

**INDIA'S #1 AWARD WINNING INSTITUTE**

**ADVANCED**  
**DiGiTAL**  
**MARKETING PROGRAM**

- **100% Practical Sessions**
- **50+ Latest Modules**
- **Installment Option**
- **StartUp Guidance**
- **100% Placement Assistance**
- **15+ Certification**
- **2 Months Duration**
- **Freelancing**

**Live Online & Classroom Training Available**

**piidm**  
PASHIUM INTERNATIONAL INSTITUTE OF DIGITAL MARKETING

**“ We Are Educating People  
With Digital Skills, To Transform  
Lives, Careers & Business,  
We Are Future...  
Be The Future...”**

**Vijay Gehlot**

### **What's Our Story**

PIIDM Was Established With Vision To Educate People With Digital Skills, So That Can Reduce The Gap Between The Skills Provided By Indian Education System And The Skills Required By The Job Industry. We Are Now Transforming Lives By Providing The Right Career Path & Helping People Build Their Business.

**58813+**  
Candidate  
Trained

**600+**  
Placement  
Companies

**11+**  
Year Of  
Experience

**51682+**  
Student  
Placed

**2470+**  
Started  
Freelancing

**635+**  
Started  
Startup

## ***Future Of Digital Marketing***

Marketing as a concept is evolving constantly. Ever since the boom of the internet, more customers are using it which has led to the birth of a new form of Marketing Called Digital Marketing. Digital Marketing offers niche and lucrative career options for the youth in india.



## ***Scope Of Digital Marketing***

- As per the latest reports, India has overtaken the U.S. as the second largest country in terms of the number of internet users and India's Digital Marketing Industry is growing at 33.5%.
- Currently, the Digital Marketing Industry in india is worth around \$68 billion.
- According to eMarketer, advertising through mobile phones and tablets have risen to \$6 billion. The market is predicted to touch \$ 7.8 billion by 2022.
- Digital Industry will produce more than 30 lakh jobs in India by 2022.

# Opportunity

Job Discription	No. Of Jobs Available					Average salary (Per Annum)
	Naukri	Times Job	Career Jet	Freshers	Click India	
Digital Marketing	18686	21170	12386	9815	14506	2L-6.5L
Social Media Marketing	15345	22506	8974	2969	8148	2L-7L
Content Marketing	10799	58834	14797	5346	5095	2L-8L
SEO	12368	5787	6654	2578	4678	2L-6L
SEM	10068	21909	2425	2578	2922	2L-7L
Email Marketing	5570	25633	50223	1458	1100	2L-5.5L
Digital Analyst	5835	23264	5599	1774	4415	2L-5L

## Average Package For Digital Marketers In India



**Social Media Fresher**  
( 0-1 Year Ex. )



**2 - 4 Lakhs**  
( Per Annum )

**Social Media Specialist**  
( 4-6 Year Ex. )



**4 - 6 Lakhs**  
( Per Annum )

**Social Media Team Lead**  
( 4-6 Year Ex. )



**6 - 8 Lakhs**  
( Per Annum )

**Social Media Manager**  
( 6-8 Year Ex. )



**8 - 10 Lakhs**  
( Per Annum )

**Digital Marketing Manager**  
( 8-10 Year Ex. )



**10 - 12 Lakhs**  
( Per Annum )

**Digital Marketing Head**  
( 10-12 Year Ex. )



**12 - 20 Lakhs**  
( Per Annum )

**Digital Marketing Director**  
( 12-15 Year Ex. )



**20 - 25 Lakhs**  
( Per Annum )

**Head Of Marketing**  
( 15+ Year Ex. )



**25 - 40 Lakhs**  
( Per Annum )

## Program Overview

# PIIDM Offers 2 Months Intensive Program For Beginners As Well As Professionals...

PIIDM Offers a 2 months intensive Digital Marketing course. The course focuses on imparting core Digital Marketing skills, train students hands-on and help them develop personality traits to suit the agency culture. Candidates are exposed to all the latest facets of Digital Marketing within the period.



