



AI INTEGRATED **CERTIFIED DIGITAL** **MARKETING ASSOCIATE**

We Build **Creators,** Not Just Marketers.

Step into Kerala's #1 digital marketing academy where creativity meets career growth.



About CDMA

AI-Integrated Certified Digital Marketing Associate (CDMA) is a 4-month, online, internship-integrated program designed for creators, hustlers, and career-shifters. Learn by doing from SEO and social media to marketing automation, AI-powered tools, and real-world execution.

LAUNCH REAL CAMPAIGNS

BUILD YOUR BRAND

GET JOB-READY

And yes, we stay with you until you're placed.



Why CDMA?

95% Placement Rate
We don't just teach, we place.

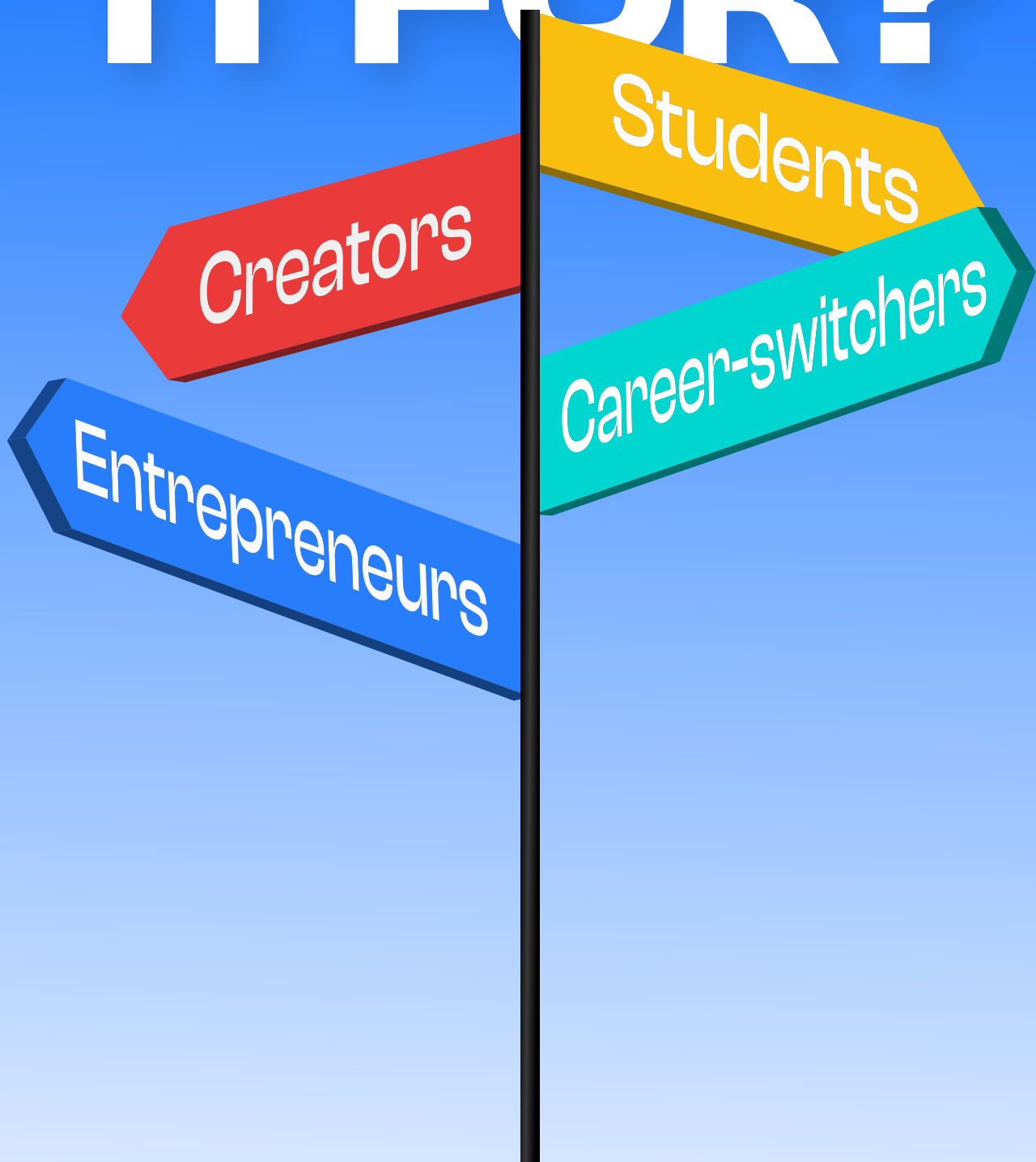
Internship Integrated
Gain agency-level experience.

Hands-On Curriculum
No fluff, only real-world skills.

AI-Enabled Learning
Stay ahead with cutting-edge tools.

Job-Focused Approach
Built to get you hired, fast.

WHO IS IT FOR?



