



DUBAI's #1 JOB GUARANTEE DIGITAL MARKETING TRAINING

In Alignment With

Google HubSpot ∞ Meta amazon

- ✓ 3-7 Months Comprehensive Training
- ✓ 25+ Assignments
- ✓ 5+ Case Studies
- ✓ Guaranteed Virtual Internship

Choose From Our **3 Tailored** Options

COURSE FEE : AED 1,990

Certified Digital Marketing **Expert**

Duration: **3 Months**
Virtual Internship: **2 Months**
Certifications: **13**

COURSE FEE : AED 2,990

Digital Marketing **Master** Certification + AI

Duration: **6 Months**
Virtual Internship: **2 Months**
Certifications: **15**

COURSE FEE : AED 5,900

Job Guarantee **Leadership** Program

Duration: **7 Months**
Virtual Internship: **2 Months**
Certifications: **16**
Placement Guaranteed: **50% Fee Refund if Not Placed***

***Please Read Our [Placement Guarantee Course Consent & Conditions](#).**



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info@iimskills.com



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Globally Accredited Certification



IIM SKILLS Certifications



Hubspot Certifications



+91 9580 740 740



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Google Certifications



Meta Certification



Lisburn Certification



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Get Assured Internships

Instagram Marketing Internship

Company: Advisor Uncle

Duration: 1 Month

Prerequisite: Social Media Marketing & Video Editing Module Completion

Eligibility Test: Yes

Mode: Remote/Work from office

Time Commitment: 16 hours/Week

ADVISOR UNCLE

Youtube Internship

Company: Course Dekho

Duration: 2 Months

Prerequisite: SEO, Video Editing & Google Ads Module Completion

Eligibility Test: Yes & Interview

Mode: Remote

Time Commitment: 16 hours/Week



Performance Marketing Internship

Company: BrandQ

Duration: 1 Month

Prerequisite: Google Ads, SEM & SMM Module Completion

Eligibility Test: Yes

Mode: Remote

Time Commitment: 16 hours/Week



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Digital Marketing Internship

Company: IIM SKILLS

Duration: 1 Month

Prerequisite: Digital Marketing Course Completion

Eligibility Test: No

Mode: Remote

Time Commitment: 16 hours/Week



Content Writing Internship

Company: The Algebra Group

Duration: 1 Month

Prerequisite: Content Writing Module Completion

Eligibility Test: Yes

Mode: Remote

Time Commitment: 16 hours/Week



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5 Global Brand Case Studies

Starbucks Holiday Campaigns on Social Media



Duration: 2 Hours

Learning Outcomes:

- Discover best practices for moment-based marketing.
- Master the art of creating memorable brand campaigns using social media.
- Learn strategies to enhance organic brand visibility using the #hashtag model.

On Track: Nike's Journey with Google Ads



Duration: 3 Hours

Learning Outcomes:

- Learn strategies for finding relevant keywords related to your brand or services.
- Discover how to use Google Ads to expand your reach and establish your brand's leadership position.
- Achieve a higher Return on Ad Spend (ROAS) and monitor your monthly performance.

Know What Google Loves, SEO Secrets by IIM SKILLS



Duration: 2 Hours

Learning Outcomes:

- Discover strategies to drive high-volume traffic with limited spending on content creation.
- Learn how to build a global audience using local SEO strategies.
- Explore the secret sauces used by IIM SKILLS to become the highest-traffic driver in the Ed-tech industry.



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Educate, Engage, Convert: **HubSpot's** Email Nurturing



Duration: 2 Hours

Learning Outcomes:

- Learn how to increase your engagement rate by following a behavioural email campaign.
- Learn how to educate your audience based on their actions to drive better conversions and revenue.
- Learn don't's of Email Marketing.

Data-Driven Rides: **Uber's** Predictive Analytics Revolution



Duration: 2 Hours

Learning Outcomes:

- Improved Efficiency.
- Enhanced Customer Satisfaction.
- Increased Revenue.
- Data-Driven Decision-Making.



