2026

Digital Marketing Master Course With AI

Brochure

6-Month of Instructor-Led
Job Assured Digital Marketing Master Course

In Alignment With:

G · ∞ · HubSpot · amazon · Lisburn University

ABOUT US

IIM SKILLS is a premium educational institution founded by **Mr. Vaibhav Kakkar** in 2015, with a strong focus on delivering industry-relevant, skill-based education aligned with the latest market demands.

We specialize in training aspiring professionals for **high-growth careers** in Digital Marketing. Our **Digital Marketing** Course is designed with a practical, industry-oriented curriculum, covering SEO, Social Media Marketing, Performance Marketing (Google & Meta Ads), Content Marketing, Email Marketing, Web Analytics, Marketing Automation, and AI-driven marketing tools—ensuring learners become job-ready from day one.

The program emphasizes hands-on projects, live campaigns, real-world case studies, and tool-based training, enabling students to **build strong digital marketing expertise** and practical confidence.

Beyond training, **IIM SKILLS** provides **100% placement support** with a placement guarantee, helping students transition into rewarding roles such as Digital Marketing Executive, SEO Specialist, Performance Marketer, Social Media Manager, Growth Marketer, and Digital Marketing Strategist.

Headquartered in **Delhi NCR,** IIM SKILLS has a strong presence across multiple locations in India, supporting learners nationwide through **online and offline learning formats**.

MEET OUR
FOUNDER

Vaibhav Kakkar is the **Founder & CEO of IIM SKILLS**, a global EdTech leader committed to making professional education practical, affordable, and **career-transforming.** Over the years, he has delivered corporate training and consulting for prestigious organizations such as **Tata Projects, KPMG, WSP, Adani Power, the Indian Navy, and the Ministry of Tanzania.**

PEOPLE BEHIND YOUR SUCCESS

Vaibhav Kakkar
Chief Executive Officer

Deepanshu Jaiswal
Chief Operating Officer

Vathana Baburao
Vice President

Akanksha Suyal
Program Head

Rohan Chopra
Placement Coordinator

Nishant Raj
Placement Coordinator

The P.L.A.C.E Framework:

Built on the philosophy of **"Learning by Digital Marketing"** this framework ensures that within **6-month**, you think, write, and deliver like a professional Digital Marketing.

P

Practical Pedagogy (Month 1-2)

Build a strong digital marketing base through structured learning and hands-on practice.
- Digital Marketing fundamentals & ecosystem overview
- Consumer behavior, funnels & brand positioning
- Content basics, creatives & campaign planning

L

Live Implementation (Month 3-4)

Work on real-time digital marketing tasks with continuous mentor support.
- Social media & Google Ads live campaigns
- SEO execution, keyword research & on-page optimization
- Email marketing, automation & analytics tracking

A

Applied Industry Projects (Month 5-6)

Create performance-driven campaigns for real business use cases.
- SEO audits, paid ads & social media strategy projects
- Website optimization & landing page funnels
- Analytics dashboards, reports & conversion tracking

C

Career Grooming & Portfolio Building (Month 6)

Get complete career support through the IIM SKILLS ecosystem.
- Access to IIM SKILLS Job Portal
- Internship, freelance & placement opportunities
- Hiring partner connections & career guidance

E

Ecosystem Access & Deployment (Month 6)

Ecosystem Access & Deployment Get complete career support through the IIM SKILLS ecosystem.
- Access to IIM SKILLS Job Portal
- Internship & freelance opportunities

The P.L.A.C.E. Framework:
6-Month to Career Mastery

Practical	**L**ive	**A**pplied	**C**areer	**E**cosystem
Google Ads, Yoast, Elementor, Pabbly	Interactive Live Classes	Starbucks, Nike, & Hubspot Projects	Portfolio & Tech Grooming	550+ Global Hiring Partners

Feature	Others	IIM SKILLS
Training Delivery	❌ Theory-heavy lectures & PDF reading material	✅ **100% Practical & Tool-Driven (Building from scratch)**
Live Projects	❌ 2-3 Projects	✅ **25+ Assignments & Cases**
LMS Access	❌ 1 Year Limit	✅ **Lifetime Access**
Work Experience	❌ No practical work experience provided	✅ **Guaranteed 2-Month Virtual Internship**
Placement Support	❌ Basic job alerts or only 'Interview Tips'	✅ **Direct access to 550+ Active Hiring Partners**

Why this works:

While other courses focus on completing a syllabus, the P.L.A.C.E. framework focuses on completing a profile. With the backing of **550+ partners,** we don't just teach you—we deploy you.

