

DIGITALX

DIGITALX
MARKETERS ACADEMY

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**ADVANCED DIPLOMA
IN DIGITAL MARKETING
& COMMUNICATIONS**

www.digitalxacademy.com

KOCHI | TRIVANDRUM

CREATING THE SKILLED MARKETERS OF TOMORROW!

DigitalX Marketers Academy is recognized as the Largest digital marketing institute in Kerala, reshaping traditional methods and providing modern strategies for your digital marketing education. We offer a unique learning experience, including free internships, flexible study schedules, and both online and offline classes. Through practical training in digital marketing, we empower students to realize their goals. We prepare the next generation to excel in the digital world with expertise and creativity. Not only do we focus on skill-building, but we also assist students in finding placements, ensuring a clear path to success.

VISION:

Our goal is to make digital marketing education available to everyone, ensuring that high-quality knowledge is within reach. We want to empower people worldwide to succeed in the digital era, building a global community working together towards success.

MISSION:

We aim to make digital marketing careers accessible to all, inspiring creativity, encouraging innovation, and building a community of supportive thinkers. Our goal is to equip individuals with the skills and values to drive positive change, making learning enjoyable, convenient, and lifelong.



AGENCY-BASED PRACTICAL LEARNING FROM BLUEPIN DIGITAL

OUR UNIQUE APPROACH TO TRAINING:

DigitalX Marketers Academy offers hands-on training in digital marketing through real-world agency internships, live sessions with industry experts, and flexible class schedules tailored to each student's time zone. You can choose between online and offline classes, enjoy a student-friendly atmosphere with top-notch facilities, and build career connections through networking opportunities and industry events. We also guide placements and offer trending courses to keep you ahead in the ever-evolving field of digital marketing

AGENCY ORIENTATION

BASIC UNDERSTANDING OF CLIENT ONBOARDING

MONTHLY REPORTS TO CLIENTS

TIME MANAGEMENT / PROFESSIONALISM

SOCIAL MEDIA MANAGEMENT

CLIENT COMMUNICATION AND RELATIONSHIP BUILDING



ADDMC



Advanced Diploma In
Digital Marketing & Communications

COURSE OVERVIEW

Our Advanced Diploma in Digital Marketing and Communication for a balanced mix of learning and hands-on experience! Over three months, you'll learn about building a brand online, managing your reputation, and using tools like Google Analytics. We'll help you understand your audience and create effective content strategies. Plus, you'll get practical sessions on WordPress management, blog writing, and even affiliate marketing. With a focus on real-world skills and career opportunities, this program sets you up to become a skilled digital marketer. Join us and explore exciting possibilities in the world of digital marketing!



COURSE OUTLINE

- 
- **MODULE 1 - DIGITAL MARKETING ESSENTIALS**
 - **MODULE 2 - KEY BUSINESS CHALLENGES TO ADDRESS**
 - **MODULE 3 - CUSTOMER PERSONAS**
 - **MODULE 4 - BUILDING DIGITAL MARKETING FOUNDATIONS**
 - **MODULE 5 - COMPETITOR ANALYSIS FOR DIGITAL MARKETING**
 - **MODULE 6 - BRAND BUILDING AND POSITIONING**
 - **MODULE 7 - ONLINE REPUTATION MANAGEMENT**
 - **MODULE 8 - DIGITAL MARKETING STRATEGY**
 - **MODULE 9 - ENGINEERING INBOUND MARKETING**
 - **MODULE 10 - ADVANCED KEYWORD RESEARCH**
 - **MODULE 11 - SEARCH ENGINE OPTIMIZATION**
 - **MODULE 12 - CONTENT MARKETING STRATEGY**
 - **MODULE 13 - ENGINEERING OUTBOUND MARKETING**
 - **MODULE 14 - META ADS**
- 

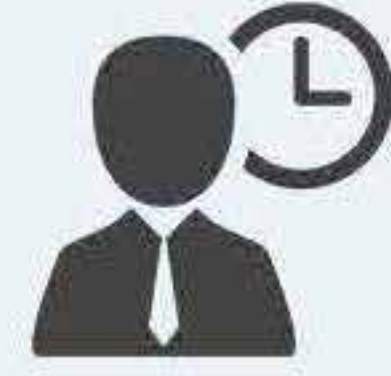
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- **MODULE 15 - LINKEDIN ADS**
 - **MODULE 16 - SEARCH ENGINE ADVERTISING**
 - **MODULE 17 - GOOGLE ADS**
 - **MODULE 18 - YOUTUBE ADS**
 - **MODULE 19 - REPORT WRITING AND PRESENTATIONS**
 - **MODULE 20 - WEB AND GOOGLE ANALYTICS**
 - **MODULE 21 - WORDPRESS MANAGEMENT AND DESIGN ESSENTIALS**
 - **MODULE 22 - BLOG WRITING & PUBLISHING**
 - **MODULE 23 - AFFILIATE MARKETING**
 - **MODULE 24 - INFLUENCER MARKETING**
 - **MODULE 25 - EMAIL MARKETING**
 - **MODULE 26 - DIGITAL MARKETING AUTOMATION**
 - **MODULE 27 - WHATSAPP AUTOMATION**
 - **MODULE 28 - CONVERSATIONAL AI CHATBOTS**
 - **MODULE 29 - APPS INTEGRATED USING PABBLY AND ZAPIER**
 - **MODULE 30 - PLACEMENTS TRAINING & CAREER TRANSFORMATIONS**

WHO SHOULD ENROLL FOR THIS ADDMC PROGRAM?



Marketing Professionals

Those already working in marketing can upgrade their skills to include digital strategies.



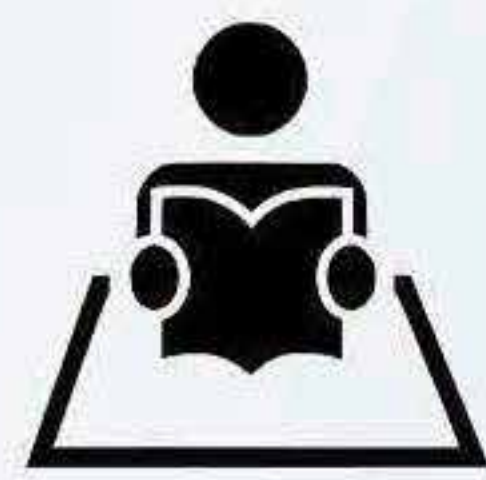
Business Owners & Entrepreneurs

To promote their businesses online and reach a larger audience.



Career Changers

Individuals looking to transition into the digital marketing field.



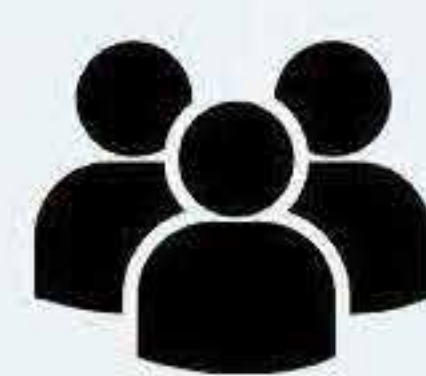
Recent Graduates

Those seeking to enhance their employability with in-demand digital digital marketing skills.



Freelancers & Consultants

To effectively grow and monetize their online presence..



Content Creators & Influencers

Individuals looking to transition into the digital marketing field.

DIGITAL MARKETING TOOLS WE COVER

 Google Analytics

 Google Tag Manager

 SEMRUSH

 MOZ

 HubSpot

 ChatGPT

 Meta

 Microsoft | Clarity

 yoast

 SmallSEOTools

 WORDPRESS

 ahrefs

 Ubersuggest

 mailchimp

 QuillBot
Paraphrasing Tool



 Google Ads



 grammarly

 Hootsuite

 Yandex
Webmaster

 Bing
webmaster



 shopify

 Google
Search Console

 Canva

 Google
Keyword Planner

CERTIFICATIONS THAT GIVE YOU PROMISES

DigitalX Marketers Academy offers a variety of Digital Marketing Certification Courses from Google, Hubspot, Semrush, Microsoft, LinkedIn, and Meta. These certifications cover essential skills like Google tools, inbound marketing, SEO, advertising fundamentals, professional networking, and social media advertising. Gain practical expertise and industry recognition to thrive in digital marketing with our courses.



