

★ AI-INTEGRATED COURSE

# NXT CERTIFIED SOCIAL MEDIA MARKETING PROFESSIONAL

**Launch your career in social media marketing today!**

**Duration:** 6 Month | **Certificate** · Beginner | **Eligibility:** Anyone interested in pursuing a career in social media marke

## OVERVIEW OF THE COURSE

The NxT Certified Social Media Marketing Professional course is designed to equip you with the essential skills and strategies needed for success in the dynamic field of social media marketing. Over a duration of 6 months, you will learn how to create effective social media campaigns, analyze performance metrics, and engage with...

- Hands-on projects for practical skills
- Expert guidance from industry professionals
- Comprehensive curriculum on major platforms
- Networking opportunities with industry leaders
- Understand analytics and optimization strategies




**6 Month** DURATION

**8** SUBJECTS

**4** PROJECTS

**12** TOOLS

**JOIN NOW →**

**WhatsApp us**

WE ARE AVAILABLE AT
**600+ LOCATIONS**

NOT SURE WHICH COURSE IS RIGHT FOR YOU?
**Choose the Best Course for You - Try our AI-Powered Career Counselling for FREE**

**Start free →**

YOUR NEAREST ISDM NxT CENTRE
**Sumit Das**
S.c Ghosh Street, Shyamnagar Chowrongi, Maa Annapurna Building, Beside Bazar Kolkata - 743144, North 24 Parganas, West Bengal - 743144
Call / WhatsApp: **9073257334** · isdmnxt.kolkata@yahoo.com

Scan to enquire

COURSE CURRICULUM

# What you will learn

01 Subjects → | 02 Projects → | 03 Tools → | 04 AI Integration

## 01 Subjects & modules

6 subjects with the topics you will learn

### 01 Introduction to Social Media Marketing & Strategy

- Social Media Marketing Foundations
- Social Media Platforms And Selection
- Strategy Goals And Audience Targeting
- Content Planning And Audience Engagement
- Branding And Storytelling
- Trends, Advertising And Best Practices
- Metrics, Analytics And Optimization

### 02 Content Creation & Audience Engagement

- Social Media Content Formats
- Content Planning And Scheduling
- Audience Engagement Strategies
- Writing Platform-Specific Social Posts
- User-Generated Content And Influencer Marketing
- Content Performance Measurement
- Content Calendar Campaign Design

### 03 Social Media Advertising & Paid Campaigns

- Social Media Advertising Fundamentals
- Ad Formats And Platform Selection
- Audience Targeting And Segmentation
- Campaign Setup, Budgeting And Bidding
- Retargeting And Conversion Tracking
- A/B Testing And Campaign Optimization
- Performance Measurement And Reporting

### 04 Analytics, Reporting & Optimization

- Understanding key metrics
- Using analytics tools
- Creating performance reports
- Optimizing campaigns for better results

### 05 Advanced Social Media Strategies & Automation

- AI Applications In Social Media
- Viral Marketing And Growth Hacking
- Crisis Management And Reputation Building
- Multi-Platform Integration
- Digital Monetization Models
- Growth Strategy Using Automation Tools

### 06 Capstone Project & Career Development

- Social Media Strategy Development
- Digital Marketing Case Studies And Best Practices
- Freelancing And Personal Branding
- Resume And Interview Preparation
- Certification Preparation And Career Planning
- Social Media Campaign Capstone Project

## 02 Projects & assignments

Hands-on work for your portfolio

**P1** Create a comprehensive social media marketing plan for a fictional brand.

**P2** Conduct a social media audit and provide actionable insights.

**P3** Develop a content calendar for a month-long campaign.

**P4** Analyze the performance of a social media campaign using analytics tools.

## 03 Tools & software you will master

4 industry tools

- Facebook Ads
- Google Analytics
- Canva
- Hootsuite

## 04 AI Integration

How AI is used inside the work of this course

AI SUBJECT

### AI Fundamentals & Prompt Engineering

- **AI Basics and Everyday Uses**
- **Generative AI: How It Works**
- **Prompt Engineering Foundations**
- **AI for Study and Workplace Tasks**
- **Fact-Checking and Reliable Research**
- **Privacy, Safety and Responsible Use**
- **Integrated Practice and Review**

AI SUBJECT

### AI for Digital Marketing

- **AI Marketing Workflow, Prompt Basics and Safe Setup**
  ChatGPT or Gemini in ChatGPT or Gemini web app
- **AI for SEO, Keyword Research and Search Reporting**
  ChatGPT or Gemini in Google Search Console and Google Analytics 4 data workflow · Gemini i
- **AI Content, Social Posts and Creative Production**
  Canva Magic Studio in Canva · ChatGPT or Gemini image generation in ChatGPT or Gemini
- **AI Content Calendars and Marketing Automation**
  Gemini in Google Sheets · Zapier or Make in Google Sheets and connected marketing apps
- **AI Ad Copy and Campaigns in Meta and Google Ads**
  Meta Advantage+ and available generative AI creative features in Meta Ads Manager and Meta
- **AI Video, Reels and Voice-over Production**
  CapCut AI tools and text-to-speech in CapCut · Canva video and available AI features in Ca
- **WhatsApp Business Replies and AI Chatbot Workflows**
  WhatsApp Business in WhatsApp Business App · AI chatbot builder in A WhatsApp Business Pla

