



Diploma in Digital Marketing

An IBM Alumni Initiative

Secure Global Certifications from

Google & **facebook**

From the Director's Desk



Mr. Shekhar
(Founder, Director)
AIUTO CONSULTING

Digital marketing has significantly changed the course of advertising by introducing new strategies, channels, and technologies that provide more targeted and personalized experiences for consumers. Digital marketing allows businesses to target their advertising efforts with precision. Through data analytics and advanced targeting options, advertisers can identify specific demographics, interests, behaviours, and locations to reach their ideal audience. This targeted approach ensures that advertising messages are delivered to the right people at the right time, increasing the chances of conversion.

Yoodigi is a new age digital marketing agency that takes care of everything related to Digital Marketing from content creation and social media management to building a website, SEO, Logo Design, Google ads Management and Digital PR and has been helping Client's achieving their digital goals from varied industries since years.

Mr. Shekhar is an Engineering and Management Graduate from Cambridge University, England and has sound industry experience of more than 17 years, during his career he has worked for big companies like Capgemini, Accenture, Cognizant and IBM.

Being digitally inspired an IBM Alumni founded Aiuto, in 2016 with an Aim to provide quality Digital Education to the young minds and to make them ready for the Digital Challenges of the industry and to help millions of brands globally. Aiuto provides 100% Job ready course in Digital Marketing to empower the youth of the Nation, so they can contribute in the Digital Growth of the Country.

Aiuto has sound placement support system for its students which gives its student a security of getting placed in good companies to grow professionally. The training here gives 360° digital professional development to its students to face the challenges and successfully land up in to a promising career.

Welcome to your Digital Journey & wish You Good Luck!

A handwritten signature in white ink, appearing to read 'Jeeva', is positioned in the lower-left area of the slide. The signature is fluid and cursive, with a long horizontal stroke extending to the right. The background of the slide features a subtle grid pattern of thin white lines.

65,00,000

Digital Marketing Jobs predicted
by the year 2030



1.3 Billion

India to reach these many
internet users by 2030



150 Billion Dollars

Has been spent on Digital
Advertisements



7.5 Billion

Internet users in the whole world
by 2030



Our Winning Credentials



Most Trusted Digital Marketing Institute in Eastern India

7+

Years In the Industry

15+

Operational Locations

11k+

Students Trained

450k+

Training Hours



Learning Benefits at Aiuto



**Learn From
Industry Experts**



**100% Practical
Mechanism**



**Training on
Live Projects**



**Varied and
updated Curriculum**



**16+ Certification
Support**



**100%
Placement Support**



Who Should Attend the Program?



Students

who are digitally inspired and willing to unlock opportunities in the field of Digital Marketing



Krutika Valki Student - Guru Nanak Institute

The way they deliver is very practical, and study material and project they provided was very useful. Highly Recommended to the students like me.

Working Professionals

willing to upskill or skill themselves to have good career progression



Anirban Basu Marketing Head - Vine n Dine

It has been really a wonderful experience to learn from a renowned institution like Aiuto.

Entrepreneur

Learn, how to reach and engage the potential customers via different digital channels



Vijeta Mohan Owner - Netwa Solutions

Aiuto is really a great place to learn Digital Marketing. Faculty is quite experienced. Great Learning Experience.



www.aiutoconsulting.in



Nuruddin Gazi Student

I enjoyed the course, the training was above my expectation, the methods were direct and easy to understand, and the course materials were awesome. I say a big thank you to Aiuto for helping me kickstart my career in Digital Marketing



Avishek Roy Working Professional

The course in digital marketing is structured very good, from the basic to applying in useful practical lessons. If you are beginner like me it is very easy to learn and understand what digital marketing is and how it works during the course. I would recommend the course to my colleagues.

