Digital Vidya

CADMM • 2026 Edition

APPROVED BY

MEDIA & ENTERTAINMENT SKILLS COUNCIL

Skill India

N·S·D·C ACADEMY

nasscom

MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY GOVERNMENT OF INDIA

Your Future in Marketing Starts Here

Dear Learner,

The marketing industry is changing faster than ever, and AI is leading the transformation. Today's employers are looking for professionals who can combine digital marketing expertise with AI-powered skills to drive better results.

The opportunity has never been bigger. High-demand roles such as **AI Marketing Strategist, Performance Marketing Specialist, Marketing Automation Expert, Growth Analyst,** and **GEO Specialist** are shaping the future of the industry.

The **Certified AI Digital Marketing Master (CADMM)** program is designed to help you stay ahead. Through live training, hands-on projects, real-world assignments, and AI-powered marketing tools, you will gain practical skills that employers value.

By the end of the program, you will have:

- A professional digital marketing portfolio
- Experience running real marketing campaigns
- Hands-on expertise with AI tools
- Industry-relevant projects for your resume
- Career-ready skills for the AI-driven marketing world

With **16+ years of excellence and 1,20,000+ trained professionals across 55+ countries,** Digital Vidya has helped thousands build successful careers in digital marketing.

Don't prepare for yesterday's jobs. Prepare for tomorrow's opportunities.

Join CADMM today and become the marketer every company wants to hire.

— Team Digital Vidya

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About the Program

How do you stand out in a market where every brand is using the same AI tools?

By moving beyond surface-level tactics to develop analytical clarity, creative strength, and strategic purpose. CADMM is built to take you there — whether you are starting fresh or upgrading a decade-old playbook.

As businesses across India and the world accelerate their digital transformation, marketing roles are evolving rapidly. AI, automation, and analytics are reshaping how brands connect, engage, and grow.

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Global Digital Marketing Market by 2033

Source: Precedence Research

15% CAGR

India Digital Ad Market Growth, 2024–2029

Source: Statista

90 Million

Digital Jobs in India by 2030

Source: NASSCOM & McKinsey India@100

Over **310 hours of live, instructor-led classes**, you'll build campaigns for real Indian brands, use AI tools the way agencies actually use them, and learn to make marketing decisions backed by data — not opinions. You graduate ready to plan, execute, and prove business impact from Day 1 of your next role.

Program Summary

A quick snapshot of what you will get and how CADMM is delivered.

Program Name	Certified AI Digital Marketing Master (CADMM) — 2026 Edition
Program Length	310 live hours across 155 sessions • Core: 210 hrs / 105 sessions • Workshops: 100 hrs / 50 sessions
Structure	6 Core Modules + 18 Workshops (Capstone built into every Core Module)
Session Format	Theory + Practice + Home Task per topic — delivered in a single 2-hour class, Mon–Fri. Workshops: every Saturday — see batch options below.
Tools Mastered	50+ industry tools — Google Ads, GA4, Meta Business Suite, HubSpot, Power BI, ChatGPT, Claude, Perplexity, Midjourney, Runway, Semrush, Ahrefs, Canva Pro, and more
Integrated AI Learning Experience	Every module is designed with AI-powered execution in mind. Participants leverage ChatGPT, Claude, Gemini, and Perplexity from Day 1 to enhance productivity, creativity, and decision-making.
Learning Mode	100% Live Online, Instructor-Led classes. Every student gets access to a dedicated learning portal with full recordings of every live class — use them to revise concepts, catch up on a missed session, or rewind a tricky topic.
Faculty	Digital Vidya Senior Trainers + Active Industry Practitioners
Certificate	Digital Vidya CADMM Master Certificate + NASSCOM-aligned credential + NSDC certificate + 15+ industry certifications (Google Ads, HubSpot, Meta Blueprint, Shopify)
Portfolio Output	Home Task per topic + 6 Core Module Portfolios + Workshop deliverables — ships as a live WordPress site with real campaigns, not just transcripts
Capstone	Built into every Core Module — last 2 topics of each module are a 30-Point Audit + Capstone Pitch Deck + Mock Interview + Certification Plan
Internships	3 in-house internships at Digital Vidya — SEO, Performance Marketing, and SMM. Regular (Mon–Fri) and Part-time (Saturday) options, work-from-home. Eligibility criteria apply.
Indian Case Studies	boAt, Mamaearth, Zomato, Cred, Lenskart, Nykaa, Razorpay, Sugar Cosmetics, Tata CLiQ, BookMyShow, PolicyBazaar — used across every module
Career Support	Placement cell + alumni network + 200 live vacancies + resume reviews + mock interviews + LinkedIn optimization

BATCH OPTIONS AT A GLANCE

MORNING BATCH

6 Months

11:00 AM – 1:00 PM

Mon–Fri • 2 hrs/day • 1 class/day

Theory + Practice + Home Task per topic

Best for: full-time learners, career switchers, freshers who prefer daytime classes.

EVENING BATCH

6 Months

8:00 PM – 10:00 PM

Mon–Fri • 2 hrs/day • 1 class/day

Theory + Practice + Home Task per topic

Best for: working professionals, founders, anyone with a daytime commitment.

*Both batches attend the same **Saturday Workshops**. Total program: 310 live hours.*

Who Is CADMM Ideal For?

Built for six kinds of learners — across age, experience, and ambition.

Students & Fresh Graduates

Start your career in digital marketing roles at top Indian and global brands. Build a portfolio before you graduate.

Working Professionals

Unsatisfied with monotonous work? Upskill into AI-powered marketing roles and unlock 2–4x salary growth.

Career Switchers into AI Marketing

Coming from sales, ops, support, content, or design? CADMM is built to take you from zero to job-ready.

Homemakers & Aspiring Freelancers

Looking to restart your career on your own terms? Build a freelance digital marketing practice from home — set your own hours, choose your own clients, and earn in INR or USD. Workshop 11 (Freelancing Mastery) walks you through profile setup on Upwork/Fiverr/LinkedIn, pricing, proposals, and your first 10 paid gigs.

Working Professionals Building a Side-Hustle

Keep your day job while you build a freelance income stream on the side. Use evenings and weekends to take on AI marketing, SEO, SEM, SMM, or content projects — graduate to full-time freelancing or a 1-person agency on your own timeline.

Entrepreneurs & Business Owners

Stop paying agencies for what you can run yourself. Grow your brand by 10x with in-house digital fluency.

Key Features

Nine reasons CADMM stands apart from anything else on the market.

Theory + Practice + Home Task Pedagogy

Every topic in CADMM is taught using our proven format — one 2-hour class where students learn concepts (Theory) and apply them hands-on (Practice), then extend the work to a real brand at home (Home Task).

Two-Track Architecture

6 Core Modules build deep fluency in Foundations, SEO, SEM, SMM, Email/Inbound, and Analytics. 18 Workshops go wide into Content, GenAI, GEO/AEO, E-commerce, WhatsApp, ORM, AI Ads, App, and more.

AI-Powered Curriculum

Generative AI, automation, and analytics integrated into every module — not bolted on at the end.

NASSCOM-Aligned Credential

Certificate aligned to NASSCOM's competency standards, recognised across the Indian IT-ITeS industry.

Master 50+ Industry Tools

Hands-on with Google Ads, GA4, Meta Business Suite, HubSpot, Power BI, ChatGPT, Claude, Perplexity, Midjourney, Runway, Semrush, Ahrefs, and more.

Indian Brand Case Studies

Every module uses real Indian brand work — boAt, Mamaearth, Zomato, Cred, Lenskart, Nykaa, Razorpay, Sugar Cosmetics, Tata CLiQ.

Portfolio-Driven Assessment

Every Core Module and most Workshops end with a graded portfolio submission. You graduate with a portfolio, not just a transcript.

3 In-House Internships

SEO, Performance Marketing, and SMM internships with Digital Vidya. Regular (Mon–Fri) and Part-time (Saturday) options, work-from-home. Eligibility criteria apply.

Placement & Career Support

Resume reviews, mock interviews, portfolio building, and access to the 1.2 lakh+ Digital Vidya alumni network.

How We Teach — Theory + Practice + Home Task

Every topic across all 6 Core Modules follows the same 3-step format — built to move learning from understanding into capability.

1

THEORY (in-class)

Trainer teaches the concepts, frameworks, and mental maps — the why-behind-the-what — in the first half of the class.

First half of the 2-hour class

2

PRACTICE (in-class)

Students build something real in the same class — apply the concepts on a real Indian brand with live trainer feedback.

Second half of the 2-hour class

3

HOME TASK

Students extend the in-class build to their own chosen brand — submit before the next session for trainer review.

Self-paced • graded deliverable

WHY THIS WORKS

Marketing skills do not stick from lectures alone. They stick when you do the work — and then do it again on a different brand without help. The Theory+Practice+Home Task loop forces both. By the end of CADMM you will have shipped 60+ Home Tasks across the 6 Core Modules and 18 Workshops — that is your portfolio.

MODULE-BY-MODULE APPLICATION

Module	Topics	Format
01 — Foundation	8 topics	Theory + Practice + Home Task per topic
02 — SEO	14 topics	Theory + Practice + Home Task per topic
03 — SEM	16 topics	Theory + Practice + Home Task per topic
04 — SMM	21 topics	Theory + Practice + Home Task per topic
05 — Email & Inbound	8 topics	Theory + Practice + Home Task per topic
06 — Web Analytics	8 topics	Theory + Practice + Home Task per topic

All 6 core modules run the same format on every topic. A single 2-hour class covers both concepts (Theory portion) and hands-on build (Practice portion), followed by a Home Task extending it to your own brand.

Program Architecture

CADMM is built in three layers — depth, breadth, and integration.

210 hrs

6 Core Modules

105 sessions
Foundation, SEO, SEM, SMM, Email & Inbound, GA4

100 hrs

18 Workshops

50 sessions (parallel)
ChatGPT Ads, Content, GenAI, Voice Search, Power BI, Predictive Analytics, Programmatic, Marketplaces (Amazon/Flipkart/ Myntra/Meesho), D2C Store Setup, AI Video, Video Editing, Canva Pro, Affiliate, Freelancing, Quora & Reddit, WhatsApp, ORM, Vibe Coding

Built-in

Capstone Per Core Module

Final 2 topics of every Core Module
30-pt audit + Capstone deck + CMO pitch + interview prep + certifications

How the Two Tracks Work Together

The **Core track** (210 hrs) takes you from zero to job-ready in the 6 disciplines every digital marketer must know. The **Workshop track** (100 hrs across 18 workshops) lets you go deep into the niches that match your career path — ChatGPT Ads, content marketing, GenAI workflows, voice search, Power BI, predictive analytics, programmatic, marketplaces, D2C store setup, AI video, video editing, Canva Pro mastery, affiliate, freelancing, Quora & Reddit, WhatsApp, ORM, and vibe coding. Each Core Module now ends with its own built-in Capstone (30-point audit + CMO pitch + interview prep + certifications) — so cross-discipline integration happens module-by-module.

Session Format

Core Modules — Both Batches: 2 hours per day, Mon–Fri, one class per day (alternating Theory and Practice). **Morning Batch:** 11:00 AM – 1:00 PM. **Evening Batch:** 8:00 PM – 10:00 PM. Both batches complete the Core curriculum in 6 months. **Workshops: every Saturday**, attended by both batches. Every Core Module ends with a graded portfolio submission; most Workshops end with a portfolio deliverable too.

Learning Path — 6 Core Modules

*The foundation everyone needs. **210 hours across 105 live sessions**.*

#	Core Module	Topics	Sessions	
1	Digital Marketing Fundamentals, Brand Strategy & Website Building	8 topics	13 sessions	**26 hrs**
2	AI-Powered Search Engine Optimization (SEO)	14 topics	20 sessions	**40 hrs**
3	AI-Powered Search Engine Marketing (SEM)	16 topics	20 sessions	**40 hrs**
4	AI-Powered Social Media Marketing (SMM)	21 topics	26 sessions	**52 hrs**
5	AI-Powered Email Marketing & Inbound Strategy	8 topics	13 sessions	**26 hrs**
6	AI-Powered Web Analytics & Google Analytics 4	8 topics	13 sessions	**26 hrs**
	TOTAL — Core Curriculum	**75**	**105**	**210 hrs**

Every topic in every Core Module is taught in a single 2-hour class covering both concepts (Theory) and hands-on build (Practice), followed by a graded Home Task you build on your own brand.

CORE MODULE 01

8 topics • 13 sessions

Digital Marketing Fundamentals, Brand Strategy & Website Building

26 Hours

8 topics • Theory + Practice + Home Task per topic • Portfolio submission required

MODULE OVERVIEW

This module covers 8 topics across 13 live sessions. Every topic follows the CADMM teaching format and is anchored by Indian brand examples and a graded Home Task.

