ISDM Independent Skill Development Mission NXT

Anandadhara Kajkendra

★ AI-INTEGRATED COURSE

# ADVANCE CERTIFICATE IN DIGITAL MARKETING AND PROMOTION

**Unlock your digital marketing potential and thrive!**

**Duration:** 3 Month | **Certificate** · Intermediate | **Eligibility:** Graduates or working professionals looking to enhance their

## OVERVIEW OF THE COURSE

The Advance Certificate in Digital Marketing and Promotion is designed to equip participants with the essential skills and knowledge needed to thrive in the dynamic field of digital marketing. This 3-month program covers a wide range of topics, including: SEO and SEM strategies Content marketing and social media management Email...

- Hands-on practical training
- Expert industry trainers
- Real-world project experience
- Flexible learning options
- Latest digital marketing tools




| 3 Month | 8 | 4 | 10 |
|---|---|---|---|
| DURATION | SUBJECTS | PROJECTS | 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

**Anandadhara kajkendra**
127, Gorui Paschim Para Post- Rabindranagar Kolkata -700065, South 24 Parganas, West Bengal - 700064
Call / WhatsApp: **9830479172** · anandadharakajkendra@gmail.com

Scan to enquire

COURSE CURRICULUM

# What you will learn

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

## 01 Subjects & modules

7 subjects with the topics you will learn

### 01 Strategic Digital Marketing

- Strategic Marketing Foundations
- Situation Analysis And Goal Setting
- Audience Personas And Channel Strategy
- Digital Marketing Channels
- Content And Campaign Planning
- Measurement Analytics And Optimization
- Competitive Benchmarking And Industry Analysis

### 02 Advanced Search Engine Optimization (SEO)

- SEO Foundations And Evolution
- Technical SEO And Site Performance
- Keyword Research And Content Strategy
- Link Building And Authority Development
- SEO Analytics, Tools, And Emerging Trends

### 03 Social Media Strategy and Advertising

- Social Media Strategy Fundamentals
- Platform-Specific Social Strategies
- Paid Advertising Campaigns
- Audience Targeting And Retargeting
- Social Media Analytics And KPIs
- Influencer Marketing Strategies
- Content Calendars And Campaign Execution

### 04 Advanced Content Marketing

- Foundations of Content Marketing
- Strategic Planning and Content Mapping
- Content Creation and Optimization
- Content Distribution and Promotion
- Content Analytics and Performance Measurement
- AI, Automation, and Emerging Trends
- Content Governance and Compliance

### 05 Email Marketing Automation

- Email Marketing Fundamentals
- Campaign Types And Customer Journeys
- Deliverability And Compliance
- Email List Building And Segmentation
- Email Design, Copywriting, And Timing
- Automation Workflows And Triggers
- Testing And Monitoring Automations

### 06 Advanced Pay-Per-Click (PPC) Advertising

- Advanced Search, Display, And Video Ads
- Keyword Match Types And Bidding Strategies
- Ad Extensions And PPC Landing Page Optimization
- Remarketing, Conversion Tracking, And Analytics
- Google Ads Campaign Planning And Optimization
- Conversion-Focused Landing Page Design And Testing
- Competitor PPC Analysis And Benchmarking

### 07 Conversion Rate Optimization (CRO)

- CRO Fundamentals and Digital Marketing
- User Behavior, Psychology, and Funnel Analysis
- Landing Page, Form, CTA, and Copy Optimization
- A/B Testing, Heatmaps, and User Feedback
- CRO Metrics, Tools, and Reporting
- Hypothesis Development and Experiment Prioritization
- Iterative Optimization and CRO Scaling

## 02 Projects & assignments

Hands-on work for your portfolio

**P1** Create a comprehensive digital marketing plan for a hypothetical business.

**P2** Develop a social media campaign with measurable objectives.

**P3** Conduct an SEO audit for an existing website.

**P4** Design an email marketing strategy targeting specific demographics.

## 03 Tools & software you will master

4 industry tools

- Google Analytics
- Hootsuite
- Mailchimp
- SEMrush

## 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 TOOLS YOU WILL USE

- CH ChatGPT
- Google Gemini
- MC Microsoft Copilot
- Claude
- Perplexity
- NotebookLM

CAREER OPPORTUNITIES

# Where this course can take you

**Digital Marketing Specialist**
Fresher salary: ₹2.4-3.6 LPA*

**SEO/SEM Analyst**
Fresher salary: ₹2.5-4.0 LPA*

**Content Marketing Strategist**
Fresher salary: ₹2.8-4.2 LPA*

**Social Media Manager**
Fresher salary: ₹2.5-3.8 LPA*

**Email Marketing Specialist**
Fresher salary: ₹2.3-3.5 LPA*

### Freelancing & own business

- Offering SEO services to businesses
- Managing social media accounts for clients
- Creating content for blogs and websites
- Running PPC campaigns for small businesses

### Industries that hire

- E-commerce
- Technology
- Retail
- Healthcare
- Education

### Grow further

- Advanced Certificate in Data Analytics
- Diploma in E-commerce Management
- Certificate in Social Media Marketing

## Certification

Upon successful completion of the course, you will receive an ISDM NxT certificate, showcasing your digital marketing expertise.

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

JOB SUPPORT

# How we help you get a job

**1** Personalized resume building assistance

**2** Mock interview sessions

**3** Access to job offers

**4** Guidance on 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

## Anandadhara kajkendra

127, Gorui Paschim Para Post- Rabindranagar Kolkata -700065, South 24 Parganas, West Bengal - 700064

**Call: 9830479172**

Email: anandadharakajkendra@gmail.com

ENQUIRE NOW | WhatsApp | Call 9830479172

Scan for course details & enquiry

NOT SURE WHICH COURSE IS RIGHT FOR YOU?

### Choose the Best Course for You

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 project experience
- 24x7 AI trainer support
- AI career counselling
- Interview preparation assistance
- Job offers in student dashboard
- Certification 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