

Be the Expert,
Learn from the Experts

 **CDMS**

Certified Digital Marketing
Specialist



100% Placements



Expert Guided Sessions



Offline & Online Courses



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

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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.

Flexible Schedules

Options for online and offline learning to suit diverse time zones

Career Support

Placement assistance and networking opportunities to connect with leading companies.



CDMS

Certified Digital Marketing
Specialist

Certified Digital Marketing Specialist

Join our Certified Digital Marketing Specialist 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

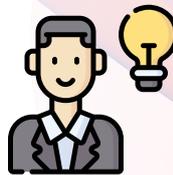
- 1 Introduction To Digitalmarketing
- 2 WordPress Development
- 3 Introduction To Seo
- 4 Onpage Seo Tactics
- 5 Offpage Seo Tactics
- 6 Technical Seo
- 7 Local Seo Tactics
- 8 Google Tools for Data-Driven Marketing
- 9 AI Communication Skills with ChatGPT
- 10 Affiliate Marketing
- 11 Search Engine Marketing
- 12 Social Media Marketing
- 13 Social Media Optimization
- 14 Advertising on Spotify & Snapchat
- 15 Advanced Marketing Automation
- 16 Shopify Development
- 17 Youtube Marketing
- 18 Google Ads

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.

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 Meta logo, featuring an infinity symbol followed by the word "Meta".The Google logo, with the word "Google" in its characteristic multi-colored font.The LinkedIn logo, with the word "LinkedIn" in blue and the "in" part inside a blue square.

SEMRUSH

The Bluepin logo, featuring a blue arrow icon pointing right followed by the word "bluepin".The Microsoft logo, consisting of four colored squares (red, green, blue, yellow) followed by the word "Microsoft".The HubSpot logo, with the word "HubSpot" in dark blue and the "o" replaced by a red robot head icon.



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.



Meet the Blue Pin 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

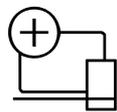
Our trainers have worked on high-impact campaigns, delivered measurable results, and trained hundreds of students who have successfully transitioned into digital marketing professionals.

Why Choose DigitalX Trainers?



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

From Classroom To Career: Our Students Placed In Leading Companies!



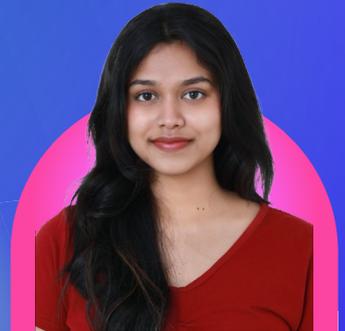
Al Ameen A
SEO Intern



Praveen E P
Digital Marketing Executive



Anandu Mohanan
Seo Analyst



Aarabhi B
Digital Marketing Executive



Nithya Krishna KS
Asst. Manager



Ebin Anil
Digital Marketing Intern



Sajna Subair
Digital Marketing Executive



Abdul Nafih M
Social Media Marketing Executive



Afthab Muhammed
Digital Marketer



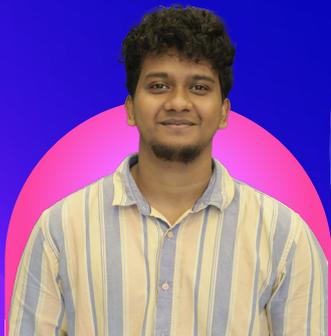
Abhinand CS
Digital Marketing Intern



Ancy AS
Social Media Executive



Murshid Hameed
Digital Marketing Intern



Mohammed Muzammil
SM Trainee



Anusha VS
Digital Marketing Executive



Adityan PM
Digital Marketing Executive



Safna P A
Digital Marketing Executive

From Classroom To Career: Our Students Placed In Leading Companies!



Anekh Menachery
Digital Marketing Intern



Adarsh Viswam
Digital Marketing Executive



Abhinav Suresh
Digital Marketing Executive



Mohamed Zainul Abideen
Digital Marketing Intern



Abhishek AK
Digital Marketing Executive



Abdul Neheem
Digital Marketing Intern



Iquramul Haque
Digital Marketing Intern



Thooba Faiza MK
Digital Marketing Intern



Mohammed Famis K
Digital Marketing Executive



Sajid CH
Digital Marketing Intern



Priyod K Das
Digital Marketer



Sarah Williams
Digital Marketing Executive



Pavishna Vani P
Marketing & Business
Development Manager



Mohammed Nihal Kp
Digital Marketing Intern



Muhammed Hashir
Digital Marketing Executive



Hima S
Digital Marketing Executive

Successful Placements in Leading Companies

CLOSE
COMMUNICATIONS



ADOX
GLOBAL

Medowa Global
PRIVATE LIMITED

Colorcubes
REDEFINING TECHNOLOGY
DIGITAL CINEMA | BROADCAST | PRO-AUDIO VIDEO | AUTOMATION



SEARCH ALLY
AGENCY

BBP

Beeka
where Ideas Grow



αc
Alphacyrix

TecBees
Be Like a Bee
Digital Solutions



WHITE SKETCH
www.whitesketch.com

nstara

CRYOFLAME
Your Trusted IT Partner

SPIDERWORKS
TECHNOLOGIES

nbt

REDBOOKS ABROAD
my future begins

TRINET
Trinet Info Solutions

web.maestro
experience the art of branding

Proudly delivering 100% placement
success for all our graduates

FAQ

What is the duration of the Certified Digital Marketing Specialist course?

The Certified Digital Marketing Specialist course spans 3 months, including 2 months of structured learning and 1 month of hands-on internship experience covering a comprehensive curriculum designed to equip you with the essential skills and knowledge needed to excel in the digital marketing industry.

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.



HIGHLIGHTS OF A JOURNEY



RELIVING THE
MOMENTS



DIGITALX



CAPTURED MOMENTS





CONVO CATION



BATCH OF 2025



Empowering Careers, Shaping Futures

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
- Industry Connections
- Skill Enhancement Programs
- Personalized Career Support

Placement Training & Career Transformation



Major Topic Revisions



Mock Interview



Interview Assessments



Frequently Asked Interview Questions



CV Creation



LinkedIn Profile Creation

Upgrade your Skills with Trending Digital Marketing Courses



Kochi

Muthoottu,
Royal Towers Building,
8th Floor, South Block,
Kaloor, Kochi

+91 90612 02555

Trivandrum

1st floor, New Joythi towers,
SS Kovil Rd, Santhi Nagar,
Thampanoor,
Thiruvananthapuram

+91 90614 49555