

IIDMEd

INDIAN INSTITUTE OF DIGITAL MARKETING EDUCATION



Crafting

Digital
leaders for
Tomorrow



WELCOME TO IIDME

At IIDME, we're dedicated to empowering individuals with the skills needed to excel in today's digital landscape. Our courses blend theory with practical applications, guided by experienced faculty and industry experts.

Our Mission

We are committed to delivering top-tier education, ensuring our students achieve the highest standards in their digital marketing endeavors.

Our Vision

IIDME's vision is to be the best resourceful digital marketing institute that can provide Industry-led training with the highest focus on quality. Focusing Education with experience towards excellence for employment and entrepreneurship.



What we Offer



1 Customized learning

2 Global Networking

3 Innovative Projects

4 Cutting edge tools

5 Certifications Pathway



Our Features

10+ years of Excellent Education

Industry Recognise courses with AI Technology

Courses curated by Subject Matter Experts

Learn to use 150+ Powerful Tools

Training through Industry Case Studies

Practical Hands-On Training Approach

Flexible Learning options with advanced learning

Get certification from Google, Meta and more

Mock Interview Preparation

Job Placement Assistance

Networking with Industry Professionals

Training to be Freelancer/ Operate Digital Agency

Benefits of Learning Digital Marketing

01

Career Growth: Versatile Skills

02

Market : High Demand

03

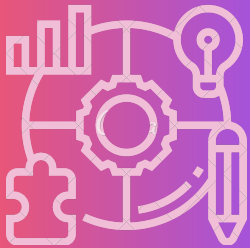
Creativity: Innovative Strategies

04

Income Potential: Lucrative Salaries

05

Global Reach: Borderless Market



IIDME Digital Marketing Certification Courses

BASIC DIGITAL MARKETING COURSES WITH AI

OBJECTIVE: Get 45+ hours of training. 20+ hours for hands on practical assignment. 6+ hours assignments discussions and evaluations.

MODULE 1

DIGITAL MARKETING WITH AI

Learn to create professional websites using WordPress. After completion of this module, you will easily be able to create websites in WordPress. May it be a small portfolio website, business website, or e-commerce website you will get a fair knowledge of creating it. You can create a stunning website for your business or you can take it as a profession by becoming a WordPress Website Developer

MODULE 2

ADVANCE CANVA DESIGNING WITH AI

Social Media is the most powerful tool that we use for Digital Marketing and it has become of utmost inevitable for all the brands to have their presence on social media channels. Learn the skills to engage your audience by creating awesome content, increase brand awareness, reach, and how to leverage different social media channels by making the brand popular on social media.

MODULE 3

WORDPRESS WEBSITE AND BLOG CREATION

Learn to create professional websites using WordPress. After completion of this module, you will easily be able to create websites in WordPress. May it be a small portfolio website, business website, or e-commerce website you will get a fair knowledge of creating it. You can create a stunning website for your business or you can take it as a profession by becoming a WordPress Website Developer

MODULE 4

CONTENT MARKETING

Learn to create a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and to drive profitable customer action. For digital marketing content is king, Content comes in many forms like simple text messages, infographics, and videos, learn how to promote the content on different digital marketing channels.

MODULE 5

SOCIAL MEDIA AND INFLUENCER MARKETING

Social Media is the most powerful tool that we use for Digital Marketing and it has become of utmost inevitable for all the brands to have their presence on social media channels. Learn the skills to engage your audience by creating awesome content, increase brand awareness, reach, and how to leverage different social media channels by making the brand popular on social media.

