

Be the Expert,
Learn from the Experts

ADDMC

Advanced Diploma In
Digital Marketing & Communications

partnered with



Digital
Marketing
Institute

Part of the
BPP Education
Group



International Recognition



Global Placements



100% Placement Assistance



Expert Guided Session



Offline Course



Flexible Time

Creating The Skilled Marketers Of Tomorrow!

At DigitalX Marketers Academy, the largest digital marketing institute in Kerala, we are redefining education by blending modern strategies with hands-on, agency based training. Our mission is to equip aspiring marketers with cutting-edge skills through free internships, flexible schedules, and industry-specific expertise.

Vision

Our vision is to democratize digital marketing education, empowering a global community to excel in the digital era. We strive to make learning accessible, enjoyable, and lifelong while driving positive change in the digital landscape.

Mission

We aim to foster creativity, encourage innovation, and build a supportive community of learners. Our mission is to make digital marketing careers accessible to all, ensuring students achieve their goals while excelling in skill development and finding meaningful placements.



Agency-Based Practical Learning from Bluepin Digital

Our Unique Approach To Training

DigitalX Marketers Academy offers hands-on training in digital marketing through real-world agency internships, live sessions with industry experts, and flexible class schedules tailored to each student's time zone. You can choose between online and offline classes, enjoy a student-friendly atmosphere with top-notch facilities, and build career connections through networking opportunities and industry events. We also guide placements and offer trending courses to keep you ahead in the ever-evolving field of digital marketing.

Agency-Based Learning

Hands-on training through live projects and internships with Bluepin Digital.

Expert-Led Sessions

Engage with seasoned industry mentors and trainers

Advanced Curriculum

Stay ahead with modules on the latest tools and strategies in digital marketing.

Dual International Certification

ADDMC by DigitalX
CDMA by DMI (Digital Marketing Institute)
The global gold standard, trusted by Google, Meta & Microsoft.

Flexible Schedules

Learn at your own pace with our flexible course schedules. Choose timings that fit your lifestyle without compromising on quality

Career Support

100% placement assistance - includes international resume building, LinkedIn optimization, and global hiring referrals (UAE, Canada, UK, and more).



ADDMC

Advanced Diploma In
Digital Marketing & Communications

Advanced Diploma in Digital Marketing & Communications

Join our Advanced Diploma in Digital Marketing & Communications program and become a sought-after expert in a booming industry. With a projected market growth of 17.6% by 2026, the demand for skilled professionals is soaring. At DigitalX Marketers Academy, we equip you with the tools, platforms, and strategies to elevate businesses across sectors. Master SEO, SMM, analytics, and more to drive accelerated growth and visibility.

Course Outline

- 1 Introduction to AI-Driven Digital Marketing
- 2 WordPress Development
- 3 Shopify & E-commerce Essentials
- 4 AI-Enhanced Search Engine Optimization
- 5 Advanced Schema Markup for SEO
- 6 Introduction to AI & ChatGPT in Marketing
- 7 AI-Powered Analytics & Insights
- 8 AI-Powered Design and Editing
- 9 Creating Visual Content with AI Tools
- 10 Affiliate Marketing
- 11 Google Ads
- 12 AI-Optimized Social Media Marketing and Social Media Optimization
- 13 LinkedIn Marketing
- 14 WhatsApp Marketing
- 15 Email Marketing

Course Outline

- 16 AI-Driven Social Media Analytics
- 17 Advertising on Spotify and Snapchat
- 18 Video Marketing & Advanced Copywriting Techniques
- 19 Content Marketing Strategies
- 20 Growth Hacking Strategies
- 21 Advanced Marketing Automation Tools
- 22 Trends Revolutionizing in Digital Marketing
- 23 Agency Orientation
- 24 Brand Analysis and Case Study
- 25 Youtube Marketing
- 26 Data, Privacy and Cybersecurity
- 27 Projects and Certifications
- 28 CDMA Exam Training
- 29 CDMA Exam Certification

Why Choose **CDMA Certification?**

Global Recognition – A certification valued and trusted by employers, agencies, and brands around the world, giving you credibility in the international job market.