TOPICS COVERED

01 CADMM Orientation & AI Toolkit Setup
02 Digital Marketing Landscape & Career Paths
03 Marketing Fundamentals & Core Frameworks
04 Consumer Research & User Segmentation
05 Brand Strategy & Competitive Positioning
06 Canva for Marketing — Logo + Social Graphics
07 WordPress Website Building (End-to-End)
08 Strategy Deck + Portfolio Submission + Live Pitch

CASE STUDIES ANCHORED IN

boAt	Mamaearth	Zomato
AIDA & 7Ps in audio	STP execution	brand strategy

CONSOLIDATED TOOLS

ChatGPT, Google Gemini, Claude AI, Perplexity AI, Notion AI, SimilarWeb, Statista, LinkedIn, Google Trends, Think with Google, Google Surveys, SparkToro, AnswerThePublic, SEMrush, Canva, Canva AI (Magic Design, Magic Write, Text to Image), Remove.bg, Instagram, Facebook, Canva AI, WordPress, Elementor, WPForms, Grammarly AI, Google Slides, Canva Presentations, Beautiful.ai, Gamma AI, Google Drive

CORE MODULE 01 — DIGITAL MARKETING FUNDAMENTALS, BRAND STRATEGY & WEBSITE BUILDING *8 topics*

TOPIC 01 • 2 hrs

Theory + Practice + Home Task

CADMM Orientation & AI Toolkit Setup

THEORY (in-class)
Course structure, CADMM framework, marketing landscape 2026, how digital marketing fits in business growth, fresher career trajectory (Marketing Trainee → Digital Marketing Executive → Brand Associate), AI-tool ecosystem for marketers (ChatGPT vs Gemini vs Claude vs Perplexity — when to use which), fresher interview prep

PRACTICE (in-class)
Set up paid/free accounts for ChatGPT, Gemini, Claude, Perplexity. Configure AI marketing workspace in Notion. Build personal learning tracker. Run 1 same-prompt-across-4-tools comparison and document strengths/weaknesses

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Google Gemini, Claude AI, Perplexity AI, Notion AI

TOPIC 02 • 2 hrs

Theory + Practice + Home Task

Digital Marketing Landscape & Career Paths

THEORY (in-class)
Digital marketing ecosystem (Search, Social, Email, Content, Paid, Affiliate, Influencer), channel-audience fit, India digital market size 2026, industry trends (AI-first marketing, privacy/DPDPA, regional-language growth), fresher career paths (in-house vs agency vs freelance), salary bands ₹3.0L-₹5.5L, fresher interview prep

PRACTICE (in-class)
Map complete digital marketing ecosystem for a sample Indian brand. Audit channel mix for 3 brands (D2C / Fintech / Ed-Tech). Build personal career-fit matrix. Identify target companies + LinkedIn application list

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: SimilarWeb, Statista, LinkedIn, ChatGPT, Google Trends

TOPIC 03 • 2 hrs

Theory + Practice + Home Task

Marketing Fundamentals & Core Frameworks

THEORY (in-class)
Think like a marketer, AIDA model deep dive, STP (Segmentation, Targeting, Positioning), 4Ps & 7Ps of marketing, marketing mix modeling, AI-powered marketing funnel, B2B vs B2C framework choice, fresher interview prep

PRACTICE (in-class)
Apply AIDA + STP + 4Ps frameworks to analyze 3 Indian brands (D2C, FMCG, Tech). Build complete marketing mix for a sample product using AI assistance. Defend choices to peer panel

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Google Trends, Think with Google, SimilarWeb

CORE MODULE 01 — DIGITAL MARKETING FUNDAMENTALS, BRAND STRATEGY & WEBSITE BUILDING *8 topics*

TOPIC 04 • 2 hrs

Theory + Practice + Home Task

Consumer Research & User Segmentation

THEORY (in-class)
Consumer funnel (awareness → consideration → conversion → loyalty → advocacy), user segments & consumer portraits with AI, primary vs secondary research, qual vs quant, survey design principles, segmentation methodology, fresher interview prep

PRACTICE (in-class)
Create 3 detailed consumer portraits (with photo + demographics + JTBD + objections + media habits) using AI for a D2C brand. Design 10-question consumer research survey. Run mini-survey (n≥15) + AI-synthesize findings

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Perplexity AI, Google Surveys, SparkToro, AnswerThePublic

TOPIC 05 • 2 hrs

Theory + Practice + Home Task

Brand Strategy & Competitive Positioning

THEORY (in-class)
Business problems, growth equation, brand audit frameworks (SWOT, PESTLE), competitive positioning maps, perceptual mapping, brand house architecture, fresher interview prep

PRACTICE (in-class)
Perform AI-powered brand audit (SWOT + competitive positioning + PESTLE) for an Indian brand. Build 2-axis perceptual map vs 4 competitors. Identify differentiation gap + write 1-line positioning statement

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: SimilarWeb, SEMrush, ChatGPT, Perplexity AI, Google Trends

TOPIC 06 • 2 hrs

Theory + Practice + Home Task

Canva for Marketing — Logo + Social Graphics

THEORY (in-class)
Canva interface & navigation, free vs Pro features, design principles for marketers (alignment, contrast, hierarchy, white space), logo creation workflow, social media graphic sizes & templates (Instagram posts/stories/carousels/reels covers, Facebook covers & posts, LinkedIn banners), Canva AI features (Magic Design, Magic Write, Text to Image), fresher interview prep

PRACTICE (in-class)
Create a brand logo using Canva. Design 5 social media graphics (Instagram post, Instagram story, Instagram carousel 3 slides, Facebook cover, Facebook post). Use Canva AI Magic Design to generate 3 design variations. Export all assets in correct dimensions + organize in Drive folder

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Canva, Canva AI (Magic Design, Magic Write, Text to Image), Remove.bg, Instagram, Facebook, Canva AI

CORE MODULE 01 — DIGITAL MARKETING FUNDAMENTALS, BRAND STRATEGY & WEBSITE BUILDING *8 topics*

TOPIC 07 • 2 hrs

Theory + Practice + Home Task

WordPress Website Building (End-to-End)

THEORY (in-class)

Domain & hosting fundamentals (registrars, DNS, SSL), WordPress installation, theme selection & customization, Elementor / Gutenberg basics, AI-powered themes, essential plugins (Yoast, WPForms, Rank Math, UpdraftPlus, Wordfence), AI-assisted blog writing, content optimization, contact form architecture, fresher interview prep

PRACTICE (in-class)

Buy domain + hosting. Install WordPress + theme. Customize home/about/services/contact pages. Upload Canva-created logo. Install 5 essential plugins. Set up contact form. Write + publish 2 AI-assisted blog posts (1 pillar + 1 cluster). Ship live URL by session end. Please note that domain and hosting charges are to be paid separately by the candidate.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: WordPress, Elementor, WPForms, Canva, ChatGPT, Grammarly AI

TOPIC 08 • 2 hrs

Theory + Practice + Home Task

Strategy Deck + Portfolio Submission + Live Pitch

THEORY (in-class)

Presentation design principles (one-idea-per-slide, signal-to-noise, hierarchy), storytelling with data, structuring strategy decks (Problem → Audience → Insight → Strategy → Tactics → Measurement), professional portfolio assembly, presentation delivery best practices, fresher interview prep

PRACTICE (in-class)

Build a 15-slide strategy presentation in Google Slides / Gamma for the brand audited in Topic 5. Finalize Module 1 Portfolio (Live Website + Brand Audit Deck + Social Media Graphics Kit + Consumer Portraits + Marketing Brief). Live-pitch to mock client/peer panel + receive feedback

HOME TASK

Capstone deliverable submission + interview prep — see portfolio brief.

TOOLS: Google Slides, Canva Presentations, Beautiful.ai, ChatGPT, Gamma AI, WordPress, Google Drive

CORE MODULE 02

14 topics • 20 sessions

AI-Powered Search Engine Optimization (SEO)

40 Hours *14 topics • Theory + Practice + Home Task per topic • Portfolio submission required*

MODULE OVERVIEW

This module covers 14 topics across 20 live sessions. Every topic follows the CADMM teaching format and is anchored by Indian brand examples and a graded Home Task.

TOPICS COVERED

01 Introduction to SEO + Search Landscape 2026
02 AI-Enhanced Keyword Research + Topic Clustering
03 Content Strategy at Scale (Pillar + Cluster + Refresh)
04 On-Page SEO (Fundamentals + Advanced combined)
05 Schema Markup Mastery (10+ schema types)
06 Technical SEO Part 1 — Speed + Core Web Vitals 2026
07 Technical SEO Part 2 — Crawl, Migration, JS SEO, hreflang
08 AI Generative Search — GEO + AEO Deep Dive (re-sequenced)
09 Off-Page SEO + AI Link Building + Digital PR
10 Local SEO + E-commerce SEO
11 SEO Analytics & Reporting (GSC + GA4 + Looker Studio)
12 Competitor SEO + Algorithm Updates + Recovery
13 30-Point SEO Account Audit + Optimization Framework
14 Capstone + Editor/CMO Pitch + Fresher Interview Prep + Certifications

CASE STUDIES ANCHORED IN

Nykaa	BookMyShow	PolicyBazaar
content-led organic growth	local SEO at scale	schema & technical SEO

CONSOLIDATED TOOLS

Google Search, ChatGPT Search, Perplexity AI, GSC, Bing AI, Antigravity (AI helper), SEMrush, ChatGPT for SEO, AnswerThePublic, AlsoAsked, Google Keyword Planner, ChatGPT, Frase.io, Surfer Content Editor, Screaming Frog, Clearscope, Surfer, SurferSEO, Yoast SEO, NeuronWriter, Schema.org Generator, Schema Markup Validator, Merkle Schema Generator, Yoast Schema, Rank Math Schema, Google Rich Results Test, Rich, PageSpeed Insights, GTmetrix, WebPageTest, Cloudflare, Splunk Log Insight, Google Mobile-Friendly Test, Profound, Otterly.AI, Google AI Overviews, SE Ranking GEO tools, Ahrefs, SEMrush Backlink Audit, Moz Pro, Connectively, Featured, Google Business Profile, BrightLocal, Moz Local, Whitespark, Merchant Center, Schema.org, GA4, Looker Studio, Sheets, SEMrush Sensor, MozCast, Google Search Status Dashboard, Sitebulb, All SEO tools consolidated, Google Skillshop, LinkedIn, All tools, mock interview panel, Loom

CORE MODULE 02 — AI-POWERED SEARCH ENGINE OPTIMIZATION (SEO)

14 topics

TOPIC 01 • 2 hrs

Theory + Practice + Home Task

Introduction to SEO + Search Landscape 2026

THEORY (in-class)

History of search engines, how search works in 2026, crawling/indexing/ranking deep dive, GEO/AEO/EEAT brief introduction (only as concept — deep dive moved to Days 15-16), Antigravity as Google's AI helper for SEO (research/ briefs/schema — NOT agentic browsing), Google algorithm timeline 2024-26, search market share India (Google ~95%), Indian language search behaviour, three rules for AI usage (one question · always edit · always cross-check), fresher interview prep

PRACTICE (in-class)

Compare same query across Google, ChatGPT Search, Perplexity, Bing AI; identify ranking factor differences; run 3-prompt SEO research workflow in Antigravity (search-landscape · ranking-factor compare · query-cluster brief) and document edit-deltas; build 1-page 'search landscape' deck for sample Indian D2C brand; document SERP feature inventory for 10 queries

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Search, ChatGPT Search, Perplexity AI, GSC, Bing AI, Antigravity (AI helper)

TOPIC 02 • 2 hrs

Theory + Practice + Home Task

AI-Enhanced Keyword Research + Topic Clustering

THEORY (in-class)

Preliminary research with AI, search intent classification (informational, navigational, transactional, commercial-investigation), topical authority mapping, semantic clusters, keyword filtering, search demand curves, Indian language keyword research (Hindi/Tamil/Telugu/Marathi/Bengali), long-tail vs head-term economics, fresher interview prep

PRACTICE (in-class)

Build 200-keyword cluster map for a niche site; map intent → page type; cluster 200 seed keywords into pillar + cluster taxonomy; document monthly search volume + KD + intent label per cluster

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: SEMrush, ChatGPT for SEO, AnswerThePublic, AlsoAsked, Google Keyword Planner, ChatGPT

TOPIC 03 • 2 hrs

Theory + Practice + Home Task

Content Strategy at Scale (Pillar + Cluster + Refresh)

THEORY (in-class)

Pillar pages, topic clusters, content audits, content refresh strategy (decay curves, refresh cadence), programmatic SEO basics, EEAT for content (author bio, citations, dateline), featured snippets optimization, content gap analysis, AI-content disclosure best practice, fresher interview prep

PRACTICE (in-class)

