



# Future of **Digital Marketing** Starts Here



AI Integrated  
Digital Marketing



Real Clients  
Real Work



Certificate  
That Counts



Hands On  
Experience



Guidance  
Through Out  
Lifetime

# EMPOWERING FUTURES WITH TRUSTED DIGITAL EXPERTISE

With expert-led training, real-world tools, and AI-integrated strategies, we equip our students with the knowledge and confidence to thrive in the ever-evolving digital landscape.



**MODE OF LECTURE:  
ONLINE**



**COURSE DURATION:  
FROM 3 MONTHS**



**GUIDANCE  
THROUGHOUT  
YOUR CAREER**



# WHY DMII

DMII is where AI meets digital marketing, offering hands-on experience with real clients. Learn cutting-edge strategies and get job-ready with industry-recognized certification.

**150+**

## INDUSTRY EXPERTS

Learn from seasoned professionals.

**3000+**

## CLIENT PROJECTS

Gain hands-on experience

**1700+**

## CASE STUDIES

Dive into real- world insights

**85+**

## AI TOOLS

Master the latest tech





# COURSE HIGHLIGHTS



## **AI-POWERED DIGITAL STRATEGY:**

Master AI tools that optimize campaigns.



## **REAL CLIENT WORK:**

Build strategies for actual businesses.



## **INDUSTRY INSIGHTS:**

Stay ahead with the latest trends and case studies.



## **PERSONAL MENTORSHIP:**

1:1 guidance from industry experts.



## **CERTIFICATION:**

Get recognized for real-world skills.

# YOUR JOURNEY

1

## **JUMP IN**

Enroll and dive straight into action.

2

## **LEARN WITH FUN:**

No boring lectures — just stories, examples, and hands-on fun. AI Like a Pro: Master cutting-edge AI tools in marketing.

3

## **NETWORK & GROW:**

Connect with industry experts and marketing gurus.

4

## **REAL CLIENTS, REAL WORK:**

Apply your skills on live projects with real businesses.

5

## **GET CERTIFIED:**

Earn an industry-recognized certification.

6

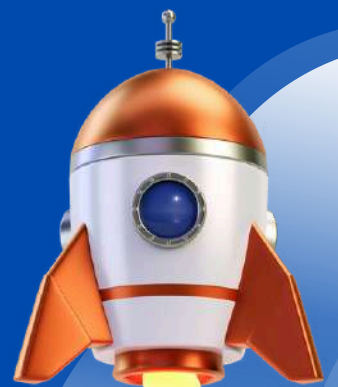
## **LAND THE JOB:**

Get job assistance and career support.

7

## **FOREVER FAM:**

DMII's got your back — even after you graduate.



# WHY IT MATTERS?



Walk out  
Job Ready



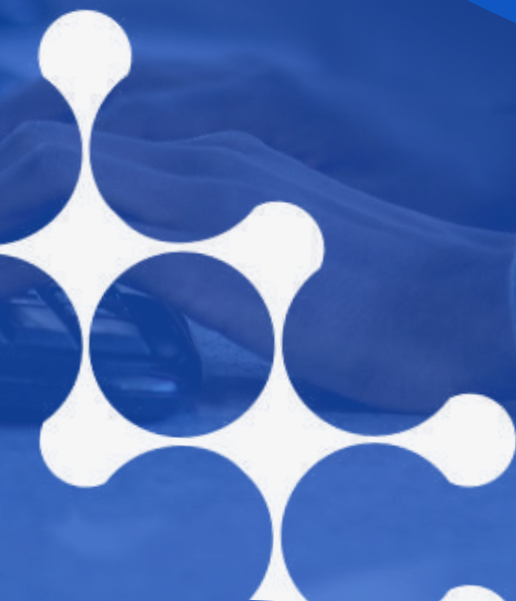
Portfolio with  
real projects



Network with  
top brands



Better job  
opportunity with  
DMII certification





# SUCCESS Stories



**DMII**

**“Avinash Pathak**  
Foundation - Batch: March 2025 ★★★★★

The hands-on projects and mentorship were a game-changer. DMII doesn't just teach theory—it teaches how to do marketing.



