DIGITAL FOUNDATIONS	Digital Marketing Overview	Full Training	Full Training	Not Available	
	WordPress Website Building	Full Training	Basics Covered	Standalone Module	
	Canva — Graphic Design & Branding	Full Training	Full Training	Standalone Module	
	Professional Blogging & Content Strategy	Full Training	Basics Covered	Standalone Module	
	Introduction to AI Tools	Full Training	Basics Covered	Not Available	
SEO & ANALYTICS	On-Page SEO, E-E-A-T & Core Web Vitals	Full Training	Basics Covered	Standalone Module	
	Technical SEO & Site Audit	Full Training	Not Included	Standalone Module	
	Off-Page SEO & Link Building	Full Training	Not Included	Standalone Module	
	Local SEO & Google Business Profile	Full Training	Full Training	Standalone Module	
	AEO, VEO & Generative Engine Optimisation	Full Training	Not Included	Standalone Module	
	Google Analytics 4 & Looker Studio Reporting	Full Training	Basics Covered	Not Available	
	Google Search Console	Full Training	Basics Covered	Not Available	
	Google Tag Manager & Conversion Tracking	Full Training	Not Included	Not Available	
	PAID ADVERTISING	Google Ads — Search Campaigns	Full Training	Not Included	Standalone Module
		Google Ads — Display, YouTube & Performance Max	Full Training	Not Included	Standalone Module
Meta Ads — Facebook & Instagram + Pixel Setup		Full Training	Basics Covered	Standalone Module	
Lead Generation Funnels & CRO		Full Training	Not Included	Standalone Module	
SOCIAL MEDIA & CONTENT	Social Media Strategy & Content Calendar	Full Training	Full Training	Not Available	
	Instagram & Facebook Organic Growth	Full Training	Full Training	Standalone Module	
	YouTube Marketing & Channel Growth	Full Training	Basics Covered	Standalone Module	
	LinkedIn Marketing & Personal Branding	Full Training	Not Included	Standalone Module	
	Video Production — Reels, Shorts & Editing	Full Training	Basics Covered	Standalone Module	
	Content Writing & SEO Copywriting	Full Training	Basics Covered	Standalone Module	
	Influencer & Affiliate Marketing	Full Training	Not Included	Standalone Module	
	ADVANCED MARKETING	Email Marketing & Automation	Full Training	Basics Covered	Standalone Module
		WhatsApp Business Marketing	Full Training	Full Training	Standalone Module
		E-Commerce — Shopify, WooCommerce & CRO	Full Training	Not Included	Standalone Module
HubSpot CRM & Pipeline Management		Full Training	Basics Covered	Standalone Module	
Online Reputation Management		Full Training	Basics Covered	Not Available	
AI & AUTOMATION	AI Prompt Engineering for Marketers	Full Training	Not Included	Standalone Module	
	AI Content & Image Creation Tools	Full Training	Not Included	Standalone Module	
	AI-Powered Ad Campaigns	Full Training	Not Included	Standalone Module	
	Marketing Automation & Chatbots	Full Training	Not Included	Standalone Module	
	AI Video & Reels Creation	Full Training	Not Included	Standalone Module	
REMOTE CAREER READINESS	Building a Remote-Ready Portfolio	Full Training	Not Included	Not Available	
	LinkedIn Optimisation for Remote Hiring	Full Training	Not Included	Standalone Module	
	How to Apply for Remote Jobs — India & Global	Full Training	Not Included	Not Available	
	Remote Work Tools — Slack, Notion, Trello, Loom	Full Training	Not Included	Standalone Module	
	Async Communication & Client Reporting	Full Training	Not Included	Standalone Module	
LIVE AGENCY TRAINING	Professional Email & Business Communication	Full Training	Basics Covered	Standalone Module	
	Real Client Project Work	Full Training	Not Included	Not Available	
	Real Ad Budget Campaigns	Full Training	Not Included	Not Available	
	Final 360° Campaign Presentation	Full Training	Not Included	Not Available	

Program Summary

	🏆 MIDM PRO	📧 ADM	⚡ CUSTOMIZED
Total Modules	All 42 modules	17 full + 11 basics	Pick from 27 standalone modules
Total Hours	500 hours	200 hours	20–50 hours per module
Duration	6 months	3 months	4–8 weeks per module
Batch Schedule	Weekdays, full-time	Weekends & evenings	Fully flexible
Job Placement Support	Full support included	Not included	Not included
Remote Job Support	Yes — India & global	Not included	Not included
Internship Certificate	2-month experience letter	Not included	Not included
Real Ad Budget Provided	Yes — Google + Meta	Not included	Not included
Certifications	13 named certifications	4 certifications	Per module completed
Best For	Full-time or remote job	Grow your own business	One skill or side income

Which MIDM Program is Right for You?

🏆 MIDM PRO — Masters Program

For people who currently have no job and want one.