Get Trained by
INDUSTRY EXPERTS

VAIBHAV KAKKAR
CEO

Deepanshu Jaiswal
Chief Operating Officer

Noman Rehman
Media Manager

Vinika Shah
Digital Marketing Trainer

Richa Singh
Digital Marketing Trainer

Vanthana Baburao
Expert Data Analyst

Manisha Arora
Digital Marketing Coach

Ankita Narula
Marketing Manager

Rohit Gupta
Digital Marketing Expert

People who achieved their
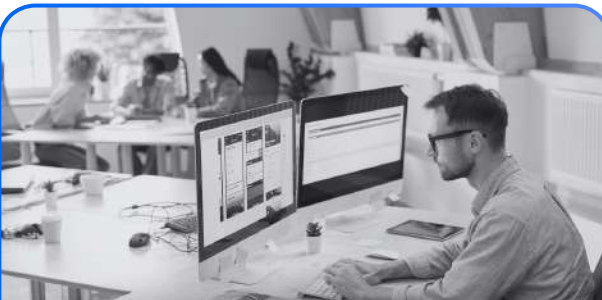## Career objectives through us!

College Students

Students who want to build practical digital marketing skills alongside academics. Learn SEO, social media, paid ads, and analytics early to gain industry exposure, internships, and job-ready experience before graduation.

Fresh Graduates

Graduates aiming to start a career in digital marketing across industries. Develop hands-on expertise in performance marketing, content strategy, and tools used by agencies, startups, and global brands.

Working Professionals

Professionals looking to upskill, reskill, or move into digital-first roles. Ideal for sales, marketing, operations, and business professionals seeking growth through data-driven marketing and automation.

Career Switchers

Individuals transitioning from non-marketing backgrounds into digital marketing.Learn structured frameworks, practical tools, and real campaigns to shift into high-demand marketing roles with confidence.

IT, Engineering & Software Professionals

Founders and business owners who want to grow online without dependency on agencies. Master lead generation, paid ads, branding, and analytics to scale your business profitably.

Freelancers & Consultants

Professionals aiming to offer digital marketing services independently. Build expertise in SEO, PPC, social media, funnels, and reporting to acquire clients, deliver results, and grow recurring income.

PAST PLACEMENTS

SAKSHI SHAH
Digital Marketing Executive
G S MARKETING ASSOCIATES

GAURAV PANWAR
Digital Marketing Executive
IIM SKILLS

RAVI VENUGOPAL
Creative Head
WEBOIN

NEHA TIWARI
Digital Marketing (INTERN)
IIM SKILLS

VISHWAJEET SARKAR
Digital Marketing Executive
BEWAKOOF

MAHIR SINHA
Strategy Manager
Digital Corsel

MAYANK BUDHIRAJA
Digital Marketing Intern
IIM SKILLS

SHRUTI AGGARWAL
Brand Associate
Astro Arun Pandit

JAMIE ALPHONSO
Head of Marketing
Megaphone

SOUMYA BHATIA
Digital Marketing Executive
WeBee SOCIAL

ESHA NARAYAN
Digital Marketing Executive

NIHARIKA SACHAN
Performance Marketer

Course Curriculum

What is Digital Marketing?

Digital Marketing is the practice of promoting products, services, and brands using digital channels such as search engines, social media platforms, websites, email, and online advertising. It helps businesses connect with their target audience, generate leads, increase sales, and build brand awareness in a measurable and cost-effective way.

Digital marketing focuses on data-driven strategies rather than guesswork. Marketers use tools like SEO, Google Ads, social media marketing, content marketing, and analytics to reach the right audience at the right time with personalized messaging. This allows businesses to track performance, optimize campaigns, and achieve better ROI.

