

Online Digital Marketing Course

ACDM

PCDMS



Hear From Our Founder

Leading the Digital Revolution

At IIDE, we believe quality education should be borderless — free from limits of location, time, or circumstance. In today's fast-paced world, upskilling isn't optional; it's essential. Yet, learning often takes a backseat to our busy lives.

That's why we built our online program to fit into yours. Whether you're leveling up or breaking into digital marketing, our flexible industry-ready curriculum keeps you ahead.

Education should be more than just information; it should be a launchpad for transformation. At IIDE, we don't just teach digital marketing — we shape future leaders ready to thrive in a dynamic world.

Karan Shah,
Founder and CEO



Master Digital Marketing from Anywhere

From Learning to Leading

In today's digital world, businesses need professionals who don't just keep up — they lead. That's why IIDE's Online Digital Marketing Certification is built for the modern marketer.

With expert-led live sessions, workshops, and real-world case studies, you won't just learn digital marketing — you'll master it. More than theory, we focus on practical application, career-driven outcomes, and personalised mentorship. Whether you're upskilling, switching careers, or launching a venture, we're here to guide you.

The best investment is in yourself. Start your journey with IIDE and lead the digital future.



Learn, Apply, Succeed — The IIDE Difference

What Sets IIDE Apart?



Soft Skills

Enhance your communication, presentation, and interview skills to stand out professionally.



Super Sessions

Exclusive sessions with CXOs and CMOs uncovering industry secrets and strategies.



Exclusive MasterClass

Gain insights at the intersection of business, economics, and digital marketing.



Live Projects

Work on real brand challenges and present your solutions to industry experts.



Expert Faculty

Learn from industry veterans with real-world digital marketing experience.



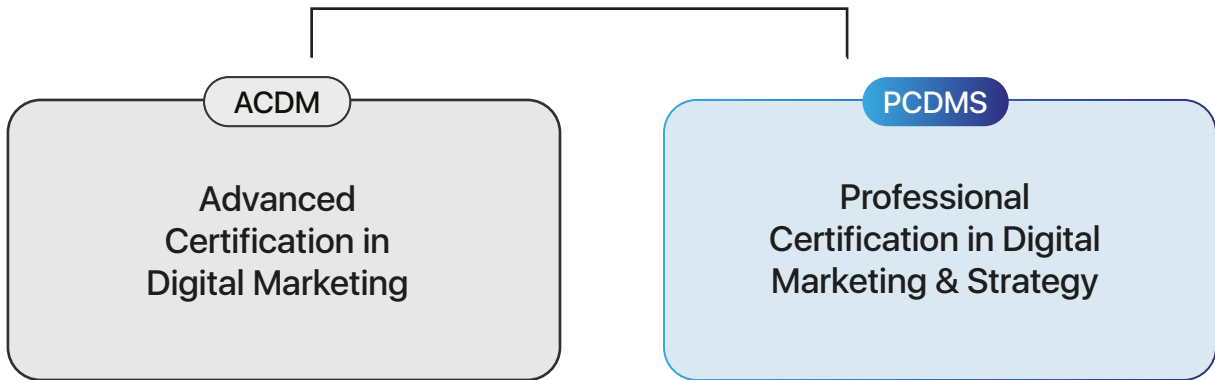
Placement Assistance

Get 100% placement support with a dedicated career coach from day one.

Select the Certification That Matches Your Ambition

How Does This Program Work?

Online Digital Marketing Program



Advanced Certification in Digital Marketing

Master the fundamentals and beyond in just 4.5 months! This program blends hands-on digital marketing expertise with essential soft skills and career guidance — giving you the confidence to break into the industry, not just learn about it.

Professional Certification in Digital Marketing & Strategy

For professionals ready to level up or pivot their careers, this 6.5-month program blends foundational, professional, and strategic digital marketing principles. With an industry-focused curriculum and interactive sessions, you'll gain the expertise to lead campaigns, drive business growth, and accelerate your career trajectory.

Curated for Diverse Digital Marketing Ambitions

Who is This Program For?



Business Owners

Gain the expertise to expand your reach, attract more customers, and grow your business with digital marketing.



Career Switchers

The ideal launchpad for professionals eager to transition into the dynamic world of digital marketing.



College Students

Build a strong foundation in digital marketing and gain industry-ready skills to jumpstart your career.



Marketing Professionals

Elevate your career by mastering advanced digital marketing strategies and expanding your expertise.

