

**DIGITALX**

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MARKETERS ACADEMY

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WELCOME TO  
THE LARGEST  
AGENCY BASED  
DIGITAL MARKETING CAMPUS

- Industry Expert Training
- Industry Standard Syllabus
- Agency Based Training
- Placement Assistance

# **CERTIFIED DIGITAL MARKETING SPECIALIST COURSE**

[www.digitalxacademy.com](http://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**



## **COURSE OVERVIEW**

Join our Certified Digital Marketing Specialist program and become a sought-after expert in a booming industry. With a projected market growth of 17.6% by 2026, the demand for skilled professionals is soaring. At DigitalX Marketers Academy, we equip you with the tools, platforms, and strategies to elevate businesses across sectors. Master SEO, SMM, analytics, and more to drive accelerated growth and visibility.



# **COURSE OUTLINE**

- **MODULE 1 – DIGITAL MARKETING ESSENTIALS**
- **MODULE 2 – BUILDING DIGITAL MARKETING FOUNDATION**
- **MODULE 3 – COMPETITOR ANALYSIS FOR DIGITAL MARKETING**
- **MODULE 4 – DIGITAL MARKETING STRATEGY**
- **MODULE 5 – INBOUND MARKETING VS OUTBOUND MARKETING**
- **MODULE 6 – SEARCH ENGINE OPTIMIZATION**
- **MODULE 7 – LEAD GENERATION CAMPAIGNS**
- **MODULE 8 – META ADVERTISING**
- **MODULE 9 – LINKEDIN ADS**
- **MODULE 10 – SEARCH ENGINE ADVERTISING**
- **MODULE 11 – GOOGLE ADS**
- **MODULE 12 – YOUTUBE ADS**

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- **MODULE 13 – GOOGLE ADSENSE**
  - **MODULE 14 – WEB AND GOOGLE ANALYTICS**
  - **MODULE 15 – WORDPRESS MANAGEMENT AND DESIGN ESSENTIALS**
  - **MODULE 16 – BLOG WRITING & PUBLISHING**
  - **MODULE 17 – INTRODUCTION TO ECOMMERCE**
  - **MODULE 18 – AFFILIATE MARKETING**
  - **MODULE 19 – EMAIL MARKETING**
  - **MODULE 20 – DIGITAL MARKETING AUTOMATION**
  - **MODULE 21 – CONVERSATIONAL AI CHATBOTS**
  - **MODULE 22 – APPS INTEGRATIONS USING PABBLY & ZAPIER**

