



**NIDM**  
**NATIONAL INSTITUTE OF**  
**DIGITAL MARKETING**  
(2011 - 2024)



# ENTREPRENEURSHIP DIGITAL MARKETING *Program*

India's most advanced program  
with AI concepts

Practical Training • 6 Months • 5 Years Support  
Ai Tools • Exp. Faculty • Internships • 14 Yrs Excellence



India's top Trainer  
**M.S KUMAR**

**50K+**  
STUDENTS TRAINED

**55+**  
MODULES COVERED

**Tools and  
Software  
will be issued**

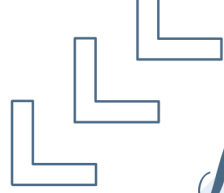
**15+**  
CERTIFICATIONS

**100%**  
PLACEMENTS



+91 7483 512 356

 [NIDMINDIA.COM](http://NIDMINDIA.COM)



# About

## NIDM NATIONAL INSTITUTE OF DIGITAL MARKETING



**NIDM INDIA-** was founded by Sri. M.S.Kumar In 2011 with a vision to create successful careers in the digital marketing industry, We have trained more than **50,000+ students, 4000+ batches with 100% Placements**, and conducted more than 1500+ corporate workshops for the top MNC companies in the world.

At NIDM India, we are dedicated to unlocking the potential of every individual by providing **top-notch digital marketing training and education.**

Our mission is to empower our students with the knowledge and skills they need to thrive in the **dynamic world of digital marketing.**

With a team of **experienced industry professionals and educators**, NIDM India offers comprehensive courses covering various digital marketing disciplines, including SEO, SEM, social media marketing, email marketing, content marketing, and **55+ more modules.**

Our cutting-edge curriculum is designed to equip our students with the **100+ latest digital marketing tools**, techniques, and strategies essential for success in the digital landscape.

What sets NIDM India apart is our commitment to **practical, hands-on learning.** **Real-world experience is crucial for mastering digital marketing**, so our courses are structured to provide ample opportunities for students to apply their knowledge in live projects and simulations.

Whether you're a seasoned marketing professional looking to upgrade your skills or a newcomer, NIDM India welcomes you to join our community and **embark on an enriching learning journey.**

We are passionate about nurturing the next generation of digital marketing leaders and look forward to helping you achieve your professional goals.

**Join NIDM India today and take the first step towards a successful career in digital marketing.**

**50K+**  
STUDENTS

**4K+**  
BATCHES

**1500+**  
WORKSHOPS

**14**  
YEARS EXCELLENCE







# **Ai** EDMP COURSE

## Overview



At NIDM India, we offer a comprehensive **Entrepreneurship and Digital Marketing Program** with **AI tools** designed to equip individuals with the knowledge and skills necessary to excel in the digital marketing landscape and thrive as entrepreneurs. Our program is tailored to provide a blend of theoretical knowledge and practical training, ensuring students are well-prepared for the **dynamic world of Digital Marketing and Entrepreneurship**.

### ✔ Comprehensive Curriculum:

Our program encompasses over 55+ modules, 100+ tools, and AI tools covering a wide range of digital marketing disciplines, including SEO, SEM, social media marketing, email marketing, content marketing, ...

### ✔ Practical Learning:

Students have the opportunity to work on real-time projects, gaining hands-on experience and agency-based learning to apply their knowledge in practical scenarios.

### ✔ Industry Expertise:

Learn from experienced industry professionals and educators who bring real-world insights and expertise to the program.

### ✔ Real Time Projects

We offer 100% Practical Sessions on Real time Projects to gain experience.



### ✔ Internship and Certification:

The program offers internship opportunities and provides 10+ certifications, ensuring that students are well-prepared to enter the workforce with recognized credentials.

### ✔ Entrepreneurship Focus:

Our program also emphasizes entrepreneurship, providing students with the knowledge and skills necessary to navigate the startup & entrepreneurial landscape, develop business strategies, and leverage digital marketing for business growth and success.

### ✔ Career Opportunities:

Upon completion of the program with our guidance, students can pursue diverse career paths in digital marketing, with the potential for lucrative compensation and opportunities for growth.