Built to Educate, Challenge & Achieve

Learning Methodology

We don't just teach; we transform. Our immersive approach equips you with the skills, confidence, and industry know-how to carve your own path to success.



1 Learn Live

Experience online, real-time sessions with industry experts, packed with interactive discussions.

2 Get Mentored

Unlock 1-on-1 mentoring for personalised guidance, expert insights, and tailored doubt resolution.



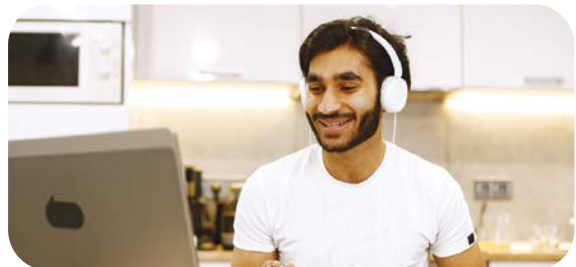
3 Apply & Showcase

Tackle real-world projects, present your insights, and build the confidence to stand out.



4 Review & Improve

Absorb feedback, sharpen your skills, and keep leveling up your expertise.



Our Certifications At a Glance

Master Digital Marketing, End to End

Embark on a 4.5- or 6.5-month journey at IIDE, where strategic expertise, hands-on application, and career acceleration transform you into a **PRO** Digital Marketer.

ACDM



COURSE 1-4



4.5 MONTHS



10+ MODULES



4 CERTIFICATIONS

PCDMS



COURSE 1-6



6.5 MONTHS



15+ MODULES



6 CERTIFICATIONS

Advanced Certification
in Digital Marketing (ACDM)

COURSE 1



Marketing
Foundations

COURSE 3



Search Marketing

COURSE 5



Strategic
Planning

COURSE 2



Social Marketing

COURSE 4



Growth & Analytics

COURSE 6



Marketing
Automation

Professional Certification in Digital Marketing
& Strategy (PCDMS)

Detailed Curriculum

What Will You Learn?

Our curriculum doesn't just teach — it transforms you into a digital marketing powerhouse with sharp strategies, hands-on execution, and real-world impact.

Course 01: Marketing Foundations

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1

Prep Course

Build stronger fundamentals with 4+ hours of video lectures and 2 live sessions.

- **Marketing Fundamentals** Video Session led by Ex Google Lead
 - Understanding the evolution of marketing
 - Exploring the 7Ps of marketing
 - Mastering marketing funnels
 - Uncovering brand truth and leveraging USPs for differentiation
- **LinkedIn Fundamentals** Live Session
 - Building an all-star profile
 - Building a LinkedIn network
 - Using LinkedIn tools for outreach
- **Presentation Skills** Video Session by Sonia Anand
 - Designing and delivering impactful presentations
 - Creating clear, visually appealing slides with minimal text
 - Mastering delivery techniques like vocal variety and audience engagement

- **Navigating the Digital Marketing Ecosystem**

Video

Live Session

- Introduction to the industry
- Understanding agency financials
- Extracting financial data

2 **Orientation**

Start with a power-packed orientation that sets the stage — meet your mentors, decode the roadmap, and gear up for an immersive learning experience.

3 **Mastery Milestone Session: Fundamentals**

Revisit key learnings, solidify your understanding, and gear up to apply your skills in the real world.



Marketing Foundations Exam

Showcase your expertise in branding, funnels, LinkedIn, and presentations.



Course 02: Social Marketing

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1 Website Basics

Master the essentials of website creation — from choosing the right platform to designing for usability and conversions.

- The fundamentals of website creation
- Choosing the right platform to designing for user experience
- Elements of a successful website
- Building and optimising a website to meet business goals

2 Content Strategy (Co-Certified by **FCBKINNECT**)

Create impactful content with a strategy built on audience, platform, and creativity — turning ideas into results.

- The importance of content strategy
- The 3 pillars of content strategy: audience, platform, content
- Content formats, buckets, and calendars

3 Introduction to Digital Media Metrics

Master the math behind marketing — decode ROI, conversion rates, and key digital metrics.

- Refresh essential digital marketing math, including basic calculations
- Learn digital media metrics that help measure campaign success

4 Google Sheets 101

Master spreadsheet basics, formulas, and data visualisation.

- Creating spreadsheets, applying formulas, and visualising data effectively

5 Social Media Organic

Master the art of organic social media — from understanding algorithms to creating full-funnel strategies that drive engagement.

