

# World's most practical course on how to make **Effective Digital Marketing Strategies**

by doers who make effective strategies on the go



**Join our 6-week  
instructor-led hybrid**  
(online + reading + instructor led)  
certification & training program

- ✓ 12 powerful & structured sessions
- ✓ 100+ hours of reading materials
- ✓ 8-10 PM (Tue & Thu or Wed & Fri)
- ✓ Get free access to DMU Learning Portal

Get a taste of what it means to possess powerful,  
logical structural thinking and become an unbeatable strategist.

An initiative of



**DIGITAL  
MARKETING**  
UNIVERSITY.COM

“People often say that I am brilliant, I am out of the world, workaholic thus brilliant, as I create very effective strategies very quickly :). When I sit in a meeting with some company, I speak in simple language that everyone can understand - no complicated jargons. This comes out as the most convincing strategy. I wish I were brilliant or creative, I am none of it. I am very logical, I have built one of the largest digital marketing teams in India using a structured training. There was no Philip Kotler in the digital world, so I started writing under Web Kotler, demystifying many of the complex decisions. I will share with you the step-by-step approach on how to create a structure and at each structure, you can go as deep as you want. This is our initial class in India, so enjoy the special prices. Later these classes will go 4x the prices. As they say, early bird catches the worm, best wishes to all of you, let's make more logical, dedicated, professional, and effective digital marketing leaders for our growing industry. Enjoy the growth ride.”



**Aji Issac Mathew**

Chief Mentor | [www.digitalmarketinguniversity.com](http://www.digitalmarketinguniversity.com)

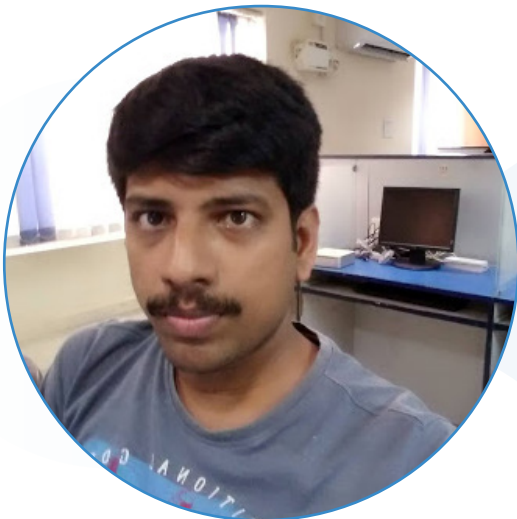
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## Key highlights:

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Why is it that some people are able to make amazing strategies and others are grappling with it? Why some strategies give amazing results and others don't. Are you using opinion as a strategy or are you using the structure to plan a concrete strategy that may churn results? The knowledge that you possess makes a big difference. In the past, our parent company hired dozens of freshers and many out of them are working with companies with international reputes. The reason being the structures that they learned made them a pro in strategy building and planning.



“Just after working here for 4 years, I’ve got a raise of 7x using the structures I learned, now I am working as a Head of Marketing”

**Shafi Ahmed, Chennai**

## Is this course for you?

This course is more suited for professionals, entrepreneurs, growing CXOs and people who do strategy plus execution. If you are a very Senior CXO, please drop us an email, we have a very specific shorter version course for Senior CXO starting soon. For students and freshers, we have different courses. If you are a professional, this is a great course to learn new paradigms.

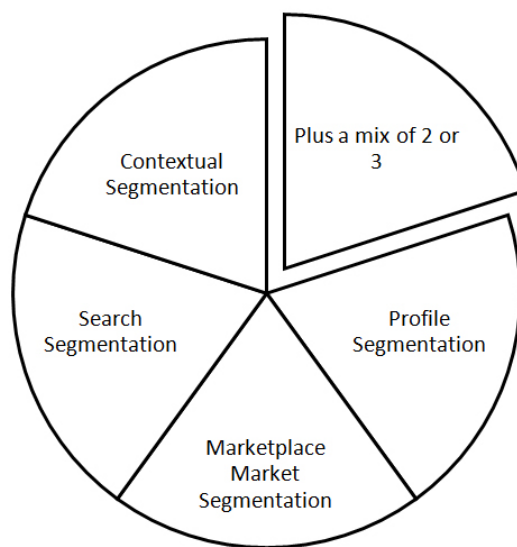
## Highlight #1:

# Digital TG Segmentation

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Digital TG Segmentation including search TG segmentation based on keyword groups, profile TG segmentation based on demographic, behavior, and other factors. This is key to making strategies that really work.