**DMII**

**“Neha Yadav**  
Foundation - Batch: April 2025 ★★★★★

Finally, a course that's both practical and future-ready. Learning with AI tools felt like a sneak peek into the future of marketing.



**“Tanish Dadlani**  
Intermediate - Batch: March 2025 ★★★★★

I joined DMII to add a skill. What I got was a complete mindset shift. I now think like a marketer, solve like a strategist, and execute like a pro.



**DMII**

**“Ashpreet**  
Intermediate - Batch: April 2025 ★★★★★

DMII's curriculum is perfectly designed for working professionals. I could apply what I learned immediately in my job.



**“Aditi Dhuri**  
Intermediate - Batch: March 2025 ★★★★★

I joined DMII to add a skill. What I got was a complete mindset shift. I now think like a marketer, solve like a strategist, and execute like a pro.



**DMII**

**“Divyansh**  
Intermediate - Batch: April 2025 ★★★★★

Finally, a course that's both practical and future-ready. Learning with AI tools felt like a sneak peek into the future of marketing.



# FOUNDATION IN DIGITAL MARKETING

Get started with the essential digital marketing skills and build a strong foundation for your career.



Duration: 3 months



Batch Start: May 1st



Mode: Online / Offline



Free Consultancy

## Module 1: AI Marketing Fundamentals

- Introduction to AI in Digital Marketing
- Key AI Tools Overview: ChatGPT, Jasper, Copy.ai, Canva AI
- Understanding the Digital Customer Journey
- Enhancing Customer Experience with AI (Case Study: Netflix/Amazon)
- AI-Driven Marketing Communication (Tools: Grammarly AI, Mailchimp AI)
- Content Creation with AI – Blogs, Captions, Reels  
(Hands-on: Copy.ai, Canva Magic Write)

## Module 2: Social Media (Organic)

- Planning Organic Campaigns Using AI
- Automation of Organic Content (Tools: Buffer, Hootsuite with AI features)
- Case Study: How AI helped brands grow organically on Instagram

## Module 3: Social Media (Paid)

- Running Paid Campaigns using Meta/Google AI tools
- Budget Optimization with AI (Tools: Smart Bidding, AdCreative.ai)
- Guest Lecture: AI Trends in Paid Media

## Module 4: Search & SEO

- Google Ads – PPC, Search Campaigns (Smart Campaigns)
- Intro to SEO with AI Tools (SurferSEO, SEMrush, NeuronWriter)
- Use Case: AI-generated SEO content performance

## Module 5: Project & Soft Skills

- Capstone Briefing – AI Campaign Plan
- AI Ethics & Data Privacy in Digital Marketing
- Presentation Skills using AI (Design: Canva AI, Pitches: Tome.app)
- Creating a Pitch Deck with AI

### Capstone

**Project:** Plan and simulate an AI-driven campaign for a mock brand.





# INTERMEDIATE IN DIGITAL MARKETING

Get started with the essential digital marketing skills and build a strong foundation for your career.



Duration: 3 months



Batch Start: May 1st



Mode: Online / Offline



Free Consultancy

## Module 1: Strategic Fundamentals

- Recap: AI in Marketing with Practical Examples
- AI Toolkits Deep Dive: Jasper, ChatGPT, Midjourney, Synthesia
- Mapping Detailed Customer Journeys
- Personalization with AI (Case: Spotify Wrapped, Netflix UX)
- Funnel Creation, STP & Branding with AI Tools
- Communication Strategies: A/B Testing with AI Tools
- AI Content Creation – Video, Blogs, Visuals
- Live Debate: Funnel Wars – Brand Perspective
- Measuring KPIs and Campaign Success

## Module 2: Social Media Execution

- Organic Growth Strategy – Planning & Content Days
- Social Media Analytics – Native + Tools (Sprout Social, Meta Insights)
- Paid Media Execution – Meta/Google Ads Manager with AI
- Budget Planning & Forecasting with AI (Tool: Madgicx, Revealbot)
- Case Study: Influencer campaign vs Paid Ads