## Our Courses

WEEKDAY	MONDAY TO FRIDAY (2 Hours)
WEEKEND	SUNDAY TO SUNDAY (4 Hours)

### Live Online Training

- ▶ 2 Months Duration
- ▶ 50+ Modules
- ▶ 15+ Certification
- ▶ 100% Job Assistance
- ▶ 100% Practical session
- ▶ EMI Option Available

### Classroom Training

- ▶ 2 Months Duration
- ▶ 50+ Modules
- ▶ 15+ Certification
- ▶ 100% Job Assistance
- ▶ 100% Practical session
- ▶ EMI Option Available

## Eligibility Criteria

- ▶ 12th / Diploma Pass Or Equivalent
- ▶ Basic English Knowledge & Computer Skills

## Who Can Join



Business owner



Working Professionals



Students



Job Seekers



House Wife's



Freelancer

## 50+ Latest Modules

S.NO.	MODULE	CURRICULUM
1.	Digital Marketing Overview	<ul style="list-style-type: none"><li>• Digital Marketing Introduction</li><li>• Digital Marketing Vs Traditional Marketing</li><li>• Digital Marketing Channels</li><li>• Digital Marketing Scope &amp; career</li></ul>
2.	AI In Digital Marketing  Tools	<ul style="list-style-type: none"><li>• Understanding What Is AI Digital Marketing</li><li>• Benefit Of Using AI In Digital Marketing</li><li>• Overview Of Top Trending Popular AI Tools In Digital Marketing</li> <li>• ChatGBT, Copy.AI, Rytr, Midjourney, Captions</li></ul>
3.	Blog Creation	<ul style="list-style-type: none"><li>• Understanding Blog &amp; Post</li><li>• Introduction To Blogger.com</li><li>• Creating Post &amp; Pages</li><li>• Customizing Theme &amp; Setting</li></ul>
4.	Business Website Creation	<ul style="list-style-type: none"><li>• Introduction To Domain &amp; Hosting</li><li>• Introduction To Wordpress</li><li>• Installing Themes</li><li>• Installing Plugins</li><li>• Creating &amp; Designing Web Pages</li><li>• Using Elementor (Page Builder)</li></ul>
5.	E-Commerce Creation	<ul style="list-style-type: none"><li>• Understanding E-Commerce</li><li>• Installing Woo - Commerce</li><li>• Product Listing</li><li>• Store Setup Setting</li></ul>
6.	Graphic Creation	<ul style="list-style-type: none"><li>• Introduction To Canva</li><li>• Creating Logo</li><li>• Creating Social Media Post</li></ul>

S.NO.	MODULE	CURRICULUM
7.	Video Creation	<ul style="list-style-type: none"> <li>• Introduction To Video Creation</li> <li>• Creating Animated Video</li> <li>• Creating Presentation Video</li> </ul>
8.	Reels Mastery Program	<ul style="list-style-type: none"> <li>• Introduction To Instagram Reels</li> <li>• How To Create Engaging Reels Content</li> <li>• Techniques To Create And Shoot Reels</li> <li>• Matching-Up With Trending Audio &amp; Music</li> <li>• Understanding &amp; Applying Latest Trends &amp; Challenges</li> <li>• How To Grow Audience With Reels</li> </ul>
9.	Search Engine Fundamental	<ul style="list-style-type: none"> <li>• What Is Search Engine</li> <li>• Top Search Engines</li> <li>• How Search Engine Works</li> </ul>
10.	Introduction To SEO	<ul style="list-style-type: none"> <li>• What Is SEO</li> <li>• Types Of SEO</li> </ul>
11.	On Page SEO	<ul style="list-style-type: none"> <li>• What Are Meta Tags &amp; Importance</li> <li>• Meta Title</li> <li>• Meta Description</li> <li>• Meta Keywords</li> <li>• URL Optimization</li> <li>• Content Optimization</li> <li>• Keywords / Keywords Density</li> <li>• Bold / Italic / underline</li> <li>• Heading 1 To 6</li> <li>• Anchor Text</li> <li>• Page Load Time Optimization</li> <li>• Image Optimization</li> <li>• Favicon</li> </ul>

