



IDE ACADEMY

THE INSTITUTE OF DIGITAL EXCELLENCE

- Certified Digital Marketing Master Courses
- Selective Module Courses
- AI-Powered Digital Marketing Tools Integration
- Self learning Content
- Career Guidance
- Live classes with Practical Projects
- 14 Years of Trust on Industry Knowledge
- All Instructor Led Online courses

**Unlock Your Future in
Digital Marketing – Where
Skills Meet Opportunity!**

**ENROLL
TODAY**

For Consultation

+91-9604891150 / 7972270401

Visit us at

www.idedigitalacademy.com

Mail @

askmentor@idedigitalacademy.com

“EMPOWERING THE DIGITAL MARKETERS FOR TOMORROW”



Welcome to IDE Academy



IDE Academy provides top-notch Online & Offline training in digital marketing, empowering students to become experts in a rapidly evolving industry. With a blend of foundational knowledge, advanced strategies, and practical experience, we help you build a successful career in digital marketing. Our programs include comprehensive courses and selective modules tailored to your learning needs.

Why Digital Marketing ?



In today's technology-driven world, digital marketing is at the forefront of business growth and innovation. It has transformed how companies reach, engage, and interact with their customers. Here's why pursuing a Training in digital marketing can be a game-changer



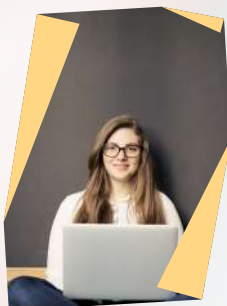
**Digital Marketing Career
Scope for Students**



**New Start -up Establishment
for Upcoming
Entrepreneurship**



**Business Growth for
Existing Professionals**



**Explore a Freelancing
Growing career**



**Source of Passive
income**

"EMPOWERING THE DIGITAL MARKETERS FOR TOMORROW"

Why IDE Academy's Digital Marketing Courses?

1. Comprehensive Curriculum

Our courses cover all essential areas of digital marketing, from SEO and social media marketing to content creation and analytics, ensuring a well-rounded education.



2. Expert-Led Training

Learn from seasoned professionals with years of experience in the industry, including hands-on mentorship from the founder, S K Hasan Imam, a certified digital marketing expert.



3. Industry-Recognized Certification

Gain certifications that are valued by employers, boosting your resume and career prospects in the competitive digital marketing landscape.



4. Hands-On Projects and Case Studies

Apply what you learn in real-world scenarios through practical projects and case studies, ensuring you have job-ready skills upon completion in Association with Mediathrive Marketing Solution.



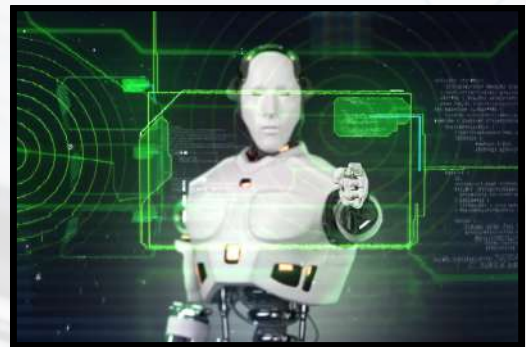
5. Flexible Learning Options

Choose your preferred learning style with options for live sessions, on-demand videos, self-paced modules, and personalized schedules.



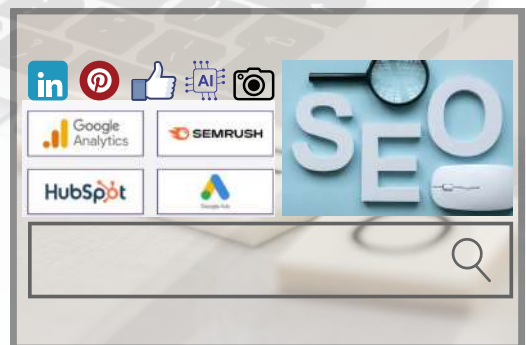
6. AI Driven Marketing Modules

Stay ahead of the curve by learning to integrate artificial intelligence and automation into your marketing strategies for more effective campaigns.



7. Access to Cutting-Edge Tools

Get hands-on experience with the latest digital marketing tools and platforms, including SEO software, ad management tools, and analytics dashboards.



8. Selective Module Course Options

Tailor your learning experience by focusing on specific areas of interest, such as Google Ads, growth hacking, email marketing, or local SEO depends on Demand and Trends



9. Live Support and Mentorship

Benefit from ongoing support and mentorship, with live Q&A sessions, one-on-one coaching, and peer interaction to enhance your learning experience.



10. Job Placement Assistance

Take advantage of our job placement support, including resume building, interview preparation, and connections with hiring partners in the industry.