Industry-Aligned Curriculum – The course is designed in collaboration with the DMI Global Industry Advisory Council, ensuring your skills match the latest digital marketing trends and industry best practices.

Practical Training – Gain hands-on experience through real projects, case studies, and live assignments that bridge the gap between theory and practical application.

Career Boost – Enhance your resume and professional profile, making you stand out in a competitive job market and opening doors to exciting career opportunities.

Comprehensive Curriculum – Learn all key areas of digital marketing, including SEO, SEM, content marketing, social media management, analytics, email marketing, and more.

Flexible Learning – Study at your own pace with online modules that fit your schedule, allowing you to balance work, studies, and personal commitments seamlessly.

Networking Opportunities – Connect with fellow learners, alumni, and industry experts, gaining valuable mentorship, collaborations, and career guidance.

Higher Earning Potential – Professionals with CDMA certification often command better salaries and access premium roles in agencies, corporations, and startups globally.

Global Mobility – The certification is recognized across countries, enabling you to explore international opportunities with ease.

Continuous Learning Support – Stay updated with industry developments and gain ongoing access to resources, webinars, and insights even after completing the course.

DMI Global Industry Advisory Council

DMI courses are co-developed with the Global Industry Advisory Council, including some of the most influential marketers in the world. As a result, the skills and knowledge you will gain align with the latest developments, trends and best practices in the industry ensuring your professional growth.



Brian Lavery
Head of shopping ads
Google (UK & IE)
Former MD Accuweather



Neil Patel
Founder
Neil patel Digital



Tom Kendall
Global Product Marketing &
Communications Leader
IBM



Tyrona Heath
Director, Market Engagement,
The B2B Institute
LinkedIn



Barry Thomas
Senior Global Thought Leader
Kantar



Adara Brown
VP of growth
American Marketing
Association



Sarah McIlroy
Dean of BPP Business School
BPP University



Prof. Dave Keighron
Professor of marketing &
Entrepreneurship
University Canada West & Douglas College



Neal Schaffer
Founder
Fractional CMO and Author
Nealschaffer.com



Colin Westcott- pitt
Global Chief Brand Officer
Glambia Performance
Nutrition



Courtney Sembler
Senior Manager
Hubspot



Oliviya Kearney
Global Marketing Manager
Microsoft Advertising
Microsoft



Ruth Ballet
Head of YT ads
marketing, EMEA
Youtube

Certifications You Will Earn with **ADDMC**

1. CDMA – Certified Digital Marketing Associate

Issued by the Digital Marketing Institute (DMI)

This globally recognized credential validates your mastery of core digital marketing skills and opens doors to international career opportunities.



2. ADDMC – Advanced Diploma in Digital Marketing

Issued by the DigitalX

Awarded after 6 months of practical training, live projects, and performance assessments. This certification represents foundational expertise and hands-on digital marketing proficiency – ideal for aspiring professionals ready to enter the industry with confidence.



What you will learn in CDMA

1 The Digital Opportunity

2 The Digital Landscape

3 Social Media and Online Shopping

4 Data, Privacy and Cybersecurity

5 Strategy and the Digital Organization

Who Should Enroll?



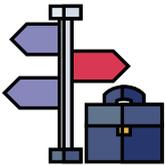
Marketing Professionals

Those already working in marketing can upgrade their skills to include digital strategies



Business Owners & Entrepreneurs

To promote their businesses online and reach a larger audience.



Career Changers

Individuals looking to transition into the digital marketing field.



Recent Graduates

Those seeking to enhance their employability with in-demand digital marketing skills.



Freelancers & Consultants

To effectively grow and monetize their online presence.



Content Creators & Influencers

Individuals looking to transition into the digital marketing field.