Audit your Module 1 WordPress blog content; build 90-day content calendar with 1 pillar + 8 cluster pages; produce 1 pillar outline + 3 cluster briefs with structured EEAT signals; document content refresh prioritisation matrix

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Frase.io, Surfer Content Editor, Screaming Frog, Clearscope, Surfer

CORE MODULE 02 — AI-POWERED SEARCH ENGINE OPTIMIZATION (SEO)

14 topics

TOPIC 04 • 2 hrs

Theory + Practice + Home Task

On-Page SEO (Fundamentals + Advanced combined)

THEORY (in-class)

HTML/CSS basics for SEOs, meta tags, heading tags, URL optimization, keyword inclusion, image optimization, internal linking strategy, sitemaps, robots.txt, content briefs with AI, NLP for SEO, EEAT signals on-page, fresher interview prep

PRACTICE (in-class)

Full on-page audit + optimization of 10 pages on your Module 1 WordPress blog; document before/after for titles + H1 + meta description + internal link count; submit on-page checklist for senior review

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: SEMrush, Screaming Frog, SurferSEO, Yoast SEO, Frase.io, NeuronWriter

TOPIC 05 • 2 hrs

Theory + Practice + Home Task

Schema Markup Mastery (10+ schema types)

THEORY (in-class)

10+ schema types deep dive — 5 must-have (Article, FAQ, HowTo, Product, Review) + 5 should-have (Person, Organization, BreadcrumbList, ItemList, VideoObject); JSON-LD anatomy (required vs recommended fields), schema-to-Rich-Result mapping by intent class, schema for AI citation (GEO), 5-step validation workflow (Draft → Validate → Preview → Deploy → Monitor), Indian brand schema benchmarks (Cleartax, Cred, Wakefit, Mamaearth, Razorpay, Zomato, Physics Wallah), fresher interview prep

PRACTICE (in-class)

Add 5 schema types to your Module 1 WordPress blog (Article + FAQ + HowTo + BreadcrumbList + Organization); validate with Schema Markup Validator; test rich-snippet eligibility in Rich Results Test; document schema-implementation playbook for 3 page types (Article, FAQ, Product); monitor Search Console Enhancements for valid + warning + error counts

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Schema.org Generator, Schema Markup Validator, Merkle Schema Generator, Yoast Schema, Rank Math Schema, Google Rich Results Test, Rich

TOPIC 06 • 2 hrs

Theory + Practice + Home Task

Technical SEO Part 1 — Speed + Core Web Vitals 2026

THEORY (in-class)

INP (Interaction to Next Paint — replaced FID March 2024), LCP, CLS, speed optimization techniques, image lazy loading, CDN, caching layers, indexation fundamentals, canonicalization, SSL/TLS, mobile-first indexing impact on speed metrics, fresher interview prep

PRACTICE (in-class)

Run Core Web Vitals audit on your Module 1 WordPress blog; fix top 5 speed issues (LCP image, CLS layout shift, INP JS); document before/after PageSpeed scores + Lighthouse report screenshots

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: PageSpeed Insights, GTmetrix, WebPageTest, Cloudflare, GSC

CORE MODULE 02 — AI-POWERED SEARCH ENGINE OPTIMIZATION (SEO)

14 topics

TOPIC 07 • 2 hrs

Theory + Practice + Home Task

Technical SEO Part 2 — Crawl, Migration, JS SEO, hreflang

THEORY (in-class)

Canonicalization, redirects (301/302/307/308), JavaScript SEO (CSR vs SSR vs ISR), hreflang for multilingual sites (English + Hindi + Tamil), crawl budget mechanics, log file basics, site migration playbook, mobile-first indexing, fresher interview prep

PRACTICE (in-class)

Configure redirects + hreflang for English/Hindi sample site; run log file analysis sample; produce site-migration checklist for an Indian D2C brand replatforming Shopify → Headless

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Screaming Frog, GSC, Splunk Log Insight, Google Mobile-Friendly Test

TOPIC 08 • 2 hrs

Theory + Practice + Home Task

AI Generative Search — GEO + AEO Deep Dive (re-sequenced)

THEORY (in-class)

How LLMs cite sources, what triggers AI Overview citation, brand-mention strategy, structured data for AI (builds on Days 9-10 Schema), voice search optimization, ChatGPT Search vs Perplexity vs Google AI Overviews vs Bing, share-of-voice tracking in generative answers, AEO content patterns (definition-first, FAQ-block, comparison-table), fresher interview prep

PRACTICE (in-class)

Build a GEO score for your Module 1 WordPress blog; identify 5 AI-citation opportunities; optimize 1 page for AI Overview citation (definition-first + FAQ schema from Day 10 + author EEAT); track citation frequency across ChatGPT + Perplexity + Google AI Overview for a single brand-led prompt set

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Profound, Otterly.AI, ChatGPT Search, Perplexity AI, Google AI Overviews, SE Ranking GEO tools

TOPIC 09 • 2 hrs

Theory + Practice + Home Task

Off-Page SEO + AI Link Building + Digital PR

THEORY (in-class)

Backlinks (do-follow vs no-follow vs sponsored vs UGC), link quality signals, AI outreach, digital PR for Indian publications (YourStory, Inc42, ET, Mint, LiveMint, Moneycontrol, Business Standard), HARO/Connectively, broken-link building, directory listings, fresher interview prep.

PRACTICE (in-class)

Build outreach list of 50 prospects (Indian + global mix); AI-personalize 10 emails; create digital PR pitch for an Indian D2C brand targeting Inc42 / YourStory; document HARO response template.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Ahrefs, SEMrush Backlink Audit, ChatGPT, Moz Pro, Connectively, Featured, SEMrush

CORE MODULE 02 — AI-POWERED SEARCH ENGINE OPTIMIZATION (SEO)

14 topics

TOPIC 10 • 2 hrs

Theory + Practice + Home Task

Local SEO + E-commerce SEO

THEORY (in-class)
GBP optimization, NAP consistency, local citations (Justdial, IndiaMART, Sulekha, Yellow Pages India), Page Rank, DA/PA, spam score; E-commerce: product pages, category pages, faceted nav, product schema, review schema, Merchant Center, internal search SEO, Nykaa/Myntra patterns, fresher interview prep.

PRACTICE (in-class)
Set up & optimize a Google Business Profile listing + audit a Mamaearth-style D2C site for e-commerce SEO; produce category-page optimisation spec for 5 categories; configure product schema on 10 products.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Business Profile, BrightLocal, Moz Local, Whitespark, Merchant Center, Schema.org

TOPIC 11 • 2 hrs

Theory + Practice + Home Task

SEO Analytics & Reporting (GSC + GA4 + Looker Studio)

THEORY (in-class)
GSC deep dive, GA4 for SEO, Looker Studio dashboards, KPI selection by stakeholder (CMO vs marketing manager vs SEO lead), monthly client report templates, anomaly detection, fresher interview prep.

PRACTICE (in-class)
Build a Looker Studio SEO dashboard pulling GSC + GA4 data; write a sample monthly report for the cohort site; configure WoW and MoM comparison + 4 anomaly alerts.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: GSC, GA4, Looker Studio, Sheets, ChatGPT

TOPIC 12 • 2 hrs

Theory + Practice + Home Task

Competitor SEO + Algorithm Updates + Recovery

THEORY (in-class)
Content gap analysis, backlink gap analysis, SERP analysis, share-of-voice tracking, Google Core/Helpful Content/Spam/Reviews updates, recovery playbook, manual action types, reconsideration request workflow, fresher interview prep.

PRACTICE (in-class)
Run full competitor audit on 3 brands; create algorithm-monitoring system using SEMrush Sensor + MozCast; build "post-update diagnostic playbook" for a mock traffic drop scenario.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Ahrefs, SEMrush, SEMrush Sensor, MozCast, Google Search Status Dashboard, GSC

CORE MODULE 02 — AI-POWERED SEARCH ENGINE OPTIMIZATION (SEO)

14 topics

TOPIC 13 • 2 hrs

Theory + Practice + Home Task

30-Point SEO Account Audit + Optimization Framework

THEORY (in-class)

30-point SEO account audit framework (crawl, indexation, on-page, schema, internal linking, CWV, content depth, EEAT, backlinks, anchor text health, GEO presence, GBP, mobile UX, JS rendering, redirects, hreflang, etc.), 80/20 wins on a typical Indian D2C account, content-decay analysis, expansion opportunities, MCC-style SEO platform management for agency-side roles, before/after benchmark, fresher interview prep.

PRACTICE (in-class)

Run full 30-point SEO audit on a real account (CADMM partner site); document findings + P0/P1/P2 fix list with effort/impact estimates; generate 90-day optimization roadmap; produce 1-page executive summary.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Screaming Frog, Ahrefs, SEMrush, GSC, Sitebulb, ChatGPT

TOPIC 14 • 2 hrs

Theory + Practice + Home Task

Capstone + Editor/CMO Pitch + Fresher Interview Prep + Certifications

THEORY (in-class)

Capstone framework: full SEO audit + 90-day plan + ROI forecast + 9-slide pitch deck for CMO/Editor; SEO certification stack (Google SEO Fundamentals, SEMrush SEO Toolkit, Ahrefs Certification, HubSpot SEO, Surfer SEO Academy); fresher interview prep (50+ Indian-agency questions across crawl/index, on-page, schema, technical, content, backlinks, GEO, analytics); salary expectations India 2026 (₹3.0L-₹5.5L fresher SEO Analyst); portfolio assembly (14 homeworks → 1 portfolio); resume + LinkedIn for SEO freshers; mock interview prep.

PRACTICE (in-class)

Submit Search Engine Optimization Capstone (Full SEO audit + 90-day plan + Looker dashboard + 9-slide CMO/Editor pitch). Live pitch to mock CMO/Editor panel + fresher mock interview rounds (3 rounds: tech screen / case / behavioural). Begin SEO certification roadmap (target 4 certs in 6 weeks).

HOME TASK

Capstone deliverable submission + interview prep — see portfolio brief.

TOOLS: All SEO tools consolidated, Google Skillshop, ChatGPT, LinkedIn, All tools, mock interview panel, Loom

CORE MODULE 03

16 topics • 20 sessions

AI-Powered Search Engine Marketing (SEM)

40 Hours *16 topics • Theory + Practice + Home Task per topic • Portfolio submission required*

MODULE OVERVIEW

This module covers 16 topics across 20 live sessions. Every topic follows the CADMM teaching format and is anchored by Indian brand examples and a graded Home Task.

TOPICS COVERED

01 SEM Foundations + Google Ads Setup
02 Search Campaigns + Ad Copy + RSAs
03 Search Query Analysis + Negative Keywords + Quality Score
04 Audience Targeting + Remarketing + Customer Match
05 Bidding Strategy Mastery + Drafts & Experiments
06 YouTube Ads + Video Advertising
07 Display + Discovery / Demand Gen
08 Performance Max + Shopping + Merchant Center
09 Universal App Campaigns + Mobile Marketing
10 Conversion Tracking + GTM + Enhanced Conversions + Consent Mode v2
11 Lead Generation Campaigns + LSA + B2B Playbook
12 SEM Analytics + Attribution + Looker Studio
13 A/B Testing + Experiments + Statistical Significance
14 30-Point Account Audit + Optimization Framework
15 Scripts + Automation + Competitive Analysis
16 Capstone + CMO Pitch + Fresher Interview Prep + Certifications

CASE STUDIES ANCHORED IN

boAt	Zomato	Mamaearth
Smart Bidding ROAS	predictive analytics	Performance Max

CONSOLIDATED TOOLS

Google Ads · Google Keyword Planner · ChatGPT · Google Ads Editor · Optmyzr · GTM · Customer Match · GA4 · YouTube Studio · Canva · VidIQ · CapCut · Google Web Designer · Demand Gen · Google Merchant Center · PMax · DataFeedWatch · Merchant Center · Google Ads (UAC) · Firebase · AppsFlyer · Adjust · Branch · Google Play Console · App Store Connect · AppsFlyer/Adjust · Looker Studio · Cookiebot · Server-Side Tagging · LSA · LinkedIn Ads · HubSpot/Salesforce · Zapier · HubSpot · Sheets · Google Sheets · Google Ads Scripts · Google Ads API · SpyFu · SEMrush · All SEM tools consolidated · Google Skillshop · LinkedIn · All tools · mock interview panel

CORE MODULE 03 — AI-POWERED SEARCH ENGINE MARKETING (SEM)

16 topics

TOPIC 01 • 2 hrs

Theory + Practice + Home Task

SEM Foundations + Google Ads Setup

THEORY (in-class)
SEM overview, SEO vs SEM, Google Ads ecosystem 2026, MCC/account/campaign/ad group hierarchy, AI-enhanced keyword research, match types deep dive, account structure best practices, naming conventions, fresher interview question bank.