AI TOOLS YOU WILL USE

- Google Gemini
- ChatGPT
- Microsoft Copilot
- CapCut
- Claude
- Zapier
- Perplexity
- NotebookLM

CAREER OPPORTUNITIES

# Where this course can take you

**Social Media Manager**
Fresher salary: ₹3.0–4.5 LPA*

**Digital Marketing Specialist**
Fresher salary: ₹2.5–4.0 LPA*

**Content Strategist**
Fresher salary: ₹3.0–5.0 LPA*

**Brand Manager**
Fresher salary: ₹3.5–5.5 LPA*

**Social Media Consultant**
Fresher salary: ₹2.8–4.2 LPA*

### Freelancing & own business

- Offer social media management services
- Create content for brands
- Consult on social media strategies
- Run paid advertising campaigns

### Industries that hire

- E-commerce
- Advertising
- Public Relations
- Entertainment
- Startups

### Grow further

- Advanced Digital Marketing Strategies
- Content Marketing Certification
- Search Engine Optimization (SEO) Course

## Certification

Upon successful completion, you will receive the NxT Certified Social Media Marketing Professional certificate.

**Practical AI-integrated project** | **Final online test** | **Verifiable certificate**

JOB SUPPORT

# How we help you get a job

**1** Resume building assistance

**2** Mock interview sessions

**3** Access to job offers

**4** Help with job applications

* Typical fresher salary ranges in India; the actual salary depends on the employer, the city and your skills.

WHY START NOW

# Your future is built by the skills you learn today.

Companies hire people who can do the work. People who use AI well at work are in demand - this course teaches you the job skills and the AI tools together. Every month you practise adds a project to your portfolio - the best time to start is now.

| 18+ | 600+ | 2,708+ | 390+ |
|---|---|---|---|
| Years of training experience | Centres across India | Job offers to our students | Hiring companies |

## UNIQUE FEATURES AT ISDM NxT

- ✓ Free pre-counselling to choose the right course
- ✓ Study material, attendance, assignments, exams and results online from day one
- ✓ 24x7 AI trainer (ChatNxT) for your doubts
- ✓ Experienced, rated trainers and daily class feedback
- ✓ Practical lab sessions and live projects
- ✓ Monthly online mentorship sessions
- ✓ Resume, mock interviews and job offers in your student dashboard
- ✓ Freelancing and start-up guidance

● LIVE PLACEMENT DATA

## Latest job offers to ISDM NxT students

Updated 20 Nov 2026



**Gaurav M.**
India
**Java Software Development Engineer**
Health Catalyst



**Geeta K.**
New Delhi
**tellecaller for digital marketing**
balajimarketingexperts



**Anand S.**
Muvattupuzha
**Hiring Junior Account Executive J...**
CorpZop



**Adarsh S.**
Ghugus
**TGT Computer Science**
Adani Foundation



**Priyanka Y.**
Mumbai
**Data Entry Operator (Full-time) -...**
CorpZop



**Rajan S.**
Ahilyanagar
**Computer Trainer**
Enlearning skill development Ltd

Job offers shared with our students through the ISDM NxT job network. See all at isdmnext.in/latest-placement

LIMITED SEATS · VALID TILL 30 NOV 2026

## FREE Ambassador Affiliate Programme

Complete your admission within **10 days** and join the ISDM NxT Ambassador Affiliate Programme free of cost: refer friends, earn referral rewards as per the programme and get featured on the ambassador leaderboard.

CLAIM NOW

TAKE THE FIRST STEP

# Book your FREE counselling session today

Meet our counsellor, see the lab, get your doubts answered and know the current fees and offers for your centre.

YOUR ISDM NxT CENTRE

## Sumit Das

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Try our AI-Powered Career Counselling for FREE - answer a few questions and get the courses that fit your interests, skills and career goal.

Try it FREE → isdmnext.in/course-for-you

**01**
**Counselling**
Free guidance to pick the right course

**02**
**Training**
Practical classes, labs and projects

**03**
**Mentoring**
Experts, AI trainer and feedback

**04**
**Placement support**
Resume, interviews and job offers

### What you get with this course

- Comprehensive study material
- Practical lab sessions
- Live projects for hands-on experience
- 24x7 AI trainer support
- AI career counselling
- Interview preparation assistance
- Job offers in student dashboard
- Certificate upon completion

ISDM NxT Head Office: 309, Saffron Plaza, Airport Road, Vadodara, Gujarat, 390022 · +916263625594 · inquiry@gmail.com

Fees depend on the centre and current offers - ask your counsellor. Course content may be updated to stay current with industry needs. · isdmnext.in