Course Highlights



120+ Hours of Classroom sessions



Lifetime Access of Related content



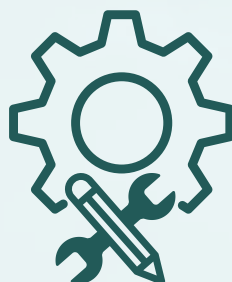
10+ Industry Certifications



9+ Specialization Modules



20+ Digital Marketing tools



Hands on Experience Projects

Full Certification Courses



Certification in Digital Marketing Mastery (Beginner to Advanced)

- Duration: 6 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹ 25999 /-**
- Tools Covered: Google Ads, SEMrush, Ahrefs, Canva, Hootsuite, Google Analytics, Mailchimp, HubSpot, Buffer, WordPress

Search Engine Marketing & Google Ads Professional Certification

- Duration: 3 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee : ₹ 16999**
- Tools Covered: Google Ads, SEMrush, SpyFu, Moz, WordStream

Social Media Marketing Specialist Program

- Duration: 3 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee : ₹ 13999**
- Tools Covered: Hootsuite, Buffer, Canva, Later, Facebook Ads Manager, Instagram Insights, LinkedIn Sales Navigator

E-Commerce Marketing Strategy Certification

- Duration: 2.5 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹ 11999**
- Tools Covered: Shopify, Google Analytics, WooCommerce, Amazon Advertising, Klaviyo

AI-Powered Digital Marketing Expert Course

- Duration: 3 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹ 19999**
- Tools Covered: Jasper AI, ChatGPT, Writesonic, SurferSEO, Synthesia, Midjourney

Content Creation & Video Marketing Specialist Program

- Duration: 2 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹11,999**
- Tools Covered: Canva, Adobe Premiere Pro, InVideo, VidIQ, BuzzSumo

Advanced Digital Analytics & Data-Driven Marketing Certification

- Duration: 2 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹9999**
- Tools Covered: Google Analytics, Data Studio, Hotjar, Mixpanel, Crazy Egg



Specific Module Courses



SEO Mastery Bootcamp (Basic to Advanced)

- Duration: 1.5 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹8999**
- Tools Covered: SEMrush, Ahrefs, Moz, Yoast SEO, Google Search Console

Google Ads Expert Training Program

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹6999**
- Tools Covered: Google Ads, WordStream, Optmyzr

Local SEO Specialist Certification

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹5999**
- Tools Covered: BrightLocal, Moz Local, Google My Business

Affiliate Marketing Success Blueprint

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹6999**
- Tools Covered: ShareASale, CJ Affiliate, Rakuten Marketing



Growth Hacking Techniques Masterclass

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹4999**
- Tools Covered: GrowthBar, Crazy Egg, Hello Bar, Optimizely

Google Analytics Advanced Certification

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹6999**
- Tools Covered: GrowthBar, Crazy Egg, Hello Bar, Optimizely

Email Marketing & Automation Specialist Program

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹3999**
- Tools Covered: Mailchimp, Sendinblue, ConvertKit

Voice Search Optimization Mastery Course

- Duration: 2 Weeks
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹2999**
- Tools Covered: AnswerThePublic, VoiceSEO, SEMrush



AI Tools & Integration Courses

AI-Driven Content Creation & Automation Certification

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹7,999**
- Tools Covered: Jasper AI, Writesonic, Copy.ai

AI-Powered Customer Service Mastery

- Duration: 3 Weeks
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹5999**
- Tools Covered: Zendesk, LiveChat, Intercom

Chatbot Development & Marketing Integration Specialist

- Duration: 1 Month
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹6999**
- Tools Covered: ChatGPT, ManyChat, MobileMonkey

Machine Learning for Marketing Professionals Certification

- Duration: 2 Months
- Schedule: Weekdays & Weekend Batches Available
- **Course Fee: ₹10999**
- Tools Covered: TensorFlow, Google AI, DataRobot



Short Courses and Workshops



These courses are structured for self-paced learning with video content followed by a test to submit after completing the lessons. There is no set duration, allowing students to learn at their own pace. Each course provides the estimated total hours required for completion.

Copywriting for Digital Marketing Certification

- Learning Hours: 6 Hours (Self-Learning)
- Tools Covered: Grammarly, Hemingway, Copyscape

Mobile Marketing Essentials Workshop

- Learning Hours: 4 Hours (Self-Learning)
- Tools Covered: AppsFlyer, Adjust, Firebase

Podcast Marketing Strategies for Professionals

- Learning Hours: 5 Hours (Self-Learning)
- Tools Covered: Anchor, Buzzsprout, Podbean

LinkedIn Marketing Specialist Course

- Learning Hours: 8 Hours (Self-Learning)
- Tools Covered: LinkedIn Ads, Sales Navigator, Hootsuite

YouTube SEO & Video Production Mastery

- Learning Hours: 10 Hours (Self-Learning)
- Tools Covered: TubeBuddy, VidIQ, Adobe Premiere Pro