**The Entrepreneurship and Digital Marketing with AI tools Program at NIDM India** is designed to empower individuals with the **expertise and practical experience** needed to thrive in the digital marketing industry and excel as entrepreneurs. Focusing on practical learning, industry expertise, and **100% placement support**, our program is tailored to prepare students for successful careers in the **Dynamic world of Digital Marketing**.

**Join NIDM India today and embark on a rewarding journey towards mastering digital marketing and entrepreneurship.**



## Who can apply for

### **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING



As more businesses move online and innovative new technologies keep developing, the growth in digital marketing continues to surge. The way we communicate and interact with brands is now predominantly done online, which means businesses that don't utilize digital marketing tools will inevitably get left behind.

Digital marketing continues to grow in popularity as businesses move online. **Over 60% of the world's population uses the internet for an average of seven hours daily.** The field of digital marketing is diverse and offers many different opportunities like social media marketing, web optimization, Paid ads, SEO, Mobile, Email marketing, and more. For these reasons, learning digital marketing can open doors to **economic opportunities for businesses.**

- ✔ Marketing Executives, Marketing Managers, Brand Managers and Digital Marketing Managers who want to take their career to the next level.
- ✔ Directors and senior leaders who want to shape a digital marketing strategy, build their brand and create an integrated approach to digital across the organisation.
- ✔ Students who want advanced skills in digital marketing to fast track their career.
- ✔ IT Managers, Product Managers, Sales Managers etc who are looking to broaden their skills and work more collaboratively to accelerate digital transformation in their organisation.
- ✔ CEOs and entrepreneurs who want to grow their business online with digital marketing strategies.
- ✔ Anyone looking to build AI skills to future-proof their career and become a freelance.

## What you will Learn

- ✔ Analyse digital marketing models and apply these models in practice.
- ✔ Evaluate the challenges and opportunities to use digital channels to meet marketing objectives.
- ✔ Evaluate the relationship between customer experience and organizational performance.
- ✔ Understand SEO, Paid Ads, Content Marketing, and marketing techniques from Industry experts.
- ✔ Assess digital marketing activities within an organization and learn AI tools.
- ✔ Evaluate the different techniques and behaviors for supporting personal and professional effectiveness.





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

## Course contents



### **1 DIGITAL MARKETING FUNDAMENTALS**

- Overview of Digital Marketing
- Types of Digital Marketing Channels
- Understanding Consumer persona
- Domain, Website, and Hosting

### **2 MARKET RESEARCH & ANALYSIS**

- Marketing Mix
- Types of online traffic
- Competitor analysis tools
- Digital Marketing KPI's
- Competitor analysis template

### **3 KEYWORD RESEARCH**

- Different types of keywords
- What is Keyword Research?
- What are long-tail keywords?
- Google Keyword Tool tutorial
- How to perform keyword research step-by-step
- What is keyword difficulty?
- How to choose the right keywords?

### **4 INTRODUCTION TO SEO**

- How Search Engines Work
- Crawling and Indexing
- What is SEO
- Why SEO is important?
- Technical SEO Basics
- On-Page SEO Basics
- Off-Page SEO Basics
- SEO career prospects

### **5 ON-PAGE SEO**

- What is On-Page SEO
- On-page SEO factors
- Site Structure
- Page Title Optimization
- URL Optimization
- Canonical URLs
- Meta tags
- H1 Tag Optimization
- Content SEO
- Internal Linking and SEO
- Image SEO and Video SEO
- Robots.txt
- Sitemap.xml
- On-page SEO tools
- On-Page SEO Checklist

### **6 OFF PAGE SEO**

- What is Page Rank
- What is Off-Page SEO
- Do and NoFollow Links
- How to approach link Building?
- Link Building Secrets
- How to get strong links from premium websites
- How to remove bad backlinks from Google search
- Off-Page SEO Checklist







# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

## Course contents



### **7 TECHNICAL SEO**

- What is Technical SEO
- Google Search Console
- XML Sitemap Optimization
- Schema Markup and SEO
- Breadcrumbs
- Multilingual websites
- The 404 Page
- What is PageSpeed?
- How to Speed Up Your Website
- Measure Your PageSpeed
- Website speed Checklist
- Penalization
- Broken Links
- Moz pro, SEM rush, iwebchk,...
- Technical SEO Checklist