Digital Marketing Tools We Cover

 Google Analytics

 Google Tag Manager

 SEMRUSH

 MOZ

 HubSpot

 ChatGPT

 Meta

 Microsoft | Clarity

 yoast

 SmallSEOtools

 WORDPRESS

 ahrefs

 Ubersuggest

 mailchimp

 QuillBot



 Google Ads

 Dupli Checker

 Midjourney

 grammarly

 Hootsuite

 Yandex
Webmaster

 Bing
Webmaster Tools

 GravityWrite

 shopify

 Google
Search Console

 Canva

 Google
Keyword Planner

Marketers using automation tools see a **77% increase** in conversions on average.

AI-Driven Syllabus for the Future of Learning



deepseek

KIMI

copy.ai

Grok

ideogram

invideo

mixo

Lexica

Mixo



plerdy



WebWave



Craiyon

KLING AI



wishlink

perplexity

jasper



Beacons

payhip

durable



Gemini

KREA

Hera

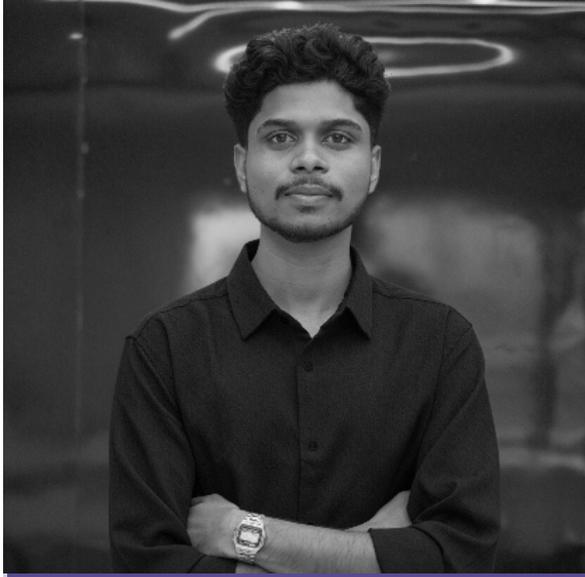
Lovable

Marketers using automation tools see
a **77% increase** in conversions on average.

Certifications that Give you Promises

DigitalX Marketers Academy offers a variety of Digital Marketing Certification Courses from Google, Hubspot, Semrush, Microsoft, LinkedIn, and Meta. These certifications cover essential skills like Google tools, inbound marketing, SEO, advertising fundamentals, professional networking, and social media advertising. Gain practical expertise and industry recognition to thrive in digital marketing with our courses.

The HubSpot logo features the word "HubSpot" in a dark blue sans-serif font. The "o" in "Spot" is replaced by a red icon of a network node with three connecting lines.The Google logo is displayed in its characteristic multi-colored font: blue for "G", red for "o", yellow for "o", green for "g", and red for "l", "e".The LinkedIn logo consists of the word "LinkedIn" in a blue sans-serif font, with a blue square icon containing a white lowercase "in" to the right.The Semrush logo features a red icon of a stylized eye or flame above the word "SEMRUSH" in a bold, black, uppercase sans-serif font.The Bluepin logo includes a blue icon of a stylized arrow pointing right, followed by the word "bluepin" in a lowercase, black, sans-serif font.The Microsoft logo shows the four-pane Windows logo (red, green, blue, yellow) to the left of the word "Microsoft" in a grey, sans-serif font.



Join the Leaders, Become a Leader



At DigitalX Marketers Academy, our trainers are the pillars of our success, bringing over three years of rich, hands-on industry experience to the classroom. They have honed their skills in real-world environments, working with top brands, managing cutting-edge campaigns, and mastering the latest tools and strategies in digital marketing.



Bluepin Internship Mentors

At Bluepin Digital, interns from DigitalX Marketers Academy learn under the guidance of industry experts with extensive experience in digital marketing, branding, and content strategy. Our mentors are passionate professionals who provide hands-on training, real-world insights, and personalized guidance to help students refine their skills and build a strong foundation for their careers. Through interactive sessions and live projects, interns gain invaluable knowledge and practical expertise, ensuring they are industry-ready.