S.NO.	MODULE	CURRICULUM
12.	Off Page SEO	<ul style="list-style-type: none"> <li>• What Are Backlinks &amp; Its Importance</li> <li>• Precautions To Create Backlinks</li> <li>• Domain &amp; Page Authority</li> <li>• Do Follow &amp; No Follow</li> <li>• Keyword In Anchor Text</li> <li>• Where &amp; How To Create Backlinks</li> <li>• Business Directory Sites</li> <li>• Social Book Marketing Sites</li> <li>• Video Submission Sites</li> <li>• PPT Submission Sites</li> <li>• Image Submission Sites</li> <li>• Blog Commenting</li> <li>• Guest Posting</li> <li>• Web 2.0</li> </ul>
13.	Technical SEO	<ul style="list-style-type: none"> <li>• What Is Sitemap &amp; Importance</li> <li>• What Is Robots.txt &amp; Importance</li> <li>• What Is SSL &amp; Importance</li> <li>• What Is Schema &amp; Importance</li> <li>• What Is AMP &amp; Importance</li> <li>• 404 Error</li> <li>• 301 / 302 Redirection</li> <li>• Canonical Tag</li> </ul>
14.	Local SEO	<ul style="list-style-type: none"> <li>• Local SEO Introduction</li> <li>• Local SEO Ranking Factors</li> <li>• Google My Business Setup</li> </ul>
15.	Video Optimization	<ul style="list-style-type: none"> <li>• Video Optimization Introduction</li> <li>• Video Ranking Factors</li> <li>• Youtube Studio Video Setup</li> </ul>
16.	Keyword Research	<ul style="list-style-type: none"> <li>• What Is Keyword &amp; Keyword Research</li> <li>• Tools Used For Keyword Research</li> <li>• How To Use Keyword Planner</li> <li>• Types Of Keywords</li> </ul>

S.NO.	MODULE	CURRICULUM
17.	Google Algorithm	<ul style="list-style-type: none"> <li>• What Is Google Algorithm</li> <li>• Impacts Of Google Algorithm</li> <li>• Panda</li> <li>• Penguin</li> <li>• Hummingbird</li> <li>• Google Mobile-Friendly Update</li> <li>• Pigeon</li> <li>• SandBox</li> <li>• Google RankBrain</li> <li>• Google Possum</li> <li>• Google Fred</li> </ul>
18.	SEO Techniques	<ul style="list-style-type: none"> <li>• White Hat SEO Techniques</li> <li>• Black Hat SEO Techniques</li> <li>• Gray Hat SEO Techniques</li> </ul>
19.	SEO Audit	<ul style="list-style-type: none"> <li>• On Page SEO Audit Reports</li> <li>• Off Page SEO Audit Reports</li> </ul>
20.	Competitor Analysis	<ul style="list-style-type: none"> <li>• Introduction to Competitor Analysis</li> <li>• Tools For Competitor Analysis</li> </ul>
21.	Content Keyword Mapping	<ul style="list-style-type: none"> <li>• Writing SEO Friendly Content</li> <li>• Focus Keyword Research</li> <li>• LSI Keywords</li> <li>• Highlight Keywords</li> <li>• Content Structures</li> <li>• Type Of SEO Content</li> </ul>
22.	Website Link Building	<ul style="list-style-type: none"> <li>• How To Find Website's To Create Links</li> <li>• Creating Backlinks Practically For Website</li> </ul>
23.	Facebook Optimization (SMO)	<ul style="list-style-type: none"> <li>• Creating Facebook Account</li> <li>• Creating Business Page</li> <li>• Adding Business Logo &amp; Cover Pictures</li> <li>• Overview Of Business Page</li> </ul>