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500+

Hiring Partners

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MARKETING

Tiger
Analytics

UO Mu Sigma

ARTEFACT

Blackstone

ACUITY
KNOWLEDGE PARTNERS

Capgemini

noon

Gramener

the
Brand
Tribe

POLESTAR

SUNCR P

Google

Spotify

Healthify

accenture
High performance. Delivered.

amazon

Myntra

STARBUCKS

Bata

Deloitte.

zivame

H&M

genpact

IBM

Tele
performance

7-ELEVEN

BARCLAYS

SAP

Cognizant

SICMA
DATA SYSTEMS

alteryx

IBM

CHANEL

MOODY'S
ANALYTICS

WNS
Extending Your Enterprise

guavus
a Thales company

EVALUESERVE
POWERED BY MIND + MACHINE

mCube

pixelpix

1st FIRST LINE
SOFTWARE

THOMSON
REUTERS

GROWEXX



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Past Placement

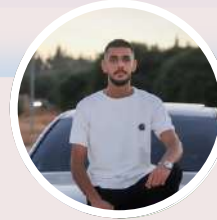


ALYA KHAN 

Before
intern



After
Digital Marketing
Executive

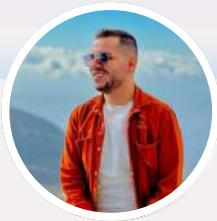


MOHAMMED AL SHEHHI 

Before
Digital marketing intern



After
Marketing Manager



AHMED KHAN 

Before
Operation specialist



After
Digital Marketing
Specialist



ALEENA ZAID 

Before
Sales Representative



After
Digital Marketing
Manager



+91 9580 740 740



info@iimskills.com



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Past Placement



Vivaan Shah



Digital Marketer



Student



Mohammed Al Shehhi



PPC Manager



Central Banker



Isa Zahra



Social Media Manager



Student



Md. Khalid



Email Marketer



HR Executive



Zayed Khan



Marketing Automation Expert



Student



Noor Khan



Digital Marketing Head



Central Banker



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261+ Tools Covered

yoast

LongTailPro

Google Ads
KEYWORD PLANNER

Google
Tag Manager

Ubersuggest

SmallSEOTools

keyword io

SCHEMA

Google Analytics

Google
Search Console

CLOUDFLARE

elementor

Woo

Optimizing

NINJA FORMS

async

ahrefs

CAMPAIGN

SpyFu

AccuRanker

Ad Manager

Pabbly

Sender

mailchimp

HubSpot

SEMRUSH

GMass

CoSchedule

MOZ

Canva

Photopea

removebg

Instagram

twitter

LinkedIn ads

inlytics

facebook Ads

TubeBuddy

f
Facebook Analytics

Instagram Analytics

ChatGPT

Fliki

Twitter Analytics

Analytics

ChatBot

Predictive
Analytics

YouTube

keyword
insights

Trained By Industry Experts



Vaibhav Kakkar 
Founder & CEO



Deepanshu Jaiswal 
COO



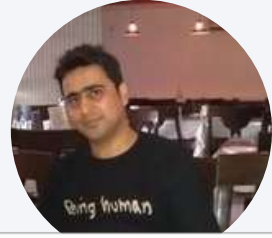
Noman Rehman 
Media Manager



Varun 
Entrepreneur & Author



Vanthana Baburao 
Analyst



Gaurav Sethi 
Lead Project Manager



Richa Singh 
Trainer and Mentor
UPRISERS®



Vinika Gala 
Founder
iginow



Ankita Narula 
Marketing Manager
Therapy Palette



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#1

Certified Digital Marketing Expert

Module 1: Digital Marketing Fundamentals

Topic Covered

- Basics of Digital Marketing
- Digital Marketing Jargons
- Types of Digital Marketing
- Different Digital Marketing Channels
- Inbound vs Outbound

Module 2: WordPress Website Development

Topic Covered

- Benefits of using WordPress Website
- Technical understanding of WordPress Site Management
- Front end & backend website set up
- WordPress Customization
- Plugins
- Secure Socket layer (SSL) for your Website
- Understanding about themes
- WordPress Speed Optimization

Tools Covered

- Elementor
- Ninja Forms
- Autoptimize
- Async Javascript
- Woocommerce
- Gotmls Malware
- Sucuri Security
- Wp Migration

Project & Assignment

- Install WordPress.
- Design a beautiful looking Website/Blog (Niche of your choice).
- Design landing pages like Contact Us, Product Page & more.