Meet the **Bluepin Team**



What Sets Our Trainers Apart?

Real-World Experience

With a minimum of three years of active experience, our trainers understand the pulse of the industry. Their practical knowledge ensures that you gain insights that go beyond textbooks and theory.

Specialized Expertise

From performance marketing and SEO to social media strategies and LinkedIn branding, our trainers specialize in key domains of digital marketing, empowering you to excel in your chosen field.

Proven Track Records

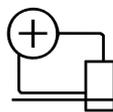
Our trainers have worked on high-impact campaigns, delivered measurable results, and trained hundreds of students who have successfully transitioned into digital marketing professionals.

Learn from the Best – DigitalX Trainers Leading the Way



In-Depth Guidance

Learn from experts who bridge the gap between learning and doing.



Cutting-Edge Knowledge

Stay ahead with insights from trainers immersed in the latest trends.



Career-Oriented Training

Get practical, job-ready skills that prepare you to lead.

With our experienced trainers, you don't just learn—you lead.

Join DigitalX today and step into a future where you're not just a part of the digital revolution but driving it.

Career Opportunities of Digital Marketing



Social Media Manager



Digital Marketing Manager



Content Marketing



Email Marketing



SEO Specialist



SEO



Content Strategist



Digital Marketing Analyst



Search Engine Marketer



Automation Expert



Content Writer



Mobile Marketing



Copywriting



Data Analyst



Graphic Designer



PPC



User Experience Design



Web Developer



Brand Management



Content Manager



E-Commerce



Paid Marketing



Web Design



Advertising Manager

GLOBAL PLACEMENTS



Nandha Vinayan



DUBAI



Alvin Vinu Oommen



DUBAI



Adhil Sajeev



BAHRAIN



Sherna Latheef



DUBAI



Keerthi Krishnan



BAHRAIN



Deepali A



UAE



Aiswarya



BAHRAIN



Alan C Varghese



BAHRAIN



Thushara



SAUDI ARABIA



Jithin Babu



OMAN

FROM CLASSROOM TO CAREER: OUR STUDENTS PLACED IN LEADING COMPANIES!



ANJALI A S
DIGITAL MARKETING EXECUTIVE



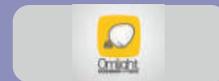
ASWINLAL
SEO SPECIALIST



ROSHAN S JOHNY
CREATIVE COORDINATOR CUM ANCHOR



JITHIN BABU
DIGITAL MARKETING SPECIALIST



THOOBA FAIZA MK
DIGITAL MARKETING EXECUTIVE



ABHISHEK S G
DIGITAL MARKETING HEAD
NISSAN



SAYANA NIZAR
DIGITAL MARKETING EXECUTIVE
FLOWERS TV USA



JO ANN JOJI
DIGITAL MARKETING INTERN
FLOWERS TV USA



ANUPAMA J S
SOCIAL MEDIA EXECUTIVE CUM
CONTENT CREATOR



ARYA V S
DIGITAL MARKETING EXECUTIVE



SHEHNA
DIGITAL MARKETING EXECUTIVE



VARUN J
DIGITAL MARKETING CUM
MARKETING MANAGER



ANKIT GOPINATH
DIGITAL MARKETING EXECUTIVE



AKASH S KUMAR
DIGITAL MARKETING EXECUTIVE



JOYEL KJ
DIGITAL MARKETING EXECUTIVE



ASWATHY R
SOCIAL MEDIA MANAGER



AALIYA KURIAN
DIGITAL MARKETING EXECUTIVE



ASWIN DEV
SOCIAL MEDIA MARKETING MANAGER



DHANUSH HARIDAS
DIGITAL MARKETING EXECUTIVE

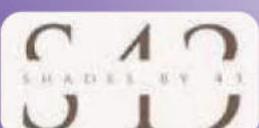


FAHAD BASHEER
DIGITAL MARKETING EXECUTIVE



Successful Placements in Leading Companies

MAJOR ABROAD COMPANIES



Proudly delivering 100% placement
success for all our graduates

FAQ

What is the duration of The Advanced Diploma in Digital Marketing and Communication course?