OUR TRAINERS LEAD THE WAY!



EXPERIENCE OUTSTANDING MENTORING
THAT WILL SUPPORT YOU
AT EVERY STAGE OF YOUR JOURNEY
TO BECOMING A SUCCESSFUL DIGITAL MARKETER,
OPENING ENDLESS OPPORTUNITIES ALONG THE WAY.
BEGIN YOUR ADVENTURE NOW!

PROVIDING ENDLESS POSSIBILITIES FOR YOUR DIGITAL MARKETING CAREER

VERSATILE SKILLS: Digital marketers thrive across industries like e-commerce, tech, hospitality, and finance, driving traffic and implementing effective strategies.

SPECIALIZATION: From SEO to social media marketing, digital marketers can specialize and advance to roles like managers or consultants.

HIGH DEMAND: Businesses recognize the importance of digital marketing, creating a high demand for professionals who can optimize websites and boost sales.

CAREER GROWTH: With experience, digital marketers progress to leadership roles like managers or CMOs, continually learning and adapting to industry trends.

ENTREPRENEURIAL VENTURES: Opportunities abound for starting agencies, freelancing, or venturing into e-commerce, showcasing creativity and innovation.

GLOBAL REACH AND REMOTE WORK: Digital marketers collaborate globally and enjoy remote work options, using different platforms for networking and freelancing.

CAREER OPPORTUNITIES OF DIGITAL MARKETING



Social Media Manager



Digital Marketing Manager



Content Marketing



Email Marketing



SEO Specialist



SEO



Content Strategist



Digital Marketing Analyst



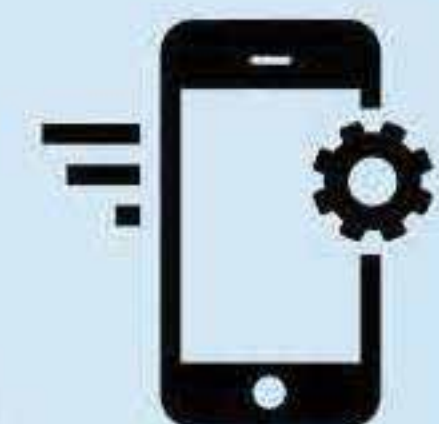
Search Engine Marketer



Automation Expert



Content Writer



Mobile Marketing



Copywriting



Data Analyst



Graphic Designer



PPC



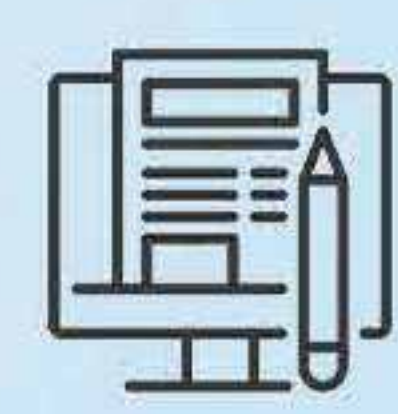
User Experience Design



Web Developer



Brand management



Content Manager



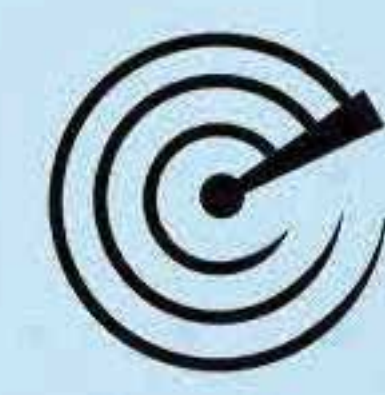
E-commerce



Paid Marketing



Web Design



Advertising Manager

FROM CLASSROOM TO CAREER: OUR STUDENTS PLACED IN LEADING COMPANIES!



