

BANGALORE INSTITUTE OF DIGITAL MARKETING

ADVANCED AI DIGITAL MARKETING COURSE & CERTIFICATION

Bengaluru's Premier AI-First Digital Marketing Institute

Location: 151, 1st Stage 3rd Block HBR Layout, Kacharakanahalli, Bengaluru 560043

Contact: +91 78991 32545 | info@bangaloreidm.com | www.bangaloreidm.com

WHY CHOOSE BIDM?

- AI-Powered Digital Marketing Curriculum & Hands-on Tools
- Industry-Experienced Faculty & Practical Live Projects
- Internship Opportunities & Career Support / Job Assistance
- 10+ Industry Recognized Certifications
- Flexible Batch Timings (Weekday & Weekend)
- Small Batch Sizes for Personalized Learning

TOOLS YOU WILL MASTER

ChatGPT | Canva | Meta Ads | Google Ads | Google Analytics | Semrush | Ahrefs

PROGRAM CURRICULUM - MODULES 1 TO 10

MODULE 1: MARKETING CONCEPTS

Sales vs Marketing, 7 Pillars of Marketing, Brand Building

MODULE 2: DIGITAL MARKETING OVERVIEW

Traditional vs Digital Marketing, Job Opportunities, Future Trends

MODULE 3: WEBSITE STRUCTURE & PLANNING

Domain, Hosting, UX/UI, URL Structure & Funnel Planning

MODULE 4 & 5: SEARCH ENGINE OPTIMIZATION (SEO)

Keyword Research, On-Page SEO, Content Optimization, Google Algorithms

MODULE 6 & 7: OFF-PAGE & TECHNICAL SEO

Link Building, Technical Audits, Schema Markup, PageSpeed, Robots.txt

MODULE 8: LOCAL SEO & GOOGLE MY BUSINESS (GMB)

GMB Optimization, Map Rankings, Local Citations, Reviews Management

MODULE 9 & 10: GOOGLE SEARCH CONSOLE & ANALYTICS

GA4 Setup, User Journey Tracking, Conversions, Bounce Rate Analysis

PROGRAM CURRICULUM - MODULES 11 TO 24

MODULE 11 - 15: GOOGLE ADS & PERFORMANCE MAX

Search Campaigns, Display Ads, PMax, Smart Campaigns, Bidding Strategies

MODULE 16 & 17: VIDEO, YOUTUBE & APP CAMPAIGNS

YouTube Monetization, Video Ads, App Installs, Audience Targeting

MODULE 18 - 20: REMARKETING & MERCHANT CENTER

Google Merchant Center, E-commerce Ads, Remarketing Lists

MODULE 21 - 24: SOCIAL MEDIA MARKETING & META ADS

Facebook & Instagram Ads Manager, Audience Targeting, Content Strategy

MODULES 25 - 34 & RECRUITMENT PARTNERS

ADVANCED MODULES

LinkedIn Ads | X Marketing | Email Automation | Sales Funnels | Canva | AI Tools

ARTIFICIAL INTELLIGENCE IN MARKETING (MODULE 34)

Prompt Engineering, Automating Tasks, AI Writing Tools, AI Chatbots

TOP RECRUITERS & HIRING PARTNERS

Flipkart | PhonePe | BigBasket | BlueDart | Cleartrip | Zepto | ACT | Hathway

CONTACT BIDM ADMISSIONS

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