

# Next-Gen AI-Powered Digital Marketing

## 30 Days Professional Development Program

**100+**  
Batches

**70000+**  
Learners

**15 Years**  
of Experience  
Trainer

**4.9\***  
Rating





# WHY DIGITAL MARKETING?

After the 2020 pandemic, the world has come to realize that remote work is here to stay and that it's possible to make a living online — doing work you actually enjoy from wherever you want and retiring early.

Also, recent stats reveal that working professionals, Agency Owners, and Freelancers who have upskilled themselves with AI-enabled digital marketing skills have secured High Paying Clients and jobs despite being beginners.

So whatever may be your goal — whether it is to become a YouTuber, a Blogger, or any other type of internet entrepreneur- it's more achievable today than ever before.

The more delay you will do to upskill yourself with Digital Marketing skills the further you will move away from achieving the career success you actually deserve.

But worry not.....

**AADME AI-Enabled Best Digital marketing course has been Proven to Fastrack your career success by making you Digital proof.**



# WHY THIS COURSE by AADME

If you are a student with big dreams and the courage to chase them, GAIMS Academy, in partnership with AADME, the Most Trusted Digital Marketing Learning Platform, can fast-track your success.

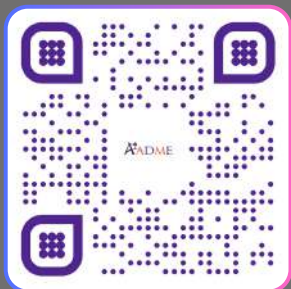
Learn how to turn your passion into profit in just 30 days!

Our proven framework, cutting-edge strategies, and practical templates will equip you to dominate the digital landscape. Join the thousands who have already landed high-paying jobs or built thriving online businesses with our expert guidance.

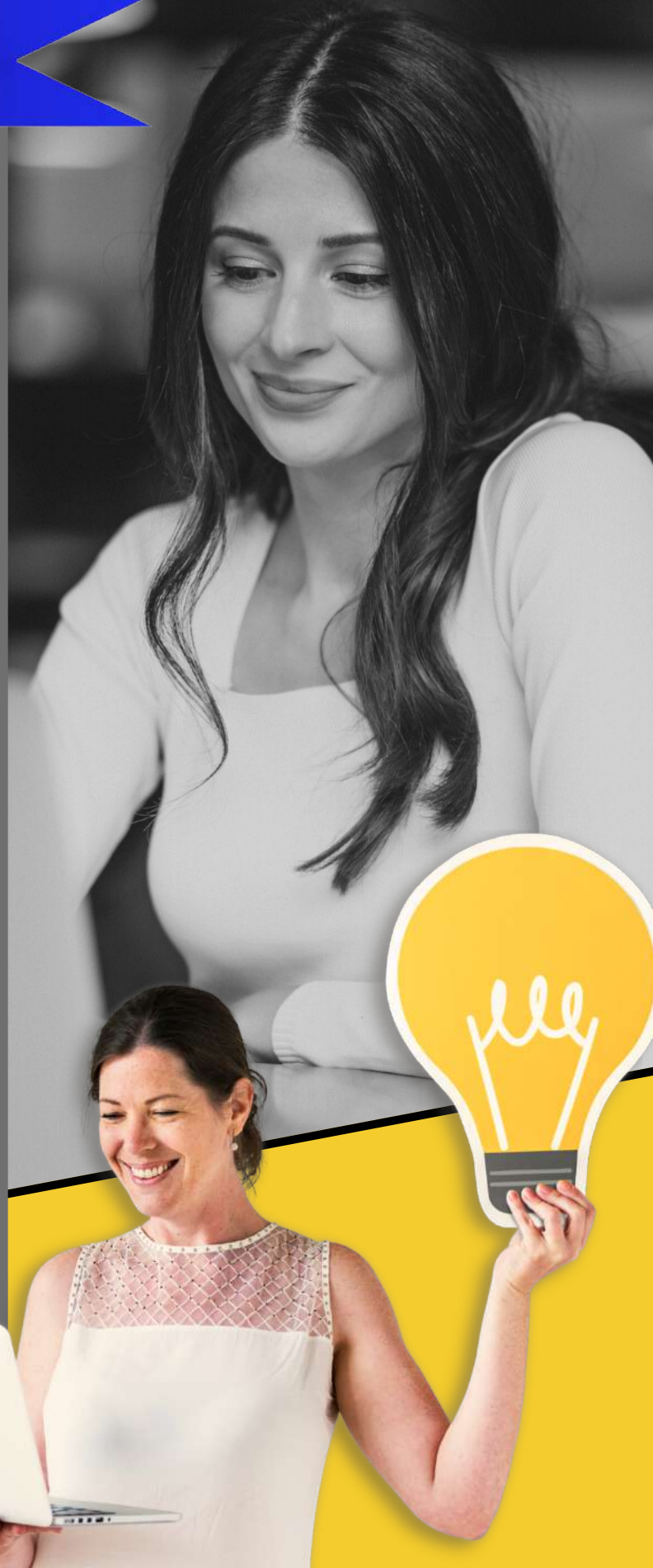
Discover the GAIMS Academy & AADME advantage:

