

**BE BETTER. LEARN BETTER.**



# ABOUT US

NADM (Nexta Academy Of Digital Marketing) is a digital marketing academy based in kozhikode. We run a successful Digital Marketing Agency and being a Digital Marketing Agency we know what are the latest trends in the industry and what are skills in demand by our Digital Marketing clients.

At NADM, you will get the opportunity of learning from leading marketing experts with several years of experience. We are passionate about creating Digital marketing professionals hence we are committed in providing the best training possible. The Certifications provided by NADM are well authorized and it will have a crucial role in the professional life of a student.

# WHY DIGITAL MARKETING?

What is the Scope of Digital Marketing & How is the Career Growth? But before that ,do you know what digital marketing is? Digital marketing is a marketing method to promote products online. So in straightforward terms, we can say that we are elevating our items to clients who are utilizing internet. Many concepts of traditional marketing are applicable to digital marketing.

Today the consumers have to be approached personally as their attention is fragmented across a range of channels and devices. The Internet, mobile apps, email, Twitter and so many channels have crushed the influence of TV, direct mail, and magazine ads.

Only digital marketing can offer customers personally relevant, timely product and service information via preferred channels.

Being dependable, eco-accommodating, reachable, powerful, client commitment and measurable digital marketing is the enchantment device for brands and organizations. As an ever increasing number of substances join the online temporary fad wider market-reach, the job opportunities in digital marketing are ever-growing. In contrast to different segments of work, this field is an all-season field.

## WHO CAN REALLY BENEFIT FROM THIS PROGRAM

- Sales Professionals
- House wives
- Job seekers
- Marketing Professionals
- Business Owners
- IT professionals
- Students
- Digital Marketing Professionals

# THINGS WE COVER IN THIS TRAINING PROGRAM



SEARCH ENGINE  
OPTIMIZATION (SEO)



WEB  
ANALYTICS



EMAIL  
MARKETING



HOW TO CREATE  
UNFAIR ADVANTAGE AND  
EXPONENTIALLY  
GROW ONLINE BUSINESS



INTEGRATED DIGITAL  
MARKETING STRATEGY



INBOUND  
MARKETING



SEARCH ENGINE  
MARKETING (SEM)



SOCIAL MEDIA  
MARKETING (SMM)



HOW TO SELL  
DIGITAL MARKETING  
SERVICES



HOW TO CREATE  
A WEBSITE WITH  
WORDPRESS



BLOGGING FOR  
BEGINNERS



E-TAIL (ONLINE LISTING)  
/ WEBSITE V/S  
MARKET PLACE



SHOPPING  
ADVERTISING



DISPLAY  
ADVERTISING



SUPER  
BLOGGING



MOBILE  
APP MARKETING



PREPARE YOURSELF FOR  
CAREER OPPORTUNITIES  
IN DIGITAL MARKETING



LEARN AND PREPARE FOR  
VIDEO ADVERTISING  
EXAMINATION



GOOGLE  
ANALYTICS IQ



AFFILIATE  
MARKETING

# COURSE METHODOLOGY

## LIVE SESSIONS

Based on the batch (weekend/weekday) you choose, there will be weekly instructor-led,online sessions. In case you miss any session, you will have the recording of the session.

## HANDS-ON PROJECTS

In order to practice various concepts & tools, you will be given hands-on projects which will be evaluated by your lead trainers.

## RESEARCH BASED INTERNSHIP

To deepen your understanding of various Concepts, Tools & CaseStudies, you will do research and present your research as blog posts which will go live.

## PRE-READING MATERIAL

In order to help you maximize the value of live sessions, you will receive pre-reading material in the form of video based sessions, blogs, case studies etc.

## WEEKLY ASSIGNMENTS

You will also get weekly assignments to build confidence in applying the learning, to produce real results.

## INDUSTRY INTERACTION SESSIONS

Every week, you will have an opportunity to learn various aspects of Digital Marketing by listening and interacting with Industry Experts online.



# WHY NADM?

- > Industry Experienced Trainers
- > Quality Delivery
- > Individual Attention & Mini Batches
- > A Google Certified Partner
- > 100% Placement Assistance
- > 100% Internship Support
- > Wide Range of Topics and 3 Learning Levels
- > Intensive & Practical Training
- > International Certification
- > World Class Infrastructure



# DIGITAL MARKETING COURSES

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING	180Hrs
ADVANCED CERTIFIED ONLINE ENTREPRENEURSHIP	150Hrs
EXECUTIVE PROGRAM IN DIGITAL MARKETING	80Hrs
CERTIFIED INTERNATIONAL WEB PROFFESIONAL	180Hrs
CERTIFIED SEO TRAINING PROGRAM	80Hrs
CERTIFIED SEM & GOOGLE ANALYTICS PROFESSIONAL	80Hrs
CERTIFIED SEM PROFESSIONAL COURSE	80Hrs
CERTIFIED SMM PROFESSIONAL PROGRAM	80Hrs
VIDEO BLOGGING & SUPER BLOGGING	30Hrs
CERTIFIED INBOUND MARKETING ANALYST COURSE	30Hrs
AFFILIATE MARKETING COURSE	30Hrs
EMAIL MARKETING PROGRAM	30Hrs

# PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

- > Overview of SEO Basics
- > How Search Engines Work
- > Keyword Research & Competitive Analysis
- > On Page Optimization - Content SEO
- > On Page Optimization - Technical SEO
- > OFF Page SEO
- > Long Term Content Planning
- > Measuring SEO Effectiveness
- > SEO In E-Commerce
- > Google Business Listing
- > Google Analytics
- > Google Tag Manager
- > SMM Social Media Marketing
- > SEM Search Engine Marketing
- > Web Development Using WordPress
- > Affiliate Marketing & E mail Marketing
- > Youtube Marketing (V-Blogging)
- > Inbound Marketing
- > App store Optimization
- > Online Reputation Management





# OUR CERTIFIED COURSES

## > **Advanced Diploma Course in Digital Marketing**

6 Month (180 Hrs Class + 3 months internship)

## > **Diploma Course in Digital Marketing**

3 Month (180 Hrs)

## > **Certification Courses (Any one specialization)**


(45 Hrs / 4 Weeks / 1 Month Course)



## > **Affiliate Marketing Courses**


(45 Hours - 1 month)

20+ International Approved Certification



 **Vandipetta, Nadakkav, Calicut.**

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[www.nadm.in](http://www.nadm.in)