JOHNIE PAUL
Digital Marketing Executive
Third Eye



HRITHIK PRADEEP
Digital Marketing Executive
Bharata Mata College



ALI NAIJH
DM Client Management
Inboon Media



ATHUL
Performance Marketing Executive
GreenAds Global



ANUPAMA K
Digital Marketing Executive
One Step



AISHWARYA NAIR
Seo Specialist
Bluepin digital



AKASH R
Social Media Executive
EVM Wheels



ASNA ABDUL KHADER
JR:Social Media Executive
Upswing Digital



SHAMREEN T.S
Digital Marketing Manager
Ellickal Traders



AADHIL HUSAIN
Social Media Executive
GulfJobs, UAE



AJMAL
Digital Marketing Executive
Blis



MOHAMMED SALIHU
Digital Marketing Executive
NBT



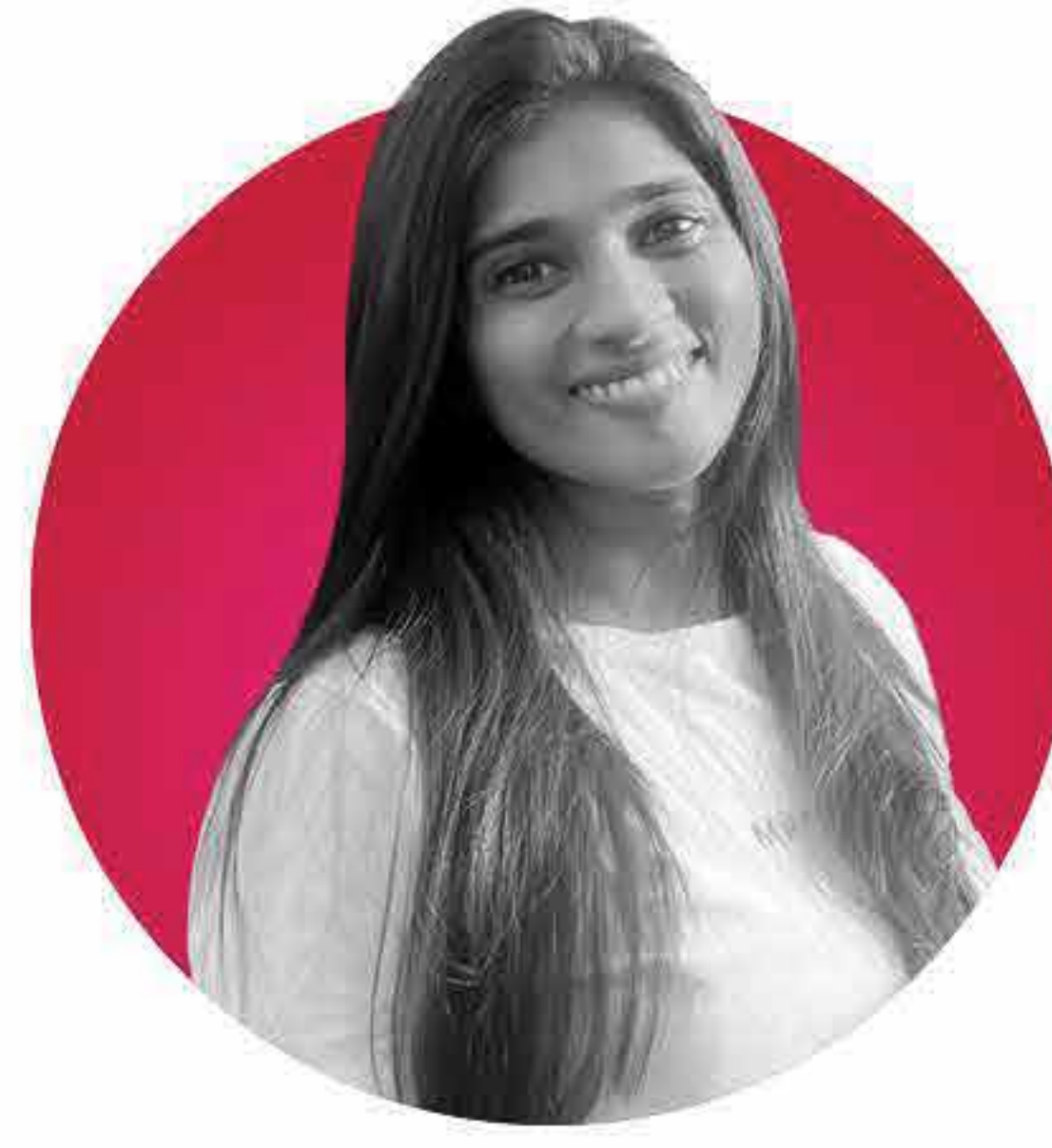
SOURAV SAJEEV

Sales Development Executive
Curl Up



KURIYAKOSE

Seo Analyst
Dotwibe



ANUSHA V.S

Senior Strategic Executive
BBP



SHABNAM

Seo Analyst
Reyson Badger



SAHLA SULTHANA