### **8 ECOMMERCE SEO**

- Benefits of SEO for Online Shops
- Keywords Research for eCommerce Websites
- Keywords Research for Category and Product Pages
- Keyword Research for an E-commerce
- Product URL Optimization
- Product Description
- Product Reviews and Ratings
- User Generated Content
- Cross Selling
- Conversion Optimization Elements
- Visual Components



### **9 CONTENT MARKETING**

- What is Content Marketing?
- Why Content Marketing?
- Types of content
- How to find topic ideas
- 4 Pillars of Content Marketing
- Content Marketing Matrix
- How to write content using AI tools & plagiarism checker
- Creating Content Calendar
- Storytelling using content
- Content Marketing Strategy
- Outstanding content marketing examples
- Freelancing opportunities

### **10 WORDPRESS**

- CMS Introduction
- How to install WordPress
- Free and paid Themes
- Themes and Customization
- Creating a website using Elementor
- Plugins, Posts and Pages
- SEO plugins to rank better
- Access 3000+ website themes
- Paid plugins & resources
- Freelancing opportunities





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

## Course contents



### **11** PAY PER CLICK - PPC

- What is PPC
- SEM Vs PPC
- PPC platforms
- Types of Ads
- Tools for PPC advertising
- What is a Landing page?
- Types of Landing pages
- CTA-Call to action setup
- Landing page tools and resources

### **12** GOOGLE ADWORDS

- What is Google Ads?
- How do Google Ads work?
- Types of Google Ads
- Account Structure
- Campaign Types
- Keyword & Display planner
- Search and Display Campaign
- Dynamic Search Campaign
- Remarketing Campaign
- Video, App, and Discovery Campaign
- Location Targeting
- Optimization and Quality Score
- Demographics Targeting
- CPC, CPA, ROAS, and CPM
- Bid Strategies and Audiences
- Budget Optimization
- Conversion Tracking
- Bing ads
- Google Certifications
- Freelancing opportunities

### **13** SOCIAL MEDIA MARKETING

- What is SMM?
- SMM platforms
- Benefits of SMM
- Choosing the right platform
- Post and Image size guidelines
- Creating posts using AI tools
- Creating reels and videos
- Social media management
- Creating a SMM strategy
- Social Media Checklist

### **14** FACEBOOK MARKETING

- Facebook introduction
- Facebook profile optimization
- Pages, Groups and Marketplace
- Facebook Business manager
- Facebook Ads & Campaigns
- Create a Facebook Pixel
- Pixel Website integration
- Custom Audiences
- Budget, Bidding, and billing
- Lookalike Audiences
- Retargeting Campaigns
- Campaign Monitoring
- Campaigns on Instagram
- Facebook Ads Checklist
- Facebook Marketing Strategy





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## Course contents



### 15 CANVA - DESIGNING

- Canva features
- Designing Templates
- Create a Logo: Pick a Colour Palette
- Marketing Brand Kit
- Social media post design
- Brochure & Poster design
- Smart Mockup Feature
- Animating Short Infomercial
- The Carousel Design
- Instagram story highlights
- Paid elements within Canva
- Presentation slides
- Color schemes
- Using the video tools
- Finding stock photos for free
- Canva pro access
- 10,000+ canva templates
- Live projects

### 16 YOUTUBE MARKETING

- Video creation tools
- Create Product and Ad videos
- How to Create a YouTube Channel
- Channel features and settings
- Featured Video & Custom URL
- Channel Keywords & Ranking
- Upload YouTube Videos
- How does YouTube Rank Videos
- Video Titles & Description Optimization
- Youtube analytics
- Making money from YouTube



### 17 INSTAGRAM MARKETING

- Why Instagram?
- Creation and Editing for Instagram Stories
- Generate ideas:
  - brainstorming
- Instagram features
- Creating reels and stories using Ai and mobile apps
- Content creation with AI
  - # tags AI tools
- Instagram profile analyser
- Instagram Analytics
- Instagram Ads
- Creating Marketing strategy

### 18 LINKEDIN MARKETING

- LinkedIn benefits
- Profile and Network on LinkedIn
- Company Pages and Groups
- LinkedIn Content Marketing
- Lead Generation & B2B Sales
- LinkedIn for Career & Job Search
- LinkedIn Analytics
- LinkedIn Advertising
  - Text, Image, and Video ads
- LinkedIn Growth strategy
- LinkedIn Tools and extensions