Unlike traditional marketing, digital marketing enables real-time interaction with consumers. From social media engagement and influencer collaborations to email automation and conversion funnels, it helps brands nurture relationships and build long-term customer trust.

Digital marketing plays a crucial role in business growth across industries—whether for startups, SMEs, or large enterprises. A strong digital presence improves visibility, enhances customer experience, and supports scalable growth in today's competitive online landscape..

Module 01: Foundations of the Digital Ecosystem

Core Foundations

Understand customer psychology, market research, and the strategic difference between inbound & outbound marketing.

Tech Stack: Google Trends   SimilarWeb   AnswerThePublic   SpyFu   SurveyMonkey

Key Outcomes: Market Research   Personas

Module 02: Professional Web Design with WordPress

Zero-Code Web Dev

Build high-speed, professional websites with Elementor and WooCommerce without coding.

Tech Stack: WordPress   Elementor Pro   WooCommerce   Sucuri Security   WP Rocket   Yoast SEO

Key Outcomes: Site Architecture   UX/UI Basics

Course Curriculum

Module 03: Visual Branding & Graphic Design

Creative Designing

Learn to design social media creatives, ads, and logos that grab attention using Canva.

Tech Stack:
- Canva Pro
- Adobe Express
- Figma
- Remove.bg
- Adobe Color
- Freepik

Key Outcomes:
- Visual Hierarchy
- Logo Design

Module 04: Copywriting & Creative Narrative

Persuasive Writing

Master the art of writing copy that sells, improves clicks, and builds emotional connects.

Tech Stack:
- Grammarly
- Hemingway App
- ChatGPT-4
- Jasper AI
- QuillBot
- Copy.ai

Key Outcomes:
- Sales Psychology
- Ad Copy

Module 5: Generative Engine Optimization (GEO)

AI Search Ranking

Optimize your brand visibility on AI engines like ChatGPT, Perplexity, and Gemini.

Tech Stack:
- Perplexity AI
- Bing Chat
- SearchGPT
- Google Gemini
- You.com

Key Outcomes:
- AI Search SEO
- Prompt Engineering

Module 06: Search Engine Optimization (Organic Traffic)

Google Ranking

Rank on top of Google searches using on-page SEO, technical audits, and link building.

Tech Stack:
- Ahrefs
- Semrush
- Google Search Console
- Moz Pro
- Screaming Frog
- Ubersuggest

Key Outcomes:
- Technical SEO
- Keyword Research

Course Curriculum

Module 07: Search Engine Marketing (Google PPC)

Paid Ad Mastery
Manage budget-efficient Google Ads that drive instant traffic, leads, and sales.

Tech Stack:
Google Ads Manager   Keyword Planner   WordStream

Google Merchant Center   Google Ads Editor

Key Outcomes:
Bidding   Quality Score

Module 08: Content Marketing & Strategy

Value-Led Growth
Create and distribute high-quality content that nurtures and retains a loyal audience.

Tech Stack:
HubSpot Content Hub   BuzzSumo   Trello

Google Docs   CoSchedule

Key Outcomes:
Strategic Planning   Distribution

Module 09: Social Media Marketing & Community

Social Growth
Find and engage your target audience across Instagram, LinkedIn, and Facebook.

Tech Stack:
Meta Business Suite   LinkedIn Campaign Manager   Hootsuite

Buffer   Later   Sprout Social

Key Outcomes:
Viral Loops   Community Building

Module 10: Email Marketing & Drip Automation

Lead Nurturing
Master automated email sequences and list building to convert leads into customers.

Tech Stack:
Mailchimp   ActiveCampaign   Sendinblue (Brevo)

Pabbly Connect   Constant Contact

Key Outcomes:
Drip Campaigns   Deliverability

Course Curriculum

Module 11: Inbound Marketing & Sales Funnels

Lead Generation

Build effective marketing funnels that guide users from awareness to final purchase.

Tech Stack: (HubSpot CRM) (ClickFunnels) (Leadpages)
(Unbounce) (OptinMonster)

Key Outcomes: (Lead Scoring) (Workflow Design)

Module 12: Conversion Rate Optimization (CRO)

Experience Optimization

Analyze user behavior to optimize landing pages for maximum engagement and action.