Our Guest Mentors



**Akshin
Nair**

Freelance Performance
Marketing Consultant



**Favour
Francis**

Founder, OBW India

Our Guest Mentors



**Shan A
Salam**

Founder,
The eCom Show



**Shebin
PT**

Performance Marketing
Manager, WPPMedia

What You'll Learn

Search Engine Optimization

- Introduction to SEO & Search Engines
- Google Process: Crawling, Indexing, Ranking
- Keyword Research & Keyword Types
- On-Page Optimization: Snippets, Meta Tags, Images, Content
- Blog Optimization & Rank Math SEO
- Off-Page SEO: Backlinks, Citations, Submissions
- Blogger & WordPress Setup + GSC Integration
- Google Search Console, GA4 & GTM Basics
- Core Web Vitals & Technical Essentials
- Advanced SEO: Schema, Robots.txt, Sitemap, Open Graph
- Google Business Profile
- Keyword research using AI
- Content Mapping, Skills Using Cloud

Social Media Marketing

- Introduction to Facebook & Instagram Ads

- AIDA Funnel & 5 Pillars of Social Media Marketing
- Facebook & Instagram Setup + Linking
- Meta Ads Manager Overview
- Campaign Objectives: Awareness, Traffic, Engagement, Leads
- Ad Creation: Image, Video, Carousel
- Retargeting: Video, Leads, Events, Instagram, Instant Experience
- Meta Business Manager Setup & Permissions
- Ads Metrics & Analytics

Google Ads

- Google Ads Introduction & Fundamentals
- Quality Score, Ad Rank & Keyword Types
- Google Ads Account Setup
- Keyword Research
- Integrations: GA4, GBP, Website, Youtube
- Campaign Objectives & Types (Search, Display, Shopping, Video, App, PMax)
- YouTube SEO Basics, Video Upload, Analytics
- Conversion Tracking (Calls, Forms)
- Google Ads Practicals
- Performance Marketing Basics & Certifications

LinkedIn Organic Marketing

- Profile Creation and Optimization
- Content Frameworks and Engagement Strategy

Special Sessions

- Ai
- HR
- LinkedIn

Master the Tools That Shape the Industry

 Meta Ads Manager	 Meta Ads Library	 Google Trends	 Google Ads	 ahrefs
 Canva	 HubSpot	 Google PageSpeed Insights	 Google Analytics	 MOZ
 Google Keyword Planner	 SEMRUSH	 WORDPRESS	 WEBIMAX	 SEOptimer
 grammarly	 Ubersuggest	 Google Ads Transparency Center	 Google Ad Manager	 SpyFu

AI Tools

 Eleven Labs	 NotebookLM	 ChatGPT	 Engage AI	 KLING AI
 resumA.I.	 Leonardo.Ai	 PromptPerfect	 Gemini	 Claude 3
 Adobe Firefly	 Ideogram	 invideo	 Gamma	 HeyGen

Top Career Paths Post-CDMA



Digital Marketing
Executive



Social Media
Expert



SEO/SEM Specialist



PPC Manager



AI Automation
Expert



Creator

and endless freelancing or startup possibilities.



Duration

**4 Month Internship
Integrated Program**

Certifications



What Makes This Course Unique



Industry Oriented Updated Curriculum



Live Online Classes & Interactive Learning



Dedicated Learning Platform



Industry Top Mentors



100% Placement Assistance



Lifetime Membership



**DotinKerala's Finest Agency
Based Digital Marketing Campus**

About Dotin Digital Academy

We only focus on providing digital marketing training, taught by expert digital marketers. We've created various flexible programs to meet any learner's goals. Whether you're looking to switch careers, upgrade your skills, or start a new career in digital marketing, we have the perfect course for you. The hands-on aspects of our courses offer practical insights into how to succeed in digital marketing. With ongoing assessment and supportive tutors, we can help you reach your full potential.



100% Placement Assistance

We don't Just Educate, We Provide 100% Placement Assistance.



International Certifications

Grab your international certifications in Digital Marketing with Dotin Academy.



Industry-Aligned Learning

Modern education need updated & relevant curriculum.



15 Remarkable Startups To Impact Business in 2023

95% PLACEMENT RATE, THIS ISN'T JUST OUR PROMISE, IT'S OUR RECORD.





VISION & MISSION

Our Vision: To Be The Creative Force Behind India's Top Digital Marketers.

Our Mission: Equip learners with the skills, confidence, and purpose to thrive in the digital world.

**Beyond Education,
We Shape Confidence.
Beyond Knowledge,
We Foster Purpose.**



Founder's Note

"We don't create job-seekers. We build creators, leaders, and problem-solvers ready to disrupt the digital space."

HAMZAD BASHEER
Founder & CEO

Meet Our Top Mentors



Startups From Dotin

Welcome to a dynamic hub of creativity and innovation, where the relentless spirit of our students coverage with entrepreneurial zeal to create groundbreaking startups



GORA
Founders: Amrutha Murali & Gopika K



THREADSDOT
Founder: Fadhil



META VERSE
Founders: Muhammed Uvais



Elevate
Founders: Amrit Krishna



The Cent Percent
Founders: Riyaz Majeed & Abhinand Sanil



Decode Creatives
Founders: Napoleon Simon & Amal Saleem

Our Alumni Excel in the Professional World



& MORE

FAQs

Is this course practical?

100%. You'll run real campaigns, build websites, and work like a pro.

Is placement guaranteed?

We offer 100% placement assistance and a 95% placement record.

Is AI part of this course?

Yes, this is one of India's first AI-integrated digital marketing programs.

Is it online or offline?

Currently available for offline batches only (Thrissur, Calicut, Trivandrum & Kochi).

Life At Dotin



Learn Today, Lead Tomorrow.

Join the Dotin Community—Where Creators Are Made.



+91 807 5727 327, +91 884 8247 030

2nd Floor, City Castle Building, East Fort
Junction, Thrissur, Kerala 680005

+91 907 2700 017, +91 892 1548 331

2nd Floor, Pukalakkat Madhuramittam
Tower, Edapally, Kochi, Kerala 682 024

+91 812 9677 319, +91 929 2137 319

3rd Floor, PTC Tower SS Kovil Road
Thampanoor, Trivandrum 695001

+91 8075 727 327, +91 8089 888 159

Qatar Plaza, Wayanad Rd, East Nadak-
kave, Kozhikode, Kerala 673006

www.dotinacademy.com