



NATIONAL INSTITUTE OF  
DIGITAL MARKETING

India's Most Advanced Program

# DDMP

## DYNAMIC DIGITAL MARKETING PROGRAM



50+ Modules • 3 Months • 2 Years Support  
Ai Tools • Exp. Faculty • Live Projects • 100% Placements

GET CERTIFIED! GET PLACED IN 3 MONTHS

50K+  
STUDENTS

50+  
MODULES COVERED

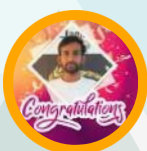
10+  
CERTIFICATIONS

100%  
PLACEMENTS

3 Lakh  
WORTH TOOL KITS



Practical Training • 3 Months • 2 Years Support  
Adv. Tools • Exp. Faculty • Internships • 14 Yrs Excellence



INDIA'S TOP  
Digital Marketing  
Institute



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**NATIONAL INSTITUTE OF  
DIGITAL MARKETING**

## Get started



Program registration: Fill in your basic, education & work experience-related details and pay the registration Fee.



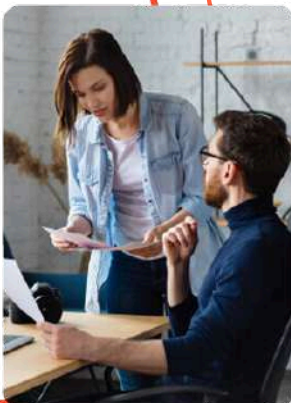
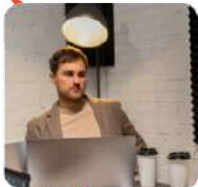
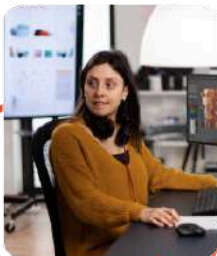
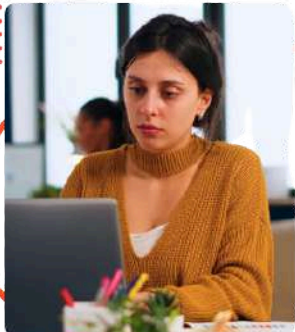
Batch Scheduling: Confirm your availability timing to the admin team for finishing the admission formalities



Start your Online / Classroom sessions at your feasibility, all materials and ebooks provided with practical training.



Upon finishing your program, attend Google certification tests online, NIDM, and Hubspot Certification provided on completion.



## NIDM INDIA for your aspirations



### 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.



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.



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# Dynamic 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 course will transform you from a competent digital marketer to a domain expert. It will enable you to use digital marketing strategies to drive higher growth and revenue.

## WHAT YOU'LL LEARN ?

- Formulate more effective Digital Marketing strategies.
- Gain an in-depth understanding of search Engine Optimization. Plan and execute successful Ad Campaigns with desired results.
- Master social media marketing and harness your growth possibilities.
- Strengthen your skills in analytics, Website planning, and Graphic designing.

## 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 DYNAMIC DIGITAL MARKETING PROGRAM?

- DDMP teaches you how to build, scale up, and sustain your Brand's online reputation across all relevant digital platforms. Reaches people where they spend their time & money.
- Grow your business online. Levels the Playing Field for Small Business: Affordability, Mobile Access, Flexibility, Expansion, Multimedia, Tracking, Interactivity, Authority, Influencer Engagement.
- Traditional marketing professionals who want to stay abreast with time and take up Digital marketing programs to scale up and stay ahead.
- Learn Advanced AI marketing tools to stay ahead in the world of digital marketing



## DDMP COURSE DETAILS



Duration : 3 Months



Time : 2 Hours per day Mon-Friday



Certifications : 10+ Intl. Certifications  
Google & NIDM Certifications



Live Practical Sessions



Rs.3,00,000/- worth Tool Kits

**GET CERTIFIED! GET PLACED IN 3 MONTHS**



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# Dynamic Digital Marketing Certification Program