- Aligning organic content with the buyer's journey
- Choosing the right platforms and optimising for their algorithms
- Developing high-impact content buckets and calendars
- Leveraging A/B testing, analytics, and benchmarking for better reach
- Building a cohesive approach that integrates organic and paid efforts

6 Social Media Paid

Master paid social strategies to create high-performing Facebook, Instagram, LinkedIn, and X ads.

- Aligning ads with business goals and performance metrics
- Leveraging buyer personas, custom audiences, and retargeting
- Navigating auctions, bidding strategies, and cost control
- Using Meta Pixel, reporting dashboards, and the PHS optimisation framework

7 Mastery Milestone Session: Social Marketing

Bringing together website basics, content strategy, and social media.



Social Marketing Exam

Test your expertise across website basics, content strategy, and social media.



Social Marketing Project

You will take on the role of social media marketers at Dentsu, creating a data-driven strategy to retain a client against industry competition.



Conducting a brand audit



Analysing competitors and audience behavior



Developing an organic and paid strategy



Presenting the final strategy as a group pitch



Course 03: Search Marketing

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1

Google Ads (Platform Certification by Google)

Unlock the power of Google Ads to create targeted campaigns across Search, YouTube, and Display.

- Targeting intent-driven audiences with keyword strategies
- Engaging users with videos and visual storytelling
- Optimising ad spend for efficiency and ROI
- Using analytics and A/B testing for continuous improvement

2

Google Ads + Meta Collab Live Session

Bringing both giants together for a unified strategy session and hands-on dashboard experience.

3

E-Commerce Ads

Master e-commerce advertising across Amazon and quick commerce platforms.

- Navigating FBA, product listings, and ad placements
- Optimising product visibility with search and display ads
- Leveraging fast-delivery platforms for instant conversions
- Analysing and optimising campaigns for higher ROI

4

Search Engine Optimisation (Platform Certification by HubSpot)

Learn the fundamentals of SEO to improve search rankings and drive organic traffic.

- How search engines rank content and the difference between SEO and SEM
- Discovering keyword research techniques to target the right audience
- Optimising website content with on-page and off-page SEO strategies
- Enhancing site performance through technical SEO and backlinks
- Using SEO audit tools to measure success and identify areas for improvement

5

Mastery Milestone Session: Search Marketing

Wrap up search marketing essentials — master Google Ads, e-commerce advertising, and SEO to drive targeted traffic, boost visibility, and maximise conversions.



Search Marketing Exam

Prove your skills in Google Ads, e-commerce advertising, and SEO.



Search Marketing Project

You will develop a data-driven search marketing strategy for a startup by conducting an SEO audit, enhancing website performance, and creating a Google Ads campaign. You will present your insights through:



In-depth keyword research



Actionable on-page and off-page SEO improvements



Strategic paid media recommendations, resulting in a group presentation

NYKAA

blinkit

DELHIVERY



cult.fit

COMET



SNITCH



Course 04: Growth & Analytics

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1 Landing Page Optimisation

Master the art of high-converting landing pages by optimising design, copy, and performance metrics.

- Understanding different types of landing pages and their strategic use
- Applying design principles to enhance user experience
- Creating effective copies that drive action
- Learning expert tips and best practices
- Tracking key metrics to measure success and refine strategies

2 Google Analytics (Platform Certification by Google)

Gain actionable insights by mastering GA4's dashboard, reports, and event tracking to optimise digital performance.

- Navigating the GA4 dashboard and understanding key metrics
- Setting up GA4, connecting your website, and integrating Search Console
- Using Explorations and custom reports for deeper insights
- Tracking user interactions with events and UTMs
- Analysing monetisation data to measure business impact



Placement Eligibility Test I

Assess your marketing knowledge and analytical skills to qualify for placement opportunities.



ACDM Final Assessment (MCQ Test)

Evaluate your understanding of digital marketing concepts through a comprehensive MCQ-based final assessment.

End of Advanced Certification in Digital Marketing

Course 05: Strategic Planning

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1 **Brand Reputation Management** (Co-Certified by KONNECT INSIGHTS)

Master the fundamentals of brand management by exploring branding strategies, positioning frameworks, and the role of a brand manager.

- Understanding brand identity and positioning frameworks
- Creating positioning statements using the Bullseye framework
- Exploring brand archetypes and their impact on consumer perception
- Strategies for brand repositioning and enhancing brand salience
- Analysing real-world brand strategies through a holistic case study

2 **Influencer Marketing**

Learn how to leverage influencer marketing to drive brand awareness, engagement, and conversions through strategic partnerships.