Digital marketing executive
Qualida



AMRUTHA AJITH

Digital Marketing Executive
Ibidz



MOHAMED SHIBIL P.T

Digital Marketing Associate
Cygnotech



ANGEL D JOHN

Digital Marketer
Zenesty Triumphs International



ANUPA N.S

Seo Analyst
Bluepin



MOHAMED NASIL

Digital Marketing Manager
Marble Land



MUHAMMED RIZWAN

Performance Marketer
Bluepin



ADARSH KRISHNA

Digital Marketing Specialist
Visa 4 Study



RONY SABU

Seo Analyst
Bluepin



APARNA .P

Seo Consultant
Reyson Badger



IKFA HENNA

Seo Analyst
Storycatcreative



NABILA P.M

Seo Consultant
Reyson Badger

SUCCESSFUL PLACEMENTS IN LEADING COMPANIES



bluepin

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idem creative

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graduato

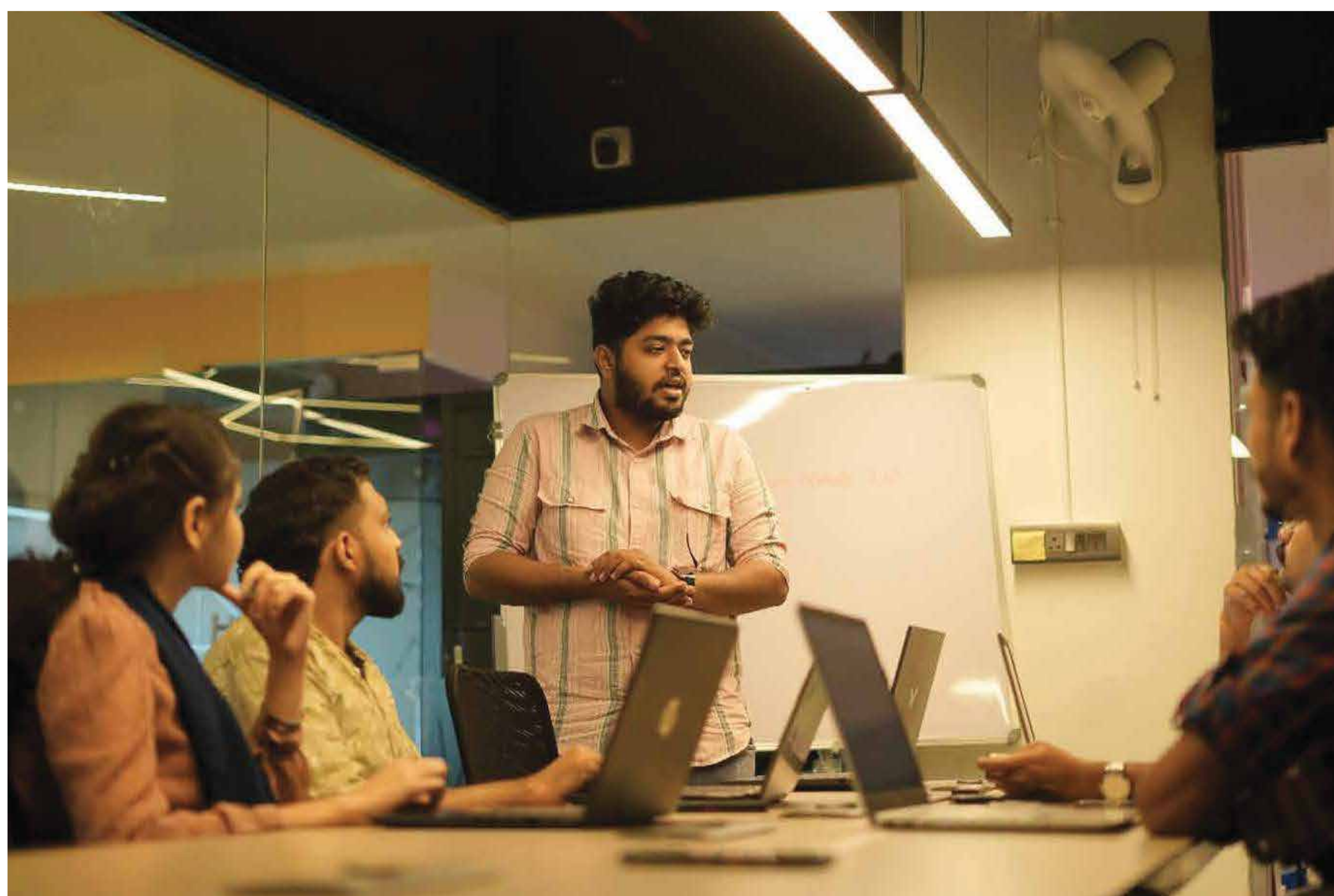
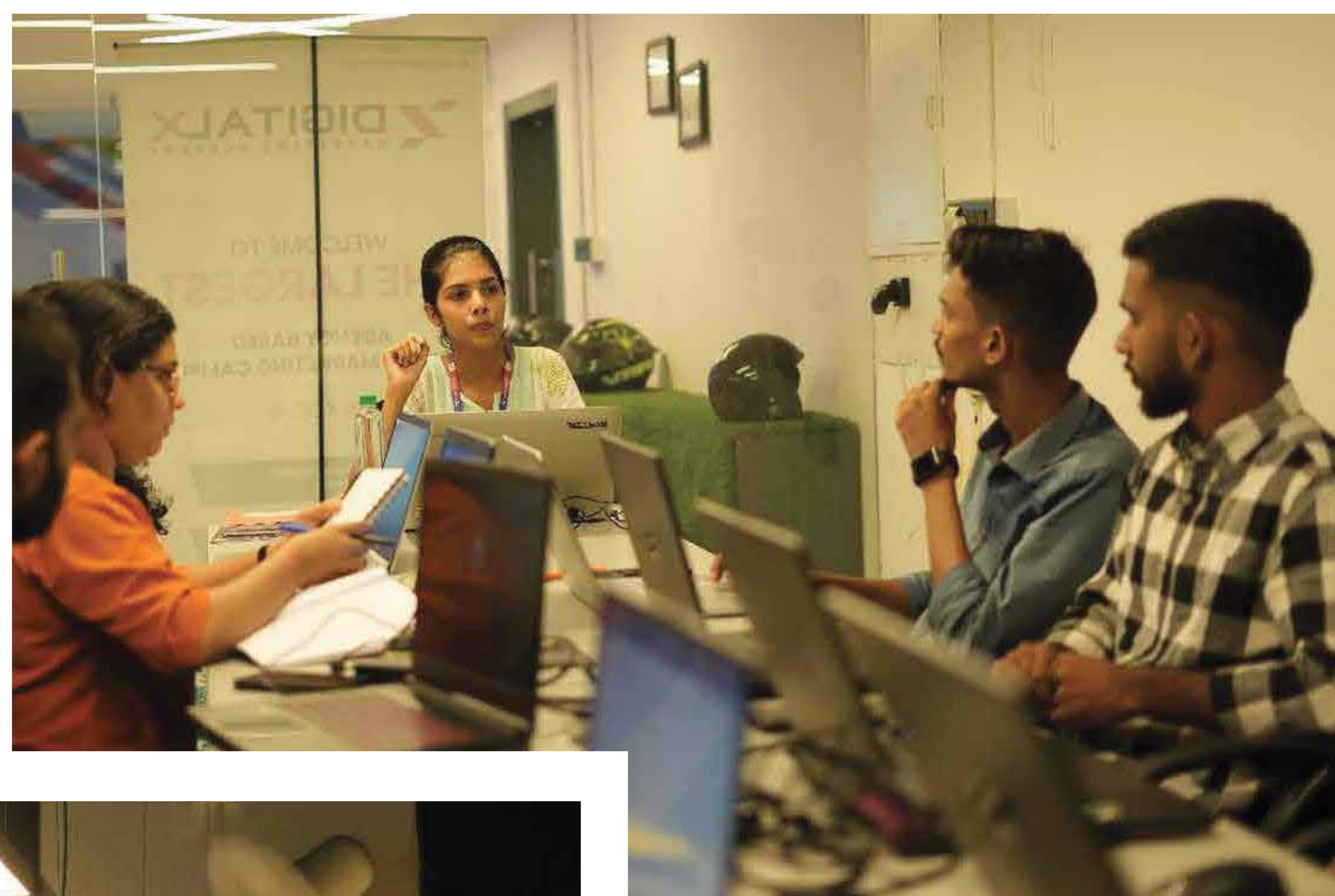
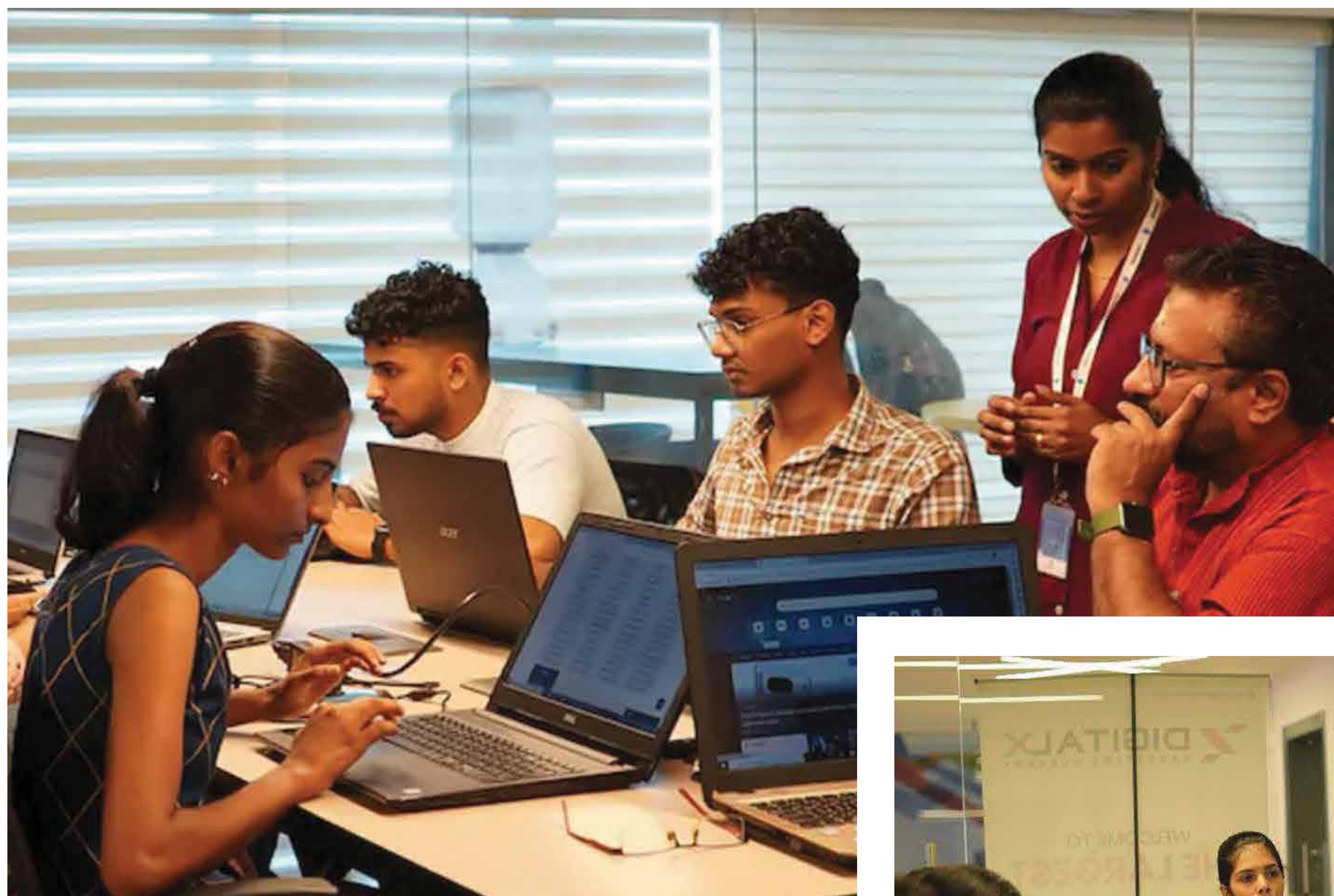