MODULE 6

SEARCH ENGINE OPTIMIZATION (SEO)

Your audience searches for products, and services on Google which are need of the hour to be visible on the first page of Google for the brands so that people are easily able to know about your brand existence. Learn how to beat the competitor's presence and protocols by which ethically you can increase your brand/website visibility

MODULE 7

SEARCH ENGINE MARKETING – GOOGLE ADS WITH AI

For every business at some point in time, it becomes a need to do paid promotions for various reasons. Google Ads is the best tool which provides to fulfil your Goals. Learn the skills to increase conversions, get more leads, increase brand awareness traffic, design different promotional strategies required to promote your brands, and design the campaigns ensuring that you are fully benefited from the budget you are spending on your Ads.

MODULE 8

ECOMMERCE & MARKETPLACE MARKETING

Learn everything you need to start selling online, create e-commerce websites, Promote and sell through social media, sell on marketplaces, learn how to select the best marketplace platform for your brand and promote your e-commerce website and earn an attractive commission

IIDME Digital Marketing Certification Courses

BASIC DIGITAL MARKETING COURSES WITH AI

OBJECTIVE: Get 45+ hours of training. 20+ hours for hands on practical assignment. 6+ hours assignments discussions and evaluations.

MODULE 9

EMAIL MARKETING

Email Marketing is the oldest form of marketing, even before the era of digital marketing people used to do email marketing. Learn the techniques of how to promote business through email marketing and reach the right target audience. Learn the art of how to convince people to open your emails make them aware of your brand and increase sales.

MODULE 10

MONETIZATION WITH DIGITAL CHANNELS

Learn the tips and techniques through which you can monetize and start earning online with your own digital marketing assets like Website, Blogs, YouTube, Mobile Apps, you will also learn all about the policies, approvals preliminary required by you before initiating with AdSense account

MODULE 11

AFFILIATE MARKETING

Learn the process of earning a commission by promoting other companies or brand products through Affiliate marketing. Learn how you can create your own digital marketing assets, interact with different affiliate marketing channels, and start earning

MODULE 12

MOBILE MARKETING

70% of the population consumes information through smartphones. Learn different channels where mobile marketing is important including publishing the apps, marketing the apps, measuring the performance of your app, promoting the mobile apps, showcase the apps at the first position in app stores. Most people view websites through a mobile device, how to make your website mobile-friendly? and to optimize your website and responsive through a mobile device

MODULE 13

VIDEO PRODUCTION AND YOUTUBE MARKETING

Learn to produce professional-quality videos that stand out in a crowded digital landscape. Moreover, you'll explore the intricacies of YouTube marketing, discovering strategies to optimize your channel, increase visibility, and effectively monetize your content through ads, sponsorships, and other revenue streams.

MODULE 14

WEB ANALYTICS

Learn how you can leverage this tool and measure the performance of all your digital marketing channels, understand, and interpret the reports, and take necessary actions. Learn the skills to plan digital marketing strategies for brands to succeed online with different digital marketing channels.

MODULE 15

Bonus Modules

Learn to establish and grow a successful freelance career across various industries. You will learn essential skills such as client acquisition, negotiation, project management, time management, and effective communication.

Get Comprehensive knowledge of operating freelancing agency, Learners will acquire skills in business planning, legal and financial aspects, client acquisition and management, team building, project management, marketing and branding, client communication and negotiation, time management, and continuous learning

MODULE 16

REAL TIME INDUSTRY PROJECTS

Learners gain practical skills through industry-ready projects. These projects simulate real-world scenarios, fostering problem-solving abilities and collaboration. Learners work in teams to develop comprehensive strategies and solutions. Projects also serve as portfolio-building opportunities, showcasing learners' capabilities to potential employers. Continuous feedback ensures learners refine their skills for success in the dynamic digital marketing landscape.