A fresh graduate, a 12th pass student, or someone stuck in government job preparation for years. They have time, they need complete training, and their only goal is to start earning a monthly salary in digital marketing — either from an office in a city or remotely from Motihari. This program takes them from zero to job-ready in 6 months with a real internship certificate, resume, and placement support.

📧 ADM — Advanced Program

For people who already earn but want to grow.

A shop owner who wants to bring customers online. A small business owner tired of paying expensive agencies. A working professional in sales or marketing who needs to upgrade their skills to ask for a higher salary. They cannot attend full-time classes, so this runs on weekends. They do not need placement support because they already have income — they just need practical skills to apply immediately to their own situation.

⚡ CUSTOMIZED — Specialization Modules

For people who know exactly what they want to learn.

Someone who wants to master one specific skill — SEO, Google Ads, Instagram growth, AI tools, or remote work readiness — without sitting through an entire 6-month program. Also for someone on a tight budget who wants to start earning side income quickly, or a working professional who already knows digital marketing basics but needs to stay current with AI and automation tools. They pick only what they need, learn it in 4–8 weeks, and apply it directly.

Simple rule: No job yet → MIDM PRO. Have a business → ADM. Know what you want → Customized.

Placement Support Features

Our comprehensive placement support is designed to guide you through every step of your career journey, from refining your skills to securing your dream job. We focus on empowering you with the tools and confidence needed to excel in the competitive digital marketing landscape.

Your Career Launchpad

Comprehensive support to propel your professional growth.

Extensive Network

Connect with our growing network of digital agencies and alumni for opportunities.

Personality Development

Boost your confidence, communication skills, and body language to excel in the corporate world.

Placement Sessions

Exclusive access to job openings from our network of hiring partners.

5-Day Intensive Interview Bootcamp Included: Build confidence, refine communication, and master the art of the interview.

Note: Placement support is provided. Outcomes depend on individual performance and market conditions.

www.digitalmarketingmotihari.com | Book a Free Demo Class

Career Guidance

Expert counseling to help you choose the right path (Job vs. Business vs. Freelancing).

Resume Building

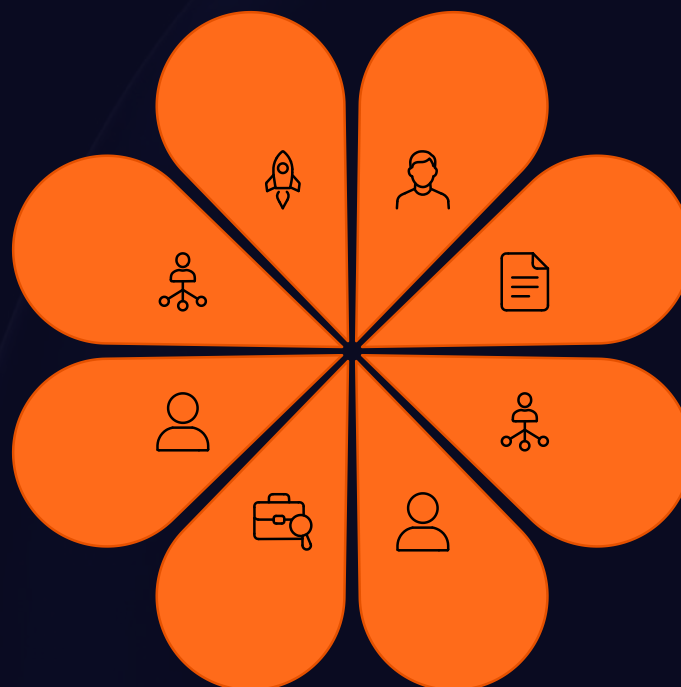
We don't just correct your resume; we rebuild it to pass ATS (Applicant Tracking Systems).

LinkedIn Optimization

Create a standout LinkedIn profile that attracts recruiters and helps you build professional connections.