Tech Stack: (Hotjar) (Google Analytics 4) (Crazy Egg)
(VWO) (Optimizely) (Google Optimize)

Key Outcomes: (Heatmaps) (UI Improvements)

Module 13: Performance Marketing & Scaling

ROI Optimization

Learn to run data-backed, high-ROI campaigns and scale them to maximize profits.

Tech Stack: (Meta Ads Manager) (TikTok Ads) (LinkedIn Ads)
(Snapchat Ads) (Pinterest Ads)

Key Outcomes: (A/B Testing) (ROI Tracking)

Module 14: Influencer Marketing Strategies

Modern Endorsements

Learn how to identify, outreach, and negotiate with influencers to drive brand trust and sales.

Tech Stack: (Upfluence) (Aspire) (HypeAuditor)
(Klear) (Grin) (Instagram Insights)

Key Outcomes: (Outreach) (Negotiation) (Campaign Execution)

Course Curriculum

Module 15: OTT & Digital TV Advertising

Streaming Ads

Reach audiences on platforms like Netflix and Hotstar with advanced video ad targeting.

Tech Stack:
Hotstar Ads   Amazon Advertising   Leadpages
Roku Ads   Netflix Ad Portal   Hulu Ad Manager

Key Outcomes:
Video Ad Serving   Digital TV

Module 16: Native Advertising & Contextual Ads

Integrated Ads

Merge ads seamlessly within content platforms to boost user engagement without friction.

Tech Stack:
Taboola   Outbrain   MGID
RevContent   Nativo   TripleLift

Key Outcomes:
Native Copy   Discovery Ads

Module 17: E-Commerce Landscape & Strategies

Online Retail Growth

Overview of e-commerce platforms, understanding the customer journey, and product listing optimization.

Tech Stack:
Shopify   Amazon Seller Central   Flipkart Seller Hub
Magento   BigCommerce

Key Outcomes:
Customer Journey   Listing Optimization

Module 18: Drop Shipping & Online Store Setup

Operational Mastery

Build and manage stores on Shopify, Amazon, or Flipkart. Finding suppliers and handling fulfillment.

Tech Stack:
AliExpress   Spocket   DSers
Printful   CJ Dropshipping   Shopify

Key Outcomes:
Supplier Sourcing   Order Fulfillment

Course Curriculum

Module 19: AI-Powered Marketing & Automation

Marketing Intelligence

Use AI to automate repetitive tasks and generate insights for peak efficiency.

Tech Stack:
- ChatGPT Plus
- Zapier
- Make (Integromat)
- Jasper AI
- Claude.ai
- Midjourney

Key Outcomes:
- AI Strategy
- Automation

Module 20: Brand Identity & Reputation Management

Brand Presence

Build a unique brand voice and maintain a solid reputation across the web.

Tech Stack:
- Brandwatch
- Mention
- Google Alerts
- Talkwalker
- Reputology

Key Outcomes:
- Crisis Mgmt
- Brand Voice

Module 21: Career Mastery: CV & Interview Prep

Placement Ready

Craft powerful resumes and crack high-stakes marketing interviews with mock sessions.

Tech Stack:
- Canva Resume
- Resume.io
- LinkedIn Premium
- VMock
- Enhancv
- Rezi

Key Outcomes:
- Mock Interviews
- Personal Branding

Module 22: International Freelancing Mastery

Global Gigs

Learn to find and manage high-paying international clients on global platforms.