- Identifying and selecting the right influencers for your brand
- Creating effective influencer collaboration strategies
- Measuring influencer campaign performance and ROI
- Navigating influencer contracts, guidelines, and disclosures

2 **Media Planning and Buying**

Master the fundamentals of media planning and buying, from strategy development to execution.

- Understanding branding vs. performance marketing in media planning
- Key players and buying models in media (direct and self-serve)
- Components of a media plan: budgeting, platforms, targeting, and scheduling
- Types of media planning: goal-forward, budget-forward
- Planning for platforms like OTT, YouTube, Meta, and innovative media solutions



Strategic Planning Exam

Assess your knowledge of brand reputation management, influencer marketing, and media planning through a comprehensive exam.

Course 06: Marketing Automation

PCDMS

1 **Marketing Automation** (Co-Certified by WebEngage[®])

Master the fundamentals of marketing automation, CRM integration, and data-driven workflows.

- Understanding sales funnels, lead quality, and scoring
- Setting up and integrating CRMs for marketing and sales
- Automating workflows for email, SMS, and WhatsApp marketing
- Utilising data-driven insights with the DIKW framework
- Reporting, tracking, and optimising CRM and automation efforts

2 **Conversion Rate Optimisation (With Simulation)**

Learn how to enhance user journeys and maximise conversions using data-driven CRO strategies, frameworks, and simulations.

- Applying CRO with the AIDA framework for better funnel performance
- Setting goals, benchmarks, and KPIs for optimisation success
- Exploring CRO frameworks and budgeting strategies through a simulation
- Leveraging tools, techniques, and conversion-focused design principles
- Testing and refining strategies to improve overall conversion rates

3 **Case Clash: Your Strategy vs. The Case (WARC)**

Put your strategic thinking to the test by analysing real-world cases and creating winning solutions in a competitive showdown.



Marketing Automation Exam

Test your skills in automating marketing workflows and CRM integration.



Placement Eligibility Test II

Assess your marketing knowledge and analytical skills to qualify for placement opportunities.



Capstone Project

Showcase your expertise by developing and presenting a full-funnel digital marketing strategy that integrates everything learned throughout the program.



End of Professional Certification in Digital Marketing & Strategy



Tailored Learning for Different Career Journeys

Decoding ACDM & PCDMS

Whether ACDM or PCDMS, we ensure you're ready to thrive in the digital world.

	ACDM	PCDMS
Duration	4.5 Months	6.5 Months
Courses	4	6
Live Sessions (In Hours)	108 Hours	144 Hours
Complementary Video Lectures	40 Hours	55 Hours
Modules	10+	15+
Platform Certifications		
Industry Co-Certifications		
Placement Assistance	✓	✓
Book a Mentor	✓	✓
Reference Materials	✓	✓
Interpersonal Skills	✓	✓
Job Opportunities	Core digital marketing roles	Core + high-paying advanced roles
Curriculum Focus	Strong foundation in digital marketing	Advanced strategies & in-depth expertise

Get Certified, Get Ahead

Power Up Your Resume with Certifications

Earn certifications as you level up your digital marketing expertise! From search to social, automation to analytics, every certification you earn proves you're not just learning — you're mastering the skills that brands actually need.

Platform Certifications:



Course 03:
Google Ads



Course 03:
Search Engine Optimisation



Course 04:
Google Analytics

Co-Certifications:



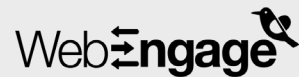
Course 01:
Content Strategy



KONNECT INSIGHTS

Course 05:
Brand Reputation
Management

PCDMS



Course 06:
Marketing Automation

PCDMS

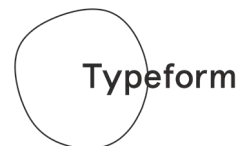
Each certification is more than just a credential — it's a testament to your ability to apply real-world marketing strategies effectively. By the end of the program, you'll graduate with not just knowledge, but a portfolio of certifications that demonstrate your expertise to employers worldwide.

Master the Industry's Most In-Demand Tools

Tools You Will Master

In today's fast-paced digital landscape, the right tools aren't just an advantage — they're essential. Our program gives you practical experience with industry-leading platforms that power advertising, content management, and analytics.

From optimising high-impact campaigns to fine-tuning strategies, you'll gain the expertise to wield cutting-edge tools that drive real results and set you apart in the digital marketing arena.



