



AI Integrated

Advanced Diploma in

**Digital
Marketing**



Turn Your Passion Into a

Powerful Career



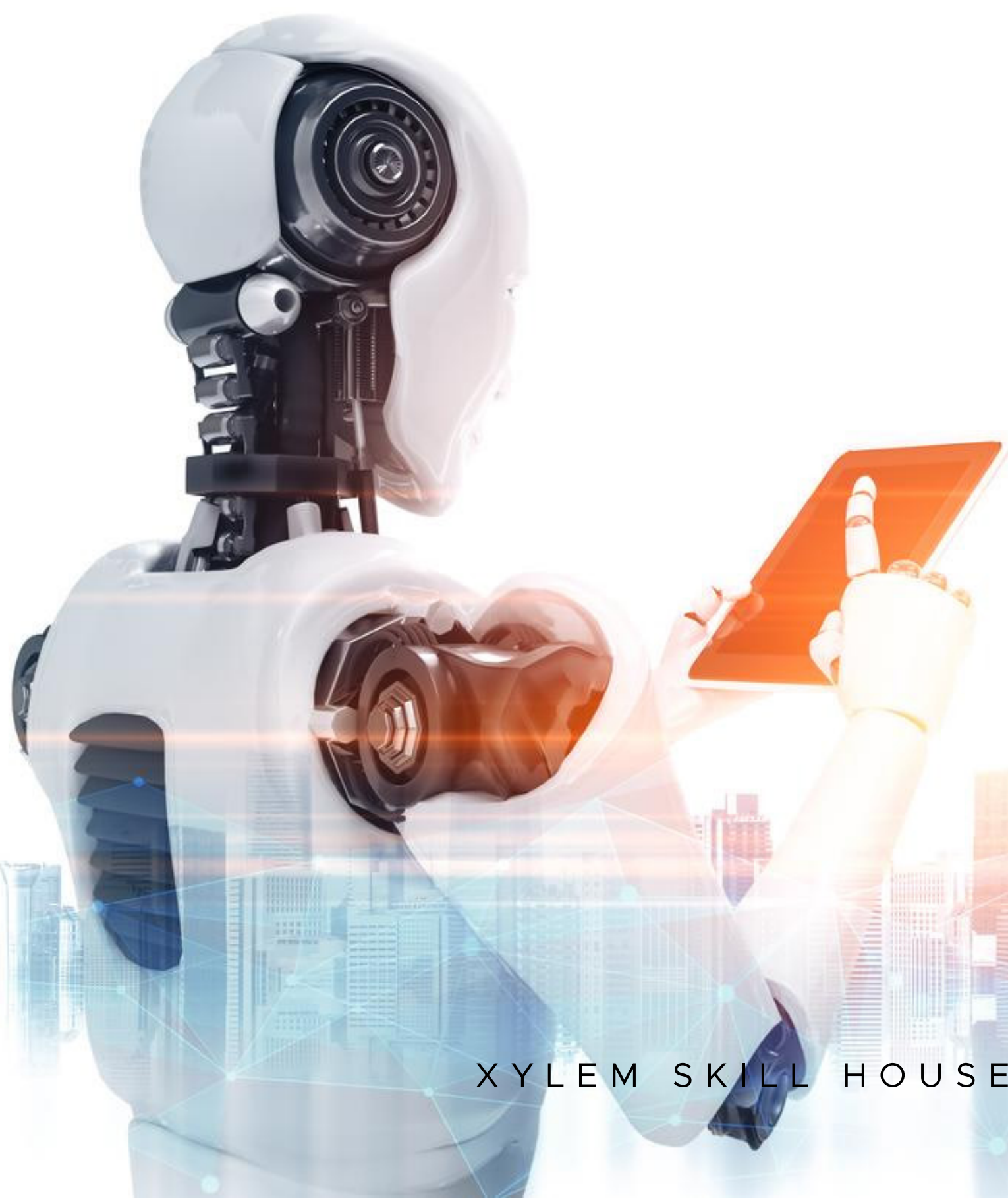
In Association With



Kerala's Largest
Digital Marketing Academy

When **Xylem** was founded in 2020, our only mission was to make high-quality education accessible to all, not just to the academically elite, but to every student with the will to succeed. We set out to offer the best coaching experience, regardless of a student's board exam performance. What started as a small initiative focused on medical and engineering entrance coaching has today blossomed into one of South India's most prestigious and trusted educational institutions