Event Marketing in the Digital Age Workshop

- Learning Hours: 6 Hours (Self-Learning)
- Tools Covered: Eventbrite, Cvent, Bizzabo

Reputation Management & PR Specialist Program

- Learning Hours: 7 Hours (Self-Learning)
- Tools Covered: Brand24, Meltwater, Mention

- **Each course here concludes with a test submission for certification eligibility.**

Digital Marketing / AI tools



Google Analytics

MOZ

ahrefs

SEMRUSH

InShOt



Hootsuite



Buffer



sproutsocial



ChatGPT

Adobe
Firefly



descript

ParagraphAI



Jasper



synthesia



Google Ads



Meta Ads



runway



Keyword Tool



Filmora

Canva



KINEMASTER



Linkedin Ads



IDE ACADEMY
INSTITUTE OF DIGITAL EXCELLENCE

The Founder



S K HASAN IMAM

- 14 Years of Professional Experience in Traditional & Digital Marketing , Events & Exhibitions , business Development Media Management and Training & development
- Masters Program Completion as a Digital Marketing Expert
- MBA in Information Technology & Finance
- Generative AI Certified from Data bricks
- Founder of Vidhyarthi Mantra Opc Private Limited & Mediathrive Marketing Solutions

+91-9604891150
www.idedigitalacademy.com
askmentor@idedigitalacademy.com



Mr. S K Hasan Imam is the visionary founder behind the Institute of Digital Excellence (IDE) Academy.

With over 14 years of experience in training and development, digital marketing, strategic planning, and campaign execution, he brings a wealth of expertise to the academy. His professional journey includes significant roles at renowned companies like Groupon India, Radio Mirchi, The Times of India, and SaleBuild, where he honed his skills in driving growth and delivering impactful marketing strategies.

As a mentor, Mr. Hasan Imam is dedicated to empowering students by providing cutting-edge training programs that combine the latest industry knowledge with practical hands-on experience.

The curriculum at IDE Academy integrates AI tools, real-world projects, and case studies to ensure that students are well-prepared to thrive in the rapidly evolving digital marketing landscape. His commitment is to bridge the gap between theory and practice, equipping learners with the skills they need to excel.



What Our Students Says



Marketing Head - East
Nuvoco Vistas Corp. Ltd.

"I am a working professional, My experience at IDE Academy has been fantastic! The flexible learning options allowed me to balance my studies with work, and the course content is both comprehensive and practical. The live sessions made easy to grasp complex concepts"

— **Victor Saha, Kolkata**
Mastery in Google ads & SEO from IDE Academy

"I've gained valuable skills that have boosted my career in digital marketing. I highly recommend IDE Academy for anyone looking to enhance their knowledge in a flexible and supportive environment. IDE academy is a Career Booster"

— **Kedam Anil Kumar, Bangalore**
Full Certification In Digital Marketing (Beginner to advanced) from IDE Academy



Digital Marketing Executive
Loginomic tech solutions private limited



Founder & CEO
The Great media Agency

"As the founder of a traditional media agency, I realized the importance of integrating digital marketing into our strategies. Taking courses at IDE Academy was a game-changer. The curriculum is well-structured, covering essential topics that bridge the gap between traditional and digital media"

— **Vijayant Saini, Pune**
Certification in Social Media Management from IDE Academy

"IDE Academy's digital marketing courses have been a valuable addition to my professional journey as a Business Head at Edelweiss Financial. The curriculum is expertly designed, blending practical insights with advanced strategies that cater to the evolving digital landscape."

— **Ashutosh Kumar, Ranchi**
Mastery in Google ads & Social Media Marketing from IDE Academy



Business Head
Edelweiss Financial services



Senior Marketing Executive
ABIL Group

"My experience at IDE Academy was fantastic! The AI-Powered Digital Marketing Expert Course gave me the latest skills I needed to stay ahead in my career. I loved the flexible learning options, with both full courses and selective modules, making it easy to customize my learning. The knowledge I gained has already helped me grab new opportunities. Highly recommend IDE Academy!"

— **Shubham Chavan, Pune**
AI-Powered Digital Marketing Expert Course from IDE Academy



IDE ACADEMY

THE INSTITUTE OF DIGITAL EXCELLENCE

Unlock Your Future in Digital Marketing – Where Skills Meet Opportunity!

**ENROLL
TODAY**

For Consultation

+91-9604891150 / 7972270401

Visit us at

www.idedigitalacademy.com

Mail on

askmentor@idedigitalacademy.com

- **DURATION – 4 TO 7 MONTHS**
- **WEEKDAYS BATCH – WEDNESDAY || THURSDAY || FRIDAY**
- **WEEKEND BATCH – SATURDAY || SUNDAY**

“EMPOWERING THE DIGITAL MARKETERS FOR TOMORROW”