Module 3: Search Engine Optimization

Topic Covered

Introduction To SEO:

- Understand What is SEO
- Types of SEO
- Why care about SEO in Digital Marketing
- Expectations from SEO
- Tentative Time Requirement For SEO To Show Results.

Setting Up the Right Niche:

- Selection of the right niche
- Micro & Competitive Niches.
- Understanding Your Website Credibility
- Understanding User Interface
- Understanding User Experience

On-Page SEO:

- Keyword Research
- Types of Keywords (Short Tail & Long Tail)
- Keyword Competition Level (Low Medium or High)
- Keywords Intent > Informational, Navigational, Commercial, Transactional
- Keyword Density
- Landing Page Content
- Competition analysis to rank higher
- Keyword Research
- Types of Keywords (Short Tail & Long Tail)
- Keyword Competition Level (Low Medium or High)
- Keywords Intent > Informational, Navigational, Commercial, Transactional
- Keyword Density
- Landing Page Content
- Competition analysis to rank higher
- SEO For Local Pages
- SEO For Domestic Pages
- SEO for International Pages

- Images & Video Optimisation
- What Are Permalinks How to Structure Them
- Headings & Title Structure
- Content Structure (headings 1,2,3,4)
- Internal and External Linking
- Focussed Keyword and Alt Keywords
- Cornerstone Pages
- Building Pillar Content
- Indexing and no indexing
- SEO For Social Sharing Optimisation
- Meta Description
- Tags
- Categories
- 301 Redirect
- 404 Error
- Canonical URLs

Off-Page SEO:

- Introduction to Off-Page SEO
- What are backlinks
- Types of Backlinks
- Generating Quality Backlinks
- Web 2.0, 3.0 Strategy.
- Content Marketing Strategy
- Google My Business
- Local SEO
- How to Generate Quality Backlinks
- Cold Email Outreach for Guest Blogging
- What is Thin Content
- How to Create Quality Content.
- Duplicate Content

Technical SEO:

- HTTP vs HTTPS Servers.
- Content Delivery Network
- XML SiteMap
- Speed Optimization
- 301 Redirect
- 404 Pages
- Permalinks
- Internal & External Links
- Broken Links
- Title Length
- Meta Length
- Structured Data
- Schemas (Implementation & more)



Module 4 : Generative Engine Optimization (GEO)

Topic Covered

Introduction to Generative Engine Optimization (GEO)

- What is GEO and how it differs from SEO
- Importance of optimizing for AI-based engines (ChatGPT, Perplexity, Claude, Gemini, etc.)
- Future of search and content discovery

Understanding How Generative Engines Work

- Overview of LLMs and how they fetch answers
- Data sources and context used by engines

Content Optimization for Generative Engines

- Structured vs. unstructured data optimization
- Creating authoritative and precise content
- Writing for answer boxes / snippets in generative tools

Building Digital Authority and Mentions

- Author pages and brand mentions
- Digital PR and citations for credibility
- Thought leadership and EEAT alignment

Using Schema Markup & Structured Data

- Implementing Schema for visibility in LLMs
- FAQ, Article, Author & Organization schema

Optimizing for ChatGPT, Perplexity & Others

- Prompts and citation influence in GPT answers
- Understanding and leveraging tools like Perplexity AI and Bing AI

Reputation and Brand Optimization

- Managing online presence for inclusion in LLM citations
- Trust signals and online reputation management

Content Distribution for GEO

- Syndication, publishing, and authority building
- Content hubs and Knowledge Graph integration

GEO vs Traditional SEO

- Case studies and comparative analytics
- When to apply GEO strategies over SEO

Future Trends in GEO

- Voice search, AI-generated queries, and multimodal engines

Tools Covered

- Perplexity AI
- ChatGPT / Gemini / Claude for Reverse Prompt Testing
- Ahrefs / SEMrush (for Authority Tracking)
- Google Structured Data Testing Tool
- Google Search Console (for schema impact analysis)
- Surfer SEO / NeuronWriter (AI Optimization Insights)
- SparkToro (for digital PR & mentions)
- LinkedIn / Medium / Substack (for Thought Leadership content)

Project & Assignment

Create a GEO-optimized knowledge article.