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

## 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 • Plagiarism • 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

- What is a competitor analysis? • Types of website Traffic • Identify your business's strengths and weaknesses • Understand your market • 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. Live project with practical sessions





# Dynamic Digital Marketing Certification Program



**MODULE 12 : 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 13 : 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 14 : 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 15 : 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 16 : Facebook Marketing**

- Facebook introduction • Facebook profile optimization • Pages, Groups and Marketplace
- Facebook Meta Introduction • Facebook Engagement Ad manager Vs Business Manager • Facebook Business manager • Facebook Ads & Campaigns
- Types of Facebook Ads • Create a Facebook Pixel
- Pixel Website integration • Creating Custom Audiences • Budgets, Bidding & Schedules for Facebook Ads • Facebook Campaign Planning
- Lookalike Audiences • Facebook Retargeting Campaigns • Local Business Ads + Store Traffic • Lead Generation Ads • Lead Generation Ads vs Landing Page Conversion Ads • Offline Events + Call Now
- Facebook Ads Instagram Ads on Facebook
- Campaign Monitoring • Campaigns on Instagram and Facebook Ads Checklist • Facebook Marketing Strategy Social Media Posting Calendar - Planning is Your Key to Success!



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## MODULE 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 • Instagram influencer marketing • Instagram for business • freelancing

**MODULE 18 : 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 19 : 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 20 : 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 21: 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 22 : 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 23 : 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 24 : ASO-App Store Optimization** • 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

**MODULE 25 : 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





# Dynamic Digital Marketing Certification Program



## MODULE 26 : 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 27 : 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 28 : 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 29 : 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 30 : 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 Ai Bots

## MODULE 31 : 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 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

## MODULE 33 : 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



# Dynamic Digital Marketing Certification Program



## MODULE 34 : 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

## MODULE 35 : 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 36 : 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 37 : Mobile Apps for Content Creation

- Apps for image editing • Apps for Video editing
- Create reels on mobile • Text on Images effects
- Apps for adding subtitles to video • Reels Maker tools • Thumbnail maker tools on mobile
- Ad creation tools & apps
- Social post creation tools

## MODULE 38 : 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 39 : 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 40 : 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 41 : 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 42 : 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 43 : UGC-User Generated Content

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

## MODULE 44 : 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





# Dynamic Digital Marketing Certification Program



## MODULE 45 : 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

## MODULE 46 : 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

## MODULE 47 : 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 48 : 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

## MODULE 49 : 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 • Marketing strategy

## MODULE 50 : Practical Internship & Live Projects

- Digital marketing internship is an opportunity to 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.

100+ Tools covered

AI TOOLS  
ADDED!