# 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 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!



**MOHAMMED SALIHU**  
Digital Marketing Executive  
NBT



**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



**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



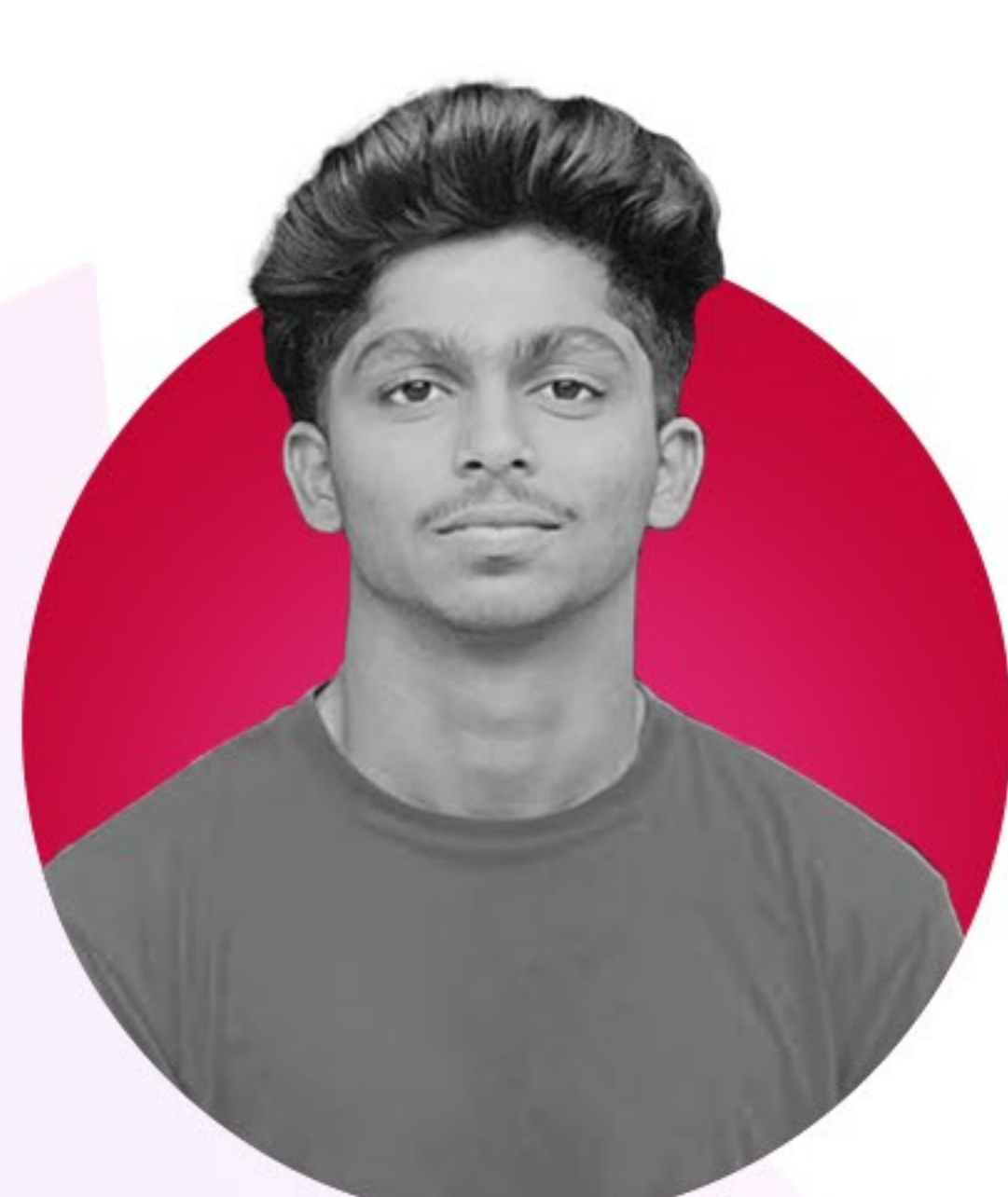
**ANGEL D JOHN**

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

ad  
idem creative

iBidz



graduator





# JOURNEY AT DIGITALX







## **CERTIFIED DIGITAL MARKETING SPECIALIST COURSE:**

### **FAQ**

#### **WHAT IS THE DURATION OF THE CERTIFIED DIGITAL MARKETING SPECIALIST COURSE?**

The Certified Digital Marketing Specialist course spans 3 months, covering a comprehensive curriculum designed to equip you with the essential skills and knowledge needed to excel in the digital marketing industry.

#### **WHAT TOPICS ARE COVERED IN THIS COURSE?**

The course covers a wide range of topics, including Digital Marketing Essentials, SEO, SMM, Competitor Analysis, Digital Marketing Strategy, Lead Generation Campaigns, Google Ads, YouTube Ads, Google Analytics, WordPress Management, Blog Writing, eCommerce, Affiliate Marketing, Email Marketing, Digital Marketing Automation, Conversational AI Chatbots, and more.

#### **WILL I RECEIVE ANY CERTIFICATION UPON COMPLETION OF THE COURSE?**

Yes, upon successfully completing the course, you will receive a certification from DigitalX Marketers Academy, recognizing you as a Certified Digital Marketing Specialist. This certification can enhance your resume and increase your job prospects 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 designed for both beginners and professionals looking to enhance their digital marketing skills. Basic knowledge of computers and the internet is recommended.

#### **DOES THE COURSE INCLUDE PLACEMENT ASSISTANCE?**

Yes, the course includes placement training and career transformation modules. Our dedicated placement cell provides support and guidance to help you secure job opportunities in the digital marketing industry.



