ISDM Independent Skill Development Mission NXT

EMPOWERING FUTURES,
SHAPING TOMORROW

★ AI-INTEGRATED COURSE

ADVANCE CERTIFICATE IN DIGITAL MARKETING AND PROMOTION

Unlock your digital marketing potential and thrive!

Duration: 3 Month | **Certificate** · Intermediate | **Eligibility:** Graduates or working professionals looking to enhance their

OVERVIEW OF THE COURSE

The Advance Certificate in Digital Marketing and Promotion is designed to equip participants with the essential skills and knowledge needed to thrive in the dynamic field of digital marketing. This 3-month program covers a wide range of topics, including: SEO and SEM strategies Content marketing and social media management Email...

- Hands-on practical training
- Expert industry trainers
- Real-world project experience
- Flexible learning options
- Latest digital marketing tools



3 Month	8	4	10
DURATION	SUBJECTS	PROJECTS	TOOLS

JOIN NOW →

WhatsApp us

WE ARE AVAILABLE AT
600+ LOCATIONS

NOT SURE WHICH COURSE IS RIGHT FOR YOU?
Choose the Best Course for You - Try our AI-Powered Career Counselling for FREE

Start free →

CONTACT ISDM NxT
ISDM NxT - Independent Skill Development Mission
309, Saffron Plaza, Airport Road, Vadodara, Gujarat, 390022
Call / WhatsApp: **+916263625594** · inquiry@gmail.com

Scan to enquire

COURSE CURRICULUM

What you will learn

01 Subjects → | 02 Projects → | 03 Tools → | 04 AI Integration

01 Subjects & modules

7 subjects with the topics you will learn

01 Strategic Digital Marketing

- Strategic Marketing Foundations
- Situation Analysis And Goal Setting
- Audience Personas And Channel Strategy
- Digital Marketing Channels
- Content And Campaign Planning
- Measurement Analytics And Optimization
- Competitive Benchmarking And Industry Analysis

02 Advanced Search Engine Optimization (SEO)

- SEO Foundations And Evolution
- Technical SEO And Site Performance
- Keyword Research And Content Strategy
- Link Building And Authority Development
- SEO Analytics, Tools, And Emerging Trends

03 Social Media Strategy and Advertising

- Social Media Strategy Fundamentals
- Platform-Specific Social Strategies
- Paid Advertising Campaigns
- Audience Targeting And Retargeting
- Social Media Analytics And KPIs
- Influencer Marketing Strategies
- Content Calendars And Campaign Execution

04 Advanced Content Marketing

- Foundations of Content Marketing
- Strategic Planning and Content Mapping
- Content Creation and Optimization
- Content Distribution and Promotion
- Content Analytics and Performance Measurement
- AI, Automation, and Emerging Trends
- Content Governance and Compliance

05 Email Marketing Automation

- Email Marketing Fundamentals
- Campaign Types And Customer Journeys
- Deliverability And Compliance
- Email List Building And Segmentation
- Email Design, Copywriting, And Timing
- Automation Workflows And Triggers
- Testing And Monitoring Automations

06 Advanced Pay-Per-Click (PPC) Advertising

- Advanced Search, Display, And Video Ads
- Keyword Match Types And Bidding Strategies
- Ad Extensions And PPC Landing Page Optimization
- Remarketing, Conversion Tracking, And Analytics
- Google Ads Campaign Planning And Optimization
- Conversion-Focused Landing Page Design And Testing
- Competitor PPC Analysis And Benchmarking

07 Conversion Rate Optimization (CRO)

- CRO Fundamentals and Digital Marketing
- User Behavior, Psychology, and Funnel Analysis
- Landing Page, Form, CTA, and Copy Optimization
- A/B Testing, Heatmaps, and User Feedback
- CRO Metrics, Tools, and Reporting
- Hypothesis Development and Experiment Prioritization
- Iterative Optimization and CRO Scaling

02 Projects & assignments

Hands-on work for your portfolio

P1 Create a comprehensive digital marketing plan for a hypothetical business.

P2 Develop a social media campaign with measurable objectives.

P3 Conduct an SEO audit for an existing website.

P4 Design an email marketing strategy targeting specific demographics.

03 Your NxT Learning Kit

Practice for every subject, inside your student login

PRACTICAL APPLICATIONS

1

real-work tasks

For every subject: where it is used in real jobs and business, a step-by-step method, a worked example and a task you do on the computer and submit. Your trainer checks it and gives feedback.

- Covers 1 subject
- Checked by your trainer
- Counts in your progress report

SUBJECT TESTS

1

online test

Online practice tests subject by subject. Your result comes instantly, the right answers are explained, and you can try again to improve your score.

- 18 practice questions
- Instant result
- Answers explained

GLOSSARY

25

key terms

Every important word of your subjects in simple language, with a short meaning and an example, so technical words never stop you.

- Simple meanings
- Real examples
- Subject wise

INTERVIEW PREPARATION FOR REAL WORLD

15

interview questions with answers

Questions that companies really ask for this field, with clear model answers, so you walk into job interviews ready and confident.

- Model answers
- Asked in real job interviews
- Subject wise

BROAD RESOURCES OF EXTERNAL MATERIAL

11

videos & learning links

Hand-picked free videos, official guides and reading material for every subject, so you keep learning beyond the classroom.