QUALIDA®





JOURNEY AT DIGITALX





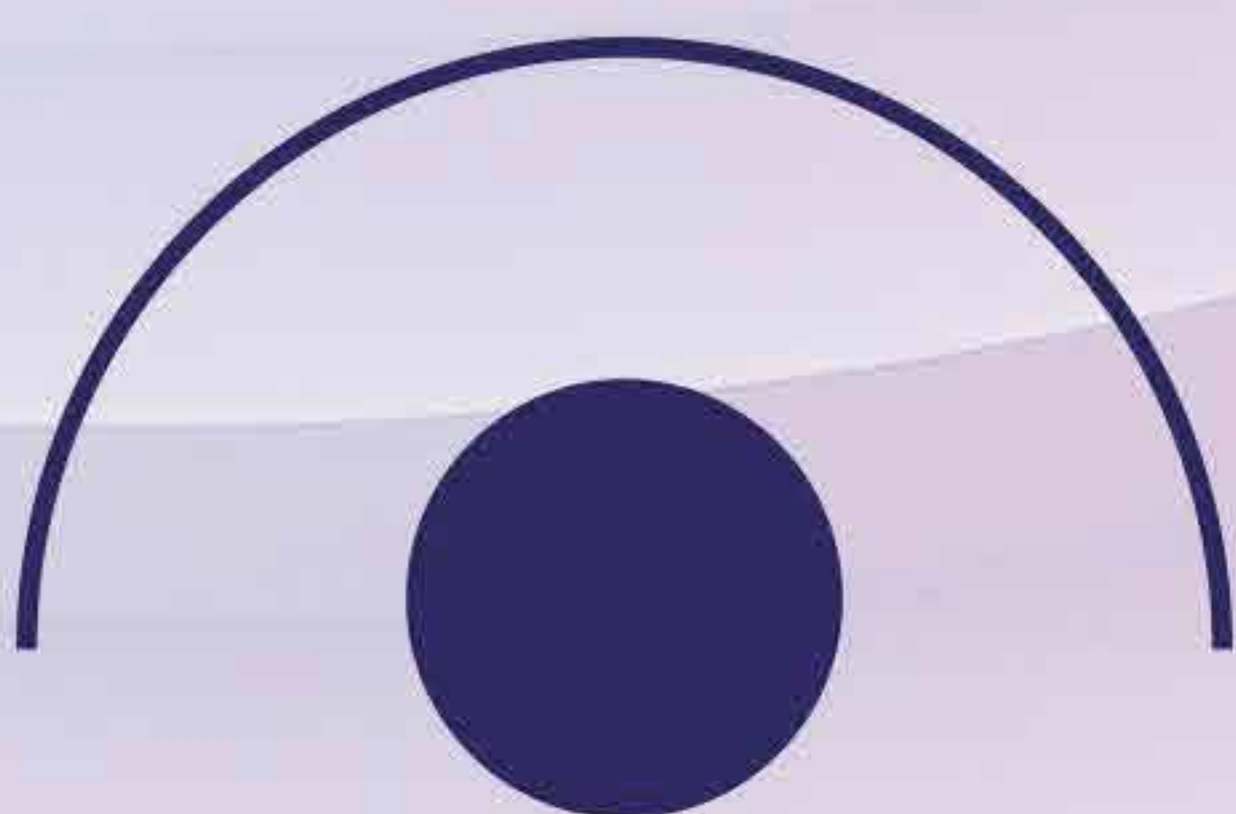
EVENTS

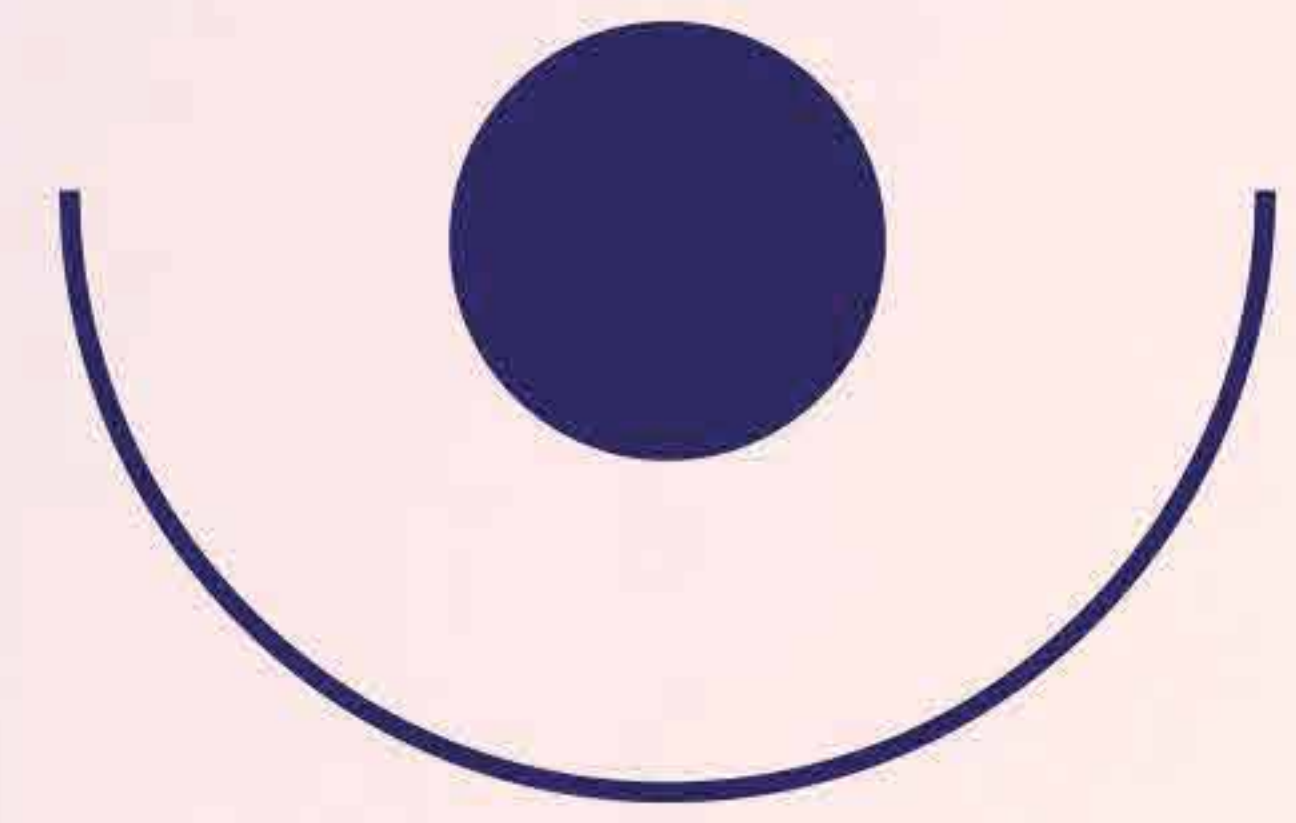


Halloween Celebration



Christmas Celebration



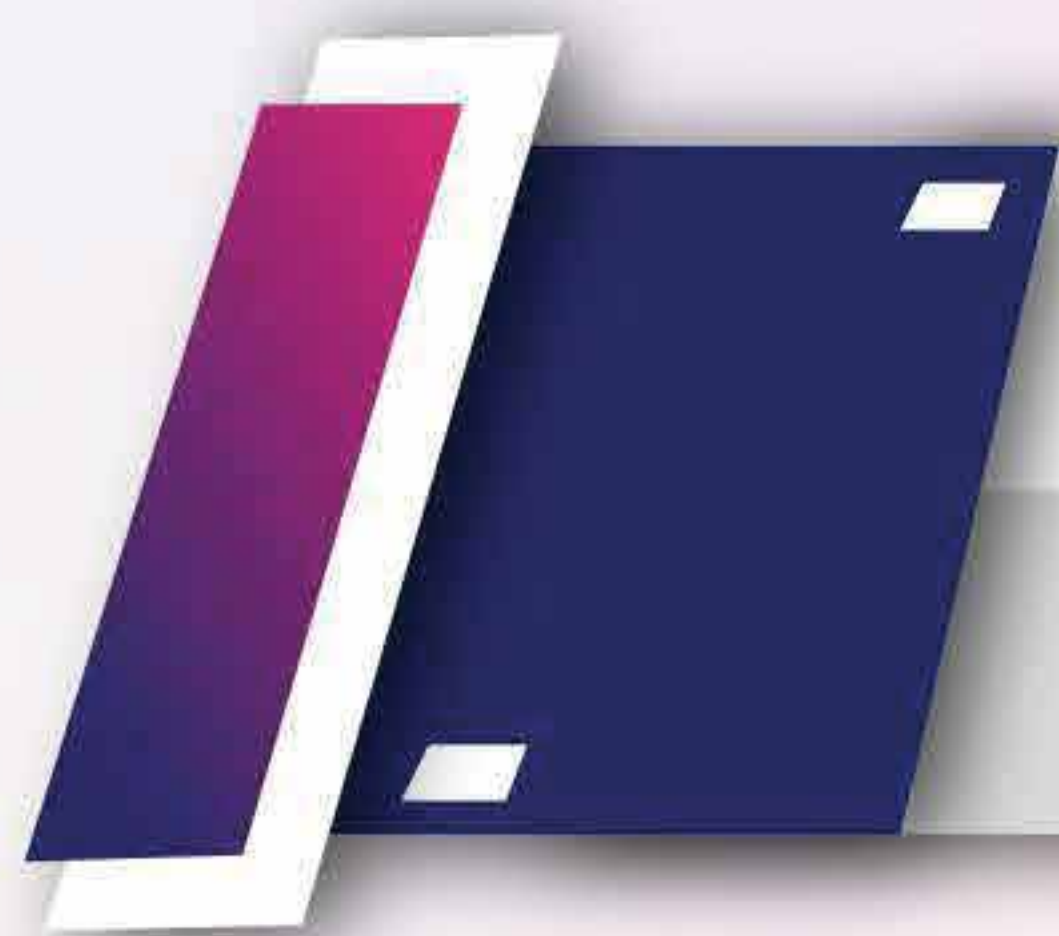


Cricket Tournament



Onam Celebration





ADVANCED DIPLOMA IN DIGITAL MARKETING AND COMMUNICATION COURSE:

FAQ

WHAT IS THE DURATION OF THE ADVANCED DIPLOMA IN DIGITAL MARKETING AND COMMUNICATION COURSE?

The Advanced Diploma in Digital Marketing and Communication course is a 6 months course, spread across three months theory and 3 months internship. This structure allows for a balanced mix of theoretical learning and hands-on experience.

WHAT TOPICS ARE COVERED IN THIS COURSE?

The course covers a wide range of topics, including Digital Marketing Essentials, Brand Building and Positioning, Online Reputation Management, Digital Marketing Strategy, Inbound and Outbound Marketing, Advanced Keyword Research, SEO, Content Marketing Strategy, Google Ads, YouTube Ads, Google Analytics, WordPress Management, Blog Writing, Affiliate Marketing, Influencer Marketing, Email Marketing, Digital Marketing Automation, WhatsApp Automation, Conversational AI Chatbots, and more.

WHAT KIND OF HANDS-ON EXPERIENCE WILL I GAIN FROM THIS COURSE?