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### Course contents

#### **19** TWITTER-X MARKETING

- Twitter - X Benefits
- Twitter Profile Optimisation
- Twitter Features
- Tweet & Likes and tools
- How To Get Twitter Followers
- How To Use Hashtags Effectively
- Leverage Pinned Tweets & Threads
- Twitter Advertising & Analytics

#### **20** SOCIAL MEDIA STRATEGY

- Developing a Social Media Strategy
- Conduct a social media audit
- Social Media Listening and Monitoring
- Social Media KPI's & Tools
- Create a social media content calendar & Case studies
- Social media strategy template

#### **21** PRODUCT MARKETING

- What is Product Marketing?
- What is product positioning?
- Product Marketing Framework
- Product marketing vs product management
- Customer and market research
- Product Marketing Strategy
- Product Marketing Goals
- Product Go-to-Market Kit
- Case studies

#### **22** EMAIL MARKETING

- Introduction to Email Marketing
- Types of Email Marketing
- Email Template creation
- CTA - call to Action
- Bulk emailing tools
- Email funnel & work flow
- A/B testing & rules
- Mail chimp software

#### **23** MOBILE MARKETING

- What is Mobile Marketing
- Responsive web design
- Google AMP pages
- Push & Pull Marketing
- SMS marketing
- QR code marketing

#### **24** APP STORE OPTIMISATION

- What is ASO? - SEO Vs ASO
- App optimisation
- Title, Description & algorithm
- Reviews & Ratings
- How to get more installations
- Google and Apple store rules
- App Store Optimisation Checklist





## **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

### Course contents



#### **25 AFFILIATE MARKETING**

- What is Affiliate Marketing?
- How does Affiliate Marketing work?
- Affiliate marketing types
- How to pick your niche
- Affiliate platforms & Commissions
- How to promote products
- Payout and rules
- Affiliate marketing Blueprint

#### **26 GROWTH HACKING**

- What is Growth Hacking?
- Benefits of growth hacking
- Who is a growth hacker?
- Types of Growth Hacking
- Growth hacking tools
- Creating Viral Content
- How to get more followers

#### **27 GOOGLE ANALYTICS**

- Analytics & benefits
- Google analytics introduction
- How to integrate a website
- How to read data
- Components of Google Analytics
- Measuring traffic and conversions
- Customer Acquisition and Real-time
- Setting Goals on GA
- Generating Reports for clients
- Google Analytics Certification

#### **28 ECOMMERCE MARKETING**

- Understanding Ecommerce
- Types of business models
- Types of Ecommerce Marketing
- 5 C's of Ecommerce Marketing
- Ecommerce Advertising
- Ecommerce marketing strategy
- Ecommerce AI tools & platforms
- Case studies and projects
- Ecommerce planning kit

#### **29 INFLUENCER MARKETING**

- Influencer marketing stats & trends
- Why Should Brands Opt for Influencer Marketing?
- Platforms for Influencers
- Types of Influencers
- Social media Influencer
- How to choose your niche
- Choose the right influencers for your business.
- Instagram Influencer Strategy
- Youtube Influencer strategy
- How to Engage Influencers
- Influencer marketing strategy
- Case studies & Tools





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

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### **30 ONLINE REPUTATION MANAGEMENT**

- What Is Online Reputation Management
- ORM Strategies
- How To Start ORM
- ORM tools and research
- How to Monitor Social Platforms
- What To Do In A Social Media Crisis?
- Reputation Management Strategy
- ORM Case Studies

### **31 PERSONAL BRANDING**

- Overview of Personal Branding
- Steps to Become a Personal Branding Consultant
- Appearance, Behavior, Communication
- 7 pillars of personal branding
- The 5 Ps of Personal Branding
- Personal Branding Roadmap
- Build Your Online Presence with AI tools
- LinkedIn, Facebook, and Instagram
- Creating a personal marketing strategy
- Networking & Managing Strategy

### **32 CONVERSION RATE OPTIMIZATION**

- What is CRO?
- How to Calculate Conversion Rate
- CRO Techniques
- CRO journey & A/B Testing kit
- Website conversion funnel
- Implementing CRO strategy
- CRO planner template

