CERTIFIED AI DIGITAL MARKETER

NATIONAL INSTITUTE OF DIGITAL MARKETING - NIDM INDIA

14 YEARS EXCELLENCE

Why Ai Marketing?

Increased Efficiency: Automate repetitive tasks and free up marketers' time.

Improved Targeting: Identify and target the right audience with greater precision.

Enhanced Personalization: Deliver tailored experiences to individual customers.

Data-Driven Insights: Gain a deeper understanding of customer behavior and market trends.

Optimized Campaigns: Improve campaign performance and maximize ROI.

Better Decision-Making: Make informed choices based on accurate data and predictions.

"Future-proof your marketing skills with our AI-Integrated Digital Marketing Program."

NIDM INDIA -Ai Digital Marketing Program

AI Integrated

Valuable learning

- Most advanced curriculum for maximum industry relevance with experienced industry faculties and practical training.

- Dedicated course mentors for a comprehensive learning experience and real time Projects

Trusted Institute

- NIDM India has completed 14 years of service in digital marketing training.

- Students from 15+ countries have joined our courses. we have more than 50000+ satisfied trainees from all over the world.

TOP RATED

5.0 RATING ★★★★★

100% PLACEMENT GUARANTEED

NIDM India is a private organization that offers certificate courses in digital marketing and web design. It is not affiliated with any university or government organizations.

+91 7483512356, +91 9030111741   info@nidmindia.com   www.nidmindia.com

NATIONAL INSTITUTE OF DIGITAL MARKETING

Ai Digital Marketing Certification Program

This program is designed to transform you into a digital marketing expert and take your career to the next level. It caters to those who are looking for a new career in **digital marketing** or who want to improve their marketability to potential employers.

The digital marketing landscape is rapidly evolving, and **Artificial Intelligence (AI)** is at the forefront of this transformation. This program is designed to equip you with the knowledge and skills to leverage AI tools and techniques to enhance your marketing strategies, drive better results, and stay ahead of the curve.

WHAT YOU'LL LEARN ?

- Understand the fundamentals of AI and its applications in digital marketing.
- Master AI-powered tools for various marketing functions, including SEO, content creation, social media management, and advertising.
- Develop data-driven strategies and make informed decisions using AI insights.

WHAT MAKES NIDM UNIQUE?

Exclusive, Live Practical trainings: We are focused on providing you with content for learning relevant to India and abroad that includes case studies and the latest AI automation tools.

Enriched and jam-packed: Enrich with a complete bundle of sessions that includes videos and classroom tutorials from experts in the field.

WHY THE AI INTEGRATED DIGITAL MARKETING PROGRAM?

- **Competitive Advantage:** Leveraging AI tools helps marketers outperform competitors by optimizing campaigns and improving customer relationships.

- **Mastery of AI-Powered Tools:** The program enables you to master AI tools for SEO, content creation, social media, and advertising. Development of Data-Driven Strategies:

- **Optimization of Campaign ROI:** The program helps in optimizing marketing campaigns for maximum ROI and efficiency.

- **Personalization of Customer Experiences:** You'll gain skills to personalize customer experiences and improve engagement using AI.

14 YEARS EXCELLENCE

100% PLACEMENT GUARANTEED

AIDMP COURSE DETAILS

📋	**Duration : 4 Months**
⚙️	**Time : 2 Hours per day Mon-Friday**
🏅	**Certifications : 15+ Certifications Google & NIDM Certifications**
📖	**Live Practical Sessions**
💰	**Rs.3,00,000/- worth Tool Kits**

GET CERTIFIED! GET PLACED IN 4 MONTHS

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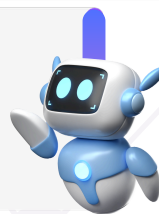
Our Program Starts From The Fundamentals Of Marketing, Focusing On Laying A Strong Foundation In Marketing And Digital Marketing, Covering Essential AI concepts Of Marketing Like Segmentation, Targeting & Positioning, Advertising & Sales Promotions, Integrated Marketing Communications, Product & Brand Management, Digital Models & Channels with free and paid ai tools.