PRACTICE (in-class)
Set up MCC + 1 client account. Conduct AI keyword research. Define campaign structure for an Indian D2C brand. Build account hierarchy spec.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, Google Keyword Planner, ChatGPT, Google Ads Editor

TOPIC 02 • 2 hrs

Theory + Practice + Home Task

Search Campaigns + Ad Copy + RSAs

THEORY (in-class)
Search campaign objectives, Smart Bidding intro, RSAs deep dive, AI ad copy generation, pinned headlines, ad strength score, Dynamic Search Ads, fresher interview prep.

PRACTICE (in-class)
Launch 1 search campaign with 3 ad groups. Write 5 RSA variants per ad group. Configure Smart Bidding (tCPA). Push ad strength to Excellent.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, ChatGPT, Google Ads Editor

TOPIC 03 • 2 hrs

Theory + Practice + Home Task

Search Query Analysis + Negative Keywords + Quality Score

THEORY (in-class)
SQR analysis, negative keyword lists at scale, exact-match curve evolution, Quality Score deep dive (CTR, ad relevance, landing page experience), Ad Rank formula, fresher interview prep.

PRACTICE (in-class)
Analyze SQR for live campaign. Build 100-keyword negative list. Diagnose 5 low-QS keywords with fix recommendations.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, Google Ads Editor, Optmyzr

CORE MODULE 03 — AI-POWERED SEARCH ENGINE MARKETING (SEM)

16 topics

TOPIC 04 • 2 hrs

Theory + Practice + Home Task

Audience Targeting + Remarketing + Customer Match

THEORY (in-class)
Audience taxonomy, RLSA, Dynamic Remarketing, Customer Match upload + hashing, audience exclusions, layering, fresher interview prep.

PRACTICE (in-class)
Build 5 audience segments. Set up RLSA for top 5 keywords. Configure Dynamic Remarketing tag.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, GTM, Customer Match, GA4

TOPIC 05 • 2 hrs

Theory + Practice + Home Task

Bidding Strategy Mastery + Drafts & Experiments

THEORY (in-class)
Smart Bidding deep dive, portfolio strategies, Manual CPC vs eCPC, bid adjustments, Drafts & Experiments, seasonality adjustments, fresher interview prep.

PRACTICE (in-class)
Set up Drafts & Experiments to test tCPA vs Max Conversions. Apply 4 bid adjustments. Document 14-day experiment plan + significance threshold.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, Google Ads Editor, Optmyzr

TOPIC 06 • 2 hrs

Theory + Practice + Home Task

YouTube Ads + Video Advertising

THEORY (in-class)
7 YouTube ad formats, Video Action Campaigns, ABCD creative framework, Shorts vertical specs, CTV opt-in, view-through vs engaged-view conversions, Brand Lift Studies, fresher interview prep.

PRACTICE (in-class)
Create VAC with 3 video creatives. Configure ABCD-compliant scripts. Set up audience signals. Configure CTV opt-in.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, YouTube Studio, Canva, VidIQ, ChatGPT, CapCut

CORE MODULE 03 — AI-POWERED SEARCH ENGINE MARKETING (SEM)

16 topics

TOPIC 07 • 2 hrs

Theory + Practice + Home Task

Display + Discovery / Demand Gen

THEORY (in-class)
5 Display surfaces, Standard vs Smart Display vs PMax decision, Demand Gen, RDA max-variety doctrine, 4-tier retargeting hierarchy, Brand Suitability, Indian vertical CPC/CPM benchmarks, fresher interview prep.

PRACTICE (in-class)
Launch Display retargeting + Demand Gen campaigns. Build RDA with 15 images + 5 videos + 5×3 copy. Configure Brand Suitability + competitor placement exclusions.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, Canva, Google Web Designer, Demand Gen

TOPIC 08 • 2 hrs

Theory + Practice + Home Task

Performance Max + Shopping + Merchant Center

THEORY (in-class)
PMax architecture, asset groups, audience signals, Merchant Center 7-step setup, product feed optimisation, listing groups, brand exclusions, asset performance reports, fresher interview prep.

PRACTICE (in-class)
Configure Merchant Center with product feed. Launch PMax campaign with asset groups + audience signals + brand exclusions. Optimize feed for top 20 products.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Merchant Center, Google Ads, PMax, ChatGPT, DataFeedWatch, Merchant Center

TOPIC 09 • 2 hrs

Theory + Practice + Home Task

Universal App Campaigns + Mobile Marketing

THEORY (in-class)
UAC campaign types, ASO basics, mobile-first conversion tracking, deep linking, Firebase + Google Ads integration, mobile attribution (Adjust/AppsFlyer/Branch), Indian fintech/ed-tech/e-comm app advertising case studies, fresher interview prep.

PRACTICE (in-class)
Set up Firebase + Google Ads link. Launch UAC App Install campaign with creative variety. Configure deep links + post-install events. Build mobile attribution dashboard.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads (UAC), Firebase, AppsFlyer, Adjust, Branch, Google Play Console, App Store Connect, Google Ads, AppsFlyer/Adjust, Looker Studio

CORE MODULE 03 — AI-POWERED SEARCH ENGINE MARKETING (SEM)

16 topics

TOPIC 10 • 2 hrs

Theory + Practice + Home Task

Conversion Tracking + GTM + Enhanced Conversions + Consent Mode v2

THEORY (in-class)
GTM deep dive, conversion tracking setup, Enhanced Conversions (first-party data hashing), Consent Mode v2 implementation, server-side tagging basics, GA4 + Google Ads integration, cross-device tracking, DPDPA compliance, fresher interview prep.

PRACTICE (in-class)
Set up GTM container with 5 triggers + dataLayer. Implement Enhanced Conversions on form submission. Configure Consent Mode v2 with cookie banner.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: GTM, Google Ads, GA4, Cookiebot, Server-Side Tagging

TOPIC 11 • 2 hrs

Theory + Practice + Home Task

Lead Generation Campaigns + LSA + B2B Playbook

THEORY (in-class)
Lead Form Ads, B2B Google Ads strategy, LinkedIn Ads + Google Ads integration, LSA, lead quality scoring, CRM integration, fresher interview prep.

PRACTICE (in-class)
Set up Lead Form Ads with custom questions. Configure LSA listing for sample local service. Build lead quality scoring framework + CRM webhook.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, LSA, LinkedIn Ads, HubSpot/Salesforce, Zapier, HubSpot

TOPIC 12 • 2 hrs

Theory + Practice + Home Task

SEM Analytics + Attribution + Looker Studio

THEORY (in-class)
SEM metrics deep dive (CPM, CPC, CTR, CPA, ROAS, MER, blended CAC), attribution models, AI-powered insights, custom Looker Studio dashboards, monthly client report templates, anomaly detection, fresher interview prep.

PRACTICE (in-class)
Build Looker Studio SEM dashboard pulling Google Ads + GA4 + Sheets. Configure data-driven attribution. Write sample monthly client report. Set up anomaly alerts.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: GA4, Looker Studio, Google Ads, ChatGPT, Sheets

CORE MODULE 03 — AI-POWERED SEARCH ENGINE MARKETING (SEM)

16 topics

TOPIC 13 • 2 hrs

Theory + Practice + Home Task

A/B Testing + Experiments + Statistical Significance

THEORY (in-class)

Why systematic A/B testing beats gut-feel optimization, the 5 experiment types (ad copy / LP / audience / bid strategy / creative format), statistical significance fundamentals (p-value, sample size, confidence interval, MDE), Google Ads Drafts & Experiments tool, multi-arm bandit alternatives, sequential testing pitfalls (peeking, multiple comparisons, novelty), holdout testing + incrementality, fresher interview question bank for senior analyst roles.

PRACTICE (in-class)

Design + launch 1 A/B test on OUR Track 3 brand campaign. Pick the hypothesis, calculate sample size, set up the Google Ads Experiment, define success criteria, ship the test. Document the experiment plan + the analysis approach for the trainer review.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, Google Ads Editor, Looker Studio, Google Sheets, ChatGPT

TOPIC 14 • 2 hrs

Theory + Practice + Home Task

30-Point Account Audit + Optimization Framework

THEORY (in-class)

30-point Google Ads account audit framework, common 80/20 wins, account waste analysis, structural issues, expansion opportunities, scaling vs optimization decisions, MCC management for agency-side roles, before/after benchmark, fresher interview prep.

PRACTICE (in-class)

Run full 30-point audit on a real account. Document findings + P0/P1/P2 fix list with effort/impact estimates. Generate optimization roadmap.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, Google Ads Editor, Optmyzr, Looker Studio

TOPIC 15 • 2 hrs

Theory + Practice + Home Task

Scripts + Automation + Competitive Analysis

THEORY (in-class)

Google Ads Scripts (JavaScript-based automation), automated rules, common script use cases, Auction Insights deep dive, SpyFu/SEMrush competitive analysis, brand defense strategies, Google Ads API basics, fresher interview prep.

PRACTICE (in-class)

Deploy 3 Google Ads scripts (account anomaly detector, budget pacing alert, automated negative keyword adder). Run competitive Auction Insights analysis.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads Scripts, Google Ads API, SpyFu, SEMrush

CORE MODULE 03 — AI-POWERED SEARCH ENGINE MARKETING (SEM)

16 topics

TOPIC 16 • 2 hrs

Theory + Practice + Home Task

Capstone + CMO Pitch + Fresher Interview Prep + Certifications

THEORY (in-class)

Capstone framework: full SEM audit + 90-day plan + ROI forecast + 9-slide pitch deck, Google Ads certifications stack, fresher interview prep (50+ Indian-agency questions), salary expectations India 2026 (₹3.0L-₹5.5L fresher PPC), portfolio assembly (14 homeworks → 1 portfolio), resume + LinkedIn for marketing freshers, mock interview prep.

PRACTICE (in-class)

Submit Search Engine Marketing Capstone (Full SEM audit + 90-day plan + Looker dashboard + 9-slide CMO pitch). Live pitch to mock CMO panel + fresher mock interview rounds. Begin Google Ads certification roadmap.

HOME TASK

Capstone deliverable submission + interview prep — see portfolio brief.

TOOLS: All SEM tools consolidated, Google Skillshop, ChatGPT, LinkedIn, All tools, mock interview panel

CORE MODULE 04

21 topics • 26 sessions

AI-Powered Social Media Marketing (SMM)

52 Hours *21 topics • Theory + Practice + Home Task per topic • Portfolio submission required*

MODULE OVERVIEW

This module covers 21 topics across 26 live sessions. Every topic follows the CADMM teaching format and is anchored by Indian brand examples and a graded Home Task.

TOPICS COVERED

01 SMM Foundations & Social Media Landscape 2026
02 Content Strategy & AI-Powered Content Calendar
03 Facebook Organic Marketing
04 Instagram Organic Marketing
05 LinkedIn Organic Marketing
06 Twitter/X Organic Marketing
07 Meta Ads Level 1 — Foundations, Pixel & Conversions API
08 Meta Ads Level 2 — Audiences & Targeting
09 Meta Ads Level 3 — Ad Creative & Copy
10 Meta Ads Level 4 — Execution & Advantage+
11 Meta Ad Optimization, Brand Lift & Reporting
12 LinkedIn Ads
13 Twitter/X Ads
14 Pinterest Marketing — Organic & Paid
15 YouTube Organic & Shorts Strategy
16 YouTube Ads & Video Marketing
17 Influencer Marketing on Social Media
18 Social Media Analytics & ROI Measurement
19 Community Management & Crisis Communication
20 30-Point SMM Account Audit + Optimization Framework
21 Capstone + CMO Pitch + Fresher Interview Prep + Certifications

CASE STUDIES ANCHORED IN

Cred	Sugar Cosmetics	Mamaearth
viral storytelling on X	Meta Ads at scale	influencer-led growth

CONSOLIDATED TOOLS

ChatGPT · SimilarWeb · Social Blade · Sprout Social · Meta Business Suite · Buffer · Hootsuite · Canva AI · Later · Notion AI · Facebook · Facebook Groups · Instagram · CapCut · Linktree · LinkedIn · Taplio · Shield Analytics · Twitter/X · TweetDeck/X Pro · Hypefury · Facebook Ads Manager · FB Pixel · Meta Events Manager · GTM · Conversions API · WordPress · Meta Audience Insights · Customer Match · Midjourney · Google Docs · Advantage+ Campaigns · Meta Commerce Manager · Meta Insights · Meta Experiments · Brand Lift Studies · Google Sheets · LinkedIn Campaign Manager · LinkedIn Ads · Insight Tag · Twitter Ads Manager · X Pixel · Pinterest · Pinterest Ads Manager · Pinterest Trends · YouTube Studio · TubeBuddy · VidIQ · Google Ads · Google Ads Reach Planner · Upfluence · HypeAuditor · Modash · LinkedIn Analytics · X Analytics · Looker Studio · Brandwatch · All SMM tools consolidated · Meta Blueprint · Hootsuite Academy · Sprout Social Learning Portal · Loom

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 01 • 2 hrs

Theory + Practice + Home Task

SMM Foundations & Social Media Landscape 2026

THEORY (in-class)

Social media ecosystem 2026 — Meta, LinkedIn, X, YouTube, Pinterest, Snapchat, Reddit, Threads. Organic vs paid dynamics, platform demographics & user behaviour in India, algorithm fundamentals across platforms, SMM funnel (awareness → engagement → conversion → advocacy), platform-fit decision framework, agency vs in-house SMM ops.