- Rapid Career Transformation: 4 out of 5 students secure new job roles within 3 months.
- Proven Success: AADME's track record of empowering 50,000+ students worldwide.
- Guaranteed Results: Our comprehensive program ensures maximum ROI on your time and investment.

Let's make India the global leader in digital services. Enroll today and start your journey to financial freedom!



[www.aadme.co](http://www.aadme.co)



# SALIENT BENEFITS



LMS Access For 1 Year



LIVE & Online Sessions



Unlimited Doubts Clearing  
With Online Helpdesk



World Class Industry  
Faculties



Google Certifications



Dedicated 1-1 Call  
Support Assignment Help



Assignment Led Training



Resume Building



Quick Assignment Review  
& Feedback System



Lifetime Access To  
Community Learning For  
Upgraded Topics



A.I Powered Program



High Employability  
Enhancement



Course Competition  
Certification



100+ Tools Training



Start-Up Building  
Guidance



Make Money Online



@ aadmeofficial



@ aadme

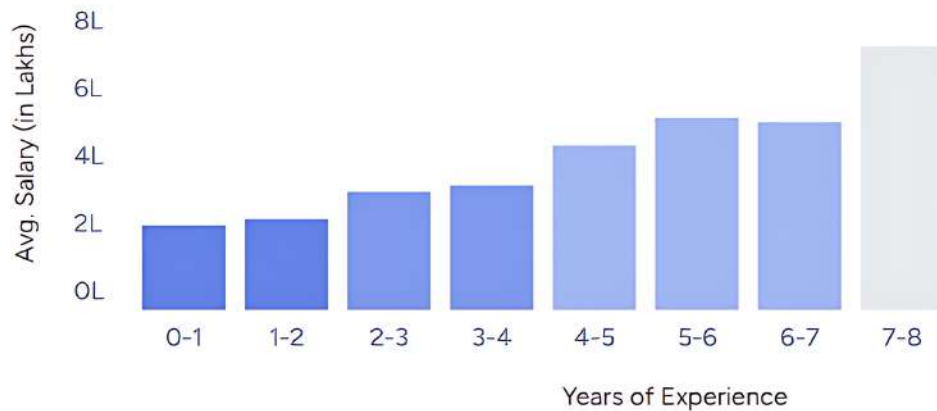


@ AADMEOfficial

# DIGITAL MARKETING SALARY

## Average Annual Salary by Experience

Very High Confidence 



Digital Marketer salary in India with less than 1 year of experience to 7 years ranges from ₹ 0.3 Lakhs to ₹ 9.3 Lakhs with an average annual salary of ₹ 4.8 Lakhs based on 4.8k latest salaries.

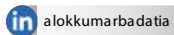
 AmbitionBox Data

WHAT YOU  
CAN DO  
AFTER  
COMPLETION





**Alok Kumar Badatia**  
Chief-Mentor, Trainer  
AADME



**Ananth Arumugam**  
Principal Facilitator  
GAIMS



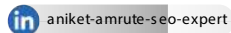
**Pradeep Verma**  
Copywriting & Meta Ads  
Expert, Trainer  
AADME



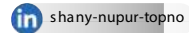
**Avisha Namdeo**  
Social Media Expert, Trainer  
AADME



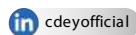
**Aniket Amrute**  
SEO Expert, Trainer  
AADME



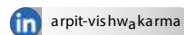
**Shany**  
Student Success Manager  
AADME



**Chanchal Dey**  
Social Media, Support desk  
AADME



**Arpit Vishwakarma**  
Google Ad Expert, Trainer  
AADME



# REWARD & MEDIA PRESENCE

Aadme Awarded as the Most Trusted Digital Marketing Learning Platform in 2023



## Media Presence:



hindustantimes

Business Standard

yahoo!news

# STUDENTS TESTIMONIALS

We are dedicated to propelling their careers to new heights, and their testimonials reflect the transformative experiences they have had with us. Here's a glimpse into what our students have to say about their journey at AADME