AI-Powered Learning for Modern Marketers

Next Gen Learning with AI

As AI reshapes the marketing landscape, staying ahead means mastering the tools that drive innovation.

Our curriculum integrates cutting-edge AI applications in digital marketing, ensuring you develop both technical expertise and the adaptability to thrive in an ever-evolving industry.



A unified & Intuitive Platform

Smart Learning, Zero Hassle

Ditch the dull dashboards — Bookmark, our in-house learning management app, is your smart, seamless learning companion. Access study materials, manage your schedule, book mentoring sessions, and track your performance, all in one place.



Learning Management System

A web and app-based platform to track attendance, take quizzes, monitor progress, and get instant AI-powered academic support.



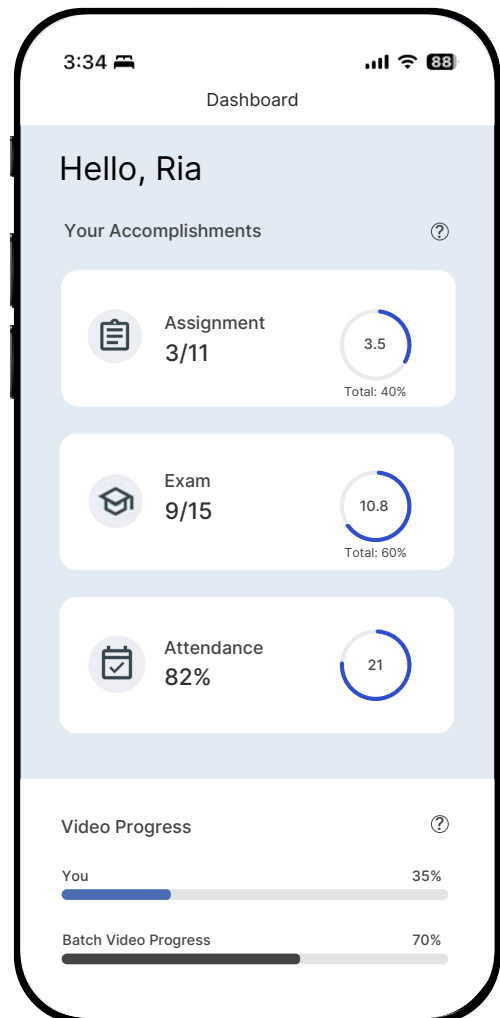
On-Demand Learning

Unlock an exclusive video library featuring insights from industry leaders at Google, Amazon, Disney, Cipla, and more.



Book a Mentor

Get instant guidance — schedule doubt-solving sessions with available mentors in just a click.



Tap into the Brains Behind the Biggest Companies

Super Sessions @ IIDE

Exclusive sessions with experts who've built, scaled, and led top companies.



Deepa Krishnan
Marketing Head

HYATT®



Akshay Gurnani
Ex Co-Founder & CEO

#Schibang.



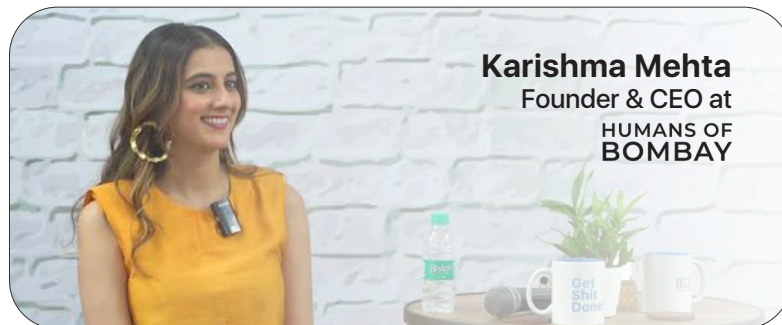
Megha Seth
Sr. Digital Consultant

Edelman



Rohan Mehta

CEO at
FCBKINNECT



Karishma Mehta

Founder & CEO at
HUMANS OF
BOMBAY



Jahid Ahmed
Sr. Vice President

HDFC BANK



Rohan Prasher
Media Lead

Coca-Cola



Chandni Shah
Founder & COO

FCBKINNECT



Soham Bhagnari
Sr. Agency Development Manager

amazon

Elevate Your Profile & Ace Interviews

Securing Your Future



Offline Networking Day

Ditch the DMs and emails — make real-world connections that land real-world opportunities.



Industry Skills

Master the must-have soft skills recruiters actually look for.



Resume & LinkedIn

Turn your profile and CV into recruiter magnets.