Interview Preparation

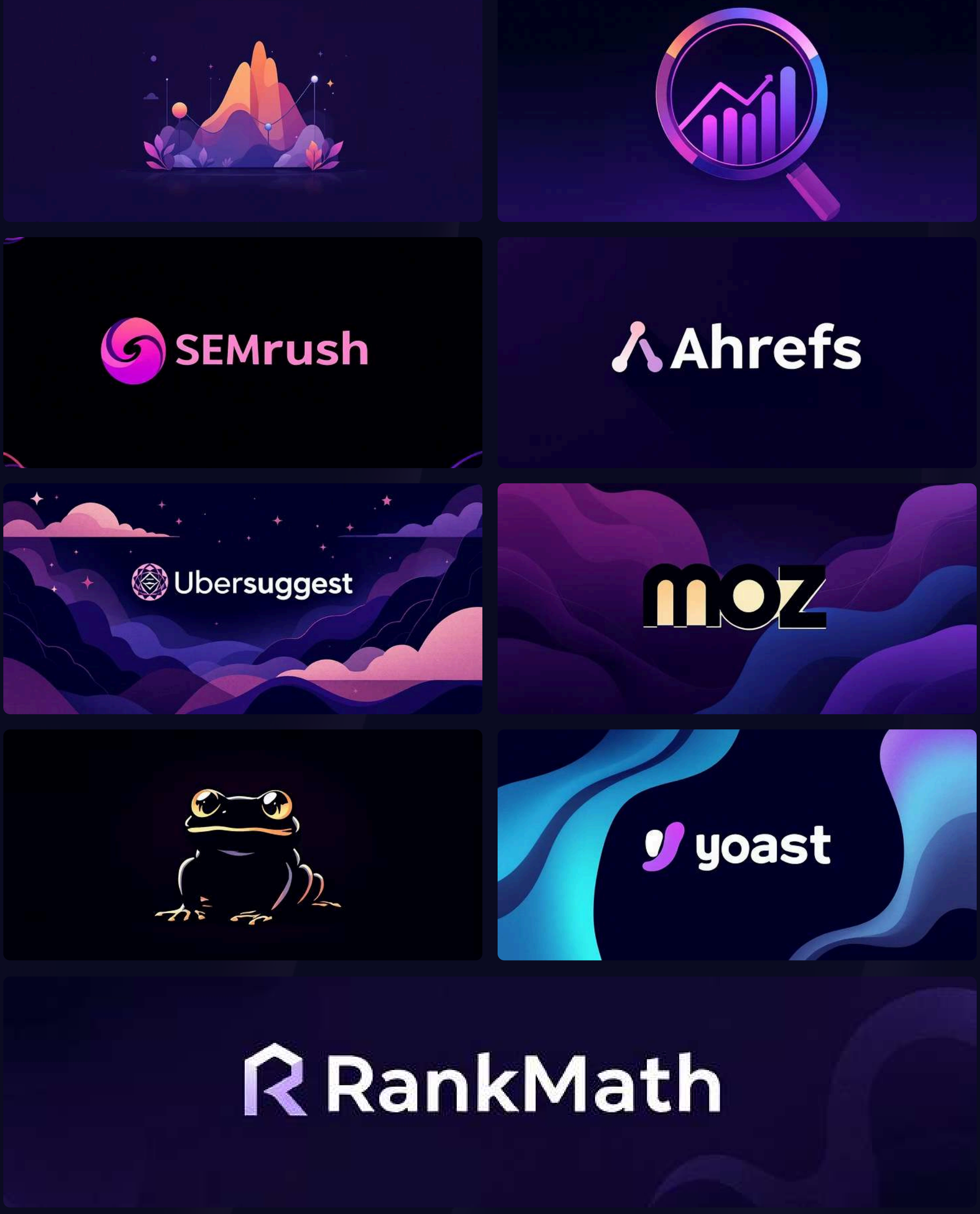
Overcome anxiety with Mock Interviews. We prepare you for HR rounds and Technical rounds.



Tools You'll Master

Our comprehensive curriculum ensures you gain hands-on expertise with the industry's leading digital marketing tools. From deep-diving into analytics to crafting compelling campaigns, you'll master essential software across various disciplines, preparing you for immediate impact in your career.