**Mehak Pathan**

This session was an eye opener in every aspect It feels so good I learned how i can be patient why I should have gratitude for everything It helped me to clear my vision 🙌 Thank you alok sir for such an amazing session It feels really good



**Anushka Choudhury**

Hello everyone 🙌 I want to share a good news with you guys. I got a Job as Content strategist in Delhi 🙌 and I finally relocate myself. It won't be possible if @Alok Sir sir teachings and guidance was not there. Till now I have achieved my goals all my goals as sir taught us on the " Sunday Classes and how to set goals " thankyou @Alok Sir Sir for all you teaching. I know it's just a beginning but got a mentor like you and applied your teaching I know I am much more capable to achieve more. 🙌 Thankyou @Arpit Vishwakarma , @Baljit Singh sir for your guidance and teachings. And always looking forward to get Alok sir's guidance like this.



**Darshana Sawant**

Nobody likes to share the secrets that actually made big difference in one's life. I appreciate the each and every little thing Alok sir is GIVING us all, which we should take all that seriously and follow blindly. Soo much of efforts in polishing each and every freaking corner to bring wholesome impact in one's life 🙌 THANKYOU 🙌 The More We Give The Multiple It's Comes Back.. Wish you tons of BLESSING from Universe 😊



**Akhtar Ansari**

Today I had a discovery call with one of the largest recruitment firms from India and he was very much impressed by the presentation and knowledge I shared with them. I owe all this to Alok Sir, Pradeep Sir, Arpit Sir, and the entire team of AADME. Thank you @Alok Sir Sir, for your continued guidance and encouragement.



# STUDENTS SUCCESS STORIES



1.8Cr. PA

**Gunjan Vaidya**  
CRM Marketing Manager



8 LPA

**Rahul Chakraborty**  
Associate Manager



4.5 LPA

**Roshni Bakshi**  
Executive Trainee



11LPA

**Sharfan Ahamed**  
Associate Manager



5 LPA

**Debanjan Mondal**  
Marketing Head



70 LPA

**Forum P.**  
SEO Analyst



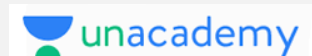
8 LPA

**Nikhil Kumar**  
Digital Analyst



4.8 LPA

**Neha Kumbhare**  
Associate Youtube Operations



3 LPA

**Anushka Choudhury**  
Content Writer



4 LPA

**Sachin Singh**  
Google Ads Expert



3 LPA

**Nidhi Tiwari**  
Digital Marketing Executive



5 LPA

**Akshay Singh**  
Digital Marketing Executive





5 LPA

**Vicky Singh**

Marketing Associate



3 LPA

**Firdous Mulla**

Sr. Business Development Executive



6 LPA

**Joyson Prajwal**

Digital Marketing Executive



6.5 LPA

**Priyanka Makheja**

Digital Marketing Analyst



8 LPA

**Arjun R Sharma**

Analyst



3.5 LPA

**Chetan Gharte**

Sr. SEM Specialist



5 LPA

**Ruchika Kurele**

Performance Marketing Executive



3.5 LPA

**Omkar Panchal**

Digital Marketing Executive



3 LPA

**Jai Singh Pal**

SEO Executive



3.5 LPA

**Revann Hiremath**

Digital Marketing Executive



3.6 LPA

**Bhupendra Singh**

Social Media Executive



5.5 LPA

**Sanket Tambatkar**

Media Activation Executive



6 LPA

**Ketan Panda**

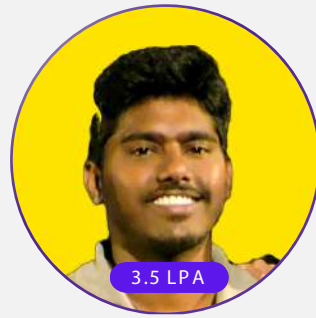
Sr. SPS Associate



5 LPA

**Siddhartha Chakravarty**

Brand Planner



3.5 LPA

**Yogesh Pise**

Digital Marketing Manager



4 LPA

**Vaibhav Navlani**

Content Creator





# COURSE CURRICULUM



# COURSE CURRICULUM

## Session 1

### Module- 1 Marketing Foundation & Intro to Digital Marketing

(1 Session)