## Target Group (TG)



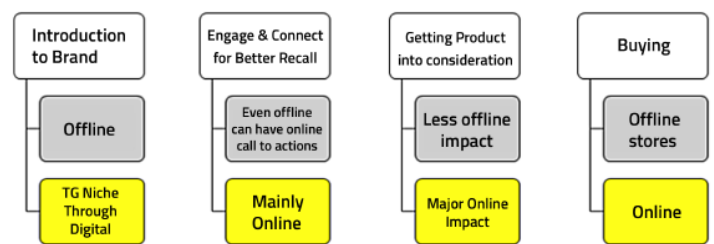
Segmentation was always the most easy concept to understand and the most difficult one to master, it takes years to master segmentation (the right way). Even the expert marketer sometimes get the segmentation on digital wrong as it has market specification For instance, On Search you don't get demographic, you only get keyword segmentation but while doing remarketing you can do some mix of 2 markets.

Also, your brand TG can be different from sales TG, this is one main reason why some people love Facebook ads and some discard it as a waste of money. We have generated great business using all channels (from business to business it different, learn how). Learn the secrets of mastering the segmentation and TG-Channel-Message mix.

## Highlight #2:

# Channel selection excel sheet that helps you select the right channels

The ever-expansive options of digital marketing strategies can befuddle business owners looking to promote their product. Digitalization has introduced new platforms and technologies, radically shifting customers' expectations for interacting with businesses. Tempting as it may be, effective marketing does not necessarily mean you have to be active on every digital platform available. To maintain effectiveness for greater success, you should kick off your digital marketing campaign with the right selection of digital channels.



Digital marketing is good at niche targeting whereas the mainstream marketing targets the broad masses. For instance, a bank will do a TVC explaining the benefits in general but they may put an ad targeting all the chefs on how to get a loan for their restaurant business. Digital plan has a very crucial role to play thereafter, be it engagement or consideration.

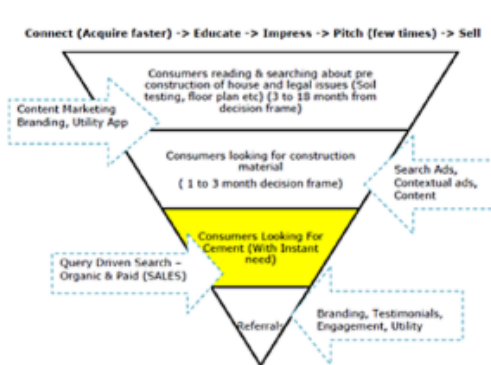
	Awareness	Engagement	Consideratio	Purchase	Repeat buy / Loyalty
KPIs	Reach Right TG	Connects Frequency	Leads Lead Score Lead CPA	Presence at all sales point, Sales CPA	Repeat purchase % LTV
Channels	Paid Ads, Organic SEO,Campaigns, Social Media Referrals, Email Marketing	Social Media, Remarketing, Email, Apps, Utility, Marketing Automation Usability	Paid Ads Organic SEO CRO ORM	Usability ORM CRO Marketing Automation	Email App Custom Social Ads Remarketing
Things to	Things to	Call To Action To	Information &	Messaging For	Funnel
Notice	Connect	Personalisation	Consideration	Optimization	

Different channels play a different role at different phases of the customer buying cycle. This changes from industry to industry and business to business.