S.NO.	MODULE	CURRICULUM
24.	Instagram Optimization (SMO)	<ul style="list-style-type: none"> <li>• Creating Instagram Business Account</li> <li>• Setup Business Account Setting</li> <li>• Overview Of Business Account</li> </ul>
25.	Linkedin Optimization (SMO)	<ul style="list-style-type: none"> <li>• Creating Facebook Account</li> <li>• Creating Business Page</li> <li>• Adding Business Logo &amp; Cover Pictures</li> <li>• Overview Of Business Page</li> <li>• How To Find Jobs Using Linkedin Jobs</li> </ul>
26.	Social Media Automation	<ul style="list-style-type: none"> <li>• What Is Social Media Automation</li> <li>• Tools Used For Social Media Automation</li> <li>• Schedule Post &amp; Connect Social Channels</li> </ul>
27.	Social Media Calendar	<ul style="list-style-type: none"> <li>• Creating Social Media Calendar List</li> <li>• Monthly</li> </ul>
28.	Content Marketing	<ul style="list-style-type: none"> <li>• Understanding Content Marketing</li> <li>• Types Of Content Format</li> <li>• Creating Dynamic Content</li> </ul>
29.	Copy Writing & Ad Copy	<ul style="list-style-type: none"> <li>• Role Of Copywriting In Digital Marketing</li> <li>• Role Of Adcopy In Digital Marketing</li> <li>• Understanding Target Audience</li> <li>• How To Do Market Research &amp; Competitor Analysis</li> <li>• Finding Out Customer Needs, Pain Points And Trends</li> <li>• Storytelling Using Copywriting</li> <li>• Creating Best Call To Action (CTAs) AdCopy</li> </ul>
30.	Influencer Marketing	<ul style="list-style-type: none"> <li>• What Is Influencer Marketing</li> <li>• Case Study Of Influencer Marketing</li> </ul>

S.NO.	MODULE	CURRICULUM
31.	Lead & Traffic Generation	<ul style="list-style-type: none"> <li>• What Is Lead</li> <li>• Methods To Generate Traffic</li> <li>• Landing Page Optimization</li> <li>• Understanding Thank You Page</li> </ul>
32.	Landing Page Optimization	<ul style="list-style-type: none"> <li>• Landing Page Optimization</li> <li>• Understanding Thank You Page</li> </ul>
33.	Facebook & Instagram Marketing	<ul style="list-style-type: none"> <li>• Basic Facebook &amp; Instagram Ads</li> <li>• Introduction To Ad Manager</li> <li>• Types Of Ads (Ad Manager)</li> </ul>
34.	Linkedin Marketing	<ul style="list-style-type: none"> <li>• Introduction To Linkedin Marketing</li> <li>• Types Of Ads ( LinkedIn Marketing )</li> </ul>
35.	Re-Marketing & Conversion	<ul style="list-style-type: none"> <li>• What Is Remarketing</li> <li>• Benefit Of Remarketing</li> <li>• Creating Of Remarketing Campaigns</li> </ul>
36.	Search Engine Marketing	<ul style="list-style-type: none"> <li>• Introduction To Search Engine Marketing</li> <li>• Concept Of PPC</li> <li>• Understanding Bidding Strategy</li> <li>• Types Of Ad Extension</li> <li>• Ad Group Setup</li> <li>• Types Of Keywords</li> <li>• Dynamics Ads</li> <li>• Quality Score</li> <li>• Ad Rank</li> </ul>
37.	Online Display Marketing	<ul style="list-style-type: none"> <li>• Introduction To Online Display Marketing</li> <li>• Bidding Strategy</li> <li>• Understanding Ad Group</li> <li>• Creating Responsive Ads</li> </ul>