- Implement structured data (Schema)
- Mention expert quotes or references with backlinks



Module 5 : Google Search Console, Analytics & Reporting in SEO

Topic Covered

Search Console:

- How to Register To Search Console.
- Technical Implementation of Search Console
- Benefits of Search Console
- Overview of Search Console
- URL Inspection
- Search Results
- Discover Your Site Performance
- Site Coverage
- Sitemap (What is it)
- Submission of SiteMap (Indexing, Crawling Rate)
- Removals (disavow bad backlinks)

Google Analytics:

- What is GA
- How to Register with GA
- Dashboard Introduction
- Custom Reports
- Alerts

Reporting in SEO:

- Learn How to Design an SEO Report
- Weekly Progress Reports
- Monthly Reports
- Structures Used in Agencies
- Freelance SEO Reporting

Tools Covered

- | | |
|--------------------|-------------------|
| • Yoast | • Tag Manager |
| • LongtailPro | • Answerthepublic |
| • Keyword Planner | • CompressNow |
| • UberSuggest | • ConvertCase |
| • Keyword.io | • Quetext |
| • Small SEO Tool | • Duplichecker |
| • Schema | • CloudFlare |
| • Google Analytics | • WP Cache |
| • Search Console | • RankMath |
| • Tag Manager | • Google SiteKit |
| | • Ahrefs |

Project & Assignment

- Conduct an On-Page SEO For New iPad Series.
- Conduct an Off Page SEO.
- Do a Technical Analysis For a Landing Page.
- Implement Schema.
- Create an SEO Report.



Module 6: Search Engine Marketing (Google Ads)

Topic Covered

Types of Google Ads:

- Search Advertising
- Performance Max
- Display Advertising
- Shopping Advertising
- Video Advertising
- Mobile App Advertising
- Video Advertising

Things You Will Learn:

- Ads
- Bidding & Ads Strategy (Google pay per click – PPC)
- Competition Analysis
- Running Ads Campaign
- Mobile Ads
- Shopping Ads for marketplaces
- Demand Gen Advertising

Tools Covered

- Ads Manager
- Spyfu
- Campaign Builder
- Google Analytics
- Ahrefs
- AccuRanker
- Rank Tracker
- MobileMoxie
- Semrush
- MOZ

Project & Assignment

- Find relevant keyword for the AnyTime Fitness gym membership.
- Create Search Campaign for your new fitness centre.
- Build remarketing audience.
- Run a remarketing campaign (display-ads) for dropout audience.
- Run a video ads campaign for AnyTime Fitness.
- Leverage Performance Max to reach broader audience.

Module 7 : Social Media (Ads)

Topic Covered

Types of Ads:

- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Twitter (X) Ads

Things You Will Learn:

- Setting up your Business Profiles on Social Media Channels
- Running your ads campaign on Social Media Channels
- Budgeting for Social Media
- Organic and Paid reach at various Social Media Channels
- Social Media Optimization
- Online Reputation Management using Social Media
- Social Media Automation

Tools Covered

- Instagram
- Twitter
- LinkedIn Ads
- Ads Manager

Project & Assignment

- Run a new brand awareness campaign for Coca Cola using Instagram & Facebook.
- Twitter, Run an awareness campaign (#SayNototobacco) for WHO
- LinkedIn, Create a campaign for Lead Generate for IBM New Cloud Service



Module 8 : Social Media Marketing (Organic)

Topic Covered

Topic

- Managing social media pages
- Creating content
- Organic growth strategies

Things You Will Learn:

- Content creation
- Community management
- Organic growth strategies
- Organic and Paid reach at various Social Media Channels
- Social media analytics
- Scheduling tools

Tools Covered

- Hootsuite
- CoSchedule
- Buffer
- Hubspot
- Instagram
- Twitter
- LinkedIn
- Facebook

Project & Assignment

- Build a brand page for your company at LinkedIn, Facebook, Instagram & Twitter.
- Schedule post for your social media channels.
- Create engaging content for your brand.
- Grow your audience organically.
- Check Social Media analytics to analyse best timings, content type and audience.

Module 9 : Content Writing & Copy Writing

Topic Covered

Topics

Creating engaging and persuasive content for digital platforms.