### **33 MARKETING & SALES FUNNEL**

- What is Marketing funnel?
- Marketing Funnel stages
- Marketing Funnel metrics
- Types of Marketing funnels
- Create your marketing funnel
- Customer Retention and Churn Reduction
- Sales funnel Examples
- Sales funnel Template

### **34 Entrepreneurship: How To Start A Business From Business Idea**

- Introduction to Entrepreneurship
- Entrepreneurial opportunities
- Creativity and Innovation
- Vision and Opportunity
- People and Networks
- Your Business Idea
- The New Product
- Customers and Competitors
- Business Processes
- Business Model & Planning
- Marketing Models
- Building your team
- Managing Finances
- Funding Your Business
- AI Tools





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

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### **35** BRANDING & BRAND MANAGEMENT

- What is Branding?
- Important frameworks and principles
- Brand Purpose & Experience
- Brand Design & Delivery
- Creating a logo and color scheme
- Brand Identity and Strategy
- Storytelling in Branding
- Create a story for your brand
- Branding and Customer Experience
- Creative Advertising Concepts
- What Is Brand Management?
- Benefits of Brand Management
- Brand Management Techniques
- Requirements of a Brand Manager
- Case studies

### **36** CUSTOMER LIFE CYCLE

- What is the customer lifecycle?
- What is customer lifecycle management?
- The 5 customer lifecycle stages
- 6 steps to manage the customer lifecycle
- Examples
- Commitment to customers at all stages

### **37** CRM - SOFTWARES

- What is CRM? Definition + Benefits
- Customer life cycle in CRM
- What is CRM software?
- Essential blocks of a CRM
- Zoho, Hubspot & Bitrex 24 CRM

### **38** How to Start an Online Business

- Research your product idea
- online business ideas to start
- Prove your business idea is valid
- Create a business plan
- Choose a business name
- Fund your business
- Business structure
- Take care of the legal tasks
- Choose an Ecommerce platform
- Build your own website
- Selling on Market places
- Create a marketing plan
- Launch your online startup

### **39** Ways to Make Money Online

- Affiliate Marketing
- Selling on Amazon, Etsy,...
- Blogging
- Niche E-commerce
- Your Own YouTube Channel
- Selling E-books
- Selling Digital Products
- Offering consulting Services
- Canva design services
- Video Ads Services
- Blueprint to make money online
- Resources and tools





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

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### **40** DIGITAL MARKETING STRATEGY

- What Is a Digital Marketing Strategy?
- Examples of Digital Marketing Tactics
- SWOT Analysis
- AIDA model
- RACE Planning framework
- SMART Business Goals
- OSA - Opportunity, Strategy and action
- Engage in Market Segmentation
- Sales funnel templates
- Building a Digital Marketing Plan
- Campaign examples and case studies
- Marketing Plan Template

### **41** WHATSAPP MARKETING

- What is WhatsApp Business?
- WhatsApp Business features
- Customer service with WhatsApp
- Business & Examples
- Best Practices for WhatsApp Marketing
- WhatsApp Marketing Strategy with Wati tool

### **42** MARKETING AUTOMATION

- What is marketing automation?
- How marketing automation works
- The benefits of marketing automation
- How it impacts customers
- Marketing automation best practices
- Tools to automate your marketing campaigns, Mailchimp, Hubspot, and Zoho..

### **43** AI MARKETING AUTOMATION

- Understanding AI marketing automation
- Why should marketers adopt AI marketing automation?
- Applications of AI in marketing automation
- Implementation of AI marketing automation
- Emerging trends and advancements in AI marketing automation

### **44** GENERATIVE AI IN MARKETING

- What is generative AI in marketing?
- benefits of using generative AI in marketing
- Generative AI use cases in marketing
- Risks of using generative AI for marketing
- Best practices for implementing generative AI in marketing
- Generative AI tools for marketers
- What's next for generative AI in marketing?







# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

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### **45 CHAT GPT FOR MARKETING**

- Introduction to ChatGPT and OpenAI
- Unleashing the Power of ChatGPT
- The Applications of ChatGPT
- Benefits of using ChatGPT in marketing
- Engaging with ChatGPT
- How to Use ChatGPT for SEO
- Content Strategy with ChatGPT
- Content Creation with ChatGPT
- ChatGPT for social media
- ChatGPT for sales copy
- 30,000+ Prompts template
- ChatGPT tools Copy.ai, you.com,...