Portfolio & Brand Building

Build a brand that speaks before you even enter the room.



Leadership & Team Building

Lead with impact, collaborate with confidence.



Art of Pitching

Sell ideas with confidence — whether it's to clients, investors, or your future boss.



Interview Prep

Ace interviews with strategies that turn nervousness into confidence.



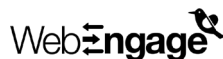
PET (Placement Eligibility Test)

Your final checkpoint before stepping into the industry spotlight.

Hired by the Best in the Business

Placement Highlights

Get 1-on-1 career coaching to navigate the job market with confidence. From tailored guidance to top-tier opportunities, we help you land roles at the biggest brands and agencies.



India's #1 Beauty Destination



Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.

Grow Your Career, Lightspeed ⚡

IIDE Grads Are Making Waves — Join Them

[10.5-21 LPA]



Anant Singh
CRM Specialist

Yousiqaat



Rutvi Patel
Social Media Specialist

NP digital



Shahida Shaik
Marketing Executive

Jumeirah
HOTELS & RESORTS

[7-10.5 LPA]



Rebecca Dcruz
Manager – Client Servicing

TECH BAY LEAF



Navyaa G Bindra
Digital Marketing Executive

TRADEPASS



Vighnesh Raman
Programmatic Manager

Wavemaker

[5-7 LPA]



Urvi Bhandarkar
Sr. Account Manager

pazago



Shelton Simon
Sr. Marketing Executive

FRONTIER
BUSINESS SYSTEMS PVT LTD



Sushma Yadav
CRM Specialist

Yousiqaat

What Our Hiring Partners Say

Why Top Companies Trust IIDE Graduates



"It is great working with students from IIDE - very prompt, quickly work on the given feedback, approachable, always want to try and implement new things for the company."

Rakhee Agarwal
Senior HR Manager

FCBKINNECT



"I have found that the students from IIDE tend to possess a rare combination of hard and soft skills enabling them to deal with real-world scenarios with a greater degree of understanding and creativity."

Kainaat Rizvi
Human Resources Manager


Togglehead™



"Our hiring experience with IIDE has been really great! We have been working with IIDE for 3 years. IIDE's education has made the hires job-worthy, and easy for the candidates to understand their own expertise."

Brigith Dsouza,
Assistant Manager — HR

wrm | white rivers media®

How IIDE Shaped Their Careers

Real Stories, Real Success



"The ACDM course gave me more than just knowledge. The dedicated placement team guided me every step of the way, from creating a standout resume to acing interviews and landing the perfect role!"

Gauri Sharma
Digital Marketing Executive

WebShakers



"IIDE was more than just an education — it was a transformative journey. With expert faculty, a hands-on curriculum, and a thriving community, I gained the skills and confidence to excel in digital marketing!"

Rahul Gohil
Client Servicing Executive

FCBKINNECT



"I loved the structured approach to each module. But the best part? Even two years after enrolling in college, IIDE helped me secure a great placement. Highly recommended for anyone considering digital marketing!"

Bhavya Sinha
Social Media Manager



MASCOT SPINCONTROL

Immerse Yourself in IIDE: 5 Days, 2 Weekends

Campus Immersion

Day 1

1

Design Thinking

Empathy-driven design for real-world solutions

2

Storytelling in Digital Marketing

Weaving digital narratives that engage and convert

3

Ad Design Psychology

The 'whys' to our 'buys'

Day 2

4

Content Creation

Creating ideas that captivate and compel



Day 3

5 Gamification in Marketing Strategies

Play your way to customer loyalty

6 Interactive Dashboard Creation

Visual insights that drive smart decisions

Day 4

7 Marketing for OTT Shows & Movies

Marketing that turns shows into sensations

8 Marketing on OTT platforms

Capturing viewers where they binge

Day 5

9 Step Inside the World of Top Agencies

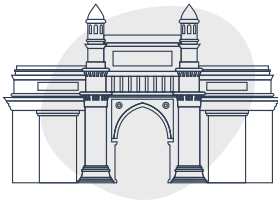
Get a firsthand look at leading digital marketing agencies and experience how the industry operates up close



Take The Next Step

Visit Our Campus

Explore our program, connect with our admissions team, and kickstart your IIDE journey today!



Mumbai

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Kathmandu

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Tap the city icon to find the location

Get in Touch



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Skill India
कौशल भारत - कुशल भारत



Media & Entertainment
Skills Council