Things You Will Learn:

- Copywriting Principles
- Storytelling
- Writing for Different platforms
- SEO copywriting
- Content planning strategies

Tools Covered

- MS Word
- Answer The Public
- Keyword Planner
- LongtailPro
- UberSuggest
- Grammarly
- Hemingway App
- CopyLeaks

Project & Assignment

- Research and write a compelling story about the Nike brand.
- Create a monthly calendar for blog posts, social media & videos.
- Write a product description for the new Nike Air Max.



Module 10: Email Marketing

Topic Covered

Topics

- Introduction to Email Marketing
- Email Marketing Strategy
- Email List Building
- Email Design and Content
- Email Service Providers (ESPs)
- Email Deliverability
- Automation and Workflows
- Analytics and Reporting
- Compliance and Legal Issues
- Advanced Techniques
- Tools and Resources

Things You Will Learn:

- Setting up your Email Marketing Channel
- Email Automation
- Drip Email Marketing
- Lead Nurturing using Email Marketing
- Using Various 3rd Party Tools
- Content, CTA & Customer Acquisition through Email Marketing
- Spam Score Checker

Tools Covered

- Pabbly
- Active Campaign
- AM Institute
- Mailchimp
- CoSchedule

Project & Assignment

- Conduct a Marketing Research & Segmentation based on your customers past purchase behaviour & patterns.
- Develop a content strategy tailored to the Amazon marketplace.
- Write a compelling copy for subject lines, body content & call to action.
- Run a remarketing campaign (display-ads) for dropout audience.
- Set up email campaigns schedule.
- Set up automation rules for drip email marketing campaigns.

Module 11: Marketing Automation

Topic Covered

- CRM Integration
- Campaign Management
- Customer Lifecycle Management
- Email Marketing
- Engagement Marketing
- Landing Pages and forms
- Marketing Analytics
- Mobile Marketing Capabilities
- Social Marketing Capabilities

Tools Covered

- Pabbly
- Hubspot
- Wati



Module 12: Video Editing

Topic Covered

Topics

Editing and enhancing video content for marketing purposes.

Things You Will Learn:

- Video editing tools and software
- Basic editing techniques
- Adding effects/transitions
- Optimizing for different platforms

Tools Covered

- TubeBuddy
- Fliki
- Youtube Studio
- Instagram Reels
- Renderforest
- Lumen5

Project & Assignment

- Conduct a market research for Boat.
- Shot a Video Campaign for Boat HeadPhones considering Gen Z in mind.
- Create a Reel Format Video For Boat New Product Launch.

Module 13: Interview Preparation

Resume Building:

Topic:

Crafting professional resumes for digital marketing positions.

Things You Will Learn:

- Resume writing tips
- Highlighting relevant skills and experiences
- Tailoring resumes for different job applications

Soft Skills:

Topic:

Developing essential interpersonal skills for success in the workplace.

Things You Will Learn:

- Communication skills
- Teamwork Problem-solving
- Time management
- Adaptability Emotional
- intelligence

Mock Interview Preparation:

Topic:

Preparing for digital marketing job interviews through practice sessions.

Things You Will Learn:

- Mock interview scenarios
- Common interview questions
- Crafting effective responses
- feedback on interview performance



Module 14: Graphic Designing 101 Using Canva

Topic Covered

Introduction to Graphic Designing:

- What is graphic designing?
- Importance of graphic designing in marketing
- Basic principles of graphic designing

Creating Designs with Canva:

- Creating a new design
- Choosing the right template
- Customizing templates
- Using images and graphics
- Adding text and shapes
- Using color palettes and themes

Designing for Marketing:

- Creating brochures, flyers, and posters
- Designing logos and branding materials
- Creating business cards and letterheads

Exporting and Sharing Designs:

- Exporting designs in different formats
- Sharing designs on social media
- Collaborating with others using Canva

Tips for Effective Graphic Designing:

- Understanding the target audience
- Creating a visual hierarchy

Introduction to Canva:

- Overview of Canva and its features
- Creating a Canva account
- Understanding the interface of Canva

Designing for Social Media:

- Understanding the dimensions of different social media platforms
- Designing graphics for Facebook, Instagram, Twitter, and LinkedIn
- Creating social media posts, stories, and ads

Advanced Designing Techniques:

- Designing infographics
- Creating animated graphics
- Using Canva Pro features

Best Practices for Graphic Designing:

- Typography rules and tips
- Image resolution and quality
- Designing for accessibility

Tools Covered

- Canva
- Remove-bg
- Photopea

Project & Assignment

- Understand and select the right color palette.
- Select Global & Heading 1-6 & paragraph font & size for your brand. Design a brand Logo.
- Design a Site Icon.
-



#2

Digital Marketing Master Certification

Everything of
#1 Certified Digital
Marketing Expert



Module 15: E-Commerce Landscape and Strategies

Topic Covered

Topics

Understanding the e-commerce market and developing effective strategies.