Get Trained to fill these positions

Digital
Marketing
Analyst



Digital
Marketing
Manager



Consumer
Behaviour
Analyst



Seo
Executive



Analyst Content
Marketing



E-Commerce
Manager



www.aiutoconsulting.in

Secure Global Certification From

LinkedIn

YouTube

facebook

Google

twitter

HubSpot



Aiuto's Certified Professionals work with some of the most prestigious brands



Curriculum





1

Digital Marketing Overview

- What is Digital Marketing
- Principles of Digital Marketing
- Developing Objectives
- Digital Research
- Cultural Research
- Connecting with the Customer





2

Digital Marketing Strategy

- Fundamentals
- Strategy Objectives & KPIs
- Digital Strategy Research
- Creative Strategy
- Consumer Behaviour
- Defining Digital Marketing Strategy



3

SEO

Search Engine Optimization

- **SEO Fundamentals**
- **SEO & Business Objectives**
- **Keywords Audit and Analysis**
- **On Page Optimization**
- **Off Page Optimization**
- **SEO Content Plan**
- **Search Ranking**
- **SEO Performance**

Tools - SemRush, Ahrefs, Uber Suggest





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Social Media Marketing

- Key Social Platforms
- Setting up a Social Media Experience
- Growing & Engaging an Audience
- Social Media Campaigns
- Data-Driven Audience &
- Campaign Insights Platforms
- Planning and Implementing a multi channel Social Media Strategy

Tools - Hootsuite, Canva, Buzzsumo





5

Paid Search using Google Ad

- **Fundamentals of Paid Search**
- **Introduction to Google AdWords**
- **Creating, optimizing & Configuring**
- **Google Ads Account**
- **Keyword Research and Analysis**
- **Search Campaign Management**
- **Search Campaign Measurement**
- **Display Campaign creation and Management**

