



DIGITAL MARKETING

Complete Course Brochure

India's Leading Digital Marketing Institute
Industry-Certified | Placement-Focused | 100+ Tools, 24+ Modules

 Tilak Nagar Metro, New Delhi  9911144059  www.airoman.in



ABOUT AIROMAN INSTITUTE

Who We Are

Airoman Institute is Delhi's premier Digital Marketing training center, founded with a mission to empower students and professionals with cutting-edge digital skills. We combine theoretical knowledge with hands-on practical training.

Our Vision

To create industry-ready digital marketing professionals who can compete globally and build successful careers in the digital economy.

5000+

Students Trained

95%

Placement Rate

100+

Course Modules

50+

Industry Certifications

📍 Tilak Nagar Metro Station Gate No. 3, Double Story Panther Brother Building 29/3, 1st Floor, Ashok Nagar, next to KFC, New Delhi 110018

WHAT IS DIGITAL MARKETING?

Digital Marketing is the promotion of products, services, and brands through digital channels such as search engines, social media, email, websites, and mobile apps. It is the most in-demand skill in today's business world.



**Search Engine
Optimization (SEO)**



**Pay-Per-Click
Advertising (PPC)**



**Social Media
Marketing (SMM)**



**Content
Marketing**



**Email
Marketing**



**Affiliate &
Influencer Marketing**

COURSE CURRICULUM - CORE MODULES

MODULE 01

Search Engine Optimization (SEO)

- On-Page & Off-Page SEO
- Keyword Research & Analysis
- Technical SEO & Site Audit
- Link Building Strategies
- Local SEO & Google My Business
- SEO Tools: Ahrefs, SEMrush, Moz

MODULE 02

Google Ads & PPC

- Search, Display & Video Campaigns
- Keyword Bidding & Budget Management
- Ad Copywriting & A/B Testing
- Google Shopping Ads
- Remarketing & Audience Targeting
- Analytics & Conversion Tracking

MODULE 03

Social Media Marketing

- Facebook, Instagram, LinkedIn Ads
- Social Media Strategy & Planning
- Content Calendar Creation
- Organic Growth Techniques
- Influencer Marketing
- Community Management

COURSE CURRICULUM - ADVANCED MODULES

MODULE 04

Content Marketing

- Blog & Article Writing
- Video Script Writing
- Podcast Marketing
- Infographic Creation
- Content Strategy & Planning
- Storytelling for Brands

MODULE 05

Email & WhatsApp Marketing

- Email Campaign Design
- List Building & Segmentation
- Automation & Drip Campaigns
- WhatsApp Business API
- Open Rate Optimization
- CRM Integration

MODULE 06

Web Analytics & Tools

- Google Analytics 4 (GA4)
- Google Search Console
- Facebook Pixel Setup
- Heatmaps & User Behavior
- Conversion Rate Optimization
- Data Reporting & Dashboards

SPECIALIZED MODULES

MODULE 07: E-Commerce Marketing

- Amazon & Flipkart Seller Marketing
- Shopify & WooCommerce Setup
- Product Listing Optimization
- D2C Brand Strategy
- E-Commerce Ads Management

MODULE 08: YouTube & Video Marketing

- YouTube Channel Growth
- Video SEO & Optimization
- YouTube Ads (In-Stream/Discovery)
- Reels & Shorts Strategy
- Monetization Methods

MODULE 09: AI Tools for Marketers

- ChatGPT for Content Creation
- AI Ad Copy Generation
- Midjourney for Creative Ads
- AI SEO Tools
- Automation with Make/Zapier

MODULE 10: Freelancing & Agency Skills

- Build a Freelance Career
- Client Acquisition Strategies
- Project Pricing & Proposals
- Fiverr & Upwork Profiles
- Running Your Own Agency

MODULE 11: Mobile Marketing & App Promotion

- SMS & Push Notification Marketing
- App Store Optimization (ASO)
- In-App Advertising
- Mobile-First Landing Pages
- Location-Based Marketing
- Mobile Analytics & Tracking