## DYNAMIC DIGITAL MARKETING PROGRAM-NIDM INDIA



Industry Proven  
Practices



Most Advanced  
course in India



Live Instructor  
Led training



12+  
Certifications



Live Projects  
& Internships



2 Years  
Student Support



Rs. 3 Lakh  
Worth Tools



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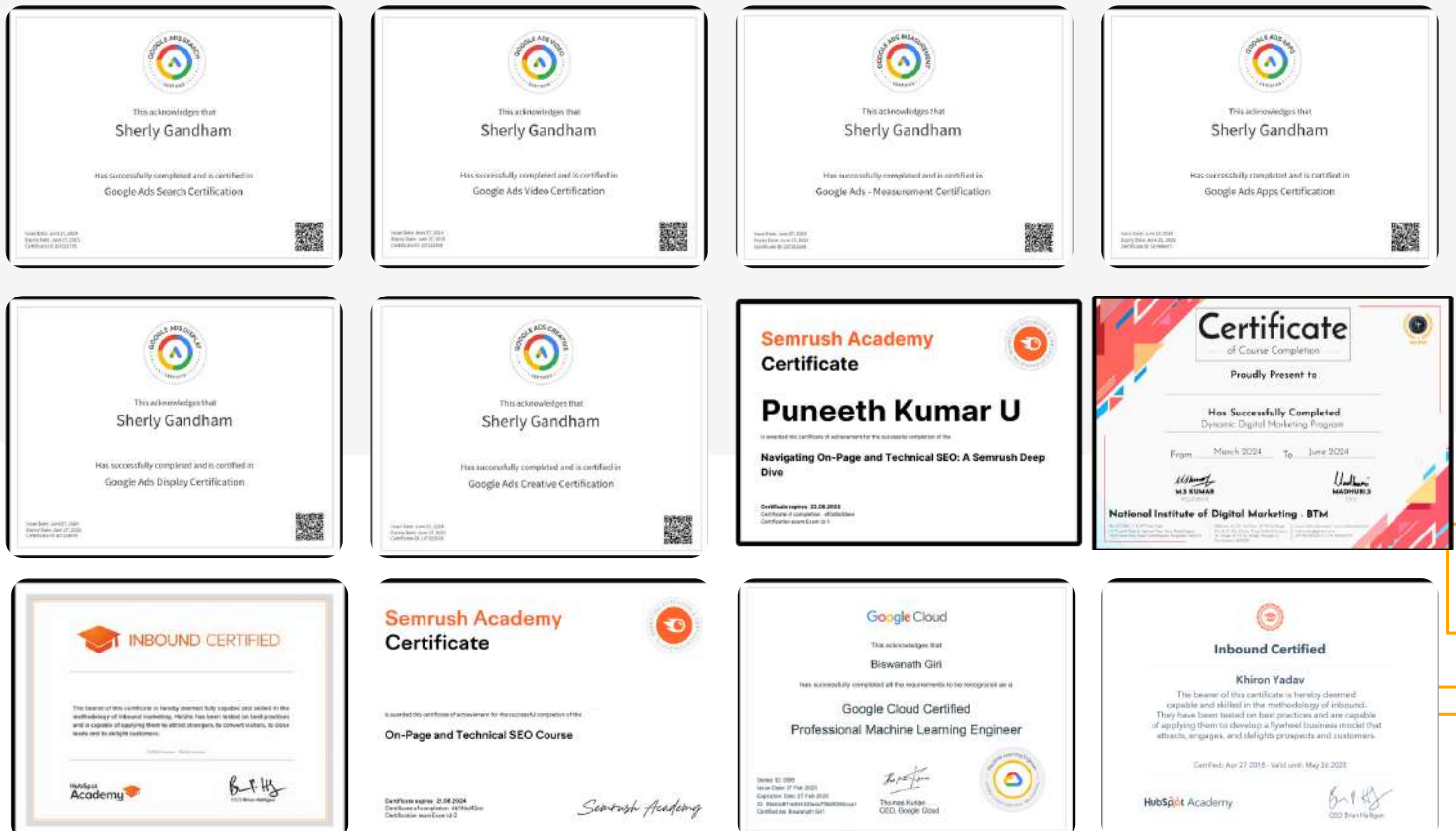
# NIDM-DDMP Job Orentation Program



## OUR ALUMNI WORKS IN



## OUR CERTIFICATIONS





# NIDM-DDMP Job Orentation Program



## NIDM INDIA OUR SUCCESS STORIES



## OUR PREVIOUS BATCHES





# NIDM-DDMP Job Orientation Program

## NIDM INDIA

India's Top Rated Institute



5.0   
CUSTOMER REVIEW

## STUDENT TESTIMONIALS



PLACED IN NP DIGITAL INDIA

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 MY HOUL STORE

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



PLACED IN COGNIZANT

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



PLACED IN TCS

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



PLACED IN TCL

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



PLACED IN AMAZON

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 SWIGGY

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



PLACED IN JIO

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



PLACED IN FLIPKART

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



PLACED IN NP DIGITAL INDIA

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



PLACED IN MYNTRA

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 ACCENTURE

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



SCAN ME

Get Certified Get Placed!

## CONTACT US

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