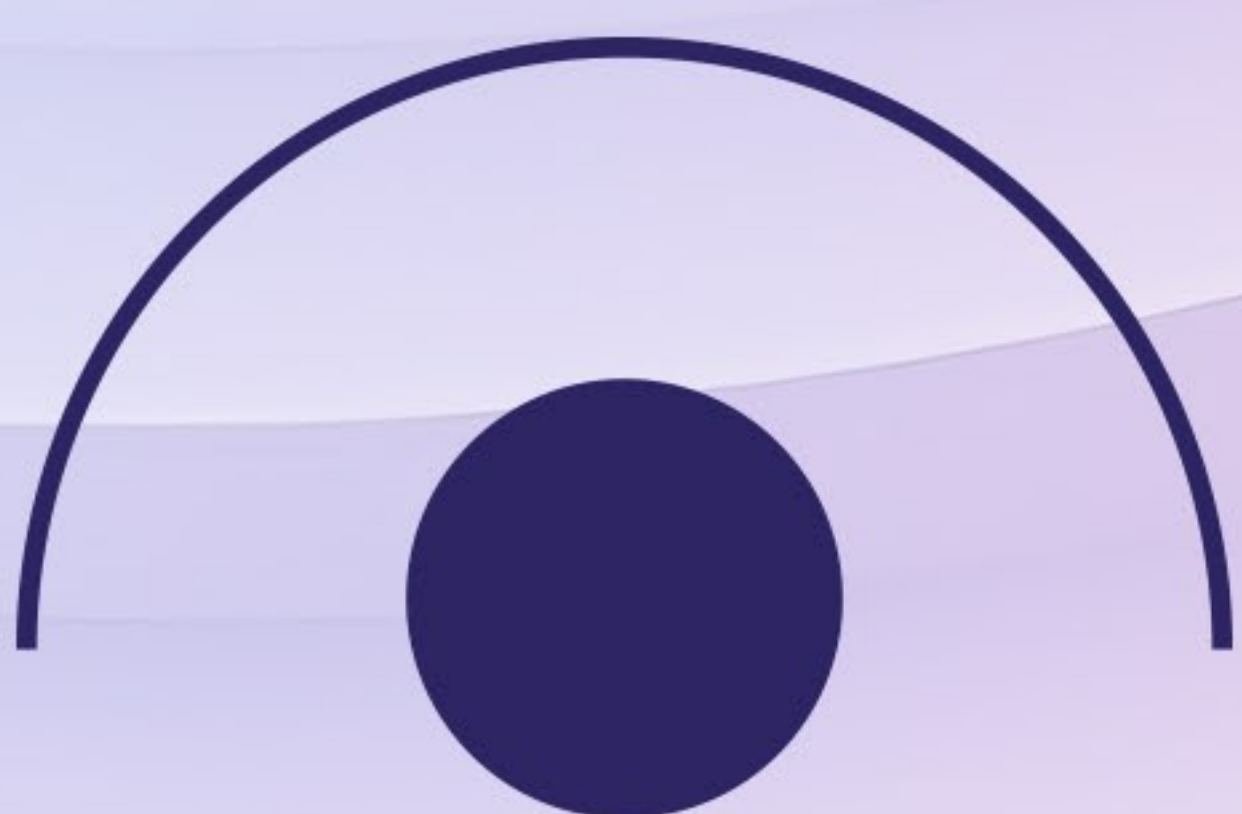
# EVENTS

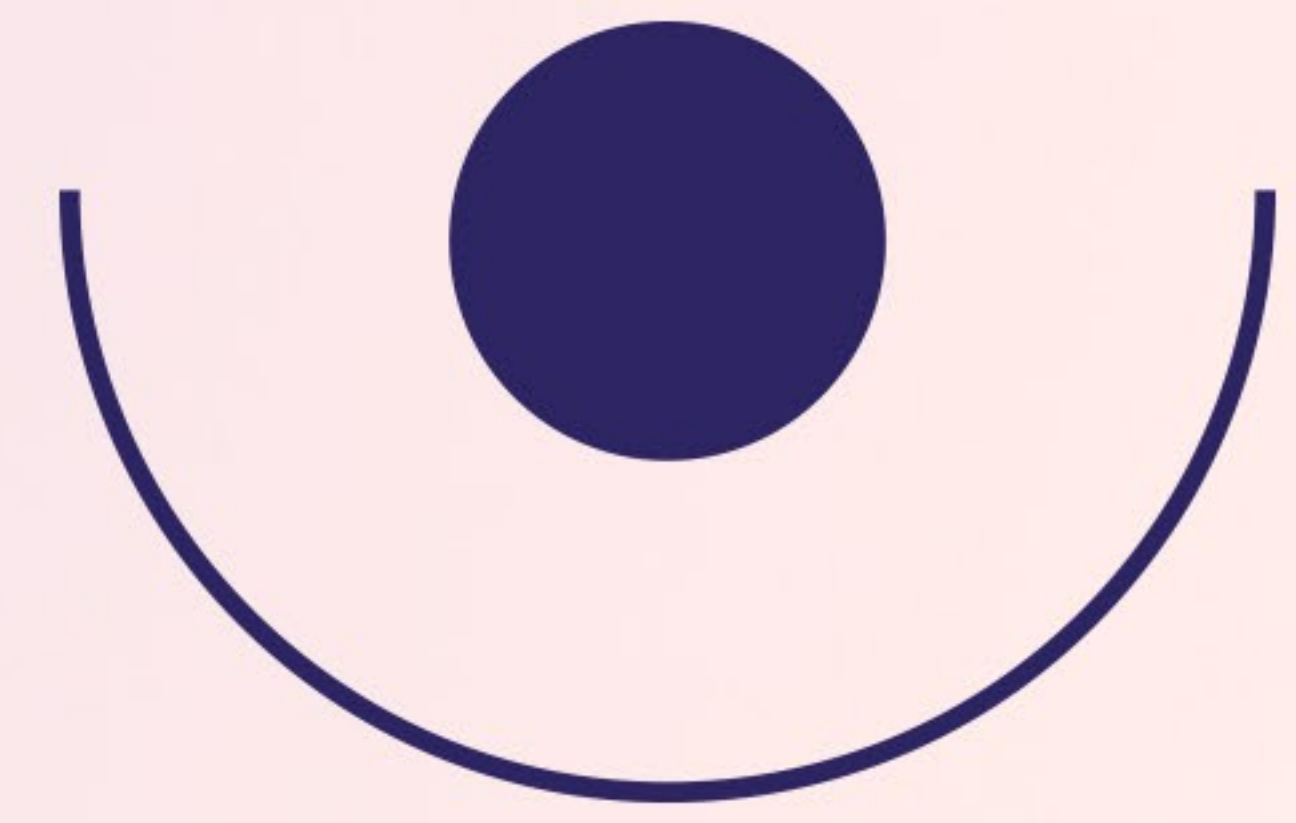


Halloween Celebration