SEO & Analytics Tools



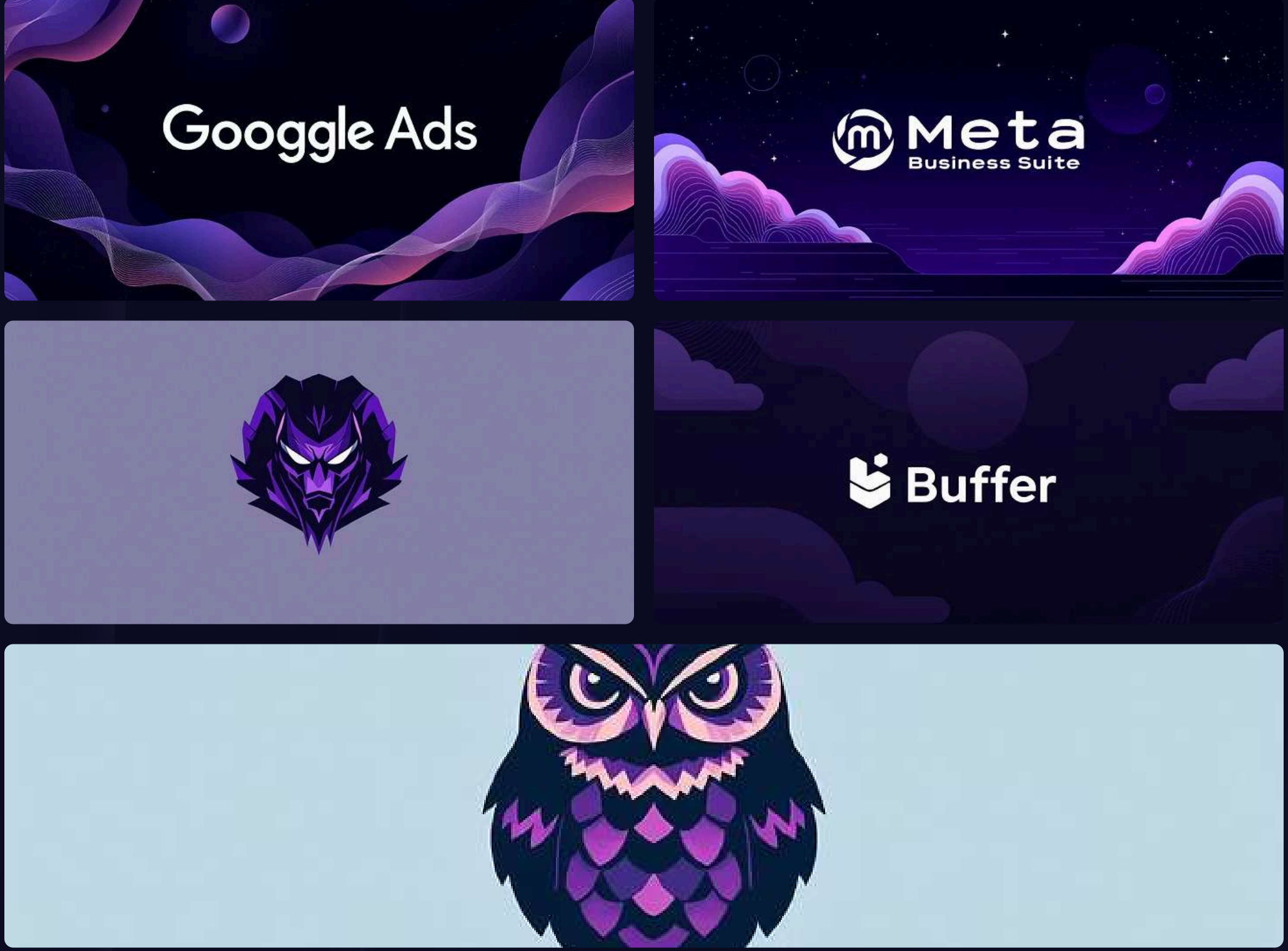
Gain profound insights into website performance, search engine optimization, and competitor strategies. These tools are crucial for data-driven decision-making and improving organic visibility.

Content & Design Tools



Unleash your creativity and build stunning digital assets. From website development to engaging graphic design and video content, these platforms empower you to create impactful marketing materials.

Paid Ads & Social



Execute high-performing paid advertising campaigns and streamline your social media presence. Learn to manage budgets, target audiences, and analyze ad performance like a pro.

AI & Automation Tools



Master cutting-edge AI tools that revolutionize content creation, research, and marketing automation. These tools empower you to work smarter, faster, and more efficiently in the digital marketing landscape.

Why Choose Our Program?

- **Real-World Projects**
Apply your skills to practical industry projects, building a robust portfolio to showcase to employers.
- **Expert Mentorship**
Learn directly from seasoned industry professionals who provide personalized guidance and insights.
- **Lifetime Access**
Continue to access course materials and updates even after completion, ensuring continuous learning.
- **Placement Support**
We provide dedicated career guidance, resume building, mock interviews, and access to our hiring network.
- **Community Support**
Join a vibrant network of peers and alumni for collaborative learning and networking opportunities.

Disclaimer: The course explores leading tools, subject to change as technology advances.

www.digitalmarketingmotihari.com | Book a Free Demo Class → WhatsApp: +91 92979 09004

Career Options For You

After completing our digital marketing training, you'll be equipped with the skills and knowledge to pursue diverse and rewarding career paths. Our program opens doors to traditional employment, entrepreneurial ventures, and flexible remote work opportunities. Explore the potential futures awaiting you:

1

INTERNSHIP / JOB OPPORTUNITIES

Step into corporate roles with confidence. Our training prepares you for key positions in the digital marketing landscape:

- Digital Marketing Manager
- Social Media Specialist
- SEO Analyst
- PPC (Google Ads) Expert
- Content Strategist
- E-commerce Manager

...and many more!

2

ENTREPRENEURSHIP & BUSINESS GROWTH

Transform your business or launch a new venture with powerful digital strategies:

- Improved Online Presence
- Targeted Lead Generation for your Shop/Service
- Cost-Effective Marketing Campaigns
- Increased Brand Awareness & Customer Loyalty

...and significant competitive advantages.

3

WORK FROM HOME & REMOTE OPPORTUNITIES

Leverage your skills from anywhere, connecting with global clients and securing high-value roles:

- Work for International Clients from Motihari
- Remote Work & Work from Home Opportunities

...and a world of flexible employment.