- What is Digital Marketing
- How Digital Marketing Can Help You?
- Traditional Marketing VS Digital Marketing



## Session 2nd, 3rd, 4th

### Module- 2 Website Planning & Development for Business

- Understanding Domain & Hosting
- Choosing the right domain & hosting
- Understanding CMS
- Introducing WordPress & Control Panel
- Understanding creating categories, tags, pages, and posts
- Selecting themes, Plugins, widgets
- Wordpress site setup
- Publishing Blogs Creating Users & Super Users
- Mastering Home Page, Service Page, Sales Page, Contact Us Page, Thank You Page



Tools Covered:



& others

# Session 5th

## Module- 3

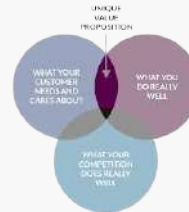
### Using Artificial Intelligence to build Go to Marketing Strategy

#### Session 5th

- Understanding Buyers Persona & Ideal Customer Profile
- Understand Buyers Journey- Design Client Profile
- Introducing Marketing Funnel
- TOFU, MOFU, BOFU



**Assignment: Create Buyer Persona, USP & UVP for the Businesses.**



#### Tools Covered:



# Session 6th

## Module- 5

### Lead Generation & Nurturing Mastery (A to Z)? (Module 3 GTM Included)

#### Session 6th

- Who Is A Lead?
- Types Of Leads- Green Zone, Blue Zone, Red Zone
- Lead Magnet Fundamentals
- Building offers
- Building ebook & other offers



## Session 7th

### Module- 7 Graphic Designing Mastery for Business Using A.I.

(1 Session)

- Creative Designs Tools
- Designing Your Marketing Kit:- Logo Corporate Presentation, Business Cards
- Lead Magnet Mockup Design
- Design Social Media Post



Tools Covered:



& others

## Session 8th

### Module- 8 Google Analytics 4

(1 Session)

- What is GA4?
- Setting Up Google Analytics



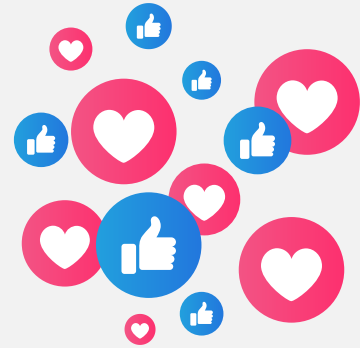
Tools Covered:



## Session 9th

### Social Media Marketing & Selling

- Why Social Media
- Top Social Media Platforms
- Making Social Media Content Strategy
- Importance of CTA



## Session 10th & 11th

### Module- 12 YouTube Marketing & Optimization Using A.I.

(1 Session)

- Creating & Optimize YouTube Channel
- YouTube Video Optimization To Rank High On YouTube
- Pro & Affordable Video Equipements
- Ranking Youtube Videos with SEO
- How to Get Subscribers & Views on YouTube
- How to Make Money from YouTube



Tools Covered:



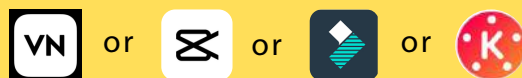
& others

## Session 12th

### Learn Video Editing for YouTube Videos, Shorts, & Reels

- YouTube video editing fundamentals
- Using tools such as VN Editor or Capcut or Flimora or Kinemaster

#### Tools Covered:



## Session 13th

### Module- 13

### Instagram Marketing for Business

(1 Session)

- Why Instagram?
- Important Instagram Statistics
- The goal set for Instagram
- Types of Account
- What determines how much business you generate from an Instagram A/C
- Graph of Monetization
- SMM Calendar Management
- How to make Viral Reels



#### Tools Covered:





## Session 14th

### Module- 15

### LinkedIn Marketing for Students & Job Hunting

- Introduction To LinkedIn & Building A Killer LinkedIn Profile
- LinkedIn Profile Optimization for Job Hunting
- LinkedIn Post Ideas
- How to Search Jobs using LinkedIn



#### Tools Covered:



## Session 15th

### Module- 16

### Search Engine Optimization (SEO)

(7-8 Sessions)

#### ● INTRODUCTION OF SEO

- Search Engine & Its functions
- Why SEO
- Definition of SEO

## Session 16th

#### ● SEO KEYWORD RESEARCH

- What is keyword
- Types of keywords
- Long-tail Keywords
- Latent semantic indexing keywords
- Keyword research tools
- Google Keyword Planner