## Module 3: Influencer & Email Marketing

- Influencer Marketing Strategy
- AI in Influencer Discovery & Analysis (Tools: Heepsy, Upfluence)
- Email Marketing Automation (Mailchimp, Sendinblue AI)
- Mini Projects – Email + Influencer Campaign
- Event: Brand Wars – Pitch & Defend
- Event: Sell Your Tickets – Event Marketing Challenge

## Module 4: SEM, SEO & Web Building

- Search, Display, YouTube, Pmax, Shopping Campaigns
- Hands-on with Google Ads & Keyword Planner AI
- Advanced SEO: Onpage, Offpage, Blogs using AI
- SEO Tools: Ubersuggest, SurferSEO
- Building WordPress Sites with Elementor + AI Plugins

## Module 5: Reputation & CRM

- Guest Lecture: Managing Brand Reputation
- Brand Reputation Management (BRM) using AI tools
- CRM with HubSpot & AI Automation Workflows
- ORM Techniques & Live Simulations



## Module 6: Analytics & Metrics

- Google Analytics – Setup & Reports
- Lead Generation Funnels & Tracking
- KPI Breakdown – ROI, ROAS, CTR, CPA

## Module 7: Presenting Impactfully

- AI Tools for Presentations – Tome, Gamma, Beautiful.ai
- Pitch Decks with Real Data

## Capstone Project:



# EXPERT IN DIGITAL MARKETING

Get started with the essential digital marketing skills and build a strong foundation for your career.

🕒 Duration: 3 months

📅 Batch Start: May 1st

💻 Mode: Online / Offline

👥 Free Consultancy

## Module 1: Advanced AI & Strategy

- Advanced AI Tools: ChatGPT4, Midjourney, Synthesia
- Personalizing Marketing with AI: Customer Journey Deep Dive
- Branding & Positioning Strategy Using AI
- Communication with Psychographic Targeting
- Debate – Best Funnel for Brand Acquisition
- KPI Analysis: Setting and Measuring SMART Goals
- Guest Lecture: Scaling Brands with AI
- Event: Position Your Brand

## Module 2: Social Media AI Mastery

- AI-Powered Organic Growth Tactics
- Campaign Automation Tools: AdCreative, Smartly.io
- Full Campaign Creation – Meta + Google AI Integration

## Module 3: Influencer & Email Automation

- Influencer Strategy with AI Scaling
- CRM & Lead Funnels with AI Bots
- Email Campaign Journey Mapping
- Predictive Customer Behavior using AI Project
- Event – Real Client Brand Simulation

## Module 4: Performance Marketing & SEO Mastery

- Advanced SEM – Pmax, YouTube, Shopping
- A/B Testing and Optimization with AI Tools
- AI SEO – Predictive Ranking, Keyword Clustering
- AI Campaign Review + Optimization
- Case Study – SEO Turnaround Strategy

## Module 5: E-commerce & Website Building

- WordPress + Shopify AI Store Setup
- AI in Product Listings, Descriptions (Tool: CopyMonkey)
- Ecom Analytics + AI Tools (Shopify Analytics, ProfitCalc)
- Affiliate Marketing with AI Trackers





## Module 6: Reputation Management

- AI-Powered ORM (Tools: Brand24, Mention)
- Customer Relations with HubSpot AI
- Crisis Communication Planning with AI
- Live Event – Brand Crisis Simulation.