PRACTICE (in-class)

Audit 3 Indian brands' social media presence across all platforms. Map platform-audience fit for a sample D2C brand. Analyze content mix, posting cadence, engagement signals, and growth trajectory. Build a one-page SMM diagnostic.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, SimilarWeb, Social Blade, Sprout Social, Meta Business Suite

TOPIC 02 • 2 hrs

Theory + Practice + Home Task

Content Strategy & AI-Powered Content Calendar

THEORY (in-class)

Content pillars & themes, mix frameworks (80/20, Hero-Hub-Hygiene, 5-3-2 rule), AI-assisted content ideation, hashtag strategy (branded, community, trending, niche), posting cadence by platform, content lifecycle, repurposing workflows, native-first creative principles.

PRACTICE (in-class)

Build a 30-day AI-assisted content calendar with post copy, hashtags, scheduling, and approval workflow across 4 platforms (IG, FB, LinkedIn, X). Define 5 content pillars. Plan repurposing chain from 1 anchor video.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Buffer, Hootsuite, Canva AI, Later, Notion AI

TOPIC 03 • 2 hrs

Theory + Practice + Home Task

Facebook Organic Marketing

THEORY (in-class)

Facebook Business page creation & optimization, algorithm mechanics 2026 (Meaningful Interactions, original content boost, downranking signals), post types (text, image, video, carousel, reel, live, event), Groups strategy & community building, Marketplace & Shops basics, META automations & messaging tools.

PRACTICE (in-class)

Create & optimize a Facebook Business page from scratch. Create 10 high-performing posts (mix of formats) with AI. Set up Facebook Group with rules & welcome flow. Configure auto-replies + Messenger funnels.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Meta Business Suite, Facebook, Canva AI, ChatGPT, Facebook Groups

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 04 • 2 hrs

Theory + Practice + Home Task

Instagram Organic Marketing

THEORY (in-class)

Instagram profile optimization, content formats (posts, stories, reels, carousels, guides, broadcast channels), Instagram algorithm 2026 deep dive, reach distribution & shadowban myths, Shopping setup, bio optimization for conversion, AI captions & hashtag generation, collabs & remixes.

PRACTICE (in-class)

Optimize Instagram business profile (bio, highlights, link-in-bio). Create 10 pieces of content — 3 reels, 3 carousels, 2 stories, 2 static posts — with AI captions and platform-native edits. Configure IG Shopping for a sample D2C brand.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Instagram, Meta Business Suite, Canva AI, ChatGPT, CapCut, Linktree

TOPIC 05 • 2 hrs

Theory + Practice + Home Task

LinkedIn Organic Marketing

THEORY (in-class)

LinkedIn company page creation & optimization, LinkedIn algorithm 2026 (dwell time, comment quality, original content), content strategies (articles, posts, newsletters, documents, polls), B2B lead-gen funnels, employee advocacy programs, LinkedIn Live & audio events, Creator Mode for B2B brands.

PRACTICE (in-class)

Create LinkedIn company page from scratch. Write 5 LinkedIn posts (different formats). Publish 1 LinkedIn article. Set up LinkedIn newsletter. Build employee advocacy template for 10 team members.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: LinkedIn, ChatGPT, Canva AI, Taplio, Shield Analytics

TOPIC 06 • 2 hrs

Theory + Practice + Home Task

Twitter/X Organic Marketing

THEORY (in-class)

Twitter/X profile optimization, content strategies (threads, polls, spaces, long posts), X algorithm 2026 (engagement velocity, dwell, verified amplification), lists & communities, real-time marketing & news-jacking, Premium features, Grok integration for content workflows.

PRACTICE (in-class)

Set up & optimize Twitter/X profile. Write 5 tweets (thread, poll, visual, engagement, news hook). Create 2 curated lists. Host a 30-minute X Space and publish recording.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Twitter/X, ChatGPT, Canva AI, TweetDeck/X Pro, Hypefury

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 07 • 2 hrs

Theory + Practice + Home Task

Meta Ads Level 1 — Foundations, Pixel & Conversions API

THEORY (in-class)
Facebook/Instagram advertising ecosystem, campaign objectives (awareness, traffic, engagement, leads, sales), account hierarchy (BM → Ad Account → Campaign → Ad Set → Ad), FB Pixel setup, Conversions API (CAPI) deep dive, Aggregated Event Measurement, iOS 14.5+ impact, attribution windows.

PRACTICE (in-class)
Create and install FB Pixel on a WordPress site via GTM. Set up 5 custom events (PageView, ViewContent, AddToCart, InitiateCheckout, Purchase). Configure Conversions API via Pixel Helper + Events Manager. Troubleshoot common Pixel issues with test events.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Facebook Ads Manager, FB Pixel, Meta Events Manager, GTM, Conversions API, WordPress

TOPIC 08 • 2 hrs

Theory + Practice + Home Task

Meta Ads Level 2 — Audiences & Targeting

THEORY (in-class)
Core audiences (demographics, interests, behaviors), custom audiences (website, CRM, engagement, video views, app activity), lookalike audiences (1%/3%/5%/10% trade-offs), exclusion strategies, audience research with AI, Advantage+ audiences vs manual control, audience funnels.

PRACTICE (in-class)
Build 5 audience segments — 2 custom (CRM + website visitors), 2 lookalike (purchasers + leads), 1 core interest-based. Map audience funnel from cold → warm → hot. Research competitor audiences using AI prompts.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Facebook Ads Manager, ChatGPT, Meta Audience Insights, Customer Match

TOPIC 09 • 2 hrs

Theory + Practice + Home Task

Meta Ads Level 3 — Ad Creative & Copy

THEORY (in-class)
Ad formats deep dive (image, video, carousel, collection, instant experience, reels ads, story ads), AI-powered ad copywriting (headlines, primary text, CTAs), creative best practices (hook in first 3 seconds, motion, captions, native-feel), A/B testing structures, UGC-style ads, AI-generated visuals & video.

PRACTICE (in-class)
Write 10 ad copy variations using AI across 3 frameworks (PAS, AIDA, BAB). Design 5 ad creatives in Canva (image + carousel). Create 1 carousel ad and 1 video ad concept (storyboard + CapCut edit). Set up A/B test structure.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Facebook Ads Manager, Canva AI, ChatGPT, CapCut, Midjourney, Google Docs

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 10 • 2 hrs

Theory + Practice + Home Task

Meta Ads Level 4 — Execution & Advantage+

THEORY (in-class)

End-to-end campaign execution flow, Advantage+ campaigns (shopping, app, leads, sales), automated rules (pause/scale/notify), budget optimization (CBO vs ABO), bidding strategies (Lowest Cost, Cost Cap, Bid Cap, Min ROAS), pacing & delivery troubleshooting, scaling playbooks.

PRACTICE (in-class)

Execute complete Meta Ads campaign from scratch with full funnel structure. Set up Advantage+ shopping campaign with catalog. Configure 3 automated rules for budget pacing & off-hours pausing. Launch + monitor for 48 hours.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Facebook Ads Manager, Advantage+ Campaigns, Canva AI, Meta Commerce Manager

TOPIC 11 • 2 hrs

Theory + Practice + Home Task

Meta Ad Optimization, Brand Lift & Reporting

THEORY (in-class)

Meta ads metrics deep dive (CPM, CPC, CTR, CPA, ROAS, frequency, relevance/ad quality, attention metrics), Ads Manager dashboard analysis, attribution models (last-click, data-driven), custom reporting templates, Brand Lift Studies design & interpretation, Meta Experiments framework, scaling & troubleshooting decision tree.

PRACTICE (in-class)

Perform full Meta Ad optimization on a live campaign — analyze metrics, identify winning ads, pause underperformers, scale winners. Design a Brand Lift study (test/control, lift questions). Build custom reporting template in Google Sheets with conditional formatting.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Meta Insights, Facebook Ads Manager, Meta Experiments, Brand Lift Studies, ChatGPT, Google Sheets

TOPIC 12 • 2 hrs

Theory + Practice + Home Task

LinkedIn Ads

THEORY (in-class)

LinkedIn Ads ecosystem, campaign objectives (awareness, consideration, conversions), ad formats (sponsored content, message ads, dynamic ads, lead gen forms, document ads, conversation ads), targeting (job title/company/industry/skills/seniority/groups), Insight Tag, Lead Gen Forms, retargeting, account-based marketing.

PRACTICE (in-class)

Create LinkedIn Ads campaign with Lead Gen Form. Build 3 audience segments (job-title + company-size + interest). Write sponsored content ads. Set up conversion tracking with Insight Tag. Launch ABM campaign on a list of 50 accounts.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: LinkedIn Campaign Manager, LinkedIn Ads, Insight Tag, Canva AI, ChatGPT

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 13 • 2 hrs

Theory + Practice + Home Task

Twitter/X Ads

THEORY (in-class)
Twitter/X advertising platform, campaign objectives, ad formats (promoted tweets, follower ads, takeover ads, video ads, dynamic product ads), targeting (keywords/interests/followers/events/conversations/lookalikes), X Pixel & web conversion tracking, Twitter Amplify, integration with Grok for AI workflows.

PRACTICE (in-class)
Create Twitter/X Ads campaign. Set up keyword + interest + follower-lookalike targeting. Write 5 promoted tweets (mix of formats). Install X Pixel for conversion tracking. Analyze campaign preview & projected reach.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Twitter Ads Manager, Twitter/X, X Pixel, Canva AI, ChatGPT

TOPIC 14 • 2 hrs

Theory + Practice + Home Task

Pinterest Marketing — Organic & Paid

THEORY (in-class)
Pinterest business account setup, Pinterest SEO & algorithm (keywords, freshness, engagement signals), pin types (standard, idea, video, product), board strategy & SEO, Pinterest Trends, promoted pins & shopping ads, India-specific Pinterest behaviour (high-intent commerce traffic), Rich Pins.

PRACTICE (in-class)
Set up Pinterest business profile. Create 5 boards with SEO-optimized descriptions. Design 10 pins (mix of standard, idea, video, product). Launch 1 promoted pin campaign with conversion tracking.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Pinterest, Pinterest Ads Manager, Pinterest Trends, Canva AI, ChatGPT

TOPIC 15 • 2 hrs

Theory + Practice + Home Task

YouTube Organic & Shorts Strategy

THEORY (in-class)
YouTube channel creation & optimization (banner, about, sections, playlists), YouTube algorithm & ranking factors (CTR, AVD, watch time, session time, satisfaction), content strategy (long-form, Shorts, live, podcasts), YouTube SEO (titles, tags, descriptions, transcripts, chapters), retention curves, monetization (YPP, Shorts Fund, brand integrations).

PRACTICE (in-class)
Create & optimize a YouTube channel. Plan a 5-video content strategy (4 long-form + 3 Shorts). Write SEO-optimized titles, descriptions, tags, and chapters. Design thumbnail set with A/B testing variants. Set up YouTube Shorts.

HOME TASK
Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: YouTube Studio, Canva AI, TubeBuddy, VidIQ, ChatGPT

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 16 • 2 hrs

Theory + Practice + Home Task

YouTube Ads & Video Marketing

THEORY (in-class)

YouTube ad formats (skippable in-stream, non-skippable, bumper, discovery, Shorts ads, masthead), Google Ads for YouTube setup, Video Action Campaigns, audience signals (custom intent, in-market, affinity), ABCD creative framework (Attract, Brand, Connect, Direct), brand suitability & placement controls, reach planning.

PRACTICE (in-class)

Set up a YouTube video ad campaign in Google Ads with VAC. Create targeting strategy with 3 audience signals. Write ad scripts for 3 formats (skippable, bumper, Shorts ad). Apply ABCD framework to existing creative.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Ads, YouTube Studio, Canva AI, ChatGPT, CapCut, Google Ads Reach Planner

TOPIC 17 • 2 hrs

Theory + Practice + Home Task

Influencer Marketing on Social Media

THEORY (in-class)

Influencer marketing ecosystem in India, influencer tiers (nano/micro/mid/macro/mega), finding & vetting influencers with AI tools, fake-follower detection, campaign briefs & content collaboration models, contract essentials (FTC, ASCI India guidelines, deliverables, exclusivity, usage rights), ROI measurement (earned media value, CPM/CPE, attributed sales), UGC-as-an-ad.