MODULE 1 : Digital Marketing Introduction / Overview
▪ What is Digital Marketing? ▪ Digital Marketing v/s Traditional Marketing ▪ Why is Digital Marketing important? ▪ Skills You Need For Digital Marketing ▪ Digital Marketing Future/ Job Prospects

MODULE 2 : Domain, SSL and Hosting
▪ Domain name ▪ Domain Name Extensions ▪ How to pick the right name for Business ▪ DNPs ▪ What is SSL? ▪ What is Hosting? ▪ Types of Hosting spaces ▪ Integration

MODULE 3 : Keyword Planning and research
▪ What is a keyword? ▪ identify keywords ▪ Keyword match types ▪ SEO Keyword analysis tools ▪ Branded Keywords ▪ Difference between paid and organic keywords ▪ Keyword research tools & Resources

MODULE 4 : Search Engines
▪ What is a Search Engine? ▪ Types of Search Engines ▪ How does a Search Engine work? ▪ Search Algorithm ▪ Indexing ▪ Crawling ▪ Ranking ▪ Data centers

MODULE 5 : Search Engine Optimization
▪ What is a Search Engine Optimization? ▪ Why SEO is Important? ▪ Benefits of SEO ▪ SEO Vs Paid (SEM) ▪ Types of SEO Techniques ▪ ON-Page, Off Page, Image, Video SEO, Technical and Local SEO factors ▪ Understanding the basics of SEO

MODULE 6 : ON Page SEO
▪ What is ON Page SEO? ▪ ON Page SEO factors ▪ Website Architecture ▪ Layout Planning ▪ Types of Pages ▪ Title and Description ▪ URL & Canonicalization ▪ Content keywords density ▪ Plagairsm ▪ Duplicate content ▪ SItemap & Robots.txt ▪ SEO tools and guides

MODULE 7 : OFF Page SEO
What is Off-Page SEO ▪ What is Back Link? ▪ Benefits of OFF-Page SEO ▪ Do Follow and No Follow Links ▪ How to approach link Building? ▪ Link Building Secrets ▪ How to get strong links from premium websites ▪ How to remove bad backlinks from Google ▪ Off-Page SEO Checklist

MODULE 8 : Technical SEO
▪ What is Technical SEO ▪ Google Search Console ▪ Preferred Domain ▪ Crawling and Indexing ▪ Schema Markup and SEOBreadcrumbs ▪ Canonical URLS ▪ Multilingual websites ▪ The 404 Page Pagination ▪ Site Structure ▪ Technical SEO Checklist

MODULE 9 : Search Engine Marketing/ PPC
▪ Overview of SEM and PPC Campaigns ▪ What is Search Marketing? ▪ Types of ADs ▪ SEO Vs SEM ▪ Introduction to Pay Per Click ▪ Types of Ad Platforms ▪ How can SEM help your business? ▪ How to do search engine marketing

MODULE 10 : Landing Page
▪ What is a landing page? ▪ Home Page Vs Landing Page ▪ Types of Landing Pages ▪ Landing page best practices ▪ How to drive traffic to your landing pages ▪ Landing page builder ▪ Live Project experience

MODULE 11 : Competitor Analysis
▪ How to do a competitor analysis? ▪ 4 P's of Marketing, Marketing Mix. Competitor analysis tools ▪ Identifying current trends tools ▪ Competitive analysis excel template ▪ Marketing Mix workbook Template.