MODULE 12: Graphic Design for Marketers

- Canva Advanced Techniques
- Brand Identity Design
- Social Media Creatives
- Ad Banner Design
- Color Theory & Typography
- Presentation Design

MODULE 13: ORM – Online Reputation Management

- Brand Monitoring & Alerts
- Negative Review Management
- Crisis Communication Strategy
- Google Knowledge Panel
- Review Generation Tactics
- Social Listening Tools

MODULE 14: Performance Marketing & Growth Hacking

- Funnel Building & Optimization
- AARRR Growth Framework
- A/B & Multivariate Testing
- Viral Marketing Techniques
- Referral Program Setup
- KPI Tracking & Reporting

MODULE 15: Podcast & Audio Marketing

- Podcast Creation & Setup
- Audio SEO & Distribution
- Spotify & Apple Podcast Ads
- Brand Storytelling via Audio
- Monetization Strategies
- Building Loyal Listener Base

MODULE 16: Digital Marketing Strategy & Branding

- Integrated Marketing Planning
- Brand Positioning & USP
- Target Audience Research
- Competitor Analysis
- Marketing Budget Allocation
- Campaign Performance Review

MODULE 17: Dropshipping & Print-on-Demand

- Dropshipping Business Model
- Product Research & Selection
- Supplier Management
- Print-on-Demand Platforms
- Ad Strategy for D2C
- Profit Margin Optimization

MODULE 18: LinkedIn Personal Branding

- Profile Optimization & SEO
- Thought Leadership Content
- LinkedIn Newsletter Strategy
- Connection Building Tactics
- B2B Lead Generation
- LinkedIn Analytics

MODULE 19: Meta Ads Advanced — Retargeting

- Custom & Lookalike Audiences
- Retargeting Funnel Strategy
- Dynamic Product Ads
- Meta Pixel Advanced Setup
- Catalog Ads & Collections
- Attribution & ROAS Tracking

MODULE 20: Google My Business & Local Marketing

- GMB Profile Optimization
- Local SEO Techniques
- Review Management
- Google Posts & Offers
- Local Citation Building
- Maps Ranking Strategies

MODULE 21: CRM & Marketing Automation

- HubSpot & Zoho CRM Setup
- Lead Nurturing Workflows
- Email Automation Sequences
- CRM Pipeline Management
- Customer Segmentation
- Automation with Zapier/Make

MODULE 23: Web Design Basics for Marketers

- WordPress Website Creation
- Landing Page Design
- CRO-Focused Design Principles
- Basic HTML & CSS
- Page Speed Optimization
- Lead Capture Forms & Popups

MODULE 22: Copywriting & Persuasion Techniques

- AIDA & PAS Frameworks
- Sales Page Copywriting
- Email Subject Line Writing
- Ad Copy for All Platforms
- Storytelling for Conversions
- Psychology of Persuasion

MODULE 24: Data Analytics & Excel for Marketers

- Excel for Marketing Reports
- Google Data Studio / Looker
- Marketing Dashboard Creation
- Data Visualization Basics
- ROI & ROAS Calculation
- Pivot Tables & Charts

SEO - SEARCH ENGINE OPTIMIZATION

On-Page SEO

- Title Tags & Meta Descriptions
- Header Tags (H1, H2, H3)
- Keyword Density & Placement
- Image Alt Text Optimization
- Internal Linking Strategy
- URL Structure Optimization
- Schema Markup / Rich Snippets
- Page Speed Optimization

Off-Page SEO

- Link Building Campaigns
- Guest Posting
- Social Bookmarking
- Directory Submissions
- Brand Mentions & Citations
- Press Release Distribution
- Influencer Outreach
- Forum & Community Marketing

Technical SEO

- XML Sitemap & Robots.txt
- Canonical Tags
- Mobile-First Indexing
- Core Web Vitals
- Crawl Budget Optimization
- HTTPS & SSL Security
- Structured Data
- Site Architecture

SOCIAL MEDIA MARKETING - PLATFORM WISE

Facebook Marketing

- Page Setup & Optimization
- Facebook Ads Manager
- Audience Targeting & Lookalike
- Lead Generation Campaigns
- Retargeting Strategies

Instagram Marketing

- Profile Optimization
- Reels & Story Strategy
- Instagram Shopping
- Influencer Collaboration
- Hashtag Research

LinkedIn Marketing

- B2B Lead Generation
- LinkedIn Ads
- Company Page Management
- Content for Professionals
- Sales Navigator Basics

Twitter/X Marketing

- Twitter Ads
- Trending Hashtag Strategy
- Brand Voice & Engagement
- Twitter Spaces
- Twitter Analytics

YouTube Marketing

- Channel SEO & Optimization
- YouTube Ads Formats
- Thumbnail Design Strategy
- Subscriber Growth Tactics
- Monetization Setup

WhatsApp Marketing

- WhatsApp Business Setup
- Broadcast Lists & Groups
- WhatsApp API Integration
- Automated Messaging
- Customer Support via WhatsApp

TOOLS & SOFTWARE YOU WILL MASTER

SEO Tools

Google Search Console • Ahrefs • SEMrush • Moz •
Ubersuggest • Screaming Frog • Yoast SEO

Analytics & Data

Google Analytics 4 • Google Tag Manager • Hotjar •
Mixpanel • Data Studio / Looker Studio

Email Marketing

Mailchimp • ConvertKit • Brevo (Sendinblue) • HubSpot •
ActiveCampaign • Zoho Campaigns

Paid Advertising

Google Ads • Facebook Ads Manager • LinkedIn Campaign
Manager • Twitter Ads • Microsoft Ads

Content & Design

Canva • Adobe Express • CapCut • InShot • Grammarly •
ChatGPT • Midjourney • Jasper AI

Social Media Management

Hootsuite • Buffer • Sprout Social • Later • Meta Business
Suite • Creator Studio

CERTIFICATIONS YOU WILL EARN



Google Ads Certification

Issued by: Google Skillshop



Google Analytics Certification

Issued by: Google Skillshop



Facebook Blueprint Certification

Issued by: Meta



HubSpot Content Marketing

Issued by: HubSpot Academy



SEMrush SEO Certification

Issued by: SEMrush Academy



Airoman Digital Marketing Diploma

Issued by: Airoman Institute

+ Airoman Institute Completion Certificate

CAREER OPPORTUNITIES AFTER THIS COURSE

SEO Specialist

₹3-8 LPA

Social Media Manager

₹3-7 LPA

PPC / Google Ads Expert

₹4-10 LPA

Content Marketing Manager

₹4-9 LPA

Digital Marketing Manager

₹6-18 LPA

Email Marketing Specialist

₹3-7 LPA

E-Commerce Manager

₹5-12 LPA

Freelancer / Consultant

₹50K-
3L/month

WHY CHOOSE AIROMAN INSTITUTE?



Expert Faculty

Learn from industry practitioners with 10+ years of hands-on digital marketing experience



Live Project Training

Work on real client projects and build a portfolio that impresses employers



100% Placement Support

Dedicated placement cell with 200+ hiring partners including top brands & agencies



Industry Certifications

Get certified by Google, Meta, HubSpot and more alongside our institute certificate



Flexible Batch Timings

Morning, evening, weekend and online batches to suit your schedule



Lifetime Course Access

Revisit updated course content anytime — digital marketing evolves fast, stay updated

COURSE DETAILS & BATCH INFORMATION

Digital Marketing Foundation

Duration: 3 Months | Mode: Offline / Online

★ MOST POPULAR

Comprehensive Digital Marketing

Duration: 6 Months | Mode: Offline / Online

Advanced Digital Marketing + AI

Duration: 12 Months | Mode: Offline / Online

BATCH SCHEDULE

Morning Batch

Day Batch

Evening Batch

Weekend Batch

Online Live Classes

 Flexible EMI Available | Call 9911144059 , 9911144051 for current fee details & scholarships



START YOUR DIGITAL MARKETING JOURNEY TODAY!



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