Tech Stack:
- Upwork
- Fiverr
- Freelancer.com
- Toptal
- Contra
- Guru

Key Outcomes:
- Bidding
- Client Retention

Digital Marketing Projects

The IIM SKILLS Digital Marketing Courses offer
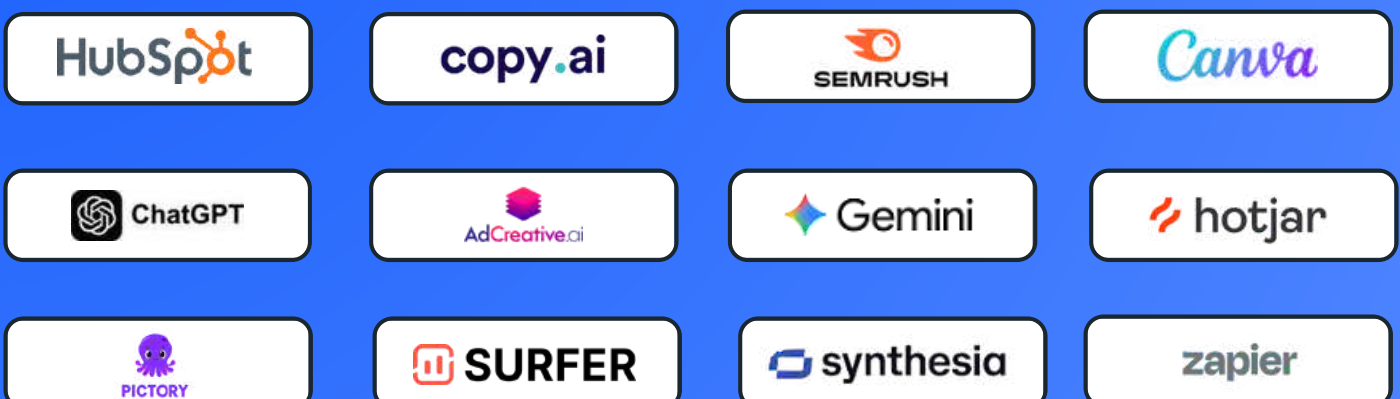**5 projects** dealing with real-world problems.

PROJECT 1 — Social Media Strategy

- Analyze best practices for moment-based marketing on Instagram & Twitter.
- Design a viral holiday campaign calendar using Canva and AI tools.
- Implement the #Hashtag model to enhance organic brand visibility.
- Create visual assets for stories, reels, and feed posts targeting Gen Z.
- Measure engagement metrics (Shares, Saves, Comments) vs. Ad Spend.

PROJECT 2 — High-ROAS Google Ads (SEM) Campaign

- Conduct keyword research for high-intent athletic footwear search terms.
- Structure a Search Ad Campaign to expand reach and brand leadership.
- Optimize Ad Rank by improving Quality Score and landing page relevance.
- Monitor monthly performance to achieve a higher Return on Ad Spend (ROAS).
- Implement negative keywords to reduce wasted budget on irrelevant clicks.

PROJECT 3 — Email Nurturing & Automation Workflow

- Build a behavioral email campaign to increase engagement rates.
- Segment audiences based on past interactions (opens, clicks, downloads).
- Set up automated drip sequences to nurture leads into paying customers.
- Write compelling subject lines and body copy using copywriting principles.
- Analyze open rates and CTR to optimize future email blasts.

PROJECT 4 — Data-Driven Predictive Analytics

- Analyze ride data to identify peak demand times for surge pricing models.
- Use predictive analytics to optimize geo-targeted ad spending.
- Improve customer retention through personalized offers based on ride history.
- Visualize marketing performance data to drive efficiency and revenue.
- Map user journeys to identify drop-off points in the booking funnel.

PROJECT 5 — Video Marketing & Reels Campaign

- Conduct market research to understand the audio preferences of Gen Z.
- Script and storyboard a video campaign for a new headphone launch.
- Edit engaging Reel-format videos optimized for Instagram and YouTube Shorts.
- Implement video SEO strategies (titles, tags, descriptions) for YouTube growth.
- Analyze video retention rates to improve content pacing and storytelling.

Our Hiring Partners

Deloitte.	Spotify	digital piloto	dentsu	amazon
tcs TATA CONSULTANCY SERVICES	genpact	Myntra	Cognizant	ORACLE
Oricmeta	IBM	BARCLAYS	accenture	ALLEY
Upwork	AdNova DIGITAL	POLESTAR	EVALUESERVE	pixelplex
NYKAA	SIGMA DATA SYSTEMS	SAP	Absolutdata	Bata

Tools You Will Master

These industry-leading tools form the backbone of a successful Digital Marketing career.
You will gain hands-on expertise in market research, campaign planning, SEO optimization, paid advertising, content creation, marketing automation, and performance analytics, enabling you to plan, execute, track, and scale real-world digital marketing campaigns with confidence.