## Highlight #3:

# Right message and CTA for every TG-Channel combination

Today, marketers are under pressure to create a premium, personalized experience across a dynamic and growing number of customer channels. The opportunity is immense, but only if you can consistently target the right audience, at the right time with the right message across those channels. If you do, it can help improve the customer experience and perception of your brand – increasing conversion rates and deepening loyalty – while also helping to optimize your marketing spend and performance. But how do you do that? Answer is simple, with the right message and CTA combination. Let's look at some of the structures we use:



At different stages of the funnel:

- The metrics will change
- The channels will change
- The CTAs will change
- The messaging will change
- The offering will change

The CTAs can also change, this is where we don't do enough innovation, we call it 95% syndrome, that last 5% of the work which gives a huge return which is often ignored due lack of energy (and understanding).

Right TG along with the channels				
Influencer				
End Customer				
Reseller				
Big Buyer				
Employee				
...				
Paid				
Organic				
Branding				
Others				
And then you look at the markets and message type				
	Search	Profile	Contextual	Marketplace
Video				
Text				
Images				
Local / Map				
Mobile				

## Highlight #4:

# The 12+ strategy components and how to get them right. This is where a true structure and secret emerge to speed track the right strategy making

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Whenever I sit in a large strategy meeting irrespective of which country I am in, the meeting ends up with a lot of discussion, a lot of pointers but no clear direction. This is where we are good at. We define strategy by strategy components, whether it is a PPC strategy or digital marketing mix strategy, there are some components or cells which form the overall strategy. We will help you understand it.

**Example: For social media updates, the strategy components can be**

- Objective of social media (Hygiene, branding, sales, repeat sales, referrals, virality) Goals
- Target group according to goals
- Budget for the goals
- Social Media Channels & why
- Ad & Update mix
- Post types
- Post timings
- Post buckets
- Post CTAs

and many more (this is just an example of it). In every strategy meeting, you must sit with the components and finish the components one after the other and you will have a stronger actionable strategy.



Also it can be followed by with a checklist. Did we cover it all? Here's an example of an annual strategy plan.

Activities	Rating out of 10	Notes
Are DM objectives clear (branding, specific events, organic growth, short term?		
Do we have clear 3 to 4 top digital marketing goals with numbers?		
One year dashboard with numbers + next two years approx numbers		
Total yearly budget, team, tools, media		
One team leader at your level who will own it		
Teams that will work on it		
Is your Target Group clear?		
Is message to TG clear?		
Did you identify markets that are good for TG and goals?		
Are our assets ready or are we ready to invest in assets?		
Based on dependency, did we put a review mechanism?		

## Highlight #5:

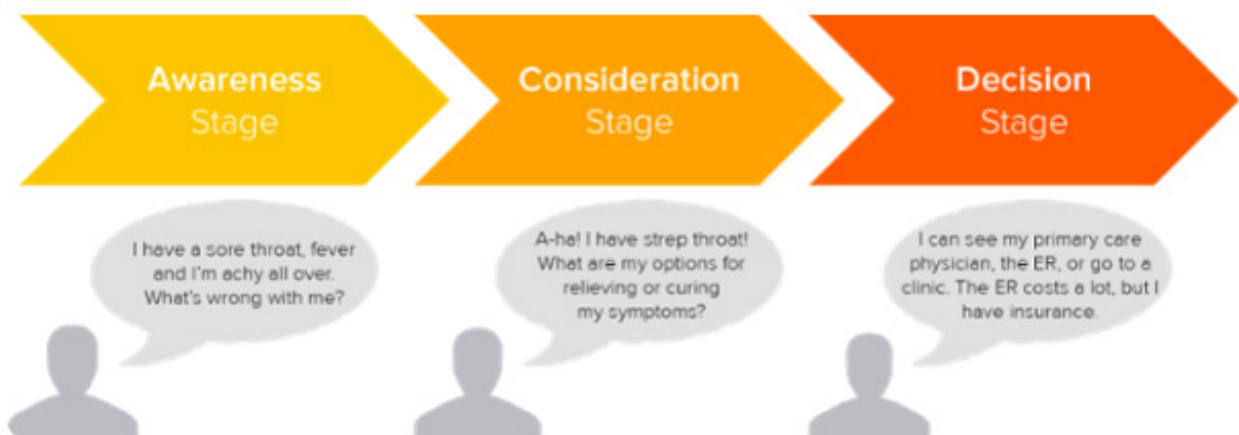
# How to make ads for different channels, TG, and buyer stages?

