Skidemy
SKILLACADEMY

ADVANCED DIGITAL MARKETING WITH AI

Master Marketing. Powered by AI.

4 months, 14 modules, trending AI tools, a real client internship and a Job Guarantee* — taught live from Ratlam (MP).

- 14-day refund
- Job Guarantee*
- Real client internship
- Easy EMI
- Free premium AI tools*

Live online classes now · Offline classroom in Ratlam coming soon

₹15,999	4 months	10 seats	Starting soon
Easy EMI · 10% off full payment*	14 modules	Per batch	Next batch

01 WHY SKIDEMY

Real Skills. Real Work.

Skidemy Skill Academy is a digital marketing institute in Ratlam, Madhya Pradesh, founded in October 2026 by digital marketer Rahul Arora. It offers live, 100% practical digital marketing courses — Advanced Digital Marketing with AI (₹15,999, 4 months), SEO Mastery (₹5,999, 1.5 months) and Digital Marketing Foundation (₹6,999, 1.5 months) — in batches of maximum 10 students, taught in Hindi and English. Classes are live online today, with an offline classroom in Ratlam planned. The Advanced course includes trending AI tools, a real client internship, a 14-day refund, Easy EMI and a Job Guarantee (T&C apply).

RA

Rahul Arora — Founder & Lead Trainer

For 5+ years I have handled 100+ clients in the UK, USA, Australia, New Zealand, UAE and India — from global IT companies to dental clinics, eco-friendly products, logistics, furniture, automotive and NDIS providers — ranking websites, running ad campaigns and bringing in leads.

"I teach exactly what I do for paying clients. If it doesn't work in the real world, it doesn't go in the syllabus."

02 WHY NOW

The Demand Is Real.

8 lakh+

digital marketing job openings in India every year

Source: EICTA, IIT Kanpur (May 2026)

50 lakh

digital marketing jobs projected in India by 2027

Source: EICTA, IIT Kanpur (May 2026)

₹2.5–5 LPA

typical fresher salary in digital marketing

Source: EICTA, IIT Kanpur (May 2026)

35–40%

of digital marketing roles are remote or hybrid

Source: Kraftshala (Sep 2026)

Ratlam is famous for its sev, gold and sarees — and every one of these businesses now competes on Google, Instagram and WhatsApp. Most local shops, clinics and coaching centres still have no one to run their online marketing. That gap is your opportunity.

03 AT A GLANCE

Your Course in One Look.

₹15,999
Easy EMI · 10% off full payment*

4 months
14 modules, live

Max 10
Students per batch

Hindi + English
Live online

The complete job- and freelance-ready course: 14 modules, trending AI tools, real client internship and portfolio.

04 THE SKIDEMY PROMISE

8 Reasons to Trust Us.

14-Day Refund
Attend the first 14 days of live classes. Not the right fit for you? Get 100% of your fee back.

Job Guarantee*
Give the course your full effort and we arrange interviews and recommend you until you're placed.

AI Tools, Practically
Use Google AI Studio, Flow, Manus AI, HeyGen and more trending AI tools on real marketing tasks every week.

Real Client Internship
Work on a real business account from our 100+ client network, guided by the trainer, in your final month.

Free Re-Learn Pass
Missed a class? Re-attend those topics free of cost in any upcoming batch for a full 12 months.

Easy EMI Available
Pay in easy EMIs by UPI, card, cash or bank transfer. Transparent fees, no hidden charges.

Free Premium AI Tools*
Attend consistently and learn with focus to get free premium AI tools access for 3–6 months.

10% Off Full Payment*
Pay the full course fee at once and save 10%. Prefer instalments? Easy EMI is always available.

🎁 **Pay in full, save 10%*** · or choose Easy EMI. **Free premium AI tools for 3–6 months*** for students who attend consistently and learn with focus.

*T&C apply — full terms at skidemy.in/terms-and-conditions/

05 SYLLABUS

What You'll Master.

14 modules · every module ends with a hands-on task reviewed by the trainer.

01 Digital Marketing Foundations
How businesses get customers online · Owned, earned and paid channels · Customer journey and buying behaviour · Career paths: job, freelance, agency

02 Website Building with WordPress & Elementor
Domain, hosting and WordPress setup · Building pages with Elementor · Landing pages that convert · Speed and mobile optimisation

03 SEO: On-Page & Technical
Keyword research with AI and pro tools · Titles, meta, headings, internal links · Schema, sitemaps, robots.txt, canonicals · Core Web Vitals and site audits

04 SEO: Off-Page & Link Building
Quality backlinks vs spam · Guest posts and digital PR · Competitor backlink analysis · Avoiding Google penalties

05 Local SEO & Google Business Profile
Ranking in Google Maps · Profile optimisation and posts · Reviews and citations · Local SEO for clinics, shops and services

06 AI Search: AEO & GEO
How ChatGPT, Gemini and Perplexity pick sources · Writing content AI search can cite · FAQs, schema and topical authority · SEO vs AEO vs GEO

07 Content Marketing with AI
Blog strategy · Prompting & workflows in Google AI Studio · Editing AI content so it ranks · Content calendars

08 Social Media Marketing
Instagram, Facebook, LinkedIn, YouTube · Reels, carousels and stories that grow · Hooks, hashtags and posting strategy · Building a personal brand

09 Graphics & Video with AI
AI video with Google Flow & HeyGen · AI voice-overs with ElevenLabs · Design and Reels editing · Ad creatives that get clicks

10 Meta Ads (Facebook & Instagram)
Ads Manager, Pixel and Advantage+ · Audience targeting · Lead and WhatsApp campaigns · Budgeting, A/B testing and scaling

05 SYLLABUS

Modules 11–14.

11 **Google Ads**
Search, Display, YouTube and Performance Max · Keyword match types and AI bidding · Conversion tracking · Lowering cost per lead

12 **Email, WhatsApp & Automation**
WhatsApp Business and broadcasts · Email marketing basics · AI agents with Manus AI · Zapier/n8n lead follow-up automations

13 **Analytics & Reporting**
Google Analytics 4 and Search Console · Data analysis in Google Colab · Client-ready reports · Turning data into decisions

14 **Freelancing, Portfolio & Career**
Building your portfolio website · Upwork, Fiverr and LinkedIn for clients · Pricing, proposals and outreach · Resume and mock interviews

06 HOW YOU LEARN

See It. Do It. Get Reviewed.

1
See it done live
The trainer shows the task on a real website or ad account.

2
Do it yourself
You repeat it on your own project, with help when you get stuck.

3
Get your work reviewed
The trainer checks your work and shows how a client would judge it.

Most institutes spend weeks on definitions. At Skidemy, every concept is shown on a live example and then you do it yourself on your own laptop: you build the website, you set up the ad, you fix the SEO problem. You finish with a certificate and a portfolio of real work.

07 AI TOOLS

Work Faster With AI.

Trending AI tools, taught on real tasks.

G **Google AI Studio** · Build with Gemini
Prompt, test and build AI assistants and content workflows on Google's Gemini models.