## Session 17th

### ● ON-PAGE SEO

- Importance of Seo content
- Keywords Density & proximity in content
- HTML Optimization
- Using the Yoast SEO/RankMath plugin
- On-page Optimizing your webpage
- URL Optimization
- Optimizing tags
- Title Tag
- Description Tags
- Image & Heading Tags



## Session 18th

### ● TECHNICAL SEO

- Sitemap
- Robot.txt
- Google Search Console
- Setting Up Search Console & Reports
- Website Speed Tools & Tips to Optimize



## Session 19th

### ● OFF-PAGE SEO

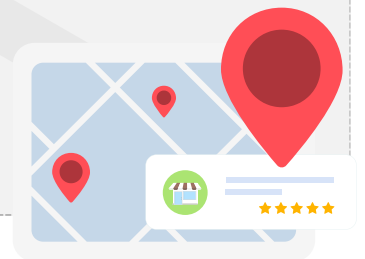
- Introducing Off-page optimization
- Introducing Links and Link syntax
- Internal & External Links
- Introducing Backlinks
- Determining Domain Authority, Page Authority with tools
- Do-follow and No-follow links
- Implementing no-follow tags Types of links
- Types of Backlinks
- Backlinks Creation



## Session 20th

### ● GOOGLE MAPLISTING SEO

- Google Business Profile Creation & Optimization



### Tools Covered:



& much more

## Session 21th

Module- 17

Search Engine Marketing (Paid Ads)

(5 Sessions)

### GOOGLE SEARCH ADS

- Understanding Ad Investment Mindset
- How Successful Advertisers Think & Act
- Fundamental Of Google Ads
- Where Do Google Ads Appear
- Types of Google Ads
- Objectives of Ads
- Setting Up Your First Search Ad Campaign
- Understanding Ad Position
- Quality Score Ad Rank
- How to Set a Budget
- Understanding Negative Keywords & Modifiers
- Understanding Ad Extensions

#### **Assignment**

Research & Setup Google Ads for Client Project



## Session 22th

### GOOGLE VIDEO ADS

- Video Ads Campaign Setup

#### **Assignment**

Setup Google Video Ads



## Session 23th

### GOOGLE DISPLAY ADS



- Display ads Campaign Setup

#### **Assignment**

Setup Display Ads

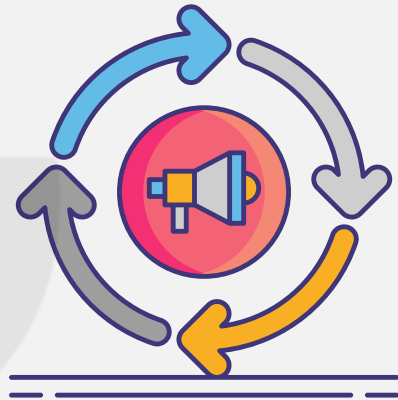


## Session 24th

### GOOGLE ADS REMARKETING



- What is Remarketing?
- How remarketing works?
- Installing Google Site Tag
- Create different remarketing audience
- Setup Google Ads Remarketing Campaign



Tools Covered:



GOOGLE ADS  
TRANSPARENCY



& much more.

## Session 25th & 26th

Module- 18

Meta Ads

(3 Sessions)

- Different Ways of FB Marketing
- Optimizing FB Pages Using FB Groups
- Understanding Campaign Objective
- Types of Budget
- What is FB Remarketing
- CBO - Importance & Myths
- Understanding Custom Audience
- Installing Pixel Code
- Understanding Custom Conversion
- Setting And Targeting Audience
- Running Live Custom Audience
- LIVE Campaign- Cold Audience Targeting for Email Signups



The Meta logo, featuring a blue infinity symbol followed by the word "Meta" in a dark blue sans-serif font, is displayed on a white rectangular background that appears to be a document or card with a slight shadow.

Tools Covered:



**FACEBOOK  
ADS LIBRARY**

& much more.

## Session 27th

- Google Certifications



## Session 28th

- Felicitation Ceremony
- Bonus Class & Certificate Distribution



# AADME CERTIFICATION

certificate



Next-Gen AI-Powered Digital Marketing  
Professional Program Certification

# COURSE FEES..



Actual Market

Course Fees: ~~₹40000/-~~

Special Offer: 5000/- + GST



# OUR ALUMNI WORK AT





# "We Build Marketing Leaders, Not Managers"

– AADME

## Contact Us

---



[director@gaims.in](mailto:director@gaims.in)



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



+91-9731984671 (Ananth)