S.NO.	MODULE	CURRICULUM
38.	E-Commerce Marketing	<ul style="list-style-type: none"> <li>• Understanding Shopping Campaign</li> <li>• Creating Merchant Center Account</li> <li>• Adding Product To Merchant Account</li> <li>• Creating Shopping Campaign</li> </ul>
39.	Video Marketing	<ul style="list-style-type: none"> <li>• Introduction To Video Marketing</li> <li>• Bidding Strategy</li> <li>• Audience Targeting</li> <li>• Creating Video Campaign</li> </ul>
40.	Mobile App Marketing	<ul style="list-style-type: none"> <li>• Introduction To App Marketing</li> <li>• Bidding Strategy</li> <li>• Creating App Campaign</li> </ul>
41.	Discovery Ads	<ul style="list-style-type: none"> <li>• Introduction To Discovery Ads</li> <li>• Bidding Strategy</li> <li>• Audience Targeting</li> <li>• Creating Discovery Ads</li> </ul>
42.	Performance Max	<ul style="list-style-type: none"> <li>• Understanding Performance Max Campaign</li> <li>• Platform To Promote On Performance</li> <li>• Bidding Strategy</li> </ul>
43.	Google Search Console	<ul style="list-style-type: none"> <li>• Introduction To Search Console</li> <li>• Submitting Sitemap</li> <li>• Submitting International Targeting</li> <li>• Understanding Organic Performance</li> </ul>
44.	Google Analytics	<ul style="list-style-type: none"> <li>• What Is Google Analytics</li> <li>• Importance To Google Analytics</li> <li>• Real Time Traffic</li> <li>• Audience</li> <li>• Acquisitions</li> <li>• Behaviors</li> </ul>

S.NO.	MODULE	CURRICULUM
45.	Growth Hacking	<ul style="list-style-type: none"> <li>• Introduction To Growth Hacking</li> <li>• Case Study Of Growth Hacking</li> </ul>
46.	Online Reputation Management	<ul style="list-style-type: none"> <li>• What Is ORM</li> <li>• Importance Of ORM</li> <li>• Review &amp; Complaints</li> </ul>
47.	Email Marketing	<ul style="list-style-type: none"> <li>• What Is Email Marketing</li> <li>• Benefits Of Email Marketing</li> <li>• Creating Subscriber List</li> <li>• Creating Template</li> <li>• Reporting</li> </ul>
48.	Whatsapp Marketing	<ul style="list-style-type: none"> <li>• Importance Of Whatsapp Marketing</li> <li>• Benefit Of Whatsapp Business</li> <li>• Setup Of Whatsapp Business</li> </ul>
49.	Blogging	<ul style="list-style-type: none"> <li>• What Is Blogging</li> <li>• Topic Selection</li> <li>• Formats Of Blogging</li> <li>• Monetization</li> </ul>
50.	Google Adsense	<ul style="list-style-type: none"> <li>• What Is Google Adsense</li> <li>• How To Apply For Google Adsense</li> <li>• Adsense Policy</li> </ul>
51.	Affiliate Marketing	<ul style="list-style-type: none"> <li>• What Is Affiliate Marketing</li> <li>• How To Apply For Affiliate Program</li> <li>• Strategy For Affiliate Marketing</li> </ul>
52.	Dropshipping	<ul style="list-style-type: none"> <li>• What Is Dropshipping</li> <li>• Understanding Dropshipping Concept</li> <li>• Case Studies Of Dropshipping</li> </ul>

S.NO.	MODULE	CURRICULUM
53.	Freelancing	<ul style="list-style-type: none"> <li>• What Is Freelancing</li> <li>• How Freelancing Works</li> <li>• How To Quote Client</li> <li>• How To Get Clients</li> <li>• Creating Freelancing Portfolio</li> </ul>
54.	Resume Building	<ul style="list-style-type: none"> <li>• Creating Resume</li> <li>• Portfolio Building</li> </ul>
55.	Interview Preparation	<ul style="list-style-type: none"> <li>• Interview Question</li> </ul>
56.	Mock Test	<ul style="list-style-type: none"> <li>• 1 on 1 Mock Test</li> </ul>



# Why Us



## What Our Scholars Have To Say



**Sanket Shinde**

8 reviews

★★★★★ a month ago

Akash Saxena the best teacher, the best tutor, practical person, deep knowledge really great teacher we all enjoy learnings from PIIDM institute.