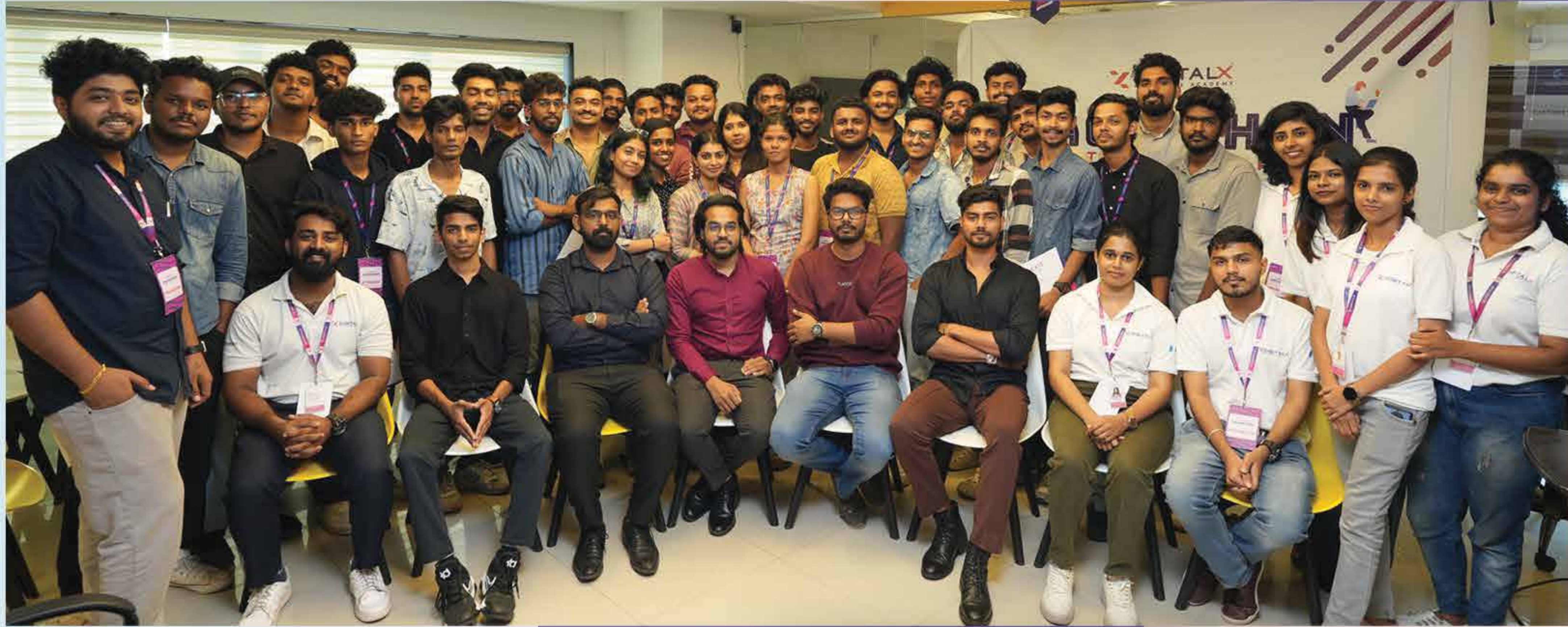
You will participate in practical sessions on WordPress management, blog writing, affiliate marketing, and the use of various digital marketing tools such as Google Analytics, Meta Ads, and LinkedIn Ads. These hands-on experiences are designed to equip you with real-world skills that are directly applicable in the digital marketing industry.

IS THERE ANY SUPPORT FOR CAREER PLACEMENTS AFTER COMPLETING THE COURSE?

Yes, the course includes placement training and career transformation modules. We provide dedicated support to help you prepare for job interviews and connect you with potential employers in the digital marketing field.

ARE THERE ANY PREREQUISITES FOR ENROLLING IN THIS COURSE?

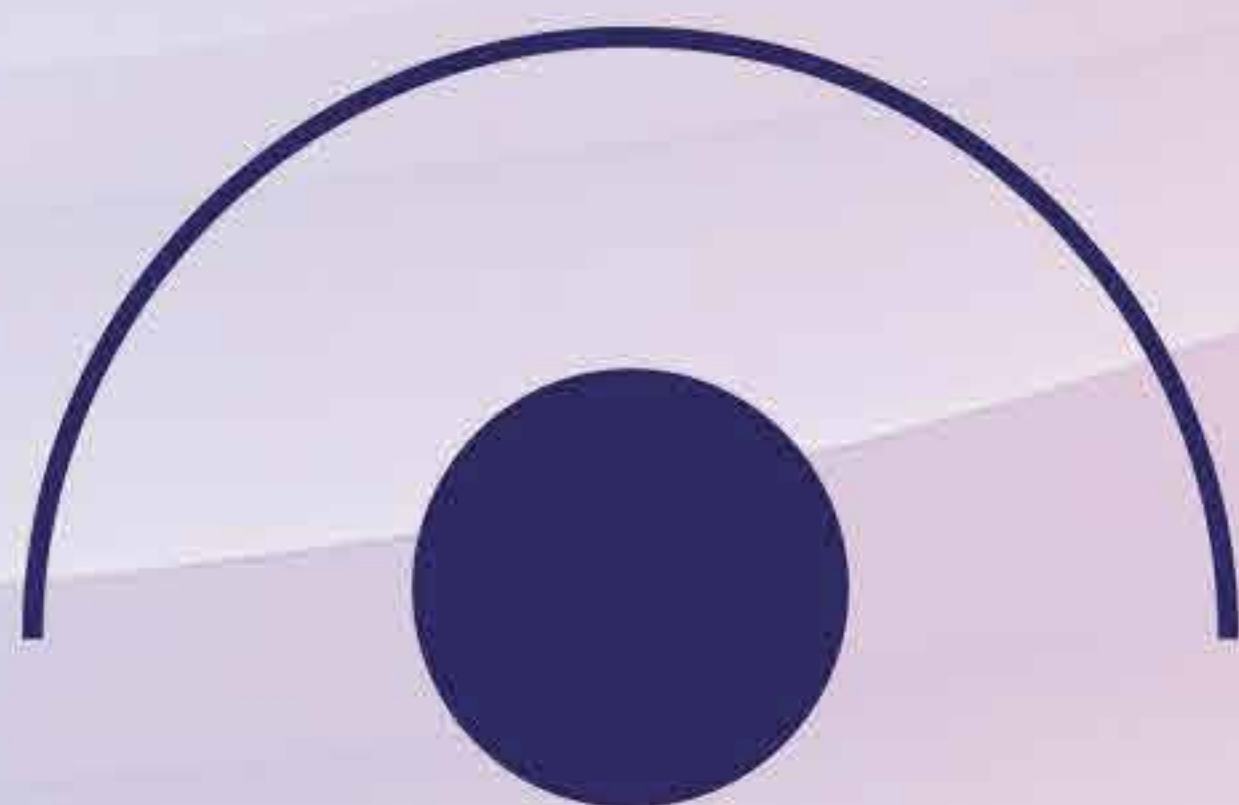
There are no specific prerequisites for enrolling in this course. It is suitable for both beginners and professionals looking to enhance their digital marketing and communication skills. Basic knowledge of computers and the internet is recommended.