It's no secret that simply making ads doesn't make a brand successful; ads have to be placed strategically in front of the right audiences. You also know that in this day and age, advertising isn't what it used to be. There's more competition than ever, more consumers with niche interests to cater your message to, and more means by which to reach them. In many ways it's a revolutionary time with great opportunity to be inventive, tactical, and dynamic. But, in other ways, it's daunting, overwhelming, and competitive. Good news is, we can help you with the perfect strategies to do it right.

**When we talk about the buyer journey, we're typically talking about 3 stages:**

- Awareness
- Consideration
- Decision

While different sources may throw in a few extra stages here and there, but the general consensus is that those are the Big Three. So let's break those down a little.



We will focus separately on this in one of our modules.

## Highlight #6:

# How to optimize landing pages with right CTAs for better result?

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At times most of your ad budgets result in bringing traffic to landing pages, this is an industry in itself, also known as CRO (Conversion Rate Optimization). For example, if you are bringing 1,00,000 traffic to your page at a cost of \$1 a click with a 1% conversion rate then you get 1,000 sales at a cost of \$100k, with an improvement of conversion rate from 1% to 2%, it is not equivalent to bringing another 100k traffic but more as every increase in traffic is more costly. It is one of the most high-paying departments in our industry. I will cover the top basic structures. For more details I will give you the URLs to read more. CRO is a different course which covers it in detail.

## Highlight #7:

# How to have the right mix of people in the team and agencies? People factor is critical too. What to outsource and what to keep it inhouse?

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4 digital markets, how everything falls under it. Tools that are critical for all research and strategy. The most consolidated list. And much more ...

## Highlight #8:

# How to manage budget, understand 1:4:12 rule of budgeting, a major mistake that professionals are forced to make. Also, see examples of 3-year budget planning

We understand budget planning is a lot better than other activities as we have done it from a few thousands to few crores a year. And we have done it effectively.

	200					
	In Lakhs	Asset building & Improving	Asset Maintenance	Enhancers	Paid Ads (Leads )	Paid Ads Branding
Feb-Mar		IHB assets			Google search	
Approx costing (Lakhs)	35	25			10	
Q1		IHB assets (iOS & improving it further)		Basic automation		
Approx costing (Lakhs)	48	10		3	15	20
Q2		Influencers assets		Integrations		
Approx costing (Lakhs)	39	10	2	2	15	10
Q3		Dealers & Franchisee		Integrations		
Approx costing (Lakhs)	39	10	2	2	15	10
Q4		improving all				
Approx costing (Lakhs)	39	10	2	2	15	10

This is a sample, where we have created a 2 crore plan for one of the businesses (this was their first year on digital).

## Trainer:

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**Aji Issac Mathew,**  
Chief Mentor,  
digitalmarketinguniversity.com  
CEO, Indus Net TechShu

With 16 years' experience of high-end digital success, Aji is a senior member of WebMasterWorld.com, Moz, and an author at Entrepreneur.com. He is also a visiting faculty at top Indian and International business schools including XLRI, IIFT, UPD.edu, and speaker at LikeMinds, SetSquared, Digital Fest, Realty+, CII, and many more conferences and independent workshops across the UK, Indonesia & India.

Last month, Aji was invited as a keynote speaker at the UK Parliament to address business leaders and also take digital marketing sessions at the prestigious University of Southampton. As of today, Aji has trained over 5000 students & entrepreneurs.

# Course Modules:

Learn how to develop an effective digital strategy for your organization and gain clear insight into the complexities of planning, strategic management, and reporting.

## A+ grade Course Syllabus – This is core difference

This is designed by A+ grade thought leaders, doers who are creating success stories every day and channel researchers who knows what are the quick wins of 2019.

Digital is very powerful provided used correctly. The biggest challenge is the vastness it offers. One can spend the whole year working on various things but get very little result or spend some limited time on few selected areas to get exception results. Also it offers few things which other marketing channels may not offer like niche-group branding, research just before sales (some industries have 80%+ market here) etc. Some of it is very critical for SMEs. Did you know over 95% of the business units are SMEs? Being really good at Digital marketing can also help you get very good salaries in SMEs, this career option is very critical for everyone esp when the market is bad.