## Module 7: Data- Driven Strategy

- Google Analytics (GA4 Advanced)
- Tableau AI Dashboards
- Excel with AI (GPT for Sheets, AI Formula Builder)
- Data-Backed Campaign Optimization

## Module 8: Media Planning & Strategy

- TAM – SAM – SOM Calculation
- Budget Distribution Strategy
- Integrated Media Plans using AI

## Module 9: Soft Skills & Professional Branding

- Resume Building with AI (Kickresume, Rezi, etc.)
- LinkedIn Optimization
- Mock Interviews with Industry Experts
- Personal Portfolio Building

## Module 10: Presentation Mastery

- Module 10: Presentation Mastery
- Data Storytelling with AI Visual Tools
- Soft Skills + Interview Communication
- Final Capstone Pitch Deck with AI Tools

**Capstone Project:**  
**Full 360° Campaign with real clients**  
**(offline or online) + Industry Jury**  
**Review.**



Certificate of Completion  
Digital Marketing Intelligence Institute  
(DMII)

This certificate is proudly presented to

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has successfully completed the Advanced Digital Marketing & AI Tools Program at DMII.

The program covered core modules including: Social Media Marketing,  
SEO, Paid Ads, Email Marketing, Branding, and AI Tools.

Issued on: March 15, 2025



Certificate ID: DMII-[XXXX]

A handwritten signature in black ink, likely belonging to Aarush, the Founder &amp; Director of DMII.

**DMII** Digital Marketing  
Intelligence Institute

A handwritten signature in black ink, likely belonging to Aarush, the Founder &amp; Director of DMII.

Aarush Founder  
& Director

# CERTIFICATION

BEYOND THE CURRICULUM



# The DMII Edge

Here's  
everything else  
you get when you  
become a part  
of the  
**Digital Marketing  
Intelligence Institute**  
experience:







# Here learning doesn't stop at the classroom door.



## Live Industry Expert Sessions

Learn directly from marketing pros who've been there, done that



## AI-Powered Certification

Showcase your skills with a certificate that's recognized and future-ready



## Guest Lectures & Masterclasses

Exclusive insights from digital leaders, founders, and agency experts



## Weekly Doubt-Solving Sessions

Personalized guidance to help you stay ahead



## Marketing Events & Brand Wars

Compete, create, and conquer with real-time strategy games



## Work With Real Clients

No simulations here. You'll work on real brands and real campaigns



## Industry Networking

Connect with recruiters, mentors, and marketing communities



## Interpersonal Skill Development

Build confidence, pitch like a pro, and own the room



# Plus

## DMII Extras

to Power Up Your Journey:





1

### **Hackathons & Idea Jams –**

Collaborate on solving real marketing problems

2

### **Portfolio-Building Projects –**

Leave with a ready-to-showcase professional portfolio

3

### **Student-led Podcasts & Content Labs –**

Practice content creation, storytelling, and interviewing

4

### **Influencer & Creator Collabs –**

Work with local influencers for live campaign experience

5

### **LinkedIn Profile Makeovers –**

Craft a personal brand that gets noticed

6

### **Campus Ambassador Program –**

Lead. Represent. Grow. (With perks!)

7

### **Alumni Talks & Success Stories –**

Learn from those who've walked the path



# Fees Structure

Every penny you invest at  
DMII shapes your future success



## Foundation Program

Perfect for Beginners & Curious Minds

**Duration: 3 Months**  
**Fees: ₹ 35,000/-**

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### What You Get:

- Basics of Digital Marketing
- Hands-on projects
- Introduction to AI tools
- Certificate of Completion



# Fees Structure

## Intermediate Program

Go Beyond the Basics

**Duration: 6 Months**

**Fees: ₹ 75,000/-**

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### What You Get:

- ▶ Advanced marketing strategies
- ▶ Live client work
- ▶ AI & automation tools in marketing
- ▶ Personal branding guidance
- ▶ Certificate of Excellence



# Fees Structure

## Expert Program

Perfect for Beginners & Curious Minds

**Duration: 12 Months**

**Fees: ₹ 1,25,000/-**

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### What You Get:

- Deep specialization tracks (SEO, Ads, AI, Strategy)
- Capstone project with real brands
- Access to premium AI tools
- 1-on-1 mentorship
- Internship/placement support
- Expert Certification





# Let's Talk Ideas!

CONTACT US: [dmii.work@gmail.co](mailto:dmii.work@gmail.co)

Got questions, suggestions, or just want to say hi?  
Drop us a message and let's spark a conversation that  
could change your future.