MODULE 12 :
AI-Driven SEO Content Generation Using AI tools (ChatGPT, Claude) for keyword clustering and content outlines Prompt engineering for long-form SEO content

Congratulations

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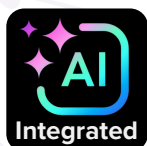
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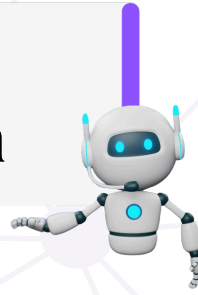
MODULE 13 : Google Adwords

· Introduction to Google Ads · What is Google Ads? · How do Google Ads work? · Account Structure · Campaign Types · Google Ads Keyword Types · Setup a Google Ads Account · Create a New Account · Types of Google Ads · What is Conversion Tracking? · Google Ads Conversion Tracking · How to Create Conversions in Google Ads · How to add Conversion Tracking Code to your Website. · Google Search Campaigns · What are Google Search Ads? · How to Create a Search Campaign · Google Display Campaigns · What are Google Display Ads? · How to Create a Display Campaign · Dynamic Search Ads · What are Dynamic Search Ads? · How to create a Dynamic Search Campaign · Video Ads · Remarketing Campaigns · What is a Remarketing Campaign? · How to Create a Remarketing Campaign · Discovery Campaigns · What are Discovery Campaigns? · How to Create a Discovery Campaign · Google Ads Optimization · Negative Keywords · Ads Optimization · Location Targeting · Optimization Score · Demographics Targeting · Audiences · Bid Strategies · Adding Audiences in Search Campaigns · Budget Optimization · Types of Audiences

· How to narrow down and Widen Audiences perfectly in Google Ads · Google Ads Billing settings · Optimizing Campaign for better results · CPC · CPM · CPA · Mobile Ads · In App Ads · Youtube Ads · CPC Bidding strategies · Sales Ads · Lead generation Ads · Conversion ads · Performance Max Ads · Creating Ad copies · Generative AI tools to write killer ad copy · Setting dashboard · Generating reports · Google Certifications · Practical Live Project

MODULE 14 : 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 · Find Duplicate content with plagiarism checker · Creating Content Calendar · Storytelling using content · Content Marketing Strategy · Outstanding content marketing examples Freelancing opportunities

MODULE 15 : Ecommerce SEO

· Benefits of SEO for Online Shops · Keyword research for eCommerce Websites · Keyword 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 · Examples

MODULE 16 : Social Media Marketing/ SMM

· 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

MODULE 17 : Facebook Marketing

· Facebook introduction · Facebook profile optimization · Pages, Groups and Marketplace · Facebook Engagement Ad manager Vs Business Manager · Facebook Business manager · Facebook Ads & Campaigns · Pixel Website integration · Creating Custom Audiences · Budgets, Bidding & Schedules for Facebook Ads · Facebook Campaign Planning · Facebook Retargeting Campaigns · Local Business Ads + Store Traffic · Lead Generation Ads · Lead Generation Ads vs Landing Page Conversion Ads · Facebook Marketing Strategy.

MODULE 18 : AI for Social Media Marketing

AI-powered social media listening and sentiment analysis · Automated social media management and scheduling · AI for influencer marketing and outreach · Chatbots for customer engagement and support · Using AI for ad targeting on social media

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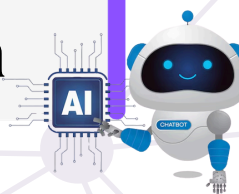
MODULE 19 : Instagram Marketing
· Why Instagram? · Creation and Editing for Instagram Stories · Generate ideas: brainstorming · Instagram features · Creating reels and stories using Ai and mobile apps · Content creation with AI · # tags AI tools · Instagram profile analyser · Instagram Analytics · Instagram Ads · Creating Marketing Strategy · Instagram influencer marketing · Instagram for business · freelancing

MODULE 20 : LinkedIn Marketing
· Introduction to LinkedIn · LinkedIn benefits · Profile and Network on LinkedIn · Linkedin for businesses · 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

MODULE 21 : 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 · Get 10,000+ Canva templates pre-designed · Live projects

MODULE 22 : 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 · Video SEO · Youtube strategy · Youtube analytics · Monetization-Making money from YouTube

MODULE 23 : 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-X Advertising & Analytics

MODULE 24 : 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

MODULE 25 : Email Marketing
· Introduction to Email Marketing · Types of Email Marketing · Email Template creation · CTA - call to Action · Bulk emailing tools · Email funnel & workflow · A/B testing & rules · Mail chimp software and email marketing tracking and Analytics tools with live projects.