Things You Will Learn:

- Overview of e-commerce platforms
- Understanding customer journey
- Product listing optimization
- Conversion rate optimization

Tools Covered

- Shopify
- Amazon
- Flipkart
- WooCommerce

Project & Assignment

- Setting up a Shopify Account & choosing the right account level
- Researching products and understanding sourcing options including dropshipping
- Choosing a name, building a brand and buying a URL
- Configuring your Shopify store
- Choosing, installing and customising a theme
- Installing Shopify Apps
- Creating product and uploading in bulk
- Managing customer and orders
- Running promotion and measuring your success with Shopify Analytics



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Module 16: Drop Shipping / Shopify / Amazon / Flipkart Store

Topic Covered

Topics

Setting up dropshipping businesses on various platforms like WooCommerce, Amazon, Flipkart, Shopify, etc.

Things You Will Learn:

- Dropshipping model
- Finding suppliers
- Product selection
- Setting up an online store
- Order fulfillment process

Tools Covered

- Shopify
- Amazon
- Flipkart
- WooCommerce

Module 17: Lead Funnel (AIDA Funnel)

Topic Covered

Topics

Understanding the AIDA (Attention-Interest-Desire-Action) model for lead generation and conversion optimization.

Things You Will Learn:

- Awareness
- Interest
- Desire
- Action (AIDA) model
- Creating effective sales funnels
- Optimizing for conversions

Tools Covered

- Pabbly
- Hubspot
- Facebook
- Instagram
- Youtube Ads
- Display Ads

Project & Assignment

- Build a funnel to create Awareness > Interest > Desire > Action
- Build an effective campaign to re-activate your dead leads.



Module 18: Artificial Intelligence Driven Growth Hacking

Topic Covered

Things You Will Learn:

- Social Media Management Using AI
- Predictive Analysis
- AI Based YouTube Channel
- AI Based Keyword Research
- Pabbly Marketing Automation
- ChatGPT For Market Research
- AI ChatBots
- Quora Marketing & Automation
- WhatsApp Automation

Project & Assignment

- Conduct a Market Research with ChatGPT
- Conduct a AI Based Keyword Research
- Conduct a AI Based Content Research
- Create your first piece of Content Using AI
- Plan your Social Media Post Using AI
- Build and Design Reels & Shorts Using AI
- Set up WhatsApp Automation
- Predictive Analytics

Tools Covered

- Predictive Analysis
- AI Based Keyword
- Pabbly
- ChatGPT
- AI ChatBots

Module 19: International Freelancing

Topic Covered

Topic:

Exploring opportunities for freelance work in the global digital market.

Things You Will Learn:

- Finding freelance opportunities
- Building a portfolio
- Client communication
- Managing projects
- Setting rates

Module 20: Ads On OTT Platforms

Topic Covered

Topics

- Learn different types of Native Ads like sponsored, branded or advertorials.
- Explore different varieties of Native Ads.
- Integration of Native Ads

Things You Will Learn:

- Overview of OTT advertising platforms
- Third-party ad networks
- Ad formats
- Targeting options
- Performance tracking



Module 21: ORM (Online Reputation Management)

Topic Covered

Topic:

Managing and improving online reputation.

Things You Will Learn:

- Monitoring online mentions
- Responding to reviews
- Managing online profiles
- Reputation management strategies

Module 22: Inbound Marketing Strategies (Brand Strategy)

Topic Covered

Topics

Attracting customers through content and engagement strategies.

Things You Will Learn:

- Creating valuable content
- Lead magnet creation
- Email marketing strategies
- Building brand authority and trust

Module 23: Integrated Digital Marketing Strategy

Topic Covered

Topics:

Developing comprehensive marketing strategies across various channels.