PRACTICE (in-class)

Identify 10 influencers for a sample Indian D2C brand using AI tools. Vet for engagement quality & fake followers. Draft a complete campaign brief + contract template. Build influencer ROI tracker in Sheets.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Upfluence, HypeAuditor, Modash, Social Blade, Google Sheets

TOPIC 18 • 2 hrs

Theory + Practice + Home Task

Social Media Analytics & ROI Measurement

THEORY (in-class)

Platform-specific analytics (Meta Insights, LinkedIn Analytics, X Analytics, YouTube Studio, Pinterest Analytics), cross-platform reporting workflows, social media KPIs by funnel stage, ROI frameworks (cost per outcome vs revenue attribution), social listening for share-of-voice & sentiment, attribution gotchas (view-through, dark social, deep-linking).

PRACTICE (in-class)

Build a comprehensive cross-platform social media analytics dashboard in Looker Studio (or Sheets). Calculate ROI for a sample campaign across 3 platforms. Set up social listening tracker for brand + 3 competitors.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Meta Insights, LinkedIn Analytics, X Analytics, Sprout Social, Looker Studio, ChatGPT, Google Sheets

CORE MODULE 04 — AI-POWERED SOCIAL MEDIA MARKETING (SMM)

21 topics

TOPIC 19 • 2 hrs

Theory + Practice + Home Task

Community Management & Crisis Communication

THEORY (in-class)

Building & moderating online communities, engagement frameworks (response cadence, voice & tone, escalation paths), social media customer service playbooks, crisis communication protocols (severity tiers, holding statements, executive sign-off), reputation management & review response, AI-powered response templates & guardrails.

PRACTICE (in-class)

Create a community management playbook for a brand (tone, FAQs, escalation matrix). Write crisis communication templates for 3 scenarios (PR blowup, product issue, founder controversy). Set up an AI-powered first-response workflow in Sprout/ChatGPT.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: ChatGPT, Hootsuite, Sprout Social, Meta Business Suite, Google Docs, Brandwatch

TOPIC 20 • 2 hrs

Theory + Practice + Home Task

30-Point SMM Account Audit + Optimization Framework

THEORY (in-class)

30-point SMM account audit framework — profile completeness, content health, engagement health, audience health, paid health (Pixel + audiences + creatives + bidding + measurement), competitive benchmarking. Common 80/20 wins, brand-safety gaps, attribution gaps, stakeholder-ready scoring rubric (CMO/CEO vs Performance lead vs Brand lead).

PRACTICE (in-class)

Run a full 30-point SMM audit on a real account (CADMM partner brand or instructor-assigned brand). Document findings + P0/P1/P2 fix list with effort/impact scoring. Build a 90-day optimization roadmap with KPI targets.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Meta Insights, Meta Business Suite, Sprout Social, ChatGPT, Google Sheets, Looker Studio

TOPIC 21 • 2 hrs

Theory + Practice + Home Task

Capstone + CMO Pitch + Fresher Interview Prep + Certifications

THEORY (in-class)

Capstone framework: full SMM audit + 90-day plan + ROI forecast + 9-slide pitch deck for CMO/CEO audience. Storytelling with social data (insight → recommendation → expected outcome). Fresher interview prep — 20 most-asked SMM interview questions, portfolio walkthrough script, Meta Blueprint + Hootsuite + Sprout certification roadmap, LinkedIn profile optimization for SMM roles.

PRACTICE (in-class)

Submit Social Media Marketing Capstone (Full SMM audit + 90-day plan + Looker dashboard + 9-slide pitch deck). Live pitch to instructor panel (15 min present + 10 min Q&A). Mock fresher interview (3 rounds). Submit certification plan + optimized LinkedIn profile for placement.

HOME TASK

Capstone deliverable submission + interview prep — see portfolio brief.

TOOLS: All SMM tools consolidated, Meta Blueprint, Hootsuite Academy, Sprout Social Learning Portal, ChatGPT, LinkedIn, Loom

CORE MODULE 05

8 topics • 13 sessions

AI-Powered Email Marketing & Inbound Strategy

26 Hours *8 topics • Theory + Practice + Home Task per topic • Portfolio submission required*

MODULE OVERVIEW

This module covers 8 topics across 13 live sessions. Every topic follows the CADMM teaching format and is anchored by Indian brand examples and a graded Home Task.

TOPICS COVERED

01 Inbound Marketing Foundations
02 Email Marketing Fundamentals & Deliverability
03 Email Campaign Creation & AI Copy
04 Marketing Automation & Drip Sequences
05 Landing Pages, CRO & Lead Generation
06 CRM, Lead Scoring & Conversion Funnels
07 30-Point Email + Inbound Audit + Optimization Framework
08 Capstone + CMO Pitch + Fresher Interview Prep + Certifications

CASE STUDIES ANCHORED IN

Zerodha Varsity	Cred	INDmoney
newsletter at scale	email copywriting	lifecycle email

CONSOLIDATED TOOLS

HubSpot, ChatGPT, Google Analytics, Canva AI, Brevo (Sendinblue), Zoho Mail, MXToolbox, Google Postmaster, GlockApps, Brevo, Litmus, Email on Acid, Subject Line AI Testers, ActiveCampaign, Zapier, HubSpot Landing Pages, Unbounce, Leadpages, Webflow, Hotjar, Microsoft Clarity, Getresponse, HubSpot CRM, Google Sheets, Looker Studio, All Email/Inbound tools consolidated, HubSpot Academy, Brevo Academy, LinkedIn, Loom

CORE MODULE 05 — AI-POWERED EMAIL MARKETING & INBOUND STRATEGY

8 topics

TOPIC 01 • 2 hrs

Theory + Practice + Home Task

Inbound Marketing Foundations

THEORY (in-class)

Inbound vs outbound marketing, HubSpot inbound methodology (Attract → Engage → Delight), key frameworks (TOFU/MOFU/BOFU, flywheel), customer journey mapping, landing page types (lead-capture, click-through, sales, thank-you), lead magnets (eBook, webinar, template, checklist, calculator), psychology of opt-ins.

PRACTICE (in-class)

Map customer journey using AI for a sample Indian D2C / B2B brand. Design one high-converting lead magnet end-to-end. Set up HubSpot free account + first landing page from template.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: HubSpot, ChatGPT, Google Analytics, Canva AI

TOPIC 02 • 2 hrs

Theory + Practice + Home Task

Email Marketing Fundamentals & Deliverability

THEORY (in-class)

Email delivery mechanics, ROI & engagement benchmarks (India vs global, by industry), email authentication deep dive (SPF / DKIM / DMARC / BIMI), sender reputation & warm-up plans, list hygiene & sunset policies, India DPDP Act, TRAI / CAN-SPAM / GDPR essentials, blacklist monitoring.

PRACTICE (in-class)

Set up Brevo with full domain authentication (SPF + DKIM + DMARC records published). Verify with MXToolbox. Create branded domain email ID. Build deliverability scorecard for a sample brand.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Brevo (Sendinblue), Zoho Mail, MXToolbox, Google Postmaster, GlockApps

TOPIC 03 • 2 hrs

Theory + Practice + Home Task

Email Campaign Creation & AI Copy

THEORY (in-class)

Email design best practices (mobile-first, dark-mode safe, accessibility), AI-generated subject lines & preview text (A/B framework, openable lengths, emoji rules), personalization tokens & merge fields, segmentation logic, conversion-focused CTAs, email templates vs custom HTML.

PRACTICE (in-class)

Design and send a fully personalized email campaign with AI-generated copy. Run A/B test on subject lines (3 variants). Review render across Litmus / Email on Acid emulators.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Brevo, ChatGPT, Litmus, Email on Acid, Subject Line AI Testers

CORE MODULE 05 — AI-POWERED EMAIL MARKETING & INBOUND STRATEGY

8 topics

TOPIC 04 • 2 hrs

Theory + Practice + Home Task

Marketing Automation & Drip Sequences

THEORY (in-class)

Marketing automation fundamentals (triggers, conditions, actions, branching), AI-powered drip email marketing, lifecycle email types (welcome, onboarding, nurture, win-back, post-purchase, abandoned cart, churn-prevention), event-driven vs time-based flows, ActiveCampaign vs Brevo vs HubSpot decision matrix.

PRACTICE (in-class)

Create a full AI-powered 5-email welcome + nurture drip sequence with behavior-based branching. Set up trigger from form fill → tagged contact → segmented flow.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Brevo, ActiveCampaign, ChatGPT, Zapier

TOPIC 05 • 2 hrs

Theory + Practice + Home Task

Landing Pages, CRO & Lead Generation

THEORY (in-class)

Landing page best practices (above-fold hierarchy, social proof, friction-reduction, scarcity, mobile UX), conversion rate optimization (CRO) fundamentals, A/B testing principles (hypothesis, sample size, statistical significance), lead-gen funnel design, multi-step form psychology, exit-intent triggers, heatmap & session replay insights.

PRACTICE (in-class)

Build a high-converting landing page (Unbounce / HubSpot / Webflow) with lead magnet. Set up Hotjar / Clarity heatmaps + session recording. Launch A/B test on hero CTA. Track conversions.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: HubSpot Landing Pages, Unbounce, Leadpages, Webflow, Hotjar, Microsoft Clarity

TOPIC 06 • 2 hrs

Theory + Practice + Home Task

CRM, Lead Scoring & Conversion Funnels

THEORY (in-class)

Inbound CRM architecture, lead lifecycle stages (subscriber → MQL → SQL → opportunity → customer → advocate), conversion funnel mapping, AI-powered lead scoring (demographic + behavioral signals), CRM pipeline design, sales-marketing handoff SLAs, attribution to CRM revenue.

PRACTICE (in-class)

Set up CRM pipeline with AI-assisted lead scoring on Getresponse / HubSpot. Define 5 lifecycle stages with entry/exit criteria. Configure scoring rules. Connect to email automation.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Getresponse, HubSpot CRM, ActiveCampaign, ChatGPT

CORE MODULE 05 — AI-POWERED EMAIL MARKETING & INBOUND STRATEGY

8 topics

TOPIC 07 • 2 hrs

Theory + Practice + Home Task

30-Point Email + Inbound Audit + Optimization Framework

THEORY (in-class)

30-point Email & Inbound audit framework — deliverability health, list health, automation health, lifecycle coverage, landing page conversion health, CRM hygiene, attribution gaps, compliance health. Common 80/20 wins, deliverability red flags, automation gaps, CMO-ready scoring rubric.

PRACTICE (in-class)

Run full 30-point Email + Inbound audit on a real account (CADMM partner brand). Document findings + P0 / P1 / P2 fix list with effort/impact scoring. Build a 90-day optimization roadmap with KPI targets (open rate, CTR, conversion rate, revenue per email, LTV).

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Brevo, HubSpot, MXToolbox, GlockApps, ChatGPT, Google Sheets, Looker Studio

TOPIC 08 • 2 hrs

Theory + Practice + Home Task

Capstone + CMO Pitch + Fresher Interview Prep + Certifications

THEORY (in-class)

Capstone framework: full Email + Inbound audit + 90-day plan + ROI forecast + 9-slide pitch deck for CMO/CEO audience. Storytelling with email data (insight → recommendation → expected revenue impact). Fresher interview prep — 20 most-asked Email/Inbound interview questions, portfolio walkthrough, HubSpot Inbound / Email + Brevo Academy certification roadmap, LinkedIn profile optimization for Email/Lifecycle roles.

PRACTICE (in-class)

Submit Email + Inbound Capstone (Full audit + 90-day plan + Looker dashboard + 9-slide pitch deck). Live pitch to instructor panel. Mock fresher interview (3 rounds). Submit certification plan + optimized LinkedIn profile.

HOME TASK

Capstone deliverable submission + interview prep — see portfolio brief.

TOOLS: All Email/Inbound tools consolidated, HubSpot Academy, Brevo Academy, ChatGPT, LinkedIn, Loom

CORE MODULE 06

8 topics • 13 sessions

AI-Powered Web Analytics & Google Analytics 4

26 Hours *8 topics • Theory + Practice + Home Task per topic • Portfolio submission required*

MODULE OVERVIEW

This module covers 8 topics across 13 live sessions. Every topic follows the CADMM teaching format and is anchored by Indian brand examples and a graded Home Task.