HubSpot	copy.ai	SEMRUSH	Canva
ChatGPT	AdCreative.ai	Gemini	hotjar
PICTORY	SURFER	synthesia	zapier

CERTIFICATIONS

Master Certificate

Internship Certificate

Meta Certificate

Lisburn Certificate

Hubspot Certificates

Google Certificates

DIGITAL MARKETING
PROGRAM FEE

MASTER PROGRAM

- 6 Months of Live Training
- Lifetime LMS Access
- Real-Time Ad Budget Support upto INR 2,000
- AI-Infused Curriculum
- 100% Job Guarantee
- Mock Interviews & LinkedIn Profile Optimisation

- 2 Months of Virtual Internship
- Unlimited Re-Enrollments at No Cost
- 15+ Globally Recognised Certifications
- 6 Months of Paid Tools Worth INR 79,000+ Up to
- 1 Year of Doubt-Solving Sessions with Mentors
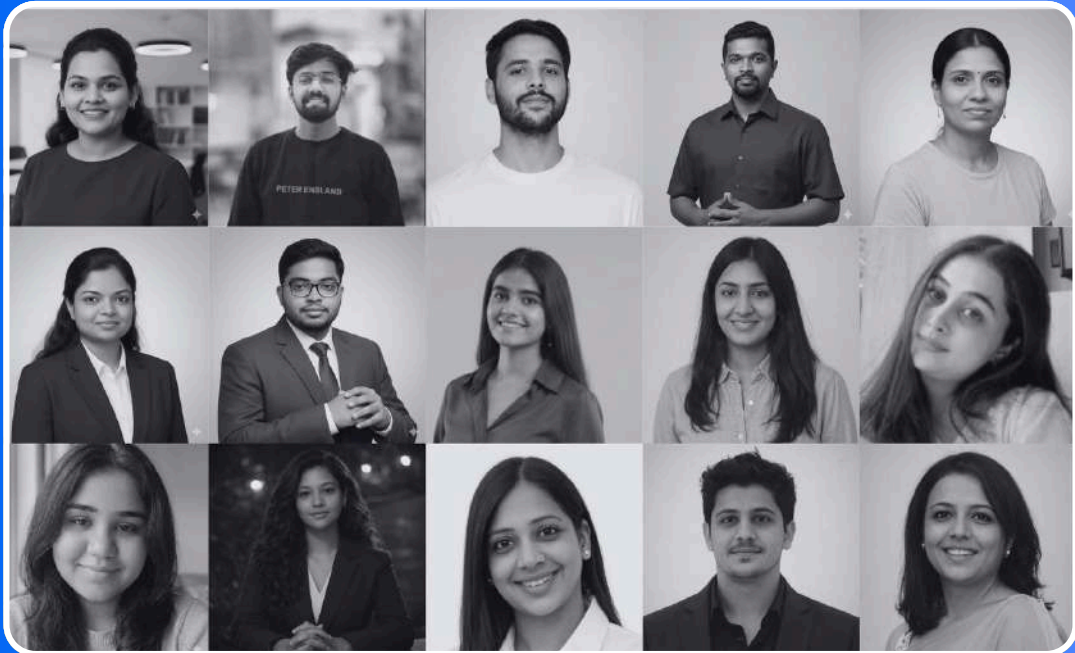- Portfolio Building on Live Projects with a Dedicated Mentor

Enroll Now

INR 59,900 + 18% GST

Virtual internships are part of IIM SKILLS in-house, non-paid internship programs. Paid internships are offered through partner firms, subject to interview clearance. The stipend may vary depending on the company.

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

BRANCH OFFICE: C6, Second & Third Floor, Sector 2, Near Noida Sec 15 Metro Station, Noida, UP-201301

Thank You

Thank you for your interest in IIM SKILLS. We look forward to being a part of your learning journey and helping you build a successful, skill-driven career.