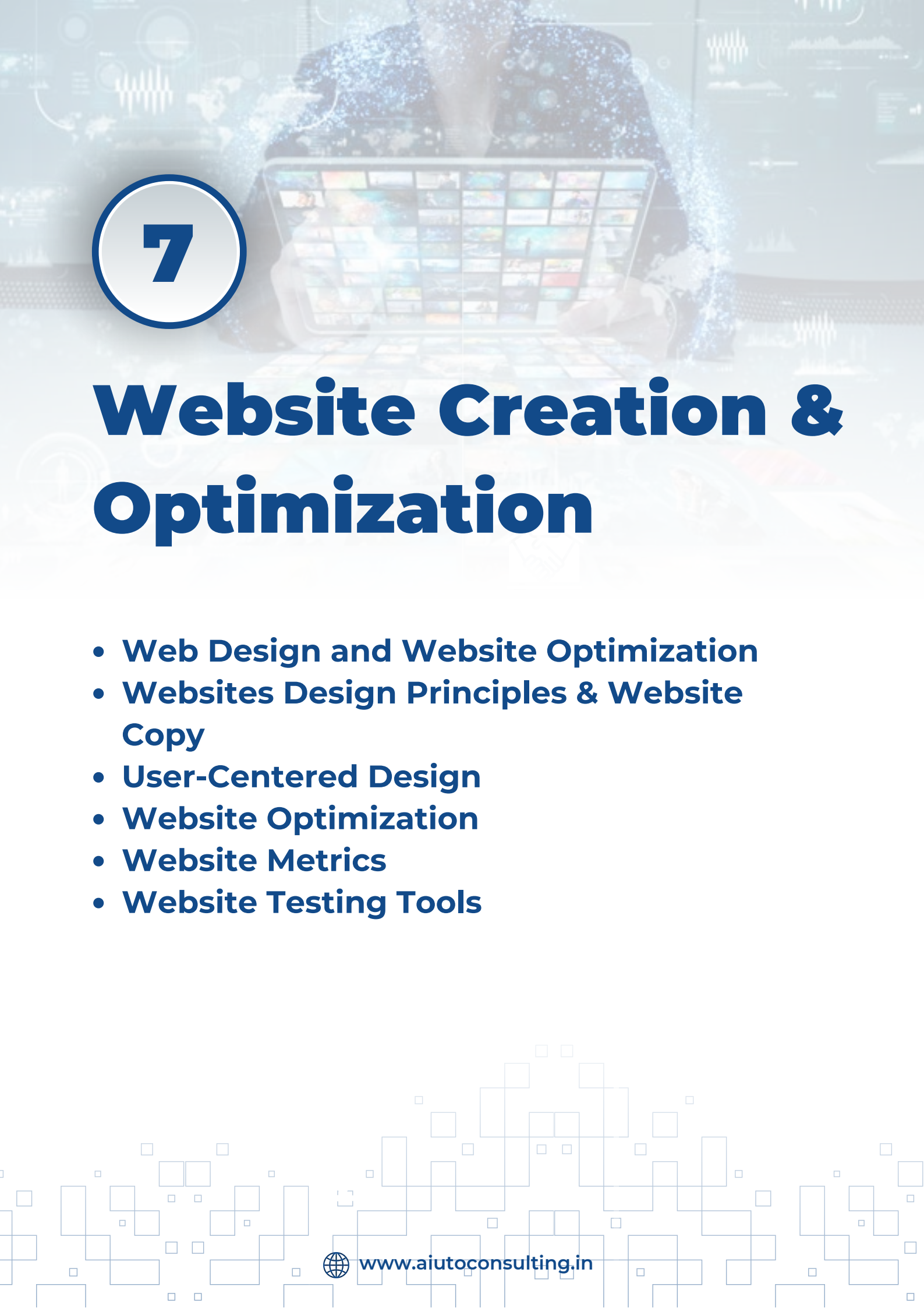


6

Google Analytics

- Understanding & Configuring GA
- Different features & Matrix of GA
- Configuring Remarketing Campaign
- Monitoring Website Traffic
- Monitoring Bounce Rate
- Behaviour Pattern
- Conversion Tracking





7

Website Creation & Optimization

- **Web Design and Website Optimization**
- **Websites Design Principles & Website Copy**
- **User-Centered Design**
- **Website Optimization**
- **Website Metrics**
- **Website Testing Tools**





8

Email Marketing

- Email Marketing Fundamentals Tools and Strategy
- Email Design
- Email Campaigns
- Testing and Optimizing Marketing Automation



9

Display & Video Advertising

- **Fundamentals of Display & Video Advertising**
- **YouTube**
- **Google Display Network**
- **Ad Formats**
- **Video Campaigns**
- **Measurement and Optimization**





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Mobile App Marketing



- **An Introduction**
- **Mobile Marketing Strategy**
- **Mobile Marketing best practices**
- **App Store Optimization**
- **Mobile Marketing Analytics**





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Content Marketing

- **Concepts & Strategy**
- **Using Content Research**
- **Content Marketing Plans**
- **Creating & Curating Content**
- **Publishing & Distributing Content Metrics
& Performance**
- **Blogging**





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Affiliate Marketing

- Introduction to Affiliate Marketing
- Affiliate Marketing Platforms
- Different Affiliate Programs
- Content and Affiliate Relevancy





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Automation

- **Connect a lead to an Email marketing platform to an SMS tool.**
- **Automate replies to google reviews and comments on YouTube.**
- **Send automated Emails and SMS for a successful payments as well as for failed payments.**
- **Automate pretty much any workflow and connect multiple apps in a single workflow.**
- **Content Automation**

Tools : Chat GPT | Get Response | Hubspot | Jasper AI



A man with a beard and short brown hair is sitting at a table in a kitchen, looking at a laptop screen. He has a wide, joyful expression, with his mouth open in a shout or laugh, and his right fist is clenched in a celebratory gesture. The background shows a modern kitchen with a brick backsplash, a stainless steel refrigerator, and a hanging light fixture. The overall tone is positive and energetic.

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Freelancing

- **How to choose your highly profitable skill**
- **How to identify and target your dream clients**
- **How to package and price your services**
- **How to create an attractive portfolio**
- **How to attract and get your 1st Next high paying client Organically**
- **How to close the deals and get paid**





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Influencer Marketing

- **What is Influencer Marketing?**
- **Choosing Influencer's that match your Brand**
- **Setting Key Deliverables from the Influencers**
- **Macro v/s Micro Influencer**
- **Creating remarkable content is critical**
- **Interest in influencer marketing is spiking**
- **Definition of influencer marketing**



