



Bangalore Institute of Digital Marketing

AI-POWERED DIGITAL MARKETING COURSE –
THE FUTURE IS NOW!

Your Gateway to a Bright
Career in the **Digital World!**



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bidmonline.com

BANGALORE INSTITUTE OF DIGITAL MARKETING

Bangalore Institute of Digital Marketing was founded with a mission to bridge the digital skills gap in India by offering high-quality, hands-on training in digital marketing and related fields. With a team of experienced industry professionals, modern teaching methodologies, and a student-centric approach, we ensure our learners gain not just theoretical knowledge but real-world experience. Our goal is simple — to create future-ready digital professionals who are confident, competent, and creative.

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CLASSROOMS TO ACHIEVEMENTS

Our **Practical Digital Marketing Training Programs** go beyond traditional classroom teaching. Through interactive sessions, live projects, and real-time campaign simulations, we prepare you for real-world challenges. You'll gain exposure to the inner workings of digital agencies, participate in industry-led workshops, and receive personalized mentorship that nurtures both your skills and confidence. But we don't stop at technical training.

At **BIDM**, we believe in holistic development. That's why our curriculum also focuses on soft skills, **resume building, interview preparation, and personal branding**. By the end of the course, you'll walk away with a complete professional portfolio, showcasing your practical expertise and job readiness.



MISSION & VISION

→ Mission

Our mission is to empower individuals with practical, industry-relevant digital marketing skills through hands-on training, expert mentorship, and real-world exposure. We aim to bridge the gap between education and employment, helping students, professionals, and entrepreneurs build rewarding careers in the ever-evolving digital landscape.

→ Vision

Our vision is to become India's most trusted and forward-thinking digital marketing institute, driving innovation in education through AI-powered tools, modern teaching methods, and a learner-centric approach. We aspire to shape the future workforce by equipping them with cutting-edge digital skills and global career opportunities.



PROGRAM HIGHLIGHTS

**35+**

Pre recorded videos
taught by Renowned
Faculty



Advanced Modules and
Live Masterclasses
on Generative AI in
Digital Marketing

**15+**

Real world Case
Studies

**20+**

Digital Tools Training

**50hrs**

Live classes
online and offline

**1**

Practical, Hands-On
Capstone Project

**20+**

Assignments and
Quizzes

**Value**

Value of Money



BRIDGING THE GAP BETWEEN CLASSROOM AND AGENCY

At BIDM, we believe real learning happens when theory meets practice. Our exclusive agency visits offer you the rare chance to step inside top digital marketing firms and witness **how real campaigns are planned**, executed, and optimized. You'll observe live projects, understand team dynamics, and gain behind-the-scenes exposure to strategy development and client management.

These immersive experiences allow you to interact directly with seasoned industry professionals, build valuable connections, and **learn how agencies function** in the fast-paced digital world. It's more than just observation—it's about gaining confidence and context to apply your classroom knowledge in real business scenarios.



What Makes us DIFFERENT?



VALUE OF
MONEY



100%
ASSISTANCE



HANDS-ON
TRAINING



COMPREHENSIVE
CURRICULUM



IN-HOUSE
INTERNSHIP



GET
CERTIFIED



FLEXIBLE
TIMINGS



EXPERIENCED
FACULTY



OUR COURSES

CERTIFICATE IN DIGITAL MARKETING

The **Certificate in Digital Marketing** offered by Bangalore Institute of Digital Marketing (BIDM) is a power-packed program designed for beginners, students, job seekers, and aspiring freelancers who want to step confidently into the digital space. This course is a perfect blend of theory, tools, and real-time application, ensuring you gain not just knowledge—but practical expertise.

➔ CAREER OPPORTUNITIES

➔ Digital Marketing Executive

➔ Content Strategist

➔ Email Marketing Specialist

➔ SEO Specialist

➔ PPC Analyst

➔ Affiliate Marketing Manager

➔ Social Media Manager

➔ Email Marketing Executive

➔ Digital Marketing Consultant



DIPLOMA IN DIGITAL MARKETING

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➔ Social Media Manager

➔ Email Marketing Executive

➔ Digital Marketing Consultant



CERTIFICATE IN SEARCH ENGINE OPTIMIZATION

The **Certificate in Search Engine Optimization** offered by Bangalore Institute of Digital Marketing (BIDM) is designed to provide learners with in-depth knowledge and hands-on training in Search Engine Optimization. Whether you're a student, marketing professional, entrepreneur, or freelancer, this course will equip you with the skills required to increase a website's visibility and improve its performance on search engines like Google, Bing, and Yahoo.

➔ CAREER OPPORTUNITIES

➔ SEO Executive / Specialist

➔ Content Strategist

➔ Digital Marketing Executive

➔ SEO Specialist

➔ Technical SEO Expert

➔ SEO Project Manager

➔ SEO Copywriter

➔ Email Marketing Executive

➔ SEO Consultant



CERTIFICATE IN VIDEO EDITING

Step into the dynamic world of video creation with **BIDM's Video Editing Course**. Designed for aspiring editors, content creators, marketers, and storytellers, this course trains you in the art of visual storytelling using the most advanced industry tools. Whether you're planning a career in film, YouTube, social media content, or advertising, this course equips you with everything you need to bring your vision to life.