IIDME Digital Marketing Certification Courses

ADVANCE DIGITAL WITH AI

OBJECTIVE: Get 90+ hours of training. 30+ hours for hands-on practical assignments. 8+ hours of assignments discussions and evaluations. **All 16 modules of Basic Digital Marketing WITH AI + below advanced modules will be covered**

MODULE 17

LEAD GENERATION AND CRO WITH AI

Learners will delve into the intersection of cutting-edge technology and marketing strategy. They'll master the art of leveraging AI tools to identify, attract, and convert leads effectively. Through hands-on exercises and case studies, they'll learn to optimize conversion funnels, personalize customer experiences, and maximize ROI using AI-driven insights

MODULE 18

MARKETING AUTOMATION

Learners will learn how to streamline and optimize repetitive marketing tasks using automated processes and technologies. They'll explore concepts such as email automation, lead nurturing, and campaign management.

MODULE 19

AI in Customer Relationship Management (CRM)

Learners will dive into the integration of artificial intelligence technologies within Customer Relationship Management systems. They will explore how AI enhances data analysis, customer segmentation, and predictive modelling to drive personalized interactions and improve overall customer experience.



IIDME Digital Marketing Certification Courses

SPECIALIZED / INDIVIDUAL COURSES

OBJECTIVE: If you want to upskill your digital marketing skills or only learn specific module then we can customize the course for you.

FACEBOOK AND INSTAGRAM MARKETING

SEARCH ENGINE OPTIMIZATION

ECOMMERCE AND MARKET PLACE MARKETING

SEARCH ENGINE MARKETING WITH AI

LEAD GENERATION AND CRO WITH AI

MONETIZING DIGITAL MARKETING CHANNELS

CAREER OPPORTUNITIES

YOU HAVE VARIED CAREER OPTIONS WITH DIGITAL MARKETING - THE MOST IN-DEMAND PROFESSIONAL.

DIGITAL MARKETING MANGER

EMAIL MARKETING SPECIALIST

SEO MANAGER

MOBILE MARKETING EXPERT

SEM SPECIALIST

WEB ANALYTICS EXECUTIVE

CONTENT MANAGER

DIGITAL MARKETER

SOCIAL MEDIA MANAGER

ONLINE MARKETING STRATEGIST

LEARNING OUTCOMES



BECOME A DIGITAL MARKETING SPECIALIST

CERTIFICATION



IIDME Certificate



Google Ads – 8 Certificate



Google Analytics Certificate



Facebook blueprint Certificate



Hubspot Inbound certificate



HubSpot Academy
Social Media Certified

Hubspot Social Media Marketing

TOOLS AND SOFTWARES

 **WooCommerce**

 **WordPress**

 **KWFinder**

Ubersuggest

zapier

Canva

 **shopify**

yoast

 **sendinblue**



Google Analytics

 **facebook Ads**

LinkedIn ads

Quora



Google My Business



Google Ads



Bulk WhatsApp Software

amazon



Google AdSense

 **envatoelements**

 **grammarly**

 **SEMRUSH**

MOZ
PRO

 **Hootsuite**

BuzzSumo

AI TOOLS

 **OpenAI ChatGPT 4.0**

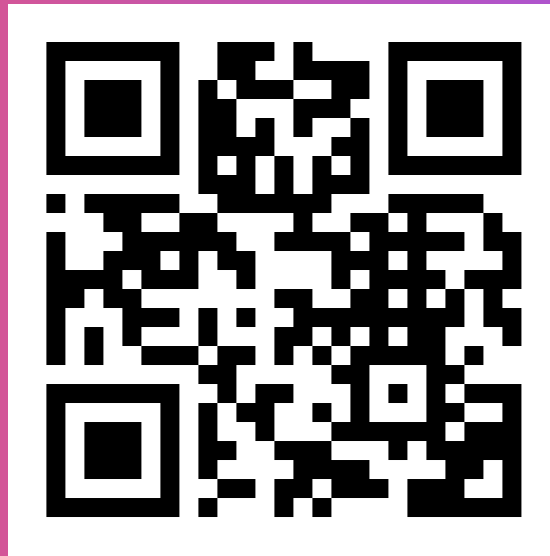
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resumaker.ai

UPOE

IIDME

SCAN TO KNOW MORE
ABOUT US



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