The Advanced Diploma in Digital Marketing and Communication course is a 6 months course, spread across 6 months theory and internship. This structure allows for a balanced mix of theoretical learning and hands-on experience.

What topics are covered in this course?

The course covers a wide range of topics, including Digital Marketing Essentials, Brand Building and Positioning, Online Reputation Management, Digital Marketing Strategy, Inbound and Outbound Marketing, Advanced Keyword Research, SEO, Content Marketing Strategy, Google Ads, YouTube Ads, Google Analytics, WordPress Management, Blog Writing, Affiliate Marketing, Influencer Marketing, Email Marketing, Digital Marketing Marketing, Influencer Marketing, Email Marketing, Digital Marketing, Automation, WhatsApp Automation, Conversational AI Chatbots, and more.

What kind of hands-on experience will i gain from this course?

You will participate in practical sessions on WordPress management, blog writing, affiliate marketing, and the use of various digital marketing tools such as Google Analytics, Meta Ads, and LinkedIn Ads. These hands-on experiences are designed to equip you with real-world skills that are directly applicable in the digital marketing industry.

Is there any support for career placements after completing the course?

Yes, the course includes placement training and career transformation modules. We provide dedicated support to help you prepare for job interviews and connect you with potential employers in the digital marketing field.

Are there any prerequisites for enrolling in this course?

There are no specific prerequisites for enrolling in this course. It is suitable for both beginners and professionals looking to enhance their digital marketing and communication skills. Basic knowledge of computers and the internet is recommended.

FAQ

What is DMI, and why is it important?

The Digital Marketing Institute (DMI), headquartered in Dublin, Ireland, is the global standard in digital marketing certification. It is recognized in over 135 countries, and DMI certified professionals work at top companies like Google, Meta, IBM, and HubSpot.

Will I get DMI certification through this course?

Yes. Upon successful completion of ADDMC and the final DMI exam, you will receive the prestigious Certified Digital Marketing Associate (CDMA) certification from DMI, in addition to your ADDMC certificate.



How is the DMI exam conducted?

The DMI exam is conducted online at an authorized testing center or remotely (proctored). It consists of multiple-choice questions based on the core modules covered during your training. We provide mock tests, revision sessions, and full support to help you prepare and pass confidently.

Is the DMI certification valid globally?

Yes. DMI certifications are globally recognized by employers, HR platforms, and universities. It's a valuable asset if you're looking to work abroad, freelance internationally, or apply for digital marketing roles globally.