➔ CAREER OPPORTUNITIES

➔ Video Editor

➔ Event Video Editor

➔ Post-production Executive

➔ Motion Graphics Artist

➔ Social Media Video Creator

➔ Freelance Video Editor

➔ YouTube Content Editor

➔ Promotional Ad Editor

➔ Streaming Platform Editor



CERTIFICATE IN GRAPHIC DESIGNING

Master the art of visual storytelling with **BIDM's Graphic Designing Course**. Designed for aspiring designers, content creators, and marketers, this program equips you with both the creative thinking and technical skills necessary to produce professional-grade designs for digital and print media. Whether you're a beginner or looking to upgrade your skill set, this course offers everything you need to launch a successful design career.

➔ CAREER OPPORTUNITIES

➔ Graphic Designer

➔ Packaging Designer

➔ Brand Designer

➔ Brand Identity Designer

➔ Visual Communication Specialist

➔ Freelance Graphic Designer

➔ Layout Artist

➔ Creative Executive

➔ UI Designer



CERTIFICATE IN WEB DEVELOPMENT

The **Web Development Course at Bangalore Institute of Digital Marketing (BIDM)** is your gateway to mastering the art of designing and building high-performance websites from the ground up. With a blend of practical knowledge, industry-relevant tools, and hands-on experience, this course is perfect for students, professionals, freelancers, and entrepreneurs who want to establish a strong online presence.

➔ CAREER OPPORTUNITIES

➔ Web Designer

➔ WordPress Developer

➔ Full-Stack Web Developer

➔ Front-End Developer

➔ Freelancer / Entrepreneur

➔ UI Developer

➔ Back-End Developer

➔ Product Developer

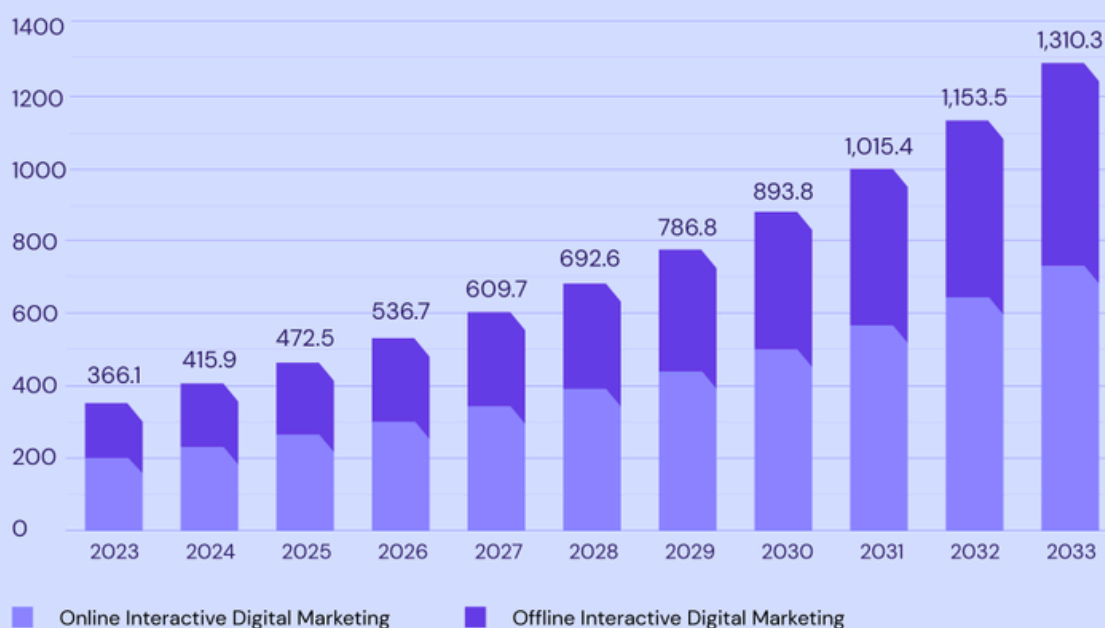
➔ HTML Developer



DEMAND FOR DIGITAL MARKETING EXPERTS

Digital marketing is a promising career with vast opportunities and high growth potential. As businesses continue moving online, the demand for digital marketers is rapidly increasing.

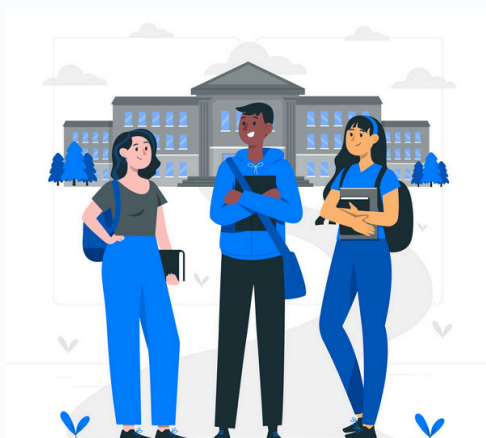
The Forecasted Global Market Size of Digital Marketing



With evolving technologies, social media, and e-commerce, the future of digital marketing looks bright, offering job security, creativity, and excellent earning prospects.