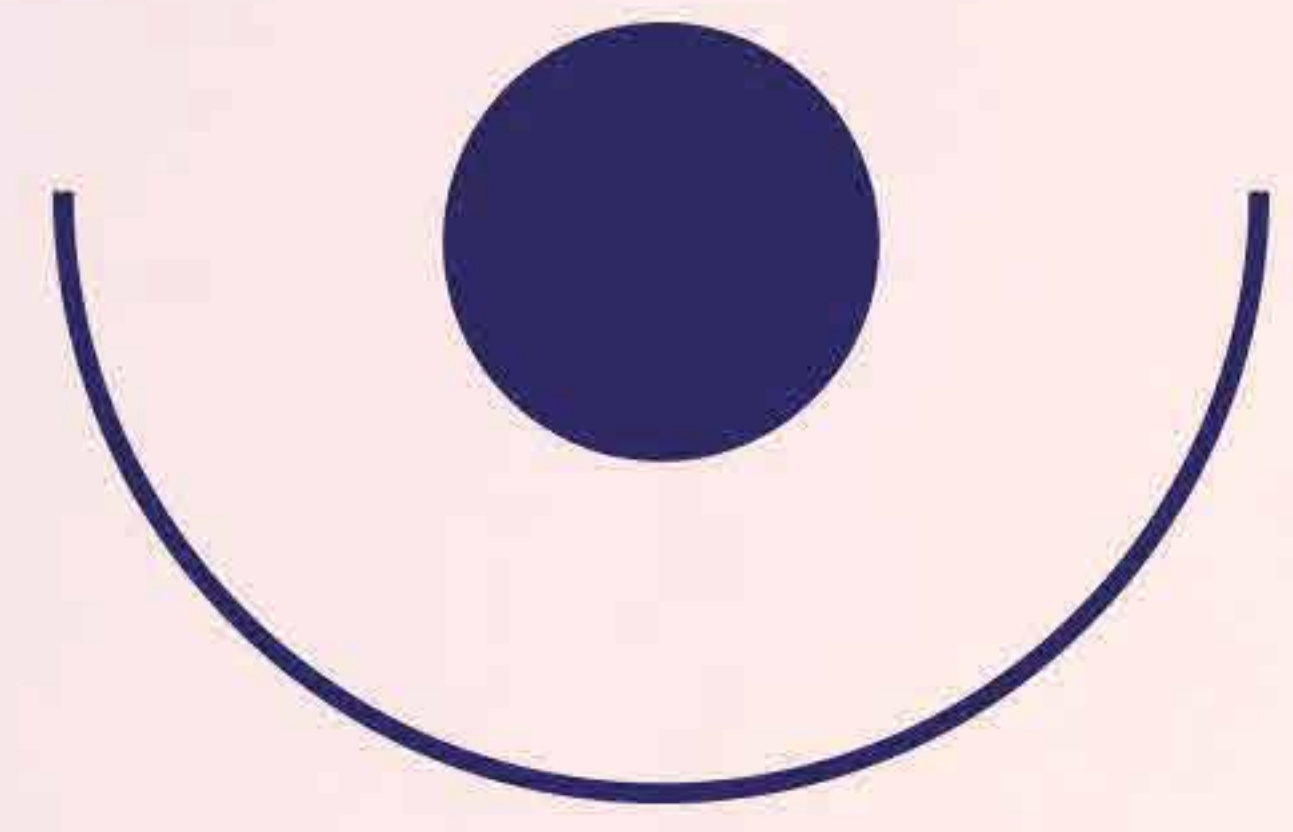


HACKATHON 2024

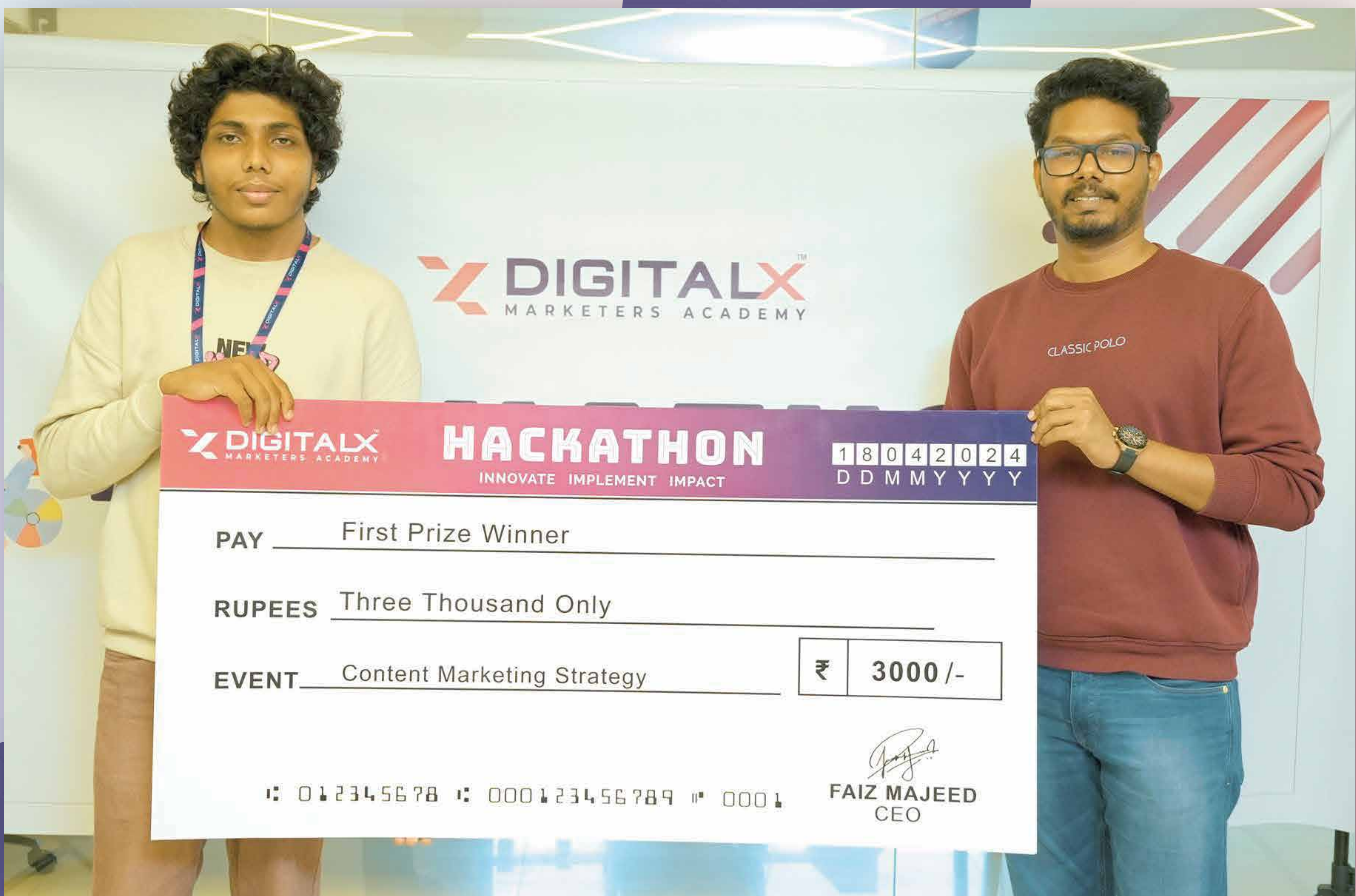


1 Year Anniversary Celebration





STUDENTS ACHEIVEMENTS

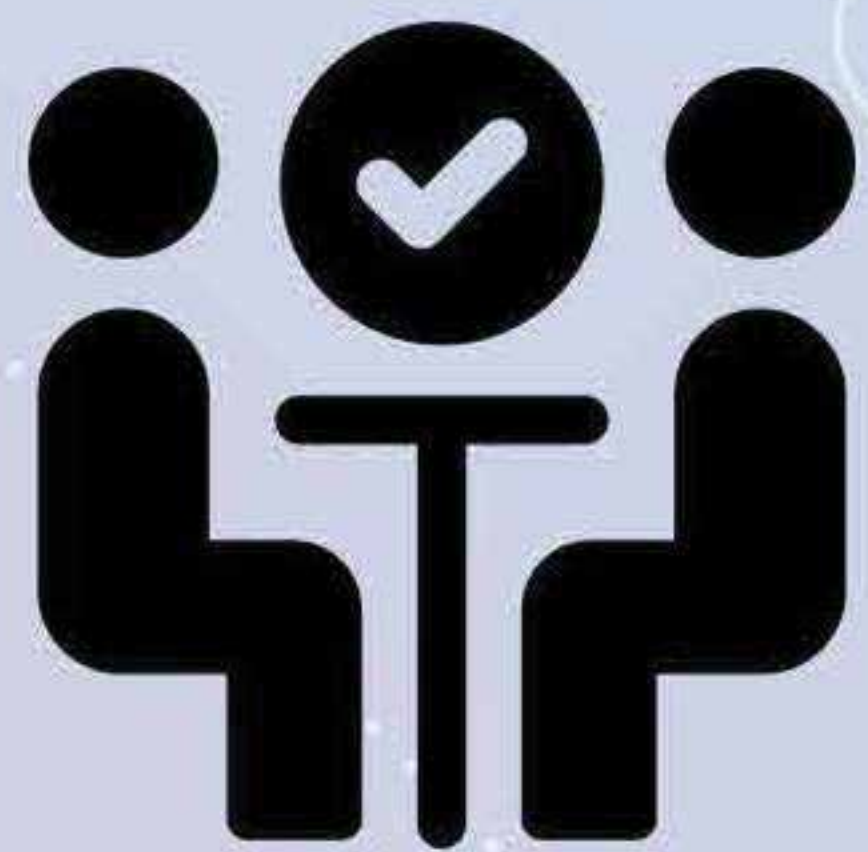


HOW DIGITALX WILL HELP YOU ACHIEVE YOUR DREAM JOB

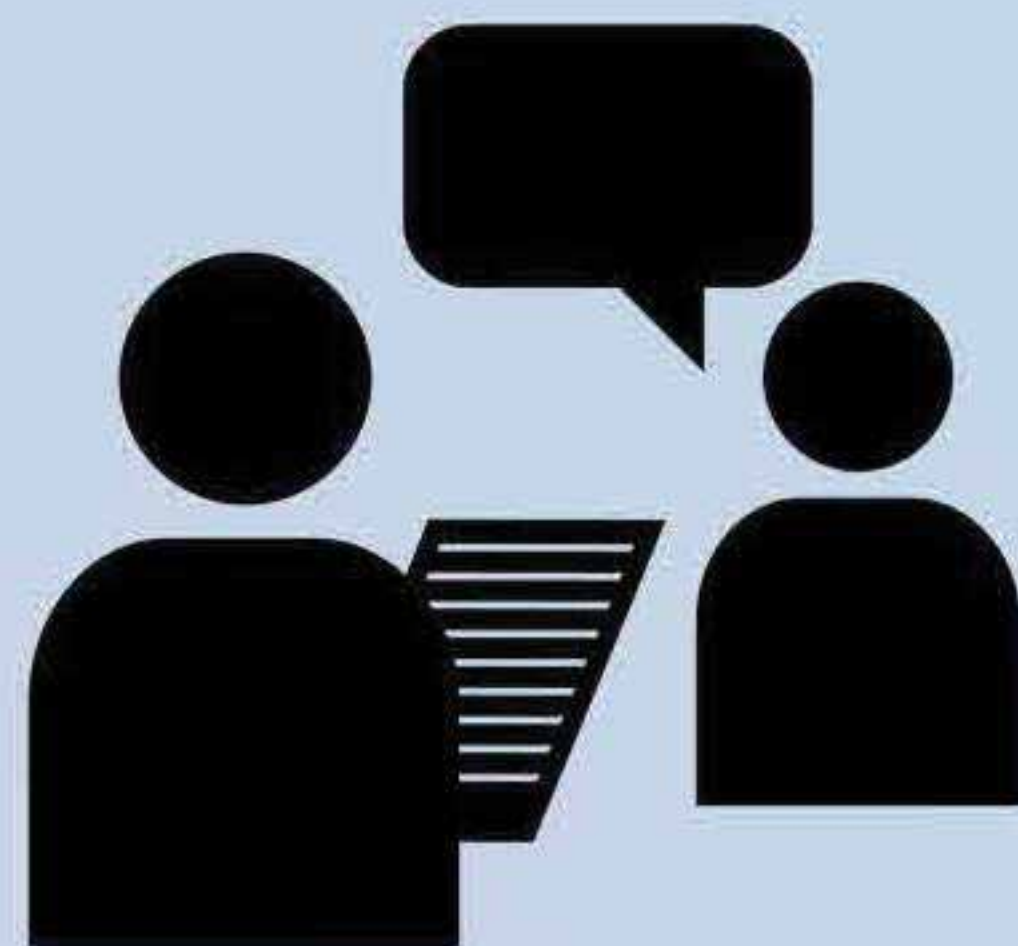
At DigitalX Marketers Academy, we are proud to be the largest digital marketing community in Kerala, dedicated to helping students achieve their career aspirations. Our comprehensive training programs and regular assessments are designed to support you in securing interviews and reaching your professional goals.

We prioritize referring students who demonstrate a strong commitment to learning and show consistent progress throughout the course. Please note that we are unable to assist students who lack the