Christmas Celebration





Cricket Tournament



Onam Celebration



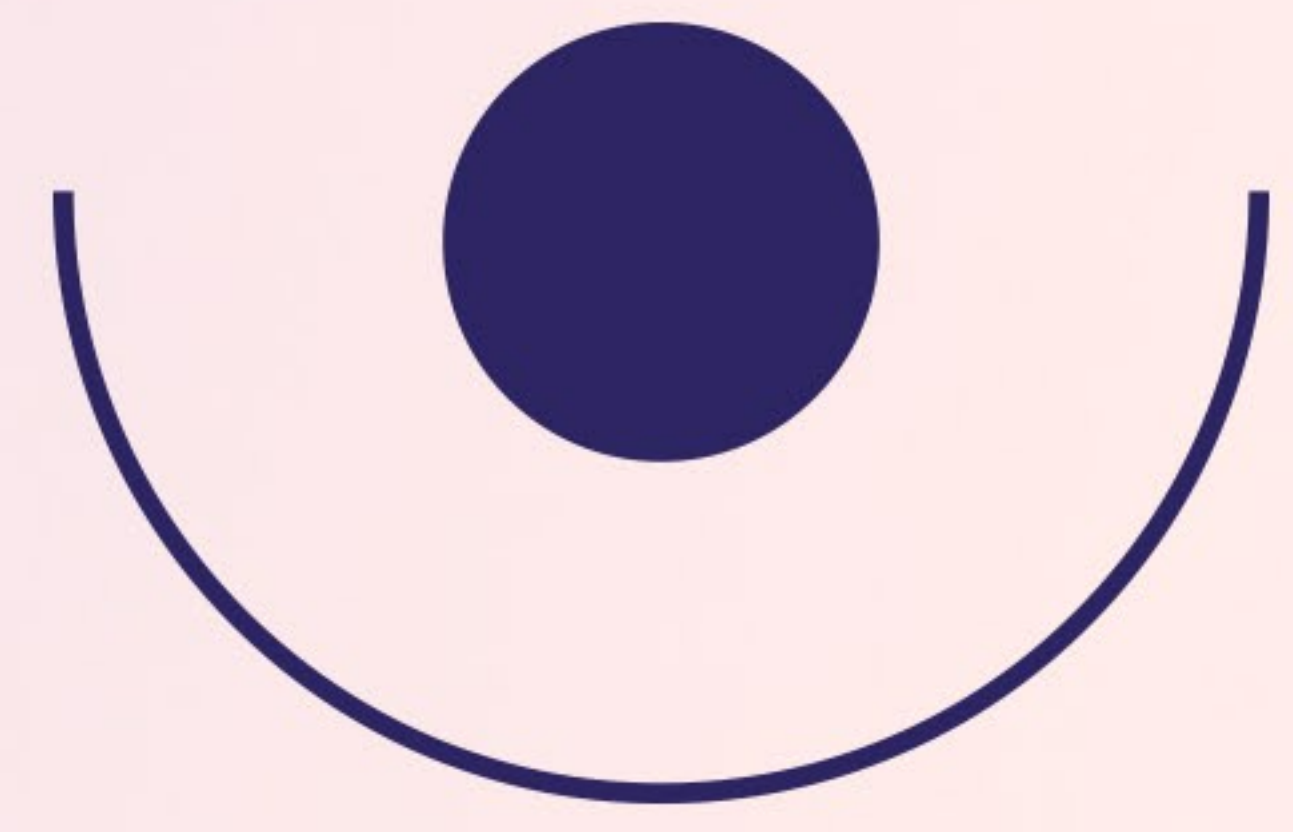