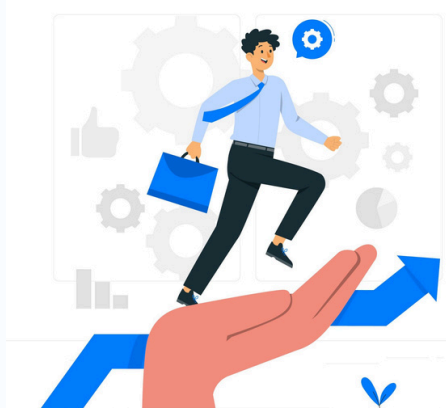


WHO CAN JOIN?



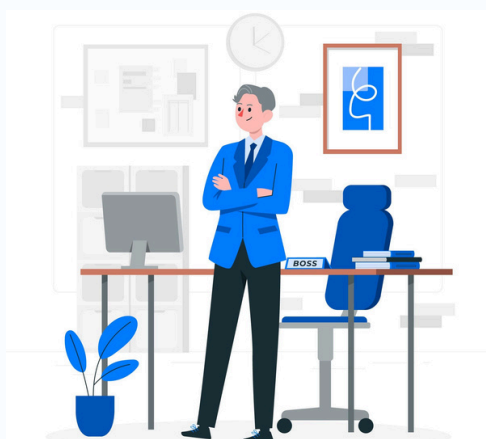
STUDENTS

Students who want to earn while they learn



PROFESSIONALS

Working professionals looking to upskill or switch careers



ENTREPRENEURS

Entrepreneurs who want to grow their business digitally



HOW IT WORKS?

01

STEP 1**Learning Mode**

Select between training (Dehradun or Bangalore) or live online sessions.

02

STEP 2**Enroll**

Register for the course and receive access to study materials, tools, and your learning dashboard.

04

STEP 4**Get Certified & start Your Career**

Complete the course, earn your certificate, and receive placement assistance to kickstart your journey.

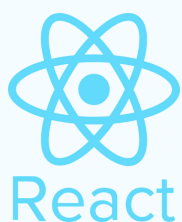
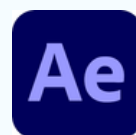
03

STEP 3**Learn**

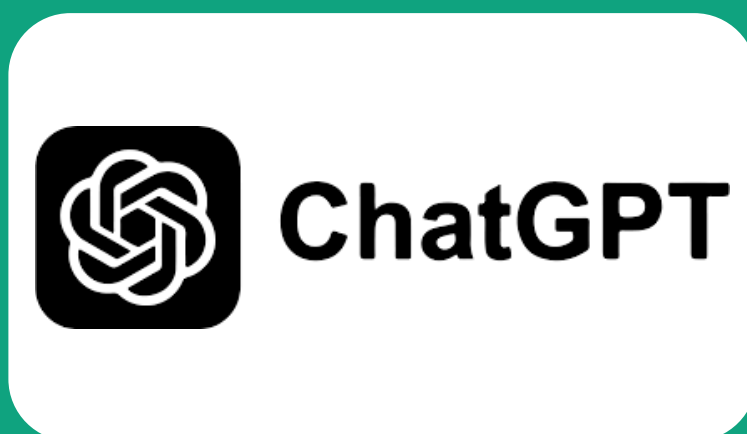
Learn directly from industry experts through interactive sessions, real-time projects, and hands-on tool training.



TOOLS WE TEACH



Transform into a Next-Gen Digital Marketer with **ChatGPT** and **Cutting-Edge Generative AI Tools**.



Step Into the Future: How AI is Revolutionizing Digital Marketing at BIDM

- Harness the Power of ChatGPT for Digital Marketing Excellence
- Learn Proven ChatGPT Strategies for Content Creation, Social Media, and Ad Campaigns
- Boost Your SEO and SMM Results with AI-Driven Automation Techniques
- Streamline Your Workflow and Save Time with AI-Powered Marketing Tools
- Uncover Growth Hacking Techniques Using Generative AI
- Ace Digital Marketing Interviews and Fast-Track Your Career with BIDM's AI Edge



➡ Learning Approach

study-based training. Workshops and simulations simulate actual business challenges, preparing students to handle real client work confidently.



 **Real-World Implementation**

BIDM offers internship opportunities where students gain first-hand experience by working on live marketing campaigns. This exposure strengthens their portfolios and builds confidence to

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What We Do?



With a team of experienced industry professionals, modern teaching methodologies, and a student-centric approach, we ensure our learners gain not just theoretical knowledge but real-world experience. Our goal is simple — to create future-ready digital professionals who are confident, competent, and creative.

- Placement Assistance
- Interview Preparation
- Internship Opportunities



Industry-Relevant Curriculum

Get trained in the most in-demand skills that companies actually need.



Tool-Based Learning

Gain hands-on experience with tools like Google Ads, WordPress, and more.



100% Practical Approach

Apply your skills in real-world settings with our partnered companies.



CONTACT US



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