4

HIGH-PAYING ONSITE JOBS IN MAJOR CITIES

Secure top positions in India's bustling metropolises, building a thriving career in leading companies:

- Get High-Paying Onsite Jobs in Bangalore, Delhi, Mumbai, and Other Major Cities
- Work in Top Companies and Multinational Corporations
- Build Your Professional Network in India's Tech Hubs
- Career Growth and Advancement Opportunities in Corporate Environments
- Competitive Salaries and Benefits Packages

What our Students Say

Hear directly from our graduates and current students about how MIDM transformed their career prospects and skill sets. Their experiences highlight the practical, industry-focused training and unparalleled support we provide.

"MIDM's practical skills and expert guidance have made me industry-ready. I never thought I could learn AI tools right here in Motihari."

"Exceptional faculty & cutting-edge curriculum. The move from government job prep to digital marketing was the best decision of my life."

"MIDM provides hands-on training with live projects. Learning how to run real ads with real money was a game-changer for me."

"The support and guidance I received at MIDM were unparalleled. The remote work module helped me get my first client on Fiverr."

"Joining MIDM was a game-changer. It opened my eyes to opportunities outside of the traditional exams."

The MIDM Experience

At MIDM, your learning environment is meticulously designed to foster innovation, collaboration, and professional growth. We provide a professional, agency-style workspace designed for practical learning, ensuring you're not just learning, but also experiencing your future career.



Corporate-Style Environment

Step into a professional workspace that feels like a Digital Agency, not a tuition center. Our classrooms are designed to prepare you for corporate life, fostering professionalism and a deep understanding of industry dynamics from day one.

Collaborative Learning

Our open-layout seating encourages active discussion, creativity, and peer-to-peer learning. You'll work in teams, brainstorm ideas, and refine your skills through group projects and shared insights, building a strong professional network.

Heart of Motihari

Strategically located in the heart of Motihari, our campus offers easy accessibility and provides a safe, modern hub for aspiring digital marketers. Enjoy a convenient commute and a thriving educational atmosphere.

CERTIFICATE OF EXCELLENCE

MIDM is committed to maintaining global standards in Digital Marketing Training, reflected in every aspect of our program and the value of your certificate.

www.digitalmarketingmotihari.com | Book a Free Demo Class → WhatsApp: +91 92979 09004

Life @ MIDM

More Than Just a Classroom

A Culture of Collaboration & Innovation



Interactive Learning

We believe learning happens best when you are fully engaged. Our classrooms are buzzing with lively questions, stimulating debates, and dynamic idea-sharing sessions, ensuring an active and participatory educational experience.

Peer-to-Peer Growth

At MIDM, your batchmates are more than just classmates—they are your future colleagues and collaborators. We actively encourage group projects that cultivate team spirit, build essential professional networks, and provide hands-on experience in real-world team environments.

Join the Community | Book a Free Demo Class → WhatsApp: +91 92979 09004

PRACTICALS IN ACTION (Classroom Vibes)

Training in Action



THE GRIND. THE HUSTLE. THE RESULTS.

From theory to execution, every day at MIDM is a step closer to professional mastery. Whether it's analyzing a live SEO audit or launching a real Facebook Ad campaign, our students are always in "Work Mode," gaining invaluable practical experience. Our curriculum is meticulously designed to bridge the gap between academic knowledge and industry demands, ensuring you're not just learning concepts, but actively applying them in real-world scenarios.

📄 "We don't simulate the industry. We bring the industry to the classroom."



Digital Marketing Seminars & Workshops

Empowering Motihari's Youth Beyond Our Campus

MIDM is on a mission to spread digital literacy across Bihar. We conduct regular Seminars, Workshops, and Guest Lectures in leading colleges and schools to make students aware of the vast career opportunities available in the digital age. Our outreach initiative aims to equip the next generation with essential skills and knowledge to thrive in a rapidly evolving global economy, right here in Motihari and beyond.

Workshop Topics: What We Cover in Our Seminars

The End of the Govt Job Trap

Understanding why the private sector and digital skills are pivotal for future career growth.

AI in Education

Practical guidance on how students can leverage AI tools like ChatGPT for enhanced learning and productivity.

Career Guidance

Navigating career choices after 12th grade or graduation, focusing on high-demand digital roles.

Cyber Safety & Digital Hygiene

Essential tips and best practices for staying safe and responsible online in today's digital landscape.

Want MIDM to conduct a Free Seminar at your College? Contact our Outreach Team Today.



College Connect Program

Bridging the Skill Gap

Connecting Academia with Industry

Traditional degrees often lack the practical job skills demanded by today's rapidly evolving market. MIDM actively partners with local educational institutions to bridge this critical gap. We provide complimentary, tailor-made sessions for final-year students, equipping them with essential digital competencies and preparing them for a successful transition into the corporate world.

Why Colleges Partner With Us:

Skill Development

We upgrade students with modern, in-demand tech skills, making them highly competitive in the job market.

Placement Edge

Our programs enhance graduate employability, offering them a significant advantage in securing desirable roles post-graduation.