Things You Will Learn:

- Developing marketing plans
- Budget allocation
- Channel integration
- Campaign tracking
- Optimization strategies



Module 24: Affiliate Marketing

Topic Covered

Affiliate marketing is basically performance-based digital marketing in which the affiliates earn commission by developing sales for another business through their channels and marketing efforts. Affiliate marketing is a way of reaching out to the audience, to whom a business might have not reached through various marketing strategies but someone else could. So, in affiliate marketing, people can refer to an item, product, service, etc, by mentioning an affiliate link on their pages, and any conversion coming through those referrals will result in the affiliate being paid a certain commission based on the price of the sold item. Affiliate marketing is a very common digital marketing strategy adopted by bloggers. Bloggers usually have a regular flow of readers and have decent engagement in their articles. Blogs with similar niches to that of a business can influence people to purchase a product or a service by referring it through an affiliate link on the blog.

Affiliate marketing is not only limited to blogs only but anyone can do it, whether it is by placing the link on video descriptions or sharing the link via various channels such as Whatsapp, Facebook, etc.

There are a couple of steps that the students must learn so as to master affiliate marketing, they are:

Affiliate marketing works well for platforms with a good flow of the audience. So, in order to be an affiliate marketer one needs to have a strong audience reach.

Register into any Affiliate Program offered by mostly e-commerce websites and also by individual businesses that sell some kind of products or services. Some of the very known and common marketing programs are the Amazon affiliate partner program, Shopify affiliate program, etc.

Once they have the reach they have to develop relevant content around the items or services they are going to refer to. Irrelevant products or services mentioned on blogs and other platforms do not perform well in terms of conversion.

Module 25: Media Buying

Topic Covered

Topics:

Purchasing advertising space and time across various media platforms.

Things You Will Learn:

- Media Planning
- Negotiation strategies Ad
- buying platforms Media
- buying metrics
- Performance tracking



Module 26: Influencer Marketing Strategies

Topic Covered

Topic:

Collaborating with influencers to promote products or services.

Things You Will Learn:

- Identifying influencers
- Outreach strategies
- Negotiation
- Campaign execution
- Measuring influencer ROI

Module 27: Native Advertising

Topic Covered

Topics:

Advertising on Over-the-Top (OTT) platforms and third-party websites.

Things You Will Learn:

- Learn different types of Native Ads like sponsored, branded or advertorials
- Explore different varieties of Native Ads.
- Integration of Native Ads

Tools Covered

- Outbrain
- Taboola
- RevContent



#3

Job Guarantee Leadership Program

50% Fee Refund if Not Placed*

Everything of
#1 Certified Digital
Marketing Expert



Everything of
#2 Digital Marketing
Master Certification



Module 28: DDD > Data-Driven Decisions Using Power BI

Topic Covered

Topics:

Utilizing Power BI for data analysis and decision-making in marketing.

Things You Will Learn:

- Introduction to Power BI
- Data visualization
- Creating dashboards
- Analyzing marketing data
- Making data-driven decisions

Tools Covered

- Power BI



+91 9580 740 740



info@iimskills.com



www.iimskills.com

Module 29: Digital Marketing Agency Creation

Topic Covered

Topics:

Establishing and managing a digital marketing agency.

Things You Will Learn:

- Setting up an agency
- Defining services
- Client acquisition
- Project management
- Team building
- Scaling strategies

Module 30: Management / Strategy Models

Topic Covered

Things You Will Learn:

- Financial Statement Analysis
- Dashboard Preparation
- Marketing Budget Preparation
- Marketing Performance Analysis
- Cost-Benefit Analysis

Project & Assignment:

- Prepare a marketing budget for "XYZ" company using different Media Buying Strategies.
- Conduct an in depth financial analysis of the options modeled & recommend the most cost effective ones.

Tools Covered

- Excel
- Chat GPT



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Office Address:

HEAD OFFICE: IIM SKILLS, 308, 3rd Floor, HB Twin Tower, Netaji Subhash Place, Pitam Pura, Delhi-110034

BRANCH OFFICE: IIM SKILLS, A-1, 1st Floor, Ofis Square Tower, Block A, Near Sector-16, Noida Sector-3, Noida, Uttar Pradesh-201301