TOPICS COVERED

01 Web Analytics & GA4 Fundamentals
02 GA4 Setup & Configuration
03 Metrics, Dimensions & Audience Reports
04 Advanced Reporting & Custom Dashboards
05 Campaign Tracking & Attribution
06 Event Tracking & Looker Studio Dashboards
07 30-Point Analytics + Attribution Audit + Optimization Framework
08 Capstone + CMO Pitch + Fresher Interview Prep + Certifications

CASE STUDIES ANCHORED IN

Nykaa	Tata CLiQ	Lenskart
attribution modelling	funnel analysis	cross-device measurement

CONSOLIDATED TOOLS

Google Analytics 4 | Google Tag Manager | DebugView | Google Ads | Search Console | Merchant Center | GA4 AI Insights | Looker Studio | GA4 Explorations | UTM Builder | GA4 | Google Tag Assistant | Google Sheets | Facebook Pixel Helper | ChatGPT | Tag Assistant | All Analytics tools consolidated | Google Skillshop | Looker Studio Certification | LinkedIn | Loom

CORE MODULE 06 — AI-POWERED WEB ANALYTICS & GOOGLE ANALYTICS 4

8 topics

TOPIC 01 • 2 hrs

Theory + Practice + Home Task

Web Analytics & GA4 Fundamentals

THEORY (in-class)

Why web analytics matters (decision velocity, attribution clarity, customer insight), GA4 introduction & differences from Universal Analytics, event-based data model, account/property/data-stream hierarchy, sampling & data thresholds, GA4 AI-powered Insights, BigQuery integration overview, privacy & consent landscape (Consent Mode v2, India DPDP).

PRACTICE (in-class)

Create a GA4 account from scratch for a sample Indian e-commerce brand. Install tracking via GTM. Navigate the interface (Realtime, Reports, Explore, Advertising, Admin). Verify data flow with DebugView.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Analytics 4, Google Tag Manager, DebugView

TOPIC 02 • 2 hrs

Theory + Practice + Home Task

GA4 Setup & Configuration

THEORY (in-class)

Goals & conversions in GA4 (key events), enhanced e-commerce schema (view_item, add_to_cart, begin_checkout, purchase), measurement protocol, cross-domain & subdomain tracking, integrating GA4 with Google Ads + Search Console + Merchant Center, audience definitions, predictive metrics (purchase probability, churn probability, revenue prediction).

PRACTICE (in-class)

Set up 5 key events + conversions for a sample brand. Implement enhanced e-commerce tracking via GTM dataLayer. Link GA4 to Google Ads & Search Console. Create 3 predictive audiences.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Analytics 4, Google Tag Manager, Google Ads, Search Console, Merchant Center

TOPIC 03 • 2 hrs

Theory + Practice + Home Task

Metrics, Dimensions & Audience Reports

THEORY (in-class)

Key metrics & dimensions in GA4 (users, sessions, engaged sessions, engagement rate, average session duration, conversions, total revenue), user-centric vs session-centric reporting, acquisition reports (User vs Session acquisition), demographics + interests reports, AI-powered audience segmentation, segment overlap analysis.

PRACTICE (in-class)

Analyze real website data for a sample brand — identify top traffic sources, audience demographics, content engagement, conversion paths. Build 3 high-value audience segments. Export findings into a 1-page insights brief.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Analytics 4, GA4 AI Insights, Looker Studio

CORE MODULE 06 — AI-POWERED WEB ANALYTICS & GOOGLE ANALYTICS 4

8 topics

TOPIC 04 • 2 hrs

Theory + Practice + Home Task

Advanced Reporting & Custom Dashboards

THEORY (in-class)

Customizing dashboards in GA4, Explorations (Free form, Funnel, Path, Segment overlap, User explorer, Cohort, User lifetime), advanced segments & comparisons, custom reports & calculated metrics, AI anomaly detection, custom dimensions & metrics (event-scope vs user-scope), report-builder best practices.

PRACTICE (in-class)

Build a custom funnel exploration report (e.g., Search → Product View → Add to Cart → Purchase). Set up AI anomaly detection alerts. Create a cohort retention exploration. Add 2 custom dimensions for marketing attribution.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Analytics 4, Looker Studio, GA4 Explorations

TOPIC 05 • 2 hrs

Theory + Practice + Home Task

Campaign Tracking & Attribution

THEORY (in-class)

UTM parameters anatomy (source, medium, campaign, term, content), naming convention frameworks, GA4 default channel grouping, custom channel grouping, multi-channel funnels & conversion paths, attribution models (last-click, data-driven, first-click, linear, position-based, time-decay), Consent Mode v2 modelling, cross-device + cross-platform attribution.

PRACTICE (in-class)

Implement UTM parameters consistently for 5 campaigns across paid social, paid search, email, influencer, and organic. Build a UTM template in Sheets. Analyze multi-channel attribution; compare DDA vs last-click impact for the same brand.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: UTM Builder, GA4, Google Tag Assistant, Google Sheets

TOPIC 06 • 2 hrs

Theory + Practice + Home Task

Event Tracking & Looker Studio Dashboards

THEORY (in-class)

GA4 event tracking (automatically collected, enhanced measurement, recommended events, custom events), GTM event setup (tags, triggers, variables, dataLayer push), enhanced e-commerce event sequencing, Looker Studio fundamentals (data sources, blends, calculated fields, parameters, controls), report-design principles for CMO consumption.

PRACTICE (in-class)

Set up 5 custom event tracking implementations via GTM (scroll, video play, outbound click, file download, form submit). Build a 3-page Looker Studio dashboard for a sample brand pulling GA4 + Google Ads + Sheets data.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Tag Manager, Looker Studio, GA4, Google Sheets, Facebook Pixel Helper

CORE MODULE 06 — AI-POWERED WEB ANALYTICS & GOOGLE ANALYTICS 4

8 topics

TOPIC 07 • 2 hrs

Theory + Practice + Home Task

30-Point Analytics + Attribution Audit + Optimization Framework

THEORY (in-class)

30-point GA4 + Analytics audit framework — data quality (event mapping, conversion accuracy, cross-domain, dedupe), reporting health (dashboards, alerts, distribution), attribution health (model selection, modelling coverage), measurement gaps (offline conversions, server-side, Enhanced Conversions). Common 80/20 wins, data-integrity red flags, CMO-ready measurement scorecard.

PRACTICE (in-class)

Run full 30-point GA4 + Analytics audit on a real account (CADMM partner brand). Document findings + P0 / P1 / P2 fix list with effort/impact scoring. Build a 90-day measurement maturity roadmap with KPI targets.

HOME TASK

Extend the practice output to a real Indian brand of your choice — submit before next session.

TOOLS: Google Analytics 4, Google Tag Manager, Looker Studio, ChatGPT, Google Sheets, Tag Assistant

TOPIC 08 • 2 hrs

Theory + Practice + Home Task

Capstone + CMO Pitch + Fresher Interview Prep + Certifications

THEORY (in-class)

Capstone framework: full GA4 + Analytics audit + 90-day measurement plan + dashboard architecture + 9-slide pitch deck for CMO/CFO audience. Data storytelling (insight → recommendation → expected ROI). Fresher interview prep — 20 most-asked GA4/Analytics interview questions, portfolio walkthrough, Google Analytics + GTM + Looker Studio certification roadmap, LinkedIn profile optimization for Analytics roles.

PRACTICE (in-class)

Submit Analytics Capstone (Full GA4 audit + 90-day plan + Looker dashboard + 9-slide pitch deck). Live pitch to instructor panel. Mock fresher interview (3 rounds). Submit Google Skillshop + Looker certification plan + optimized LinkedIn profile.

HOME TASK

Capstone deliverable submission + interview prep — see portfolio brief.

TOOLS: All Analytics tools consolidated, Google Skillshop, Looker Studio Certification, ChatGPT, LinkedIn, Loom

Learning Path — 18 Workshops

*Hands-on Saturday workshops. **100 hours across 50 sessions**, run in parallel with the Core track.*

#	Workshop	Topics	Sessions	Hours
1	ChatGPT Ads & AI Answer-Engine Advertising	2 topics	4 sessions	**8 hrs**
2	AI Agents + Automation Workflows	1 topic	2 sessions	**4 hrs**
3	Voice Search & Featured Snippets	1 topic	2 sessions	**4 hrs**
4	Power BI for Marketing Dashboards	1 topic	2 sessions	**4 hrs**
5	Predictive Marketing Analytics	1 topic	2 sessions	**4 hrs**
6	Media Buying, Planning & Programmatic Advertising	2 topics	4 sessions	**8 hrs**
7	Amazon, Flipkart, Myntra & Meesho Marketplace Ads	2 topics	4 sessions	**8 hrs**
8	D2C Store Setup — Shopify + WooCommerce	1 topic	2 sessions	**4 hrs**
9	AI Video Creation & Editing for Marketers	1 topic	2 sessions	**4 hrs**
10	Affiliate Marketing in India	1 topic	2 sessions	**4 hrs**
11	Freelancing Mastery for Digital Marketers	1 topic	2 sessions	**4 hrs**
12	Quora & Reddit Marketing for India	1 topic	2 sessions	**4 hrs**
13	WhatsApp Marketing & Conversational Commerce	1 topic	2 sessions	**4 hrs**
14	Online Reputation Management (ORM)	1 topic	2 sessions	**4 hrs**
15	Content Marketing & Copywriting	2 topics	4 sessions	**8 hrs**
16	Vibe Coding for Marketers	2 topics	4 sessions	**8 hrs**
17	Video Editing for Marketers	2 topics	4 sessions	**8 hrs**
18	Canva Pro Mastery for Marketers	2 topics	4 sessions	**8 hrs**
	TOTAL — Workshops	**25**	**50**	**100 hrs**

Every Workshop runs on Saturdays and is attended by both batches.

Workshop Details

What is taught, what you will build, and which tools you will master.

WORKSHOP 01 — *8 hrs • 4 sessions*

ChatGPT Ads & AI Answer-Engine Advertising

- ChatGPT Ads Foundations + Campaign Build
- Product Feeds, Audiences, Measurement & Optimization

TOOLS: ChatGPT Ads Manager, OpenAI Pixel, OpenAI Conversions API, Google Tag Manager, Google Sheets, WordPress, ChatGPT

WORKSHOP 02 — *4 hrs • 2 sessions*

AI Agents + Automation Workflows

- No-Code AI Agents & Automation Workflows for Marketers

TOOLS: ChatGPT, Claude Projects, Make.com, Zapier AI, n8n, Notion AI

WORKSHOP 03 — *4 hrs • 2 sessions*

Voice Search & Featured Snippets

- Voice Search Optimization + Featured Snippets

TOOLS: AlsoAsked, Answer The Public, Schema.org, Google Search Console, ChatGPT, Perplexity

WORKSHOP 04 — *4 hrs • 2 sessions*

Power BI for Marketing Dashboards

- Power BI Fundamentals + Marketing Data Modelling

TOOLS: Power BI Desktop, Power BI Service, Power Query, Google Ads connector, GA4 connector

WORKSHOP 05 — *4 hrs • 2 sessions*

Predictive Marketing Analytics

- Forecasting + LTV/CAC + Marketing Mix Modelling

TOOLS: Excel, Google Sheets, Power BI, ChatGPT Code Interpreter

WORKSHOP 06 — *8 hrs • 4 sessions*

Media Buying, Planning & Programmatic Advertising

- Media Buying & Planning Fundamentals
- Programmatic Advertising — DSP, RTB & DV360

TOOLS: Google Sheets, Google Slides, ChatGPT, SimilarWeb, Statista, Google Trends, Display & Video 360 (DV360), The Trade Desk …

WORKSHOP 07 — *8 hrs • 4 sessions*

Amazon, Flipkart, Myntra & Meesho Marketplace Ads

- Amazon & Flipkart Marketplace Ads
- Myntra & Meesho — Fashion + Social Commerce

TOOLS: Amazon Ads, Amazon Brand Analytics, Amazon DSP, Flipkart Ads, Helium 10, Jungle Scout AI, DataFeedWatch, ChatGPT …

WORKSHOP 08

4 hrs • 2 sessions

D2C Store Setup — Shopify + WooCommerce

- Building an E-commerce Store End-to-End

TOOLS: Shopify, WooCommerce, Razorpay, Shiprocket, Klaviyo, Canva AI, ChatGPT

WORKSHOP 09

4 hrs • 2 sessions

AI Video Creation & Editing for Marketers

- AI Video — Runway, Synthesia, CapCut, InVideo

TOOLS: Runway, Synthesia, HeyGen, Pika, Sora (waitlist), CapCut, InVideo AI, ElevenLabs

WORKSHOP 10

4 hrs • 2 sessions

Affiliate Marketing in India

- Indian Affiliate Networks + Program Building

TOOLS: Amazon Associates India, CueLinks, vCommission, Impact, INRDeals, WordPress