- 6 videos
- 5 reading links
- Picked for your syllabus

FLASH CARDS & REVISION

22

flashcards & revision questions

Quick flip cards and short revision quizzes made from your study books, plus a short AI summary of every book, for fast revision before tests and exams, and an AI Tutor that answers your doubts.

- 12 flashcards
- 10 revision questions
- 1 AI study summary
- AI Tutor for your doubts

04 Tools & software you will master

4 industry tools

Google Analytics

Hootsuite

Mailchimp

SEMrush

05 AI Integration

How AI is used inside the work of this course

AI SUBJECT

AI Fundamentals & Prompt Engineering

- AI Basics and Everyday Uses
- Generative AI: How It Works
- Prompt Engineering Foundations
- AI for Study and Workplace Tasks
- Fact-Checking and Reliable Research
- Privacy, Safety and Responsible Use
- Integrated Practice and Review

AI TOOLS YOU WILL USE

CH ChatGPT

Google Gemini

MC Microsoft Copilot

Claude

Perplexity

NotebookLM

CAREER OPPORTUNITIES

Where this course can take you

Digital Marketing Specialist
Fresher salary: ₹2.4-3.6 LPA*

SEO/SEM Analyst
Fresher salary: ₹2.5-4.0 LPA*

Content Marketing Strategist
Fresher salary: ₹2.8-4.2 LPA*

Social Media Manager
Fresher salary: ₹2.5-3.8 LPA*

Email Marketing Specialist
Fresher salary: ₹2.3-3.5 LPA*

Freelancing & own business

- Offering SEO services to businesses
- Managing social media accounts for clients
- Creating content for blogs and websites
- Running PPC campaigns for small businesses

Industries that hire

- E-commerce
- Technology
- Retail
- Healthcare
- Education

Grow further

- Advanced Certificate in Data Analytics
- Diploma in E-commerce Management
- Certificate in Social Media Marketing

Certification

Upon successful completion of the course, you will receive an ISDM NxT certificate, showcasing your digital marketing expertise.

Practical AI-integrated project **Final online test** **Verifiable certificate**

JOB SUPPORT

How we help you get a job

1 Personalized resume building assistance

2 Mock interview sessions

3 Access to job offers

4 Guidance on job applications

* Typical fresher salary ranges in India; the actual salary depends on the employer, the city and your skills.

WHY START NOW

Your future is built by the skills you learn today.

Companies hire people who can do the work. People who use AI well at work are in demand - this course teaches you the job skills and the AI tools together. Every month you practise adds a project to your portfolio - the best time to start is now.

18+	600+	2,708+	390+
Years of training experience	Centres across India	Job offers to our students	Hiring companies

UNIQUE FEATURES AT ISDM NxT

- ✓ Free pre-counselling to choose the right course
- ✓ Study material, attendance, assignments, exams and results online from day one
- ✓ 24x7 AI trainer (ChatNxT) for your doubts
- ✓ Experienced, rated trainers and daily class feedback
- ✓ Practical lab sessions and live projects
- ✓ Monthly online mentorship sessions
- ✓ Resume, mock interviews and job offers in your student dashboard
- ✓ Freelancing and start-up guidance

● LIVE PLACEMENT DATA

Latest job offers to ISDM NxT students

Updated 24 Nov 2026



Gaurav M.
India
Java Software Development Engineer
Health Catalyst



Geeta K.
New Delhi
tellecaller for digital marketing
balajimarketingexperts



Anand S.
Muvattupuzha
Hiring Junior Account Executive J...
CorpZop



Adarsh S.
Ghugus
TGT Computer Science
Adani Foundation



Priyanka Y.
Mumbai
Data Entry Operator (Full-time) -...
CorpZop



Rajan S.
Ahilyanagar
Computer Trainer
Enlearning skill development Ltd

Job offers shared with our students through the ISDM NxT job network. See all at www.isdmnext.in/latest-placement

LIMITED SEATS · VALID TILL 04 DEC 2026

FREE Ambassador Affiliate Programme

Complete your admission within **10 days** and join the ISDM NxT Ambassador Affiliate Programme free of cost: refer friends, earn referral rewards as per the programme and get featured on the ambassador leaderboard.

CLAIM NOW

TAKE THE FIRST STEP

Book your FREE counselling session today

Meet our counsellor, see the lab, get your doubts answered and know the current fees and offers for your centre.

ISDM NxT HEAD OFFICE

ISDM NxT - Independent Skill Development Mission

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Email: inquiry@gmail.com

ENQUIRE NOW | **WhatsApp** | **Call +916263625594**

Scan for course details & enquiry

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Choose the Best Course for You

Try our AI-Powered Career Counselling for FREE - answer a few questions and get the courses that fit your interests, skills and career goal.

Try it FREE →
www.isdmnext.in/course-for-you

01
Counselling
Free guidance to pick the right course

02
Training
Practical classes, labs and projects

03
Mentoring
Experts, AI trainer and feedback

04
Placement support
Resume, interviews and job offers

What you get with this course

- Comprehensive study material
- Practical lab sessions
- Live project experience
- 24x7 AI trainer support
- AI career counselling
- Interview preparation assistance
- Job offers in student dashboard
- Certification upon completion

Fees depend on the centre and current offers - ask your counsellor. Course content may be updated to stay current with industry needs. · www.isdmnext.in