Faculty Development

We offer specialized training for faculty members, keeping them abreast of the latest digital trends and tools.

UPCOMING SEMINARS AT:

- Leading Colleges in Motihari
- Management Institutes in Bihar
- Polytechnic & ITI Centers

School & Corporate Training

Beyond Colleges: Schools & Corporates

School Awareness Drive: "Catch Them Young"

Recognizing that digital literacy is as fundamental as mathematics in the 21st century, MIDM extends its educational outreach beyond college campuses to schools. We conduct dynamic and interactive sessions specifically designed for high school students (Classes 9-12). These workshops aim to empower the next generation with crucial digital skills and responsible online practices from an early age, fostering a foundation for future success.

Our engaging sessions cover vital topics such as:

- **Safe Social Media Usage:** Guiding students on responsible interactions and privacy management in the digital sphere.
- **Introduction to Coding & AI:** Demystifying foundational concepts of programming and artificial intelligence, sparking curiosity in emerging technologies.
- **Building a Positive Digital Footprint:** Educating on the long-term impact of online presence and strategies for cultivating a professional digital identity.



Corporate & Business Training: "Digital Business Transformation"

For Motihari's thriving business community and ambitious working professionals, MIDM offers specialized weekend workshops tailored to accelerate digital transformation. These intensive programs provide practical, actionable strategies for leveraging digital tools to enhance business operations, expand market reach, and boost productivity. Our goal is to equip local enterprises and individuals with the competitive edge needed to flourish in the digital economy.

Our executive workshops focus on:

- **Taking Your Local Business Online:** Comprehensive guidance on establishing a strong online presence through Google Maps optimization, social media marketing, and e-commerce fundamentals.
- **Lead Generation for Real Estate & Retail:** Advanced tactics for attracting qualified leads and converting them into loyal customers using targeted digital campaigns.
- **AI Tools for Business Productivity:** Practical implementation of AI-powered solutions to streamline workflows, automate tasks, and gain data-driven insights for smarter decision-making.

"Education is the most powerful weapon which you can use to change the world."



Industry Connect & Expert Sessions

Bringing Delhi & Bangalore to Motihari

We believe in learning from the best. Beyond our comprehensive curriculum, MIDM organizes monthly Guest Lectures and dynamic Webinars, connecting our students directly with industry leaders. These sessions feature top digital marketing professionals and agency owners from major metropolitan hubs, bringing cutting-edge insights and real-world expertise right to Motihari.

This unique initiative ensures our students gain invaluable perspectives on current industry practices, emerging trends, and the future landscape of digital marketing, all without having to leave our campus.

Why Guest Sessions?

Latest Trends

Learn what's happening right now in the rapidly evolving digital industry.

Networking

Connect directly with professionals working in big brands and leading agencies.

Real Q&A

Ask your questions and get direct answers from experienced agency owners and specialists.

Upcoming Expert Topics:

- **The Future of AI in Years to Come:** Navigating the next wave of artificial intelligence in marketing.
- **How to Scale a Freelance Business:** Strategies for growing your independent digital marketing career.
- **Cracking the Google Algorithm:** Deep dive into SEO best practices for higher rankings.
- **Performance Marketing Secrets:** Maximizing ROI with data-driven advertising campaigns.

Personality Development & Soft Skills

Building Confidence to Win

Technical skills can get you through the door, but soft skills secure your position and drive your career forward. At MIDM, we understand that hesitation can often be a barrier to success for many students. Our comprehensive curriculum integrates dedicated Grooming Sessions designed to transform your personality, boost your confidence, and refine your professional presence. We empower you to articulate your ideas effectively, navigate professional settings with ease, and ultimately, win in your career path.

What We Polish: The Transformation



Public Speaking

Overcoming the fear of the stage and articulating your thoughts clearly and persuasively.



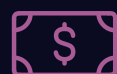
Corporate Communication

Mastering professional email etiquette, report writing, and effective team interactions.



Body Language

Developing confident posture, making impactful eye contact, and mastering interview etiquette.



Client Negotiation

Learning strategies for successful negotiation, especially when engaging with international clients.

"Confidence is the first key to success. We will help you find yours."



Your Convocation Day

Celebrate Your Transformation

The journey at MIDM concludes with a grand Convocation Ceremony. This is not just about receiving a certificate; it's about celebrating your transition from a "Student" to a "Digital Professional." We believe in marking this significant milestone with an event that honors your hard work, dedication, and newfound expertise.

It's a moment of pride, not only for you but also for your family, friends, and the entire MIDM community, as you step confidently into the world of digital marketing.

What You Earn:

MIDM Course Completion Certificate

A badge of excellence, proof of your practical training, live projects, and agency-style experience.

Internship Experience Letter

Concrete proof of your practical work and real-world application of skills, making you job-ready from day one.

Alumni Status

Lifetime membership to the exclusive MIDM community, offering continuous networking opportunities, mentorship, and access to advanced resources.