As we continue to look ahead, we recognize the massive potential in the field of Digital Marketing, particularly when combined with the transformative power of Artificial Intelligence. Understanding the growing demand for skilled professionals in this space, we are proud to launch the 6-Month Advanced Diploma in Digital Marketing, a comprehensive programme designed to meet the needs of today's fast-paced digital economy



We Promise You

100% PLACEMENT ASSISTANCE

INTERNATIONAL CERTIFICATIONS

QUICK CAREER ADVANCEMENT

95% PLACEMENT RATE

Certifications











Our Vision

Our vision is to empower every passionate learner with real, future-ready skills, unlocking new career paths and fueling their growth journey with purpose and confidence



Our Mission

At Xylem Digital Academy, our mission is to ignite the passion of digital marketing aspirants by providing a creative, growth-driven environment and expert guidance. We are dedicated to nurturing skilled, future-ready individuals who will shape and advance the digital world with innovation and impact

**6-Month
AI Integrated**

Advanced Diploma In

Digital Marketing

INCLUDES



PERFORMANCE MARKETING



STRATEGIC BRAND PLANNING



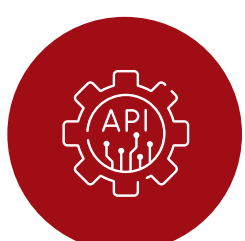
DIGITAL MARKETING AI TOOLS



BRAND BUILDING



**ADVANCED MARKETING FUNNEL
AUTOMATION**



MARKETING API

If You Are Among

WORKING PROFESSIONALS

STUDENTS

ENTREPRENEURS

SALES/MARKETING PROFESSIONALS

HOUSEWIVES

CREATORS

CAREER- SWITCHERS



This is For **You!**

Programme Curriculum

Module 1: Search Engine Optimisation

- SEO Foundations & Google's Algorithm
- Keyword Research (Manual & AI-driven)
- Content Structuring & E-E-A-T Principles
- On-Page SEO Implementation
- SERP Features & Schema Integration
- Technical SEO & Core Web Vitals
- Off-Page SEO & Link Building Strategies
- Local SEO, Social SEO
- AI in SEO: Tools, Risks, Blog Calendars
- AEO, VEO, GEO
- Final Project: Audit + Strategy + Dashboard

Module 2: Social Media Marketing

- Organic & Paid Social Media Fundamentals
- Platform Setup (Facebook, Instagram, LinkedIn, YouTube)
- Meta Ads Manager: Awareness, Traffic, Leads
- Retargeting Campaigns & Audience Segment
- Business Manager Setup & Ad Accounts
- Performance Analysis: CTR, CPC, ROAS
- Website Retargeting (Pixel & Events)
- Marketing Automation Tools
- Strategy Building & Client Reporting
- Final Assessment: Theory + Practical

Module 3: Google Ads

- Ecosystem, Auction, and Ad Rank
- Campaign Structures & Goal Mapping
- Keyword Match Types & Intent Funnels
- Search, Display, Video, Shopping Campaigns
- Performance Max & Demand Gen
- Copywriting, A/B Testing, and Experiments
- Conversion Tracking via GTM & GA4
- Attribution Models & Reporting Dashboards
- Retargeting & Scaling Campaigns
- Final Capstone: Strategy, Setup, Presentation

Module 4: Word Press Development

- Domain Purchase & Hosting Basics
- Wireframing and Project Setup
- WordPress Setup and Plugins
- Page Design with Elementor
- Navigation, Forms, and Theme Customisation