### **46 VIDEO MARKETING**

- What is video marketing?
- Types of marketing videos
- Benefits of video marketing
- How to create an effective, high-quality Video guidelines template
- Distribution channels for your videos
- Video Creation Tools Free & Paid
- Video marketing strategy

### **47 B2B MARKETING**

- What is B2B marketing?
- Why is B2B marketing important?
- difference between B2B and B2C
- B2B marketing strategies
- Major trends in B2B marketing
- B2B Platforms for marketing
- B2B marketing examples

### **48 DIRECT-TO-CONSUMER MARKETING**

- What is Direct-to-consumer D2C e-commerce?
- The benefits of D2C e-commerce marketing
- Demand for personalization
- D2C customer experience
- Content marketing for direct to consumer businesses
- E-commerce marketing techniques for D2C brands

### **49 MARKETING TOOLKITS**

- Digital Marketing Plan template
- Funnel Conversion Reporting Toolkit
- Social Competitor Analysis Tracker
- Social Media Calendar Template
- On-site SEO Audit Handbook
- Toolkit: SEO Keyword Research
- Digital Media Tracker and Planner
- Digital Marketing Strategy Research
- Content Marketing, Social media calendar Template





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

## Course contents



### **50 PERFORMANCE MARKETING**

- What is Performance Marketing?
- How is it Beneficial For Businesses?
- How Does Performance Marketing Work?
- Why choose a career in Performance Marketing?
- Types of Performance Marketing
- Audience Planning
- Google and Meta ads
- Media Planning for Performance Campaigns
- CRO - Conversion Rate Optimization

### **51 BUILDING MARKETING AGENCY**

- What Is a Digital Marketing Agency?
- Types of Digital Marketing Agencies
- Digital Agency Business Model
- Building Your Team & Blueprint
- Digital Agency pricing model
- Steps to Starting a Marketing Agency
- Tips to Attract Clients
- Tools Needed for Agency

### **52 GMB - GOOGLE MY BUSINESS**

- What is GMB?
- Benefits of GMB
- How to list a business on Google Maps?
- How to do Local SEO?
- Reviews & Ratings
- GMB Analytics & Checklist
- Rules and Tips for Lead Generation

### **53 LEAD GENERATION**

- Understanding Lead Generation Basics
- What's a Lead?
- SQL and MQL
- Components of a Lead
- Generation Campaign
- Lead Nurturing and Follow-Up
- Implementing a Successful Lead Generation Campaign

### **54 USER-GENERATED CONTENT**

- What is user-generated content (UGC)?
- Types of user-generated content
- Why user-generated content is important
- Case studies of user-generated content

### **55 PRACTICAL INTERNSHIP**

Digital marketing internship is an opportunity to gain practical knowledge and hands-on experience. By working alongside seasoned professionals, you'll not only learn the latest digital marketing techniques but also witness their real-world application.





# **Ai** ENTREPRENEURSHIP AND DIGITAL MARKETING

## Tools Covered

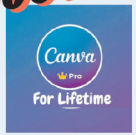


**AI TOOLS ADDED!** **200+** Tools covered

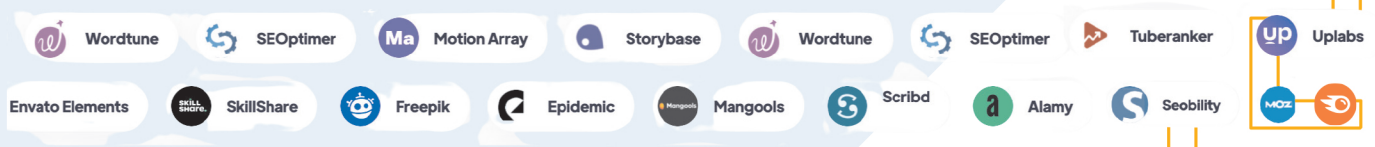
## ENTREPRENEURSHIP & DIGITAL MARKETING PROGRAM

- Industry Proven Practices
- Most Advanced course in India
- Live Instructor Led training
- 15+ Certifications
- Live Projects & Internships
- Life Time Student Support
- Tools and Software will be issued
- 100% Placement