The biggest gain is there is less supply, a lot lesser than the demand, we are talking about A+ grade professionals, in digital this is the only crowd which will enjoy the true digital growth as they create the max impact. Look at the course we have:

### Key highlights

1. Digital TG Segmentation including search TG segmentation based of keyword groups, profile TG segmentation based of demographic and behaviour etc. This is key to strategy
2. Channel Selection excel sheet that helps you select the right channels
3. Right message and CTA for every TG-Channel combination
4. The 12+ strategy components and how to get it right. This is where a true structure and secret emerges to speed track right strategy making.
5. How to make ads for different channels, TG and buyer stages
6. How to optimize landing pages with right CTAs for better result
7. How to manage budget, understand 1:4:12 rule of budgeting, a major mistake that professionals are forced to make. Also see examples of 3 year budget planning.
8. How to create Digital marketing dashboard for reviews.
9. How to conduct digital marketing reviews the right way.
10. Core marketing principles and how it impacts your digital marketing, how to get your positioning right for digital
11. How to have the right mix of people in the team and agencies, people factor is critical too, what to outsource, what to keep it inhouse.
12. 4 digital markets, how everything falls under it.
13. Tools that are critical for all research and strategy. The most consolidated list.
14. And much more ....

It aint like other digital marketing courses, this is A+ grade, that makes you ready for industry, that enables you to learn more and attach to your structure, the USP is, what you learn on Sunday changes your Monday, plain and simple, most practical classes ever. At DMU we focus on actionable advice (see what people say about us), so our training sessions help individuals learn the core strategic concepts of digital marketing from a business perspective and learn the best practices for digital communications.

**See do get**

## There is mindset, skill set and tool set

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### Attitude of digital marketing professionals

- Think more about customers and business
- I know it all, My customer is an idiot
- Disrespect to others, they never work from heart
- Knowledge is one part of the story, intention and character is the true success story
- Think win-win, think of others before thinking of your win
- Professional, manager, leader and Entrepreneur within you
- Reading material: Business canvas
- How to be a problem solver
- Level 5 leaders
- Fall in love with problems, problems thus we are



# Marketing fundamentals

- 7Ps of Marketing
- Target Markets, Positioning, and Segmentation
- Offerings and Brands
- Value and Satisfaction
- Why people buy
- Type of customers
- Formulated Marketing
- Competition – Direct and indirect
- Hedgehog principle
- Red sea – Blue sea
- Product – Core Product, Actual product, Expected product, Potential product & Augmented product
- Pricing the offering

## Digital Industry changes

- From Search Engines to Social media
- From information to Entertainment
- From anonymity to identity

## Where digital leaders are created

- Search
- Information -> Wisdom
- Communication
- Mobile
- Ecommerce
- Recommendation





**Week  
01**

## Module 1

### Introduction to our Digital Marketing Strategy & Planning journey

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- a. What it means to be good at digital marketing strategy, what it means in real sense. Different components of it.
- b. Let's start with true role of marketing – What is the role of the marketing according to you?
- c. Digital marketing definition that stitches it all.
- d. Attitude that makes a huge difference
- e. Marketing fundamentals
- f. Introduction to course and getting along for a long journey of perfection
- g. Assignment: Since the business owners funds the marketing, they have certain expectation, marketing in silo is not purposeful. Prepare a business questionnaire, what you will ask business to understand the business better as describe in the class: Reading & dmU. [digitalmarketinguniversity.com](https://digitalmarketinguniversity.com) Business model canvas
- h. Go through [dmu.digitalmarketinguniversity.com](https://dmu.digitalmarketinguniversity.com) as much as you can
- i. Quiz: What are the possible outcomes expected for digital promotions? We discussed over 7 outcomes, can you list it down.