EVENTS

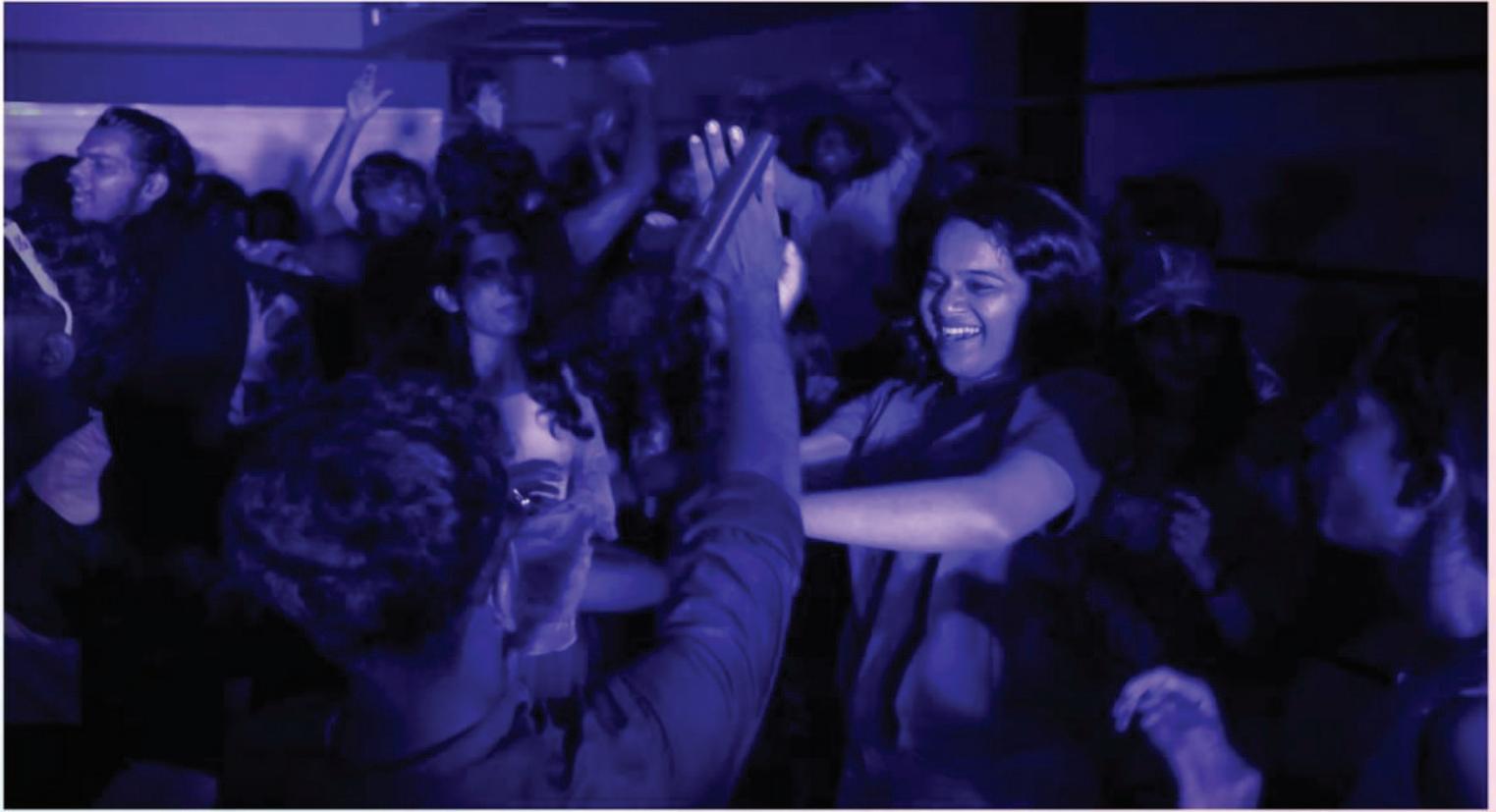
CAPTURING MOMENTS

HIGHLIGHTS OF A JOURNEY



CAPTURING MOMENTS





CONVOCATION



BATCH OF 2024



BATCH OF 2025

CONVOCATION





DigitalX Talents is an exclusive placement community designed to bridge the gap between top-tier talent and industry opportunities. This initiative by DigitalX Marketers Academy focuses on empowering students and professionals with real-time opportunities, career guidance, and a robust network to thrive in the competitive digital marketing landscape

Our Mission

To connect skilled digital marketers with industry leaders, enabling seamless career growth through innovative solutions, tailored mentorship, and practical experiences.

Why Choose Digitalx Talents?

- Real-Time Placement Opportunities
- Skill Enhancement Programs
- Industry Connections
- Personalized Career Support

Placement Training & Career Transformation

- Major Topic Revisions
- Frequently Asked Questions
- Mock Interviews
- CV Creation
- Interview Assessments
- LinkedIn Profile Creation

Our Global Outreach

We don't just teach—We place talent across the globe.
Your career deserves a global stage.



**UAE, UK, Canada,
Europe, and beyond.**



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BPP Education
Group



Upgrade your skills with Trending
Digital Marketing Courses with DigitalX

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DigitalX Trivandrum

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