"Picture yourself here. The next success story could be YOU."



Events & Celebrations

Work Hard, Play Hard



The 24-Hour Digital Hackathon

A competitive event where teams race to build a website and launch a campaign in 24 hours. Test your speed and strategy in this high-energy challenge designed to push your digital skills to the limit.



Cultural Celebrations

We believe in fostering a vibrant community spirit. Our campus comes alive as we celebrate every festival with joy, creating a family-like atmosphere. Diwali, Holi, and Saraswati Puja are celebrated with full enthusiasm, bringing students together in memorable cultural experiences.



Quiz & Debate Contests

Sharpen your mind and hone your analytical skills with our weekly digital marketing quizzes and engaging debates on trending industry topics. These contests provide a fun platform to test your knowledge, articulate your ideas, and stay updated on the latest in the digital world.

Help your learning journey progress by connecting with like-minded individuals. Join our vibrant community of learners and professionals for your online digital marketing journey. Engage, learn, and grow together in a supportive environment.

As a student



Join Our Digital Community

Stay Updated with the Digital World

Follow us for daily digital marketing tips, insights into the latest AI tools, and valuable career advice. Our channels are a hub of free resources designed to keep you ahead in the fast-evolving digital landscape. Don't miss out on essential updates and engaging content!

- Instagram: [@midm.motihari](#)
- Facebook: [/MotihariDigitalMarketing](#)
- LinkedIn: [/company/digitalmarketingmotihari/](#)

Why Students Trust MIDM:



Quality Curriculum

Comprehensive and industry-relevant modules



Expert Mentors

Guidance from seasoned professionals



Practical Support

Hands-on training and real-world projects

"Check our Social Media for Student Success Stories and Demo Class Feedback!"

Connect With Us | www.digitalmarketingmotihari.com | Book a Free Demo Class → WhatsApp: +91 92979 09004



Frequently Asked Questions

→ **Q: My English is not very strong. Can I still learn Digital Marketing?**

A: Absolutely! Digital Marketing is about strategy, not just language. At MIDM, we teach in a practical mix of Hindi & English to ensure you grasp every concept clearly and confidently. Additionally, our integrated soft-skills training focuses on improving your professional English communication over time, preparing you for a global career.

→ **Q: Why should I choose this over Government Job preparation?**

A: The reality of government jobs in India is a success rate often below 1%. Digital Marketing, however, is a booming private sector with millions of job opportunities globally. With MIDM, in just 6 months, you acquire highly sought-after digital marketing skills that lead to income and career growth, unlike government exam preparation which can take years with no assured outcome.

→ **Q: Do I need coding knowledge or a technical degree?**

A: No, not at all! Core Digital Marketing disciplines like SEO, paid advertising, and social media management require zero coding. If you are comfortable browsing the internet and using social media platforms, you already possess the fundamental skills needed to excel in our course and the digital world.

→ **Q: What if I don't get a job immediately?**

A: Our comprehensive program includes dedicated Remote Job Training. Even before you secure a full-time position, we empower you with the knowledge and tools to find clients and start earning money from home. With the skills you gain at MIDM, you are never truly "unemployed"; you always have the ability to create your own opportunities.



Industries & Companies You Can Target

Your MIDM certification opens doors to a vast array of career paths in the dynamic world of digital marketing. From global corporations to local businesses, your skills will be in demand across industries eager for digital growth. We train you not just for a job, but for a thriving career where your expertise can make a tangible impact.

E-Commerce Giants



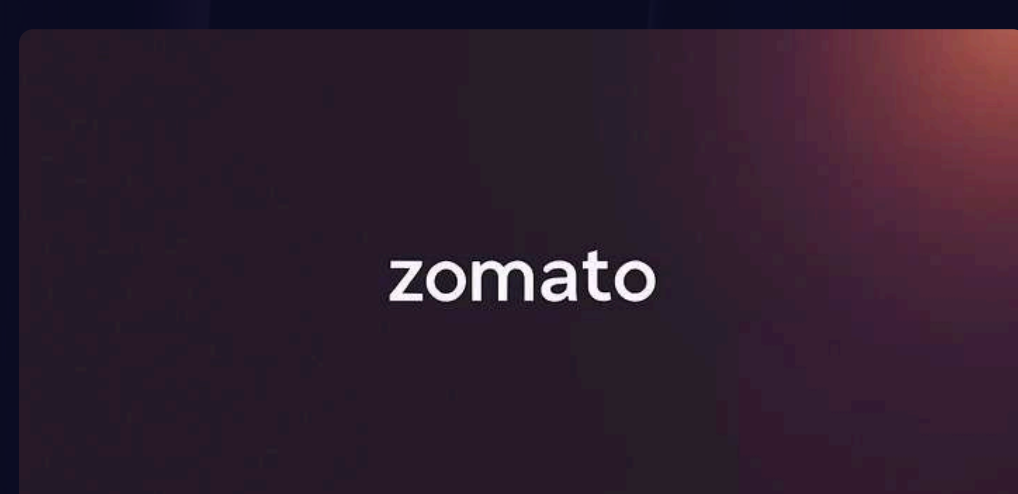
Master the strategies that power online retail. Digital marketers are essential for these platforms, orchestrating vast advertising campaigns, optimizing search engine visibility, and driving customer acquisition and sales growth.