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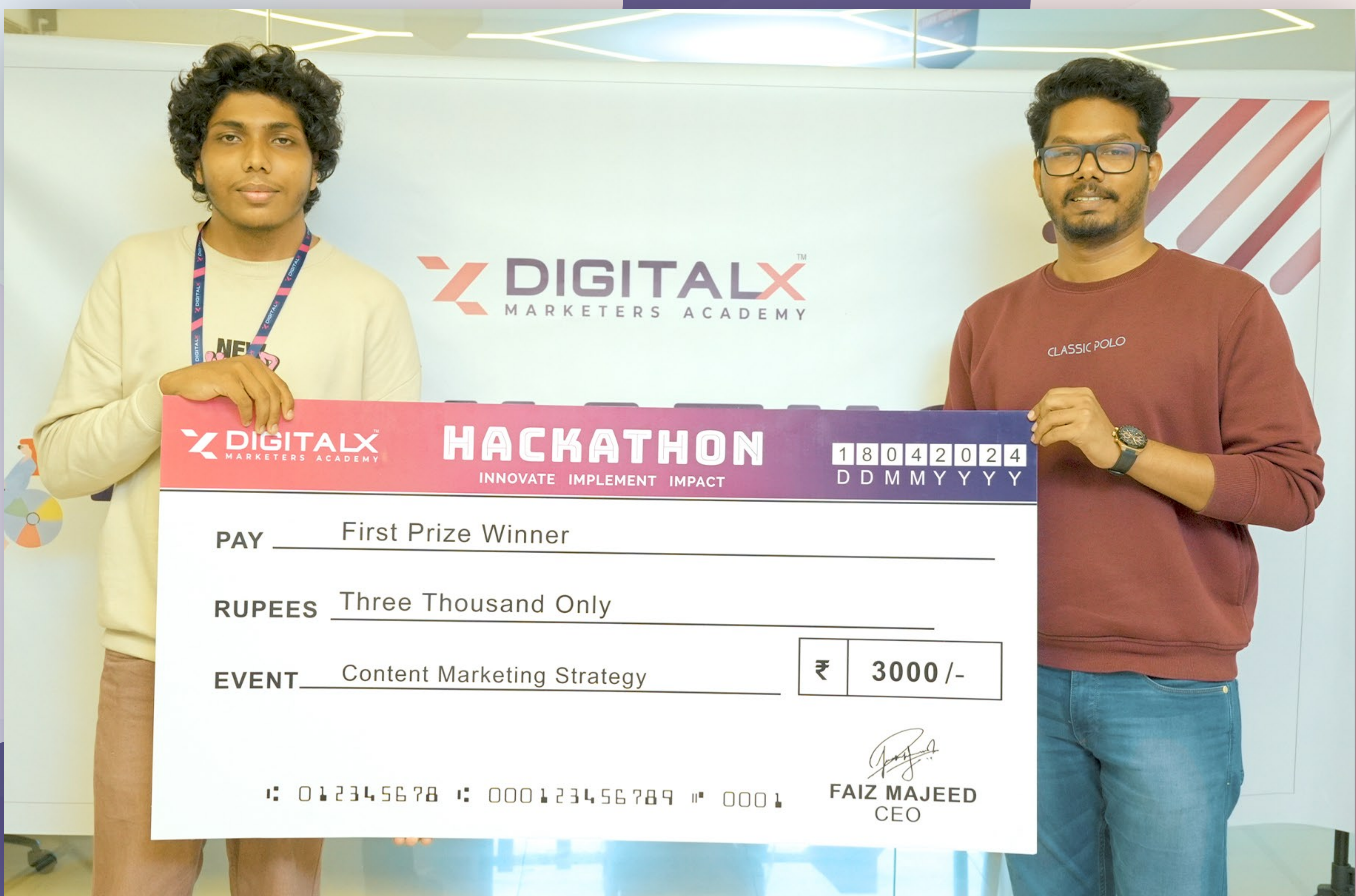