motivation to actively participate in their own growth and development. Your dedication and hard work are key to making the most of the opportunities we provide.

PLACEMENT TRAINING & CAREER TRANSFORMATION



Major Topic Revisions



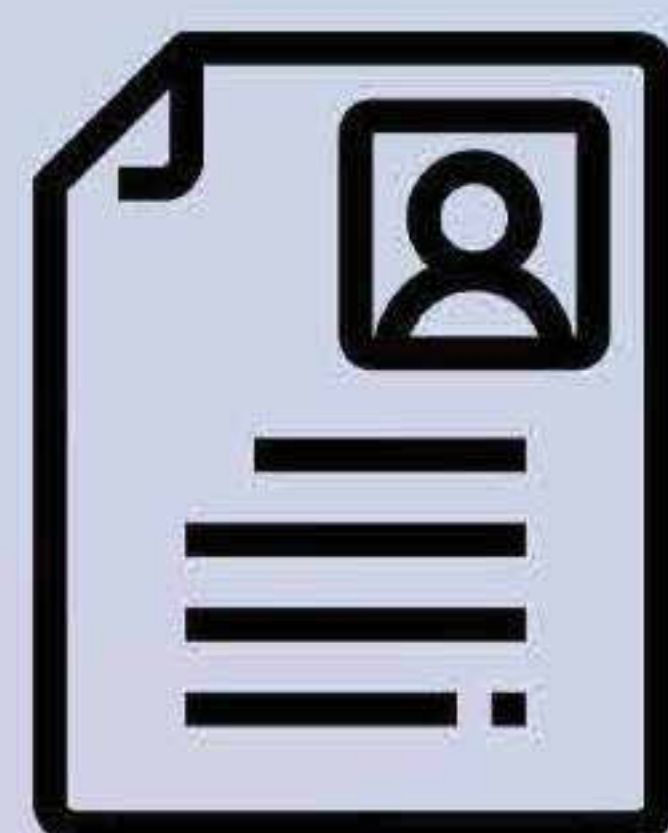
Mock Interview



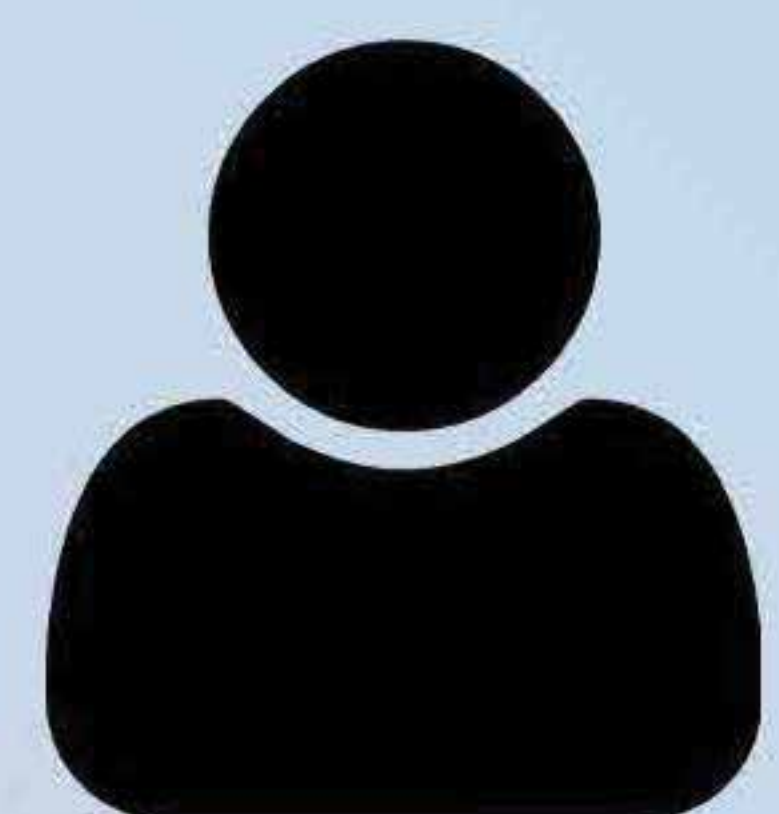
Interview Assessments



Frequently Asked Interview Questions



CV Creation



LinkedIn Profile Creation



**UPGRADE YOUR SKILLS WITH TRENDING
DIGITAL MARKETING COURSES FROM
DIGITALX MARKETERS ACADEMY**

KOCHI

Muthoottu, Royal Towers Building, 8th Floor,
South Block, Kaloor, Kochi, Kerala 682017

+91 90612 02555

TRIVANDRUM

1st floor, New Joythi towers, SS Kovil Rd,
Santhi Nagar, Thampanoor,
Thiruvananthapuram, Kerala 695001

+91 90614 49555

www.digitalxacademy.com