MODULE 26 : AI for Content Marketing
- AI-driven content generation and copywriting
- Personalized content recommendations
- Content performance analysis and optimization
- AI for visual content creation (images, videos)
- Tools like ChatGPT, Bard, etc

MODULE 27 : Mobile Marketing
· What is Mobile Marketing · Responsive web design · Google AMP pages · Push & Pull Marketing · SMS marketing · QR code marketing · Whatsapp for Business · Whatsapp Marketing tools · Mobile Ads · Google in-app Ads · Google In-game ads · Responsive web designing · Mobile Marketing metrics · Examples of Mobile Marketing

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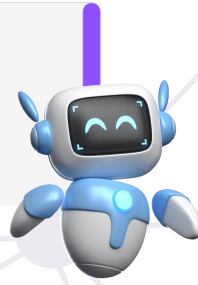
MODULE 28 : Affiliate Marketing

· 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 Amazon and Digistore24 affiliate networks

MODULE 29 : E-Commerce Marketing ·

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

MODULE 30 : Influencer Marketing · Introduction to

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 · How to become a Influencer
· Case studies & Tools

MODULE 31 : Google Analytics & Reporting

· 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
· Generating Reports for clients
· Google Analytics Certification

MODULE 32 : Chat GPT for Marketing

Unleashing the Power of ChatGPT
The Applications of ChatGPT
How to Use ChatGPT for SEO
Content Strategy,content Creation with ChatGPT
ChatGPT for social media, ChatGPT for sales copy
30,000+ Prompts template

MODULE 33 : Online Reputation Management-ORM

· What Is Online Reputation Management ORM
· 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

MODULE 34 : Generative Ai in Marketing

Generative AI use cases in marketing
Generative AI tools for marketers
What's next for generative AI in marketing?
How can you use generative AI in marketing automation platforms?

## MODULE 35 : HTML & CSS

· The Structure of an HTML Page · Core HTML Tags
· HTML Text Formatting & Decoration
· HTML Lists (Ordered, Unordered) · HTML Image Insertion · HTML Embedding Videos · Link Creation, Anchor Tags, Tables · Table Background Images
· Form Tags and Attributes - Buttons, Input Areas, Select Menus · Parts of a CSS Rule · CSS - Classes, Spans, Divisions · CSS Text Properties, Margins, & Padding · CSS Borders, Backgrounds, & Transparency
· CSS Positioning - Relative, Absolute, Fixed, Float, Clear
· CSS Z-Index, Styling Links, Tables

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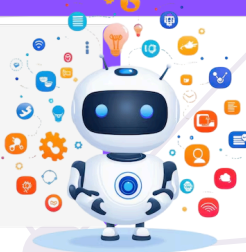
MODULE 36 : Personal Branding

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

MODULE 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

MODULE 38 : Digital Marketing Strategy

· What Is a Digital Marketing Strategy?
· Examples of · Digital Marketing Tactics
· SWOT Analysis · AIDA model · RACE Planning framework · SMART Business Goals · Sales funnel templates · Building a Digital Marketing Plan
· Campaign case studies
· Marketing Plan Template

MODULE 39 : Ai for Content Creation

· Ai Apps for image editing · ai Apps for Video editing · Create reels on mobile · Ai Images effects ·
· Apps for adding subtitles to video · Reels Maker tools · Thumbnail maker tools on mobile
· Ad creation tools & Ai apps · Explainary ai videos
· Social post creation tools · Ai video generation

MODULE 40 : Adobe Photoshop Essentials

· Introduction to adobe photoshop · tools and menus
· Designing images · Understanding layers · Brush and touchup effects · Text effects · Gradient effects · Filters
· Shapes ·Designing social media posts · Generative Ai tool of adobe photoshop