**Week  
01**

## Module 2

### It all starts with knowing how to put goals – A very detailed session with examples

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- a. We will be using the OKR method to set goals, a life skill as a business leader, this can be extended to any phase of life.
- b. How it starts with draft, then weightages, then analysis (competitor, market, SWOT and TG analysis), how all this helps you getting objectives for 3 years, goals for a year, detailed numbers for each quarter, can be extended to months and weeks. With examples and exercise
- c. Short, mid and long term goals
- d. Branding, organic growth and sales mix
- e. Examples and case studies with every session
- f. Worksheet
- g. More reading materials
- h. Tasks and assignment
- i. Quiz
- j. Q&As





**Week  
02**

## **Module 3**

### Starting the strategy as per goals – Selecting TG, Selecting channels

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- a. Different types of digital markets
- b. POEM – How to select , how sometimes paid is cheaper than organic
- c. Different TGs
- d. Selecting different Channel
- e. Types of consumption within channels



**Week  
02**

## **Module 4**

### How to get the messaging right

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- a. Positioning
- b. Messaging for different TG – Different phase of customer
- c. Message for different channel
- d. Different CTA
- e. How to create right ads – value proposition



**Week  
03**

## **Module 5**

### Investment of assets, how to get assets right

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- a. Web
- b. Mobile
- c. Social
- d. Marketplace
- e. How to integrated
- f. Offline & Online integration



**Week  
03**

## Module 6

### How to allocate budget & define ROI

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- a. We have a budget allocation matrix with different components, based on goals this can be filled up. Also this can give you a rough roadmap for 3 years.
- b. LTV and FTV concept, what are the things in our hand to optimize for optimal CPA



**Week  
04**

## Module 7

### Channel strategy - Search

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- a. Paid , organic & branding (Paid Owned Earned)
- b. Strategy components, the core areas that impacts, structures to each paid channel. This is quickest way to get control over your ad campaigns. How to look at report, how to do analysis of existing campaigns etc.



**Week  
04**

## Module 8

### CRO:

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- a. Landing page optimization
- b. Learning the most effective ways of creating landing page, this is unlike any other training, this is based on your goals, customer funnels and the best practices. This is not only for PPC landing pages but also for organic traffic landing pages.



**Week  
05**

## Module 9

### Channel strategy – Social, profile & Content

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- a. Paid Owned Earned
- b. Hygiene – Investment for goals mix
- c. Content consolidation vs content creation for 2019
- d. Viral Content vs content for TG
- e. The best practices, the strategy components.



**Week  
05**

## Module 10

### Case discussions, Q&A, readings and more

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- a. In this module, we will discuss case studies from the industry and also touch upon advanced technologies and tools. Also, we will cover some aspects of tracking, marketing automation and tools. In addition, we will have a 1 Hr Q&A from the trainees.
- b. How to make a right team, dashboard, reviews and improve execution. This is a great session on , will also help in how to hire right people for your team.
- c. See more trends, example and know how to stay updated
- d. Based on the Q&A touching some of the common areas of concerns, also showing some of the advanced campaigns to give you an idea about possibilities. This will give you great idea on how to come up with new campaigns and ideas.



**Week  
06**

## Module 11

### Analytics , Marketing, automation

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- a. Making sense of Google analytics
- b. Other analytics, how tracking actually works
- c. How is voice tracking happening, privacy issues



**Week  
06**

## Module 12

### Full Strategy Component continues along with analytics, big data and full funnel tracking

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- a. How tracking works, different options you have for tracking along with understanding the full elements of strategy making.

### Some philosophies of our training

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Not all trains are same, we don't believe in training, we believe in help you learn. It is easy to train difficult to make you learn.

High clarity among the leaders: We understand that courses delivered by experts (doers) are different than non-doers, their conviction is different, their clarity is different, it comes with a challenge of scalability, so we have gone the right hybrid model of expert reading, expert video, expert facilitation Based on Principles

- Based on multiple school of thoughts
- Based on marketing fundamentals

# Certification:

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Complete the program successfully with 70% attendance and pass the test for the certificate. You also get an official DMU Alumni Status to be part of a community of Marketing Leaders in India.

Note: This is only for paid candidates, any complimentary pass will not be eligible for certificate.



# About DMU

A World where Digital Marketing Knowledge Converts to Digital Marketing Wisdom.