**EXCLUSIVE TOOLS**



*Access to Premium tools for 3 months.*







**NIDM** NATIONAL INSTITUTE OF  
DIGITAL MARKETING

# NIDM 14 years excellence

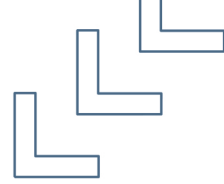
## OUR SUCCESS STORIES



### Our Previous Batches





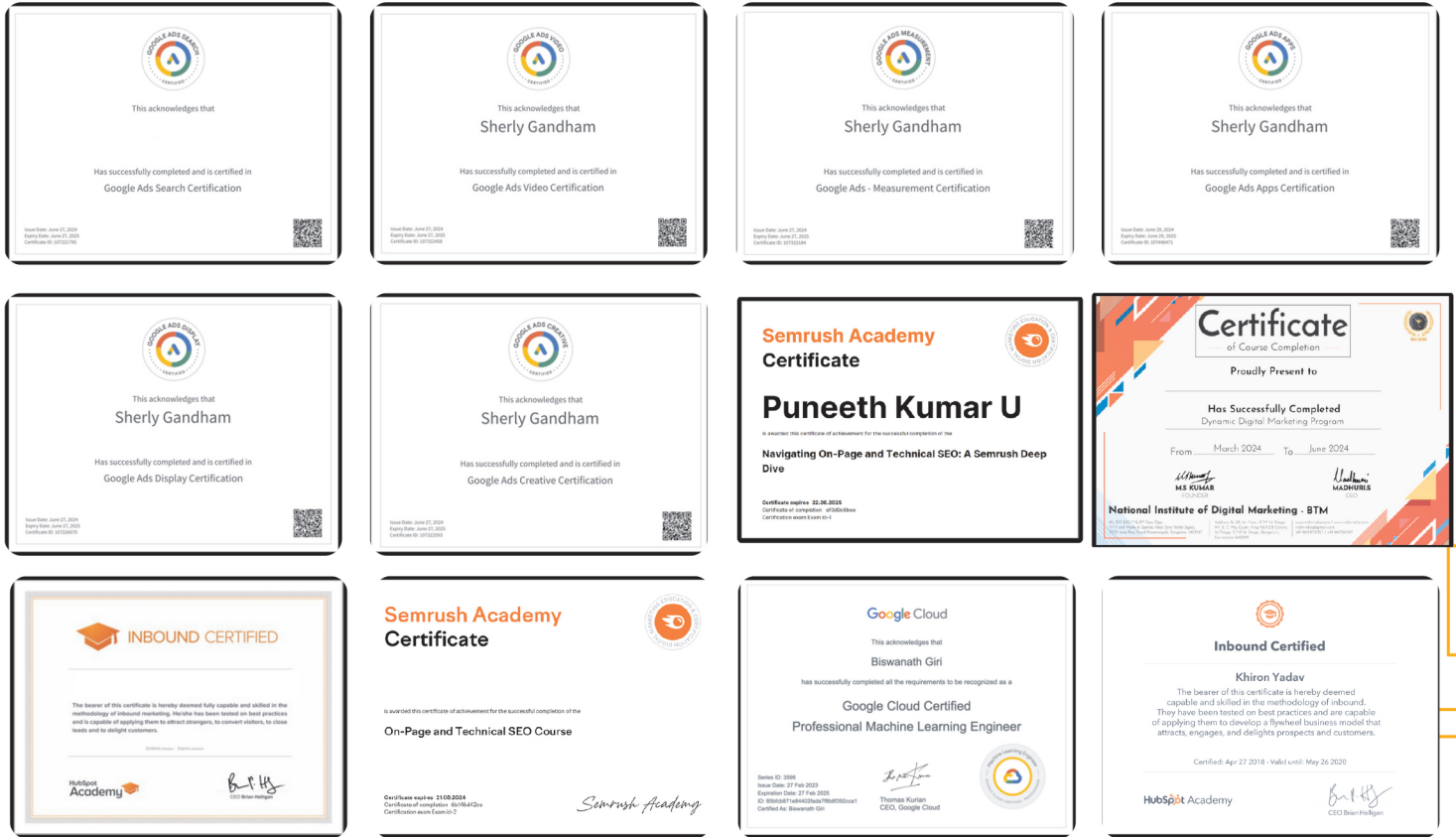


# NIDM Job Guarantee Program

## OUR ALUMNI WORKS IN



## OUR CERTIFICATIONS





**NIDM** NATIONAL INSTITUTE OF  
DIGITAL MARKETING



## JOIN EDMP INDIA'S MOST ADVANCED DIGITAL MARKETING PROGRAM



### Why Choose NIDM - AI Entrepreneurship & Digital Marketing Program



#### Agency Based Learning

We help every student to get hands-on experience on live projects with real-time strategies