MODULE 41 : Adobe Firefly

· Adobe Firefly. The ultimate creative AI solution
· Generate video with Ai
· Text to image generation
· Creative logo creation
· generative Fill using firefly

MODULE 42 : Video Marketing Strategy

· 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

MODULE 43 : B2B & B2C 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 marketing examples

MODULE 44 : Google My Business - Local Search

· 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

MODULE 45 : UGC-User Generated Content

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

MODULE 46 : Digital Marketing Tool Kits

· Digital Marketing Plan template · Funnel Conversion Reporting Toolkit · Social Competitor Analysis Tracker · Social Media Calendar Template · Digital Marketing Strategy Research · Content Marketing, Social media calendar Template

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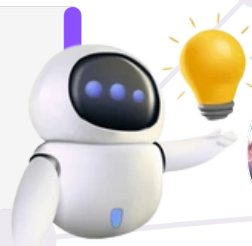
MODULE 47 : WordPress
· CMS Introduction · How to install WordPress · Free and paid Themes · Themes and Customization · Creating a website using Elementor · Plugins, Posts and Pages · SEO plugins to rank better · Access 3000+ website themes · Paid plugins & resources

MODULE 48 : Ai Mobile Apps for content
· Android apps · How to create ai images on mobile · social media posts · Ai apps for reels and story creation · Ai apps for content writing · Instagram ai generated video · How t create faceless videos · 30+ Apps

MODULE 49 : Ai tools for E-commerce
· How to use Ai for ecommerce
· How to generate product images using Ai
· Generate videos from product images using Ai tools
· Generate Online models for fashion industry products
· Create Ai generated product selling ads using Ai

MODULE 50 : Marketing Automation
· How does a content management system work?
· Examples of popular content management systems
· What is the best CMS platform?
· How to build a website with a content management system by using WordPress.

MODULE 51 : Marketing & Sales Funnel
· What is Marketing funnel? · Marketing Funnel stages · Marketing Funnel metrics · Types of Marketing funnels · Create your marketing funnel

MODULE 52 : Website Planning-Launch your Website
· Picking the right domain · Choosing the right hosting · Installing SSL · understanding CMS · Choosing the right Themes and Plugins. · Understanding SEO · Importing Demo Content · Launching the Website

MODULE 53 : Industry Live Projects
· Gain practical knowledge and hands-on experience. By working alongside seasoned professionals, you'll learn the latest digital marketing techniques and witness their real-world application.

MODULE 54 : Google Cerifications
· Get certified , Google ad words and google analytics .

MODULE 55 : Internship
Work on live website and client projects for 1-3 months and gain Internship certificate.

200+ AI TOOLS COVERED

Google Analytics · HubSpot · mailchimp · SEMRUSH · facebook · buffer · Canva · ahrefs · MOZ · Hootsuite · Ubersuggest · optinmonster · BuzzSumo · AdRoll · Google AdWords · Trello · sproutsocial · hotjar · Google Trends · Meta · Quora · similarweb · WordPress · ZOHO CRM · wordtune

AI INTEGRATED DIGITAL MARKETING PROGRAM-NIDM INDIA

- **Industry Proven Practices**
- **Most Advanced course in India**
- **Live Instructor Led training**
- **15+ Certifications**
- **Live Projects & Internships**
- **2 Years Student Support**
- **Rs. 3 Lakh Worth Tools**
- **100% MNC Placements**

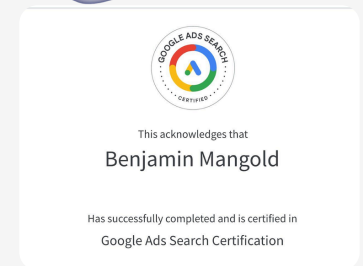**+91 7483512356, +91 9030111741**   **info@nidmindia.com**   **www.nidmindia.com**

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NIDM-AIDMP - 100% Job Placement Program