**Divya Gadiya**

3 review

★★★★★ a month ago

I just completed my digital marketing course, it was a wonderful experience. Vijay Sir, Shreya Ma'am, Aishwarya and other staff members were too helpful and friendly. Thank you sir!



**Poorva Agarwal**

4 review

★★★★★ a month ago

Overall my experience was good with Piidm, their teaching methods are practical and easy to understand. The best part is that they also take tests and mock interview to test how much we have understood.. If you want to learn Digital Marketing then I would definitely recommend PIIDM.



**Monika Sahare**

1 review

★★★★★ 5 days ago

It's A Great Experience to Learn Digital Marketing In PIIDM had a very good experience in learning new skills with MR Akash Sir. He is so genuine and he cleared each doubt so easily. His lectures were exciting and realistic, thank you sir for your motivation and because of you i highly recommend PIIDM



**Kishor Yadav**

10 review

★★★★★ 6 days ago

The best institute to learn digital marketing is PIIDM had a very good experience in learning new skills with vijay sir and Akash sir. They teach us genuinely basic to advance. Akash sir and his lectures were exciting and realistic, and he always motivated his students to explore and mainly focus on practical learning. THANK YOU PIIDM N ALL MENTOR.

# What Our Scholars Have To Say



**Sakshi Hadke**

1 review

★★★★★ 2 weeks ago

PIIDM is one of the best known institute for Digital Marketing in Pune. A very useful training program, especially for beginners, and those who are like to start a career in Digital Marketing...I have completed a digital marketing course from PIIDM.Special Thanks to AKASH SIR, He is an excellent teacher!



**Paramjeet Chawla**

2 review

★★★★★ 6 days ago

BEST TEACHING IN SIMPLE MANNER, GOOD TRAINING BY TRAINER KIRTI MAM  
EASY EXPLANATION OF EACH DIGITAL MARKETING CONCEPT, HIGHLY  
RECOMMENDED FOR EASY LEARNING OF DIGITAL MARKETING



**Supriya Kuskar**

1 review

★★★★★ 6 days ago

The best place to learn digital marketing is PIIDM had a very good experience in learning new skills with Akash Sir he is so genuine and he cleared each doubt so easily!



**Abhinav Bhagat**

1 review

★★★★★ a week ago

Piidm has taught digital marketing from scratch. Akash Saxena is an excellent mentor and has deep understanding of Marketing domain. I highly recommend this course those who are looking to become a digital marketer and want to learn things from scratch to advance level.



**Fatima Zara**

1 review

★★★★★ a week ago

Thank you PIIDM. the way of teaching is one of the best I have ever seen, and the knowledge is beyond limits. I recommended this institute for those who want to know about digital marketing, Akash Sir is an excellent tutor, very helpful - supportive

# What Our Scholars Have To Say



**Teena Prasant**

2 reviews

★★★★★ a week ago

The course offered by PIIDM is one that is well-planned. It is designed in a way that caters to the needs and potential of different individuals with various talents and intellectual capabilities. Akash sir is well equipped with knowledge and experience that helps us to gain knowledge. His style of teaching and his interactions with the students is highly commendable



**Arti Bora**

1 review

★★★★★ a week ago

Very well designed course. It was conducted by Aakash Sir & though it was an online course, all our queries were taken into consideration & he explained to our satisfaction. The sessions were very lively & interactive.