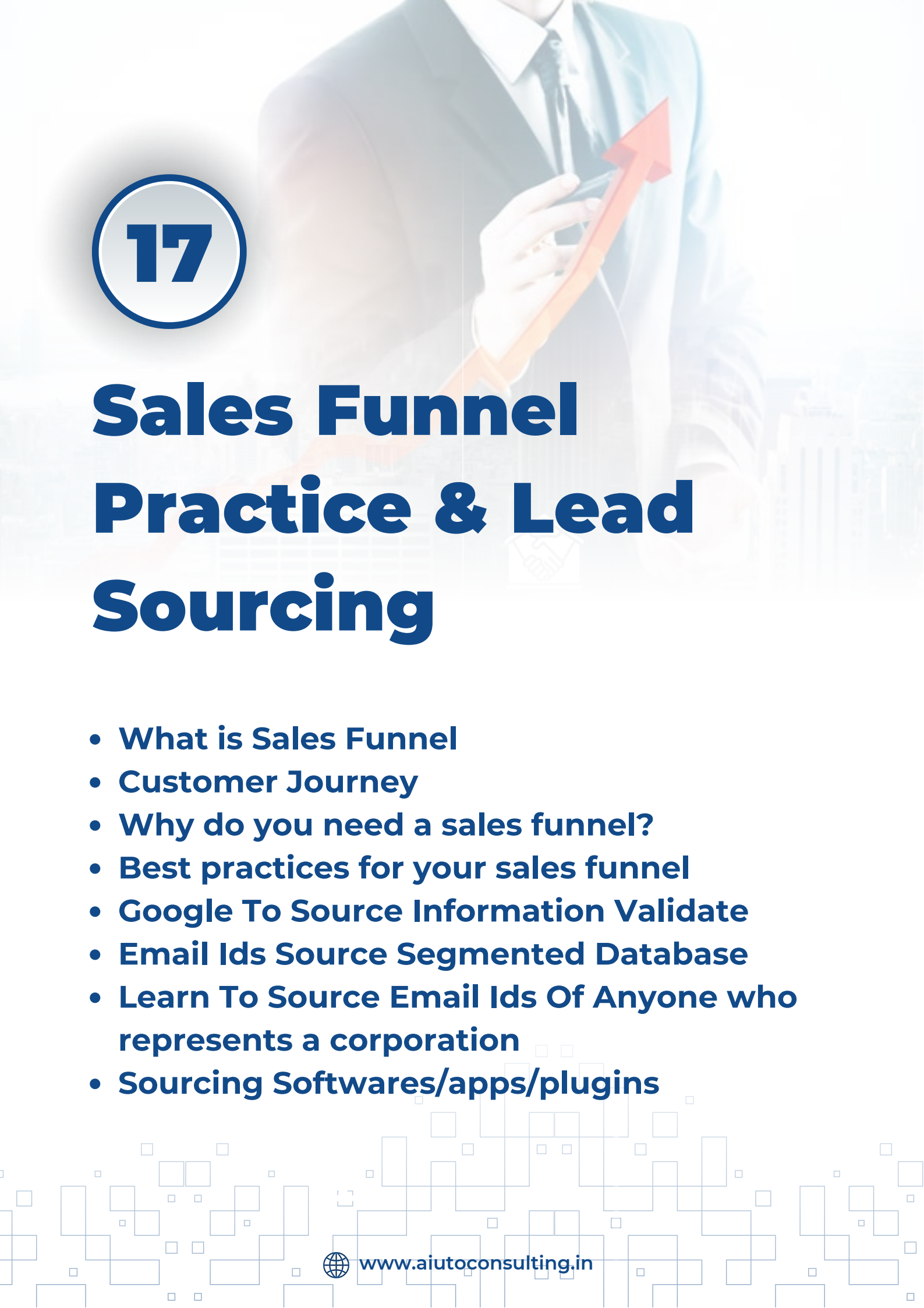


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Native Ads

- Native Advertising Explained: Definition, Formats, Examples
- Content Formats & Native Advertising
- Introducing The Native Advertising Ecosystem
- Native Ad Examples Across Industries
- Understanding Native Ad Performance
- Platforms: Taboola, Outbrain





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Sales Funnel Practice & Lead Sourcing

- **What is Sales Funnel**
- **Customer Journey**
- **Why do you need a sales funnel?**
- **Best practices for your sales funnel**
- **Google To Source Information Validate**
- **Email Ids Source Segmented Database**
- **Learn To Source Email Ids Of Anyone who represents a corporation**
- **Sourcing Softwares/apps/plugins**





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Ecommerce Marketing

- Introduction to E-commerce
- Marketing Overview of E-commerce Portals
- Understanding Different Models - Brand Store and Marketplaces
- Product Research
- E-commerce Website Creation