#### Industry Expert trainers

Best in class trainers with more than 7+ yrs of practical experience in Digital Marketing



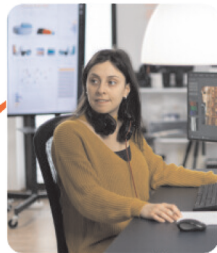
#### 200+ Marketing Tools

Yes, more than 200+ Digital marketing tools are taught with bonus materials & workbooks



#### 100% Job Placements

NIDM's dedicated Placement cell gives complete support in interview preparation



## Upskill Your Career & Be A Dynamic Marketer

Learn Digital Marketing from Industry experts and get hands-on Practical knowledge. Get Certified! Get Hired!

- »» 55+ Advanced Modules including AI
- »» Live Practical Training with industry experts
- »» Tools and Software will be issued
- »» Live Classes With 100% Practical Sessions
- »» 15+ International Certifications
- »» Startup Marketer certification
- »» Ebooks, Materials, and PPT's
- »» Resources, Templates, Software and Kits
- »» Get 3 months of unlimited access to paid tools
- »» LMS access for content
- »» Paid Internships & HR support
- »» 100% Job Placements

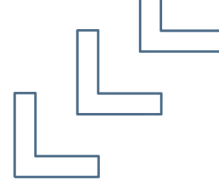


Industry Proven  
Practices



Most Advanced  
Marketing Strategies





# NIDM India's Top Rated Institute

## 5.0 CUSTOMER REVIEW **STUDENT TESTIMONIALS**



**ANEKANTH PRASAD**

"One of the best institute in south India, i had an excellent experience with skilled faculty and supportive staff throughout the course"

PLACED IN NP DIGITAL INDIA



**YASHIKA JAIN**

"NIDM significantly boosts learners career. I completed Advanced Digital marketing course, The support was excellent from NIDM"

PLACED IN MY HOUL STORE



**MEHULEE SINGH**

"Top Notch training, advanced concepts and practical experience, and unwavering support, Digital dreams soar here at NIDM"

PLACED IN COGNIZANT



**SWAMI NAIDU**

"Practical training and Internships were given more priority and students are trained with mock interviews and HR support"

PLACED IN TCS



**PRASAN NANDI**

"Interactive teaching, creative discussions, case studies, hands-on live projects and amazing & engaging learning environment"

PLACED IN TCL



**SONY SIMRAN**

"I have taken online training from NIDM, Expert trainers take extra care from classes to internships, amazing staff, grateful to the team"

PLACED IN AMAZON



**SHALINA DAZZ**

"I mastered Digital Marketing at NIDM, Thanks to excellent trainers for their continuous support, Highly recommended institute for digital marketing"

PLACED IN SWIGGY



**KOUSHIK KUMAR**

"Expert Faculty, Prime location, accessible team, diverse cultural exposure, highly recommended for digital marketing training"

PLACED IN JIO



**YOGESH TEJWANI**

"The faculty is very supportive, making it feel like family. Top notch trainings with fun activities and celebrations, love NIDM"

PLACED IN FLIPKART



**SHARMILA**

"I had wonderful experience at NIDM, I have learnt complete course with hands-on experience and got placed in Cognizant India"

PLACED IN NP DIGITAL INDIA



**VIKRAM KAPOOR**

"I would highly recommend NIDM for anyone seeking a digital marketing course, its a perfect choice which covers all concepts in detail"

PLACED IN MYNTRA



**S. KANAGAPRIYA**

"NIDM excels with its dynamic courses with advanced concepts, I got complete support for my placement in accenture india"

PLACED IN ACCENTURE



## CONTACT US



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