WORKSHOP 11

4 hrs • 2 sessions

Freelancing Mastery for Digital Marketers

- From Portfolio to Paid Clients in 90 Days

TOOLS: Upwork, Fiverr, Toptal, Contra, LinkedIn, Notion AI, Loom, ChatGPT

WORKSHOP 12

4 hrs • 2 sessions

Quora & Reddit Marketing for India

- Long-Tail Discovery + Community Marketing

TOOLS: Quora, Quora Ads, Reddit, Reddit Ads, Medium, ChatGPT

WORKSHOP 13

4 hrs • 2 sessions

WhatsApp Marketing & Conversational Commerce

- WhatsApp Business API + Click-to-WA Ads + Chatbots

TOOLS: WhatsApp Business, WhatsApp Cloud API, Meta Ads Manager, Wati, AiSensy, Interakt, ChatGPT

WORKSHOP 14

4 hrs • 2 sessions

Online Reputation Management (ORM)

- Social Listening + Crisis Response + Review Management

TOOLS: Google Alerts, Brand24, Mention, Meltwater, Talkwalker, Locobuzz, ReviewTrackers, ChatGPT

WORKSHOP 15

8 hrs • 4 sessions

Content Marketing & Copywriting

- AI-Powered Copywriting Frameworks & Brand Voice
- Content Planning, Distribution & ROI Measurement

TOOLS: ChatGPT, Claude, Jasper, Copy.ai, Grammarly AI, Notion AI, Canva AI, Buffer, Looker Studio …

WORKSHOP 16

8 hrs • 4 sessions

Vibe Coding for Marketers

- Vibe Coding Fundamentals + AI Coding Tools
- Building Marketing Tools — Landing Pages, Dashboards, Calculators, Chatbots

TOOLS: Cursor, Claude Code, v0 by Vercel, Bolt.new, Lovable, Replit Agent, Windsurf, GitHub Copilot …

WORKSHOP 17

8 hrs • 4 sessions

Video Editing for Marketers

- Video Editing Fundamentals — CapCut Pro & DaVinci Resolve
- Production-Quality Marketing Videos — Reels, YouTube, Ads

TOOLS: CapCut Pro, DaVinci Resolve (free), CapCut Online, Adobe Premiere Pro (mention), Final Cut Pro (mention), Audacity, Descript …

WORKSHOP 18

8 hrs • 4 sessions

Canva Pro Mastery for Marketers

- Canva Pro Deep Dive — Brand Kit, Magic Studio AI & Team Workflows
- Production-Quality Marketing Assets — Ads, Decks, Videos, Print

TOOLS: Canva Pro, Canva for Teams, Magic Studio (Write/Design/Edit/Eraser/Expand/Grab/Animate/Resize/Switch), Canva Brand Kit, Canva Content Planner, Canva Docs, Canva Apps …

50+ Tools You Will Master

Real-world fluency across the entire MarTech stack — used by Indian and global brands every day.

Search & SEO

Google Search Console | SEMrush | Ahrefs | Screaming Frog | SurferSEO | Frase.io | NeuronWriter | GTmetrix | PageSpeed Insights | Schema.org Generator | Sitebulb | WebPageTest | Cloudflare | BrightLocal | Moz Local | Whitespark | Yoast SEO | Rank Math | Ubersuggest | AlsoAsked | Answer The Public | Connectively | Featured | Profound | Otterly.AI | Splunk Log Insight

Paid Media & Performance

Google Ads | Google Ads Editor | Google Ads Scripts | Google Ads API | Meta Ads Manager | LinkedIn Campaign Manager | Twitter Ads | Pinterest Ads | Quora Ads | Google Merchant Center | Performance Max | Search Ads 360 | Optmyzr | DV360 | The Trade Desk | Amazon Ads | Flipkart Ads | Meesho Seller Hub | LSA | Customer Match | Demand Gen | SpyFu | AppsFlyer | Adjust | Branch | Firebase | ChatGPT Ads Manager | OpenAI Pixel | OpenAI Conversions API

Social & Community

Meta Business Suite | Buffer | Hootsuite | Later | Sprout Social | Social Blade | TweetDeck | TubeBuddy | VidIQ | Upfluence | HypeAuditor

Email, Inbound & Automation

Brevo (Sendinblue) | Mailchimp | HubSpot | ActiveCampaign | Getresponse | Unbounce | Leadpages | Litmus | MXToolbox | Make.com | Zapier | AiSensy | Wati | Interakt | Cookiebot

Analytics & Attribution

Google Analytics 4 | Google Tag Manager | Looker Studio | Power BI | Tableau Public | Microsoft Excel | Google Sheets | Hotjar | Microsoft Clarity | Tag Assistant | Facebook Pixel Helper | Conversion Linker | SEMrush Sensor | MozCast

AI & GenAI

ChatGPT | Claude AI | Google Gemini | Perplexity AI | Midjourney | DALL-E | Runway | Synthesia | Jasper | Copy.ai | Grammarly AI | Canva AI (Magic Studio) | Notion AI | CapCut | InVideo AI | Beautiful.ai | Gamma AI | Custom GPTs | Antigravity

Web, Design & Productivity

WordPress | Elementor | WPForms | Shopify | WooCommerce | Canva Pro | Adobe Express | Remove.bg | Logo.com | Google Slides | Google Docs

In-House Internships

Hands-on work with the Digital Vidya marketing team — apply optimisation techniques refined inside an operating marketing function.

SEO Internship

Company: Digital Vidya **Mode:** Work from Home
Duration: Regular — 1.5 Months (Mon–Fri) | Part-time — 1 Month (Saturday)
Eligibility:

- Your website/blog should be ready and indexed
- Minimum 5 articles should be published and optimised
- GSC and GA4 should be configured
- Proof of SEO growth

Social Media Marketing Internship

Company: Digital Vidya **Mode:** Work from Home
Duration: Regular — 1.5 Months (Mon–Fri) | Part-time — 1 Month (Saturday)
Eligibility:

- You should have a social media creator account
- Minimum of 10 posts published on your account
- Basic knowledge of Graphics and Video Creation
- Proof of account growth

Performance Marketing Internship

Company: Digital Vidya **Mode:** Work from Home
Duration: 1 Month (Saturday)
Eligibility:

- You should have a live Google Ads account
- Familiarity with all Google Ads campaigns (creation + optimisation)
- A qualifying interview will be conducted before selection

Certifications You Earn

Graduate with your Digital Vidya master credential and an NSDC certificate — plus 16 industry-recognised certifications.

Sample Digital Vidya Certificates



Certified Digital Marketing Master
Awarded to all CADMM graduates



SEO Master (CSEOM)
After Core Module 02



SEM Master (CSEMM)
After Core Module 03



Social Media Master (CSMMM)
After Core Module 04



Facebook Marketing Master
Co-branded with Meta



Content Marketing
In association with LinkedIn

NSDC Certificate: *CADMM is approved under the National Skill Development Corporation — every graduate also receives an NSDC certificate.*

Plus 16 Industry Certifications

GOOGLE **Ads Search Advertising**	GOOGLE **Ads Display Advertising**	GOOGLE **Ads Video Advertising**	GOOGLE **Ads Shopping Advertising**
GOOGLE **Ads Measurement**	GOOGLE **Mobile Advertising**	GOOGLE **Analytics Certification**	GOOGLE **Business Profile**
HUBSPOT **Inbound Marketing**	HUBSPOT **Email Marketing**	HUBSPOT **Social Media**	HUBSPOT **SEO Certification**
META **Blueprint ***	SHOPIFY **Shopify Certification**	LINKEDIN **Content Marketing**	VSKILLS **Vskills Certification**

** Meta Blueprint exam fees are paid directly to Meta and are not included in course fees.*

Faculty & Industry Mentors

You learn from senior trainers and active industry practitioners — not full-time content creators.

Zain Siddiqui

Founder, Startup Nebula | Co-founder, Wicked Broz

Brand strategy & creative marketing for early-stage startups, with a focus on climate-activism brands and India's premier graffiti agency.

Rajeev Sharma

Web Analytics Consultant & Digital Marketing Strategist

Drives measurable outcomes for B2B and B2C brands across SEO, analytics, and conversion — with deep expertise in measuring true contribution per channel.

Praful Jain

Cognizant — Google Ads & Analytics Troubleshooting Team

6+ years specialising in Google Ads and Google Analytics, supporting global Google clients with campaign troubleshooting and account optimisation.

Samvidha Sinha

Former Display Specialist (SME), Google

8+ years across Ebay, Amazon, Chevrolet, ToysRUs, and SMB clients. Specialises in Display, programmatic, and brand-safety strategy.

Shweta Dhadiwal

CDMM Alumna | Senior Internet Marketer

10+ years in corporate marketing before upskilling via CDMM — now one of the country's leading practitioners of integrated digital marketing.

Raj Singh

Specialist, Biddable Media — GroupM Media India

Drives strategy and innovation across paid media at GroupM. Deep expertise in Google Ads, Facebook Ads, Bing Ads, and biddable channel planning.

Hiren Joshi

Founder, Digital Consultancy | 7+ Years Experience

500+ brands helped to grow online — Philips, Baskin Robbins, Sahara, Faasos, Quikr, Starbucks. Specialises in content-led growth and community building.

Rohit Uttamchandani

Senior Digital Marketing Manager, Social Beat

Crafts digital strategy and launches campaigns for top-tier clients at South India's leading digital marketing agency.

Charmi Vyas

Digital Marketing Trainer | CADMM Faculty

Trains learners across SEO, social media, content, and analytics with a hands-on, workshop-driven teaching style — helping students translate concepts into real campaign work.

Rahul Mani

The Digi Mentor | CADMM Faculty

Mentors aspiring digital marketers on strategy, performance marketing, and career growth — blending industry practice with structured teaching for CADMM cohorts.

Digital Marketing Roles & Salaries

LinkedIn's Future of Work Report (2025) shows digital marketing roles have grown 30%+ year-on-year. Below: typical Indian salary ranges for CADMM-aligned roles.

Domain	Role	Salary (INR LPA)	Source
Content Marketing	**Content Marketing Manager**	₹14.9 – ₹22.9 LPA	*6figr*
SEO	**SEO Specialist (mid-level)**	₹4.5 – ₹8.5 LPA	*Jaro Education*
SEM / Performance	**Performance Marketing Manager**	₹8.0 – ₹15.0 LPA	*Jaro Education*
Social Media	**Social Media Manager**	₹7.0 – ₹18.0 LPA	*AmbitionBox*
Social Media	**Brand & Community Manager**	₹9.0 – ₹22.0 LPA	*Glassdoor*
E-commerce	**E-commerce Growth Manager**	₹10.0 – ₹24.0 LPA	*6figr*
Analytics	**Marketing Analyst**	₹8.0 – ₹18.0 LPA	*Glassdoor*
AI Marketing	**AI Marketing Strategist**	₹14.0 – ₹40.2 LPA	*6figr*
Automation	**Marketing Automation Specialist**	₹10.0 – ₹22.0 LPA	*AmbitionBox*
GEO / AEO	**AI Search Lead (emerging role)**	₹18.0 – ₹35.0 LPA	*LinkedIn*

Note: Indicative ranges for India. Actual salary depends on city, company size, years of experience, and demonstrated portfolio.

Career Support

CADMM is built to take you to your next role, not just to your next certificate.

What You Get

- 100% placement assistance through the Digital Vidya placement cell
- Alumni network across 55+ countries — warm intros to hiring managers
- 200 live digital marketing vacancies tracked at any time
- Resume reviews, LinkedIn optimisation, and portfolio packaging
- Mock interviews + offer-negotiation coaching
- AI-powered profile optimisation and JD-fit scoring

A Note on Outcomes

Placement is a partnership. We bring the network, the briefs, and the prep. You bring the work — the portfolio pieces, the polished profile, and the interview reps. Our most successful alumni do both.

About Digital Vidya

Founded in 2009, Digital Vidya is one of India's most established digital marketing training institutions. Across 16+ years we have trained over 1,20,000 professionals across 55+ countries — through 7,200+ live cohorts, instructor-led on every single one.

Our flagship Certified Digital Marketing Master (CDMM) program has been continuously updated — most recently into CADMM (Certified AI Digital Marketing Master) — to reflect how AI, automation, and analytics are reshaping the field.

Digital Vidya is a NASSCOM partner. CDMM and CADMM credentials are aligned to NASSCOM's competency standards for the IT-ITeS sector, developed in collaboration with industry and approved by the Government of India.

Our Growth

200+	6,000+	60,000+	1.2L+
in 2014	in 2016	in 2020	in 2026

Corporate Training Partners

Airtel, Citibank, Alliance Bank (Malaysia), TATA Motors, Dr. Reddy's, Cisco India, Mahindra & Mahindra, Reliance Infra, Viacom18, and more.

Contact & Batch Options

Choose a batch that fits your schedule. All sessions are live, instructor-led, and 100% online.

Batch Option	Duration	Timings (IST)
Morning Batch — Mon to Fri (1 session/day)	~6 Months	11:00 AM – 1:00 PM
Evening Batch — Mon to Fri (1 session/day)	~6 Months	8:00 PM – 10:00 PM

Ready to Apply?

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Website: www.digitalvidya.com