**Prashant Narsikar**

12 reviews · 2 Photos

★★★★★ a week ago

I have recently completed my digital marketing course from this institute under the guidance of Shreya Mam. Thanks for all the knowledge and support. Even after the course completion the support team and Shreya Mam is there to help me and after starting the interview I have been placed within a 15 days. It was my best experience in this institute



**Ashish Navlani**

2 reviews

★★★★★ a week ago

Had an amazing experience at PIIDM especially our mentor Vijay Sir is very knowledgeable and his classes were very engaging and interactive, His teaching style makes learning enjoyable, while his extensive expertise in the field ensures valuable insights. Highly recommended for an engaging and enriching learning experience



**Alankriti Ahuja**

8 reviews · 1 Photo

★★★★★ a month ago

I learned the digital marketing course from PIIDM. It was a wonderful experience and I learned a lot from here. Vijay Sir and Shreya Ma'am taught us well and we completed the course with a great deal of knowledge and confidence.

# What Our Scholars Have To Say



**Savi Kenjale**

3 reviews

★★★★★ a month ago

I have just completed my Course at piidm. I can definitely say it's the best institute to learn digital marketing . Vijay Sir was very helpful he cleared all our concepts . My confidence level has increased after completing all the practical projects given by them .



**Utkarsh Bhargat**

6 reviews · 1 Photo

★★★★★ a month ago

Just completed my course at PIIDM! I was honestly a great experience learning digital marketing from PIIDM. Also, Vijay Sir & all other staff are very cooperative. Enjoyed alot!!



**Varun Jain**

1 review

★★★★★ a month ago

PIIDM is one of the Best training institute for Digital Marketing. I got the training under the guidance of Akash Saxena Sir. He is a very good mentor & has a brilliant way to inculcate confidence related to Digital Marketing. His make focus is on practical learning. I highly recommend Akash Sir and PIIDM for Digital Marketing course



**Aditi Patil**

1 review

★★★★★ a month ago

PIIDM is the best digital marketing institute,I had a wonderful experience here. Akash saxena is an excellent tutor ,very helpfuland supportive. Thankyou sir for your motivation and because of you i highly recommend PIIDM



**Rutuja Sonmale**

1 review

★★★★★ a month ago

This is my first course in digital marketing, and I thoroughly enjoyed it. Mr. Akash Saxena sir was friendly, and I enjoyed his teaching style. Simple explanations and a wide range of examples assist in my understanding. It's a fantastic opportunity to learn about the theory and practice of digital marketing. Thank you Akash sir & PIIDM.

# Live Projects

## What Is Live Project & Case Studies

In a live project, the student is given an existing brand to work on in real-time with set goals, within a specific deadline. It is a chance to apply the theory learnt practically. It is a great opportunity to gain hands-on experience in creating posts, ad campaigns, website landing pages, etc.

## How Does It Works

The student will be assigned an existing brand or will be asked to create their own brand. You will be working in collaboration with real time practitioners to create Digital Marketing strategies, advertisements, campaigns, websites, etc. based on the brand guidelines and objectives.

## Outcome

The live projects prepare you for the agency life ahead and provides full exposure to the ongoing in a Digital Marketing company. It equips you with the expertise to deal with any Digital project that may come your way. We don't just teach you, we make you industry ready



# Tools You Will Master



# Students Life & Certification

On completion of the course, you will be assisted to crack 15+ valuable certificates under different domains



## Placements

PIIDM is associated with 600+ placement partners across cities. Some of them are:



The world is  
When will you? going digital

**The World Is  
Going Digital,  
When Will You?**

**Enroll Now**

## Our Branches

### FC Road, Pune

Shivank 404, 6th Floor,  
Opt To Venus Trader Apte  
Road, Pune - 411004

### Pimple Saudagar, PCMC

Opt To Dutt Mandir, Vision 9 Mall,  
Office 401, 4th floor, Kunal Icon Rd,  
Pune, Maharashtra 411027

**Contact Us :** 📞 **+91-9607355959**  
📞 **+91-8552077668**  
🌐 **<https://piidm.com>**