OUR ALUMNI WORKS IN

OUR CERTIFICATIONS
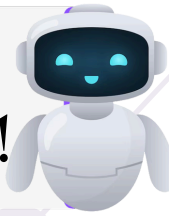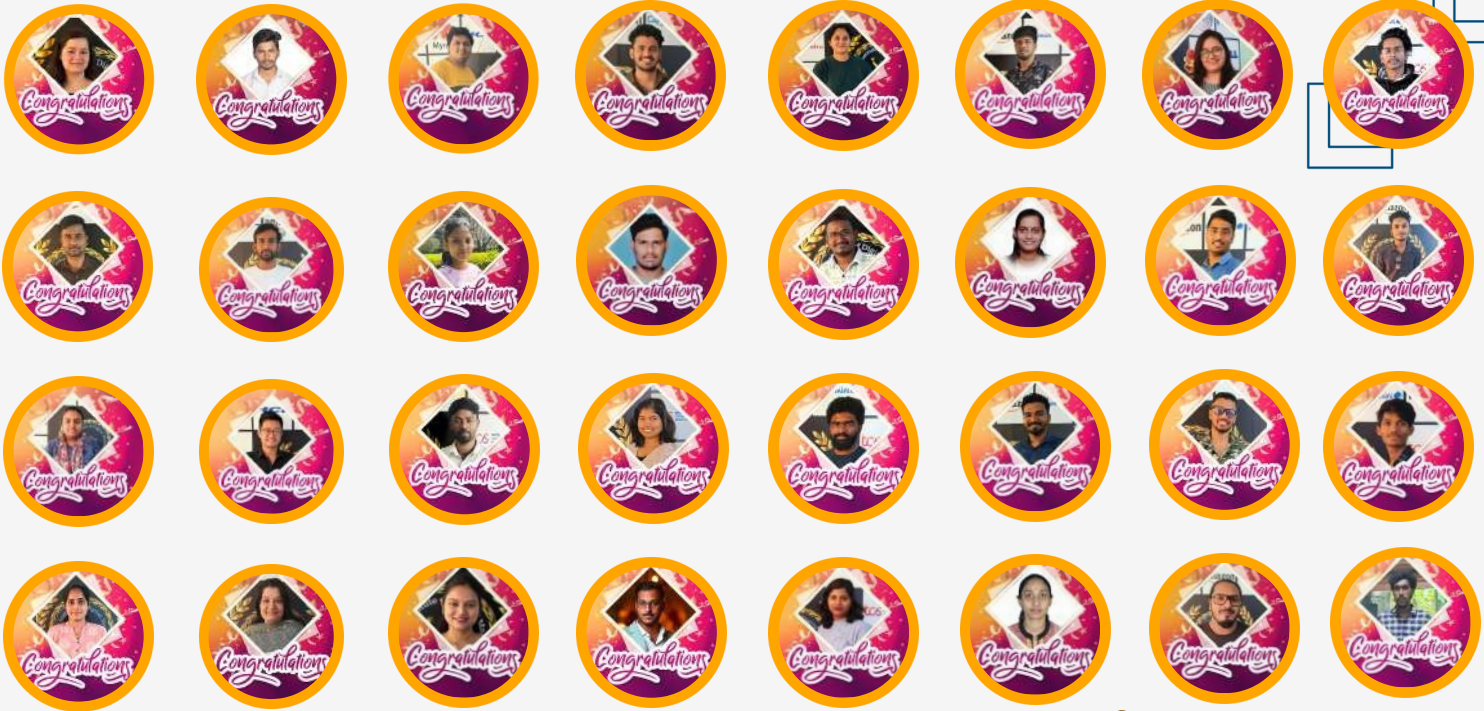
BE A CERTIFIED AI DIGITAL MARKETER IN JUST 4 MONTHS

NIDM-AIDMP Job oriented Program

AI Integrated

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NIDM INDIA
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"
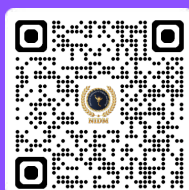PLACED IN NP DIGITAL INDIA

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

Get Certified Get Placed!

CONTACT US

SCAN ME

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