1 Year Anniversary Celebration





# 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



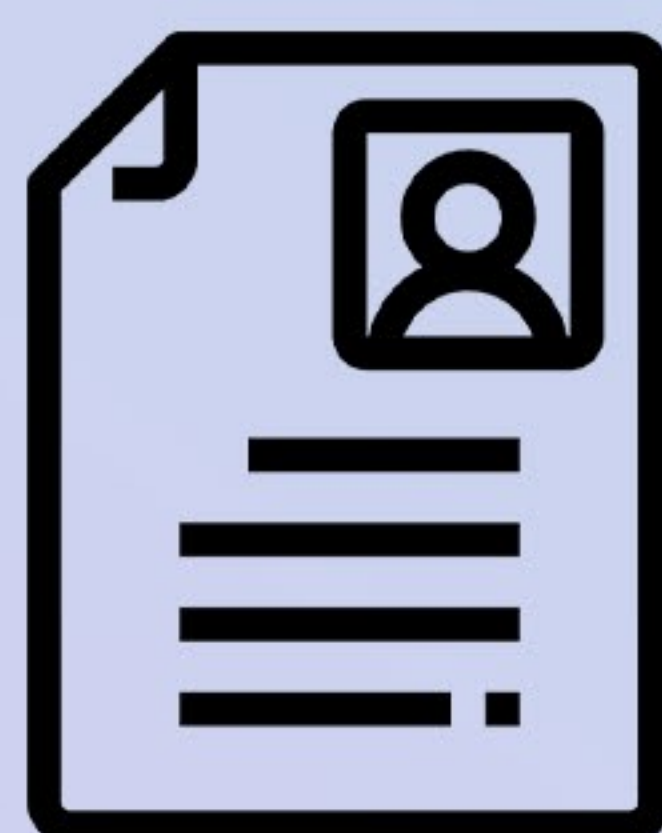
Mock Interview



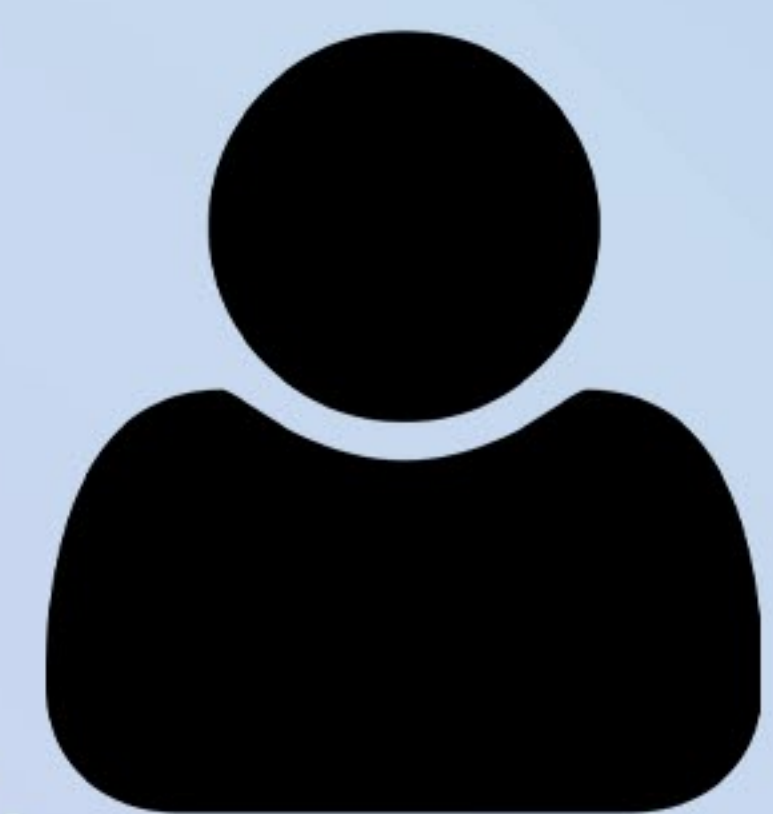
Interview Assessments



Frequently Asked Interview Questions



CV Creation



LinkedIn Profile Creation



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

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