Digital Agencies (The Recruiters)



These leading agencies are constantly seeking fresh talent to manage diverse client portfolios. They offer exciting opportunities to work on cutting-edge campaigns for various brands, often hiring thousands of fresh graduates annually.

Tech & High-Growth Startups



In the fast-paced world of technology and startups, growth marketers are indispensable. These companies rely on digital marketing to scale rapidly, acquire users, and build strong brand presence in competitive markets.

Local Business Growth



Even in Motihari and beyond, vital local sectors like real estate, healthcare, hospitality, and retail are rapidly embracing digital transformation. Your skills in social media management, local SEO, and online advertising are crucial for their expansion.

Our curriculum trains you to apply for jobs in these top sectors by providing practical, industry-relevant skills.

"From Motihari to MNCs - Your Skills Fit Everywhere."

Scholarships & Financial Aid

Making Quality Education Affordable

MIDM Merit Scholarship

Up to **20% OFF** for students who scored above 85% in their 10th or 12th Board Exams. We believe academic excellence should be rewarded, making high-quality digital education accessible to bright minds.

"Beti Padhao" Digital Initiative

Special **Flat Discount** for female students. This initiative is designed to encourage women empowerment in the digital sector, fostering diversity and innovation in the tech landscape.

Early Bird Offer

The **First 20 students** of every batch receive a Special Fee Waiver. Secure your spot early and benefit from this exclusive discount to kickstart your digital marketing career.

Easy EMI Options: We understand the value of money and are committed to making education accessible. Pay your fees in convenient monthly installments (EMIs) at **0% interest**, ensuring financial flexibility as you invest in your future. Our flexible payment plans are designed to ease your financial burden, allowing you to focus entirely on your studies.





Don't Let Another Year Pass. The Digital World is Waiting.


MIDM

MOTIHARI INSTITUTE OF DIGITAL MARKETING (MIDM)

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 **ADMISSIONS:** +91 9297909004

 **SUPPORT:** +91 9430450793

 **Website:** www.digitalmarketingmotihari.com

 **Email:** info@digitalmarketingmotihari.com

 FACEBOOK

 INSTAGRAM

 LINKEDIN

Follow the Revolution

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A Special Message for Parents

A Message to Respected Parents

Dear Guardians,

We understand your deepest aspirations. You envision a future for your child that is marked by a secure job, a respectable salary, and unwavering stability. For generations, the pursuit of a "Government Job" was perceived as the only reliable path to achieve this in our community.

However, the global landscape has undergone a profound transformation. Today, the private sector, particularly in the burgeoning fields of Digital Marketing and AI, presents career opportunities with earning potentials often surpassing many government positions. These roles offer the added advantages of zero transfers, allowing for greater personal stability, and often the flexibility of working from home, providing a modern and comfortable work environment.

At MIDM, we embrace the profound responsibility entrusted to us for your child's career trajectory. Our commitment extends beyond mere instruction; we meticulously discipline, professionally groom, and steadfastly prepare them to navigate the professional world with confidence and self-reliance.

Security: A Future Built on Skills

A robust, skill-based career in digital marketing is the most secure asset your child can possess, resilient against economic shifts and ever-evolving market demands.

Respect: Work for Global Brands

Your child will gain the expertise to contribute to and work with international brands and leading companies, earning recognition and professional esteem.

Growth: Immediate & Progressive Earnings

Unlike prolonged exam preparations, our program accelerates their path to earning. They will acquire job-ready skills that lead to income and career advancement within months.

"Trust us with their Education, and we will return them as Professionals."

Director, MIDM Motihari

www.digitalmarketingmotihari.com | Book a Free Demo Class → WhatsApp: +91 92979 09004

Student Enrolment Form

Complete this form to enroll in the MIDM program. [Get the Form Here.](#)

F

MIDM ADMISSION FORM Batch 2026-2027 | Form No: _____

Personal Details

Full Name: _____

Date of Birth: _____ Gender: _____

Father's Name: _____

Phone Number: _____ WhatsApp: _____

Email ID: _____

Address: _____

Educational Background

Highest Qualification: (10th / 12th / Graduate / Post-Grad)

College/School Name: _____

Course Selection

Masters in Digital Marketing (6 Months)

Advanced Digital Marketing (3 Months)

Customized Modules

Goals

Why do you want to join MIDM?

To Get a Job

To Start a Business

To become a Remote Worker

Student Signature: _____ Guardian Signature: _____

--- For Office Use Only ---

Counselor Name: _____ Date: _____