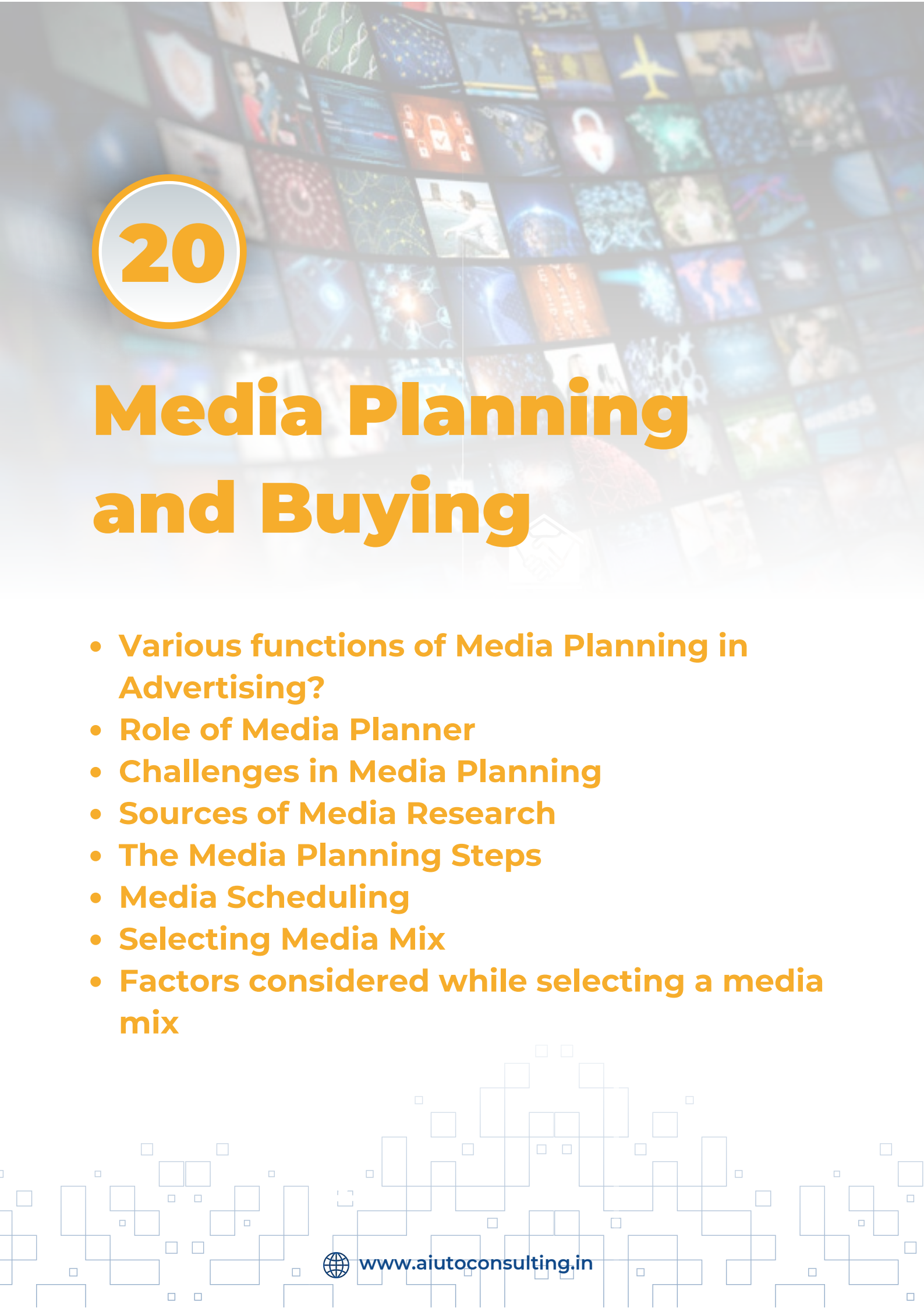




Google Data Studio

- **Intorduction**
- **Build Your First Report in Data Studio**
- **The Components of Reports Creating Area**
- **Advanced Data Studio Tips**
- **Export Data Studio Reports**





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Media Planning and Buying

- **Various functions of Media Planning in Advertising?**
- **Role of Media Planner**
- **Challenges in Media Planning**
- **Sources of Media Research**
- **The Media Planning Steps**
- **Media Scheduling**
- **Selecting Media Mix**
- **Factors considered while selecting a media mix**



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Soft Skills & Interview Preparation

- **Communication Skills & SWOT Analysis**
- **Creating Impression at workplace**
- **Building Confidence & Dress Code**
- **Body Language & Building Affinity**
- **Finding Opportunity**
- **Resume Review and Preparation**
- **How to create your effective LinkedIn Profile**
- **Developing Interview Skills**
- **Technical Interview Preparation**
- **Behavioral Interview Preparation**



Contact Us



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Reviews on



RATED



4.8/5