**DMU is born to provide Structured Digital Marketing knowledge gained from practitioners to learners. We envision a world where institutions, businesses, and professionals are supported with the right knowledge and through continuous & structured learning.**

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## 5 Reasons Why You Should Consider DMU



### Experiences Talks About Our Credibility

Hands-on experience working with companies globally across multiple industries.



### A Team Of Entrepreneurs & Intrapreneurs

Trainers are successful entrepreneurs and industry leaders who are running companies which are truly digital.



### Frameworks That Yield Result

Get tested structures for goal setting, budgeting, channel prioritization, tool selection etc designed for faster returns on investments.



### Simplified Scaling Up A Digital Marketing Team

We have build a robust team of 750 people adding value to the lives of millions in the digital space. Hence, learn the art to built a scalable digital team



### Learn On The Go With Flexible Timings

Learn from anywhere, anytime with highly interactive and experiential workshops with 24\*7 support to make your learning experience seamless.

# Trusted By Some Of The Most Esteemed Organizations

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## Business Schools



## Corporates



## Global Conferences



## Indian Conferences





So far DMU has trained over 5000 Entrepreneurs ,Digital Marketing Professionals and Students in India, UK and Indonesia.



Aji taking sessions  
at University of South Hampton

Keynote by Aji Issac  
at House of Lords, London



Aji talking about customer centricity  
at LikeMinds Festival

A class full of business leaders  
at UPH, Indonesia



Full-length training  
at Indian Institute of Foreign Trade

# What they say about our courses

## About the Training



The content is very good as it allows you to implement learnings right away to the projects. Concepts on competitor analysis, web visits, & budgeting are way better than others.



**RAKER DJAJA**  
UPH Indonesia



I remember it to be amongst the best subjects I have studied in MBA. Live demonstrations and conceptual assignments gave us a hand on an understanding of the subject. Highly recommended.



**PARUL CHANDRA**  
IIFT



A real eye-opener to the vast ocean of possibilities that exists in the social media domain. A must attend for those who want to capitalize on that.



**ANINDITAA D CHACKRABORTY**  
Travel Abound



Session covered the Digital Marketing in overall perspective. Instructor was very knowledgeable and patient in handling a wide range of questions on the subject.



**SIDDHANT GARG**  
Banyancraft.com



Budgeting is a complex task in digital. However, the structures demonstrated in the workshop to plan digital marketing spend seem to be really useful.



The workshop was exciting and worth every minute. It was highly informative and gave useful insights about digital from a marketing perspective.



**VINEET BANSAL**  
Edominer Systems Pvt Ltd

## About the Trainer



**Sumanta Paul**

Google Analytics & Adwords  
Certified Digital Marketing  
Lead at ThirdEye Data

I feel myself lucky that I could start my career under Aji Sir's guidance in Grmtech. I actually learned Internet marketing & SEO from Aji Sir. Also gained knowledge about content writing & blogging from him. He is a roll model. I wish him all the success in future endeavour.



**SOMIK GHOSH**

Consultant at Deloitte

I have come across very few people who are leaders in its truest sense. Aji is definitely one among them. Each time that i did, i learned something new. Be it leadership, people management or otherwise. The interest he takes in his employees is something that i had never seen before.



**Amit Pandey**

Head Programmatic Revenue  
& Ad Operations at Zee  
Media Corporation Limited

Aji has been one of the very few, and important people in my life who have contributed to my success. Everything that I know about Digital Marketing is because of the guidance and constant attention given to my work during my learning process. Aji is a true Digital Marketing enthusiast.



**Amit Kejriwal**

Building technology  
architecture for an innovative  
idea in travel industry -  
Travclan.com

I came to know about web marketing industry from Aji and I found his concepts were very clear. He had some innovative ideas which he is pursuing these days. Entrepreneurship is in his nature. Aji has all the traits of great leader. People feel very comfortable in his company.



**Anju .**

Senior Software Engineer at  
Aricent

I have known Aji briefly but in all interactions we have had I have always found him full of technical wealth and always ready for help. He is always open to new ideas. He is a true thinker which is demonstrated by his thoughts expressed in this blogs and his website.



**Bejoy George**

Senior Business Analyst at  
Emirates NBD

I have found that Aji is a very creative person and always has a good approach to new challenges. Professional and organized, his goal is to provide the best solution to his team strong analytical skills -He is a good communicator, smart and team player.



**Shyamali Deb**

HR Manager at IMRB  
International

Hi, Here are things that I learnt about Aji while working with him: 1. High Task Orientation 2. High Task Ownership 3. Very High IQ 4. Self Motivated 5. Likes to experiment with new ideas and technology and generates Hybrid ideas; a self enterprising individual. 6. Honest, dedicated and high integrity.



**Arnab Guhaniyogi**

Business Unit and Business  
Operations Manager at  
GlobalHunt

Aji is a detail oriented person in everything. I hv worked with him during my tenure at GRMTech in Kolkata & its been a pleasure.....He was the pillar of GRMTech during his association with the company.....speaks well, good listener, excellent executor, fantastic networker.....Good luck buddy.....Cheers!!!!



Led by the practitioners with

# over 20 years of experience

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## Abhishek Rungta | Chairman

University of Bath, United Kingdom

Abhishek Rungta is the co-founder and CEO of Indus Net Technologies, a 21-year-old digital success company with over 750 employees. He started the company with Rs 3000 and now has a turnover of Rs 60 crore. After doing his Bachelors from India he went on to do his MS in Multimedia Technology from the University of Bath, UK in 1999-2000.

Abhishek has invested in several emerging start-ups Plivo, IIM Jobs, Azoi Inc, iDubba, SecPanel, Shopo.in, LetsVenture, Eduora, Capricorn Gifting, CarSingh etc. Today, Indus Net Technologies operates out of India, UK, USA, Canada, Brazil, Singapore, Saudi Arabia, and UAE and has delivered over 11,000 projects in diverse industries.



## Aji Issac Mathew | CEO

IndusNet TechShu

With 16 years' experience of high-end digital success, Aji is a senior member of WebMasterWorld.com, Moz, and an author at Entrepreneur.com. He is also a visiting faculty at top Indian and International business schools including XLRI, IIFT, UPD.edu, and speaker at LikeMinds, SetSquared, Digital Fest, Realty+, CII, and many more conferences and independent workshops across the UK, Indonesia & India.

Last month, Aji was invited as a keynote speaker in the UK Parliament to address business leaders and also take digital marketing sessions at the prestigious, University of Southampton. As of today, Aji has trained over 5,000 students & entrepreneurs.



Led by the practitioners with

# over 20 years of experience

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## Debasish Biswas | Chief Advisor

A seasoned professional, transformational leader and deft strategist with knowledge, competency and skills transcending multiple sectors with overall experience spanning 27 years+ in Banking, Telecom, Insurance, Multi-level Marketing, Print & Electronic Media, Education & Skills development. Held executive positions as General Manager (ING Life Insurance & Tata Indicom), Vice President (Macmillan Education, Max New York Life Insurance & Star TV Network), Country Head (Chartered Institute of Management Accountants), CEO (BQ Global & Sakal International Interdisciplinary Learning Centre) and Chairman (Alpha Universal Group) - with work exposure in India, SE Asia, UK, Israel, Middle East & other international markets.

Over the last 12 years, he is acknowledged as a thought-leader and sector specialist in the domain of Education, Skilling, Coaching, Mentoring & Leadership Development in Educational Institutions, Corporates, Non-Profit Organizations and Public Sector Enterprises.



## Uttam Kumar | Program Director

Indian Institute of Foreign Trade (IB)

An MBA with specialization in International Business. Uttam is the person driving growth for DMU, one step at a time. Since the beginning of his career, Uttam has worked closely with the senior management team of companies like Tata Steel, IFB Agro, Emami Frank Ross, to drive growth through data, design, process and people. He is setting up a training & consulting unit inside the company to help businesses understand the power of digital and invest time and effort to build digital assets for the future.

In 2015-16, Uttam led a Global Training Program for a niche segment and touched upon lives of 100+ women from 21 countries, he has also led Save the Farmer fellowship program inviting young India join a movement to help farmers increase their earning by 2x every crop cycle which impacted lives of 2000+ farmers in 4 Indian states.



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