Module 5: Email Marketing

- Campaign Types and Email List Management
- Email Tools Overview (e.g., Mailchimp)
- Campaign Design, Segmentation, and Analysis

Module 6: LinkedIn Organic Marketing

- Profile Creation and Optimisation
- Content Frameworks and Engagement Strategy

Module 7: Content Creation

- Scripting and Reels Planning
- Filming and Production Fundamentals
- Editing and Platform Preparation
- Content Execution & Presentation

Module 8: E-commerce

- E-commerce Models: B2B, B2C, D2C
- WhatsApp & Instagram Commerce Tools
- Store Setup (Store.link, Shopify)
- Product/Collection Optimisation
- CRO, AOV and other key terms

Module 9: Special Sessions

- Branding & Identity
- Personal Branding
- Freelancing & Client Handling
- AI Tools in Marketing
- Beyond meta

Master The Tools That Shape The Industry

facebook Ads

Pabbly

Google Trends

Zoho SalesIQ

Google Ads

ahrefs

GoDaddy

Canva

elementor

HubSpot

shopify

Google PageSpeed Insights

Google Analytics

MOZ

HOSTINGER

Google Keyword Planner

SEMRUSH

WORDPRESS

Contact Form 7

ASTRA

grammarly

Ubersuggest



WP Mail SMTP

LinkedIn ads

mailchimp

SpyFu

Google Ad Manager

AI Tools



unbounce

CopyGenius

Engage AI

wonder DYNAMICS

resumA.I.



Leonardo.Ai

PromptPerfect

Humata

Claude 3

Snack Prompt

Ideogram

invideo

Gamma

HeyGen

Where **ADDMM** Takes You Next?

➤ DIGITAL MARKETING EXECUTIVE

➤ CONTENT STRATEGIST (CS)

➤ SOCIAL MEDIA EXPERT (SME)

➤ EMAIL MARKETING SPECIALIST (EMS)

➤ SEARCH ENGINE OPTIMIZER (SEO)

➤ SEARCH ENGINE MARKETING
SPECIALIST (SEM)

➤ COPYWRITER

➤ CONTENT WRITER

➤ PAY-PER-CLICK (PPC)
SPECIALIST/MANAGER

➤ & MANY MORE OPPORTUNITIES

Learn From The Industry **Experts**



HAMZAD BASHEER

Founder of Dotin Academy

- Performance Marketing & Branding Mentor
- 7+ Years of Experience
- Worked with 100+ Brands



SHAMNA BAYIS

Co-founder of Dotin Academy

- Senior Mentor -SEO & Google Ads
- 6+ Years of Experience
- Worked with 30+ Brands

FAQs

? What are the advantages of learning the Advanced Diploma in Digital Marketing?

The Advanced Diploma in Digital Marketing is Xylem's flagship course, designed to provide hands-on, experience-based, and in-depth learning. With a well-structured and regularly updated curriculum, the course emphasises job-oriented training to help learners achieve career growth and success

? What will be covered in the training sessions?

Our training includes comprehensive sessions featuring real-world case study analysis and personalised doubt-clearing sessions with industry experts

? What modes of training are available at Xylem?

Currently, this course is available through offline batches only

? Do you provide placement assistance after course completion?

Yes. Xylem Digital Academy offers 100% placement assistance to all graduates of this programme

? Will AI replace digital marketing jobs?

No, it won't. However, professionals with AI knowledge will have a competitive edge over those without it. That's why we offer a cutting-edge, AI-integrated curriculum

? How important is AI in digital marketing?

AI plays a crucial role in digital marketing by improving efficiency, enabling personalisation, and enhancing data analysis, resulting in more effective campaigns and improved customer experiences



Kerala's Finest
Agency-Based
**Digital
Marketing
Academy**

 **XYLEM**
SKILL
HOUSE

 **8714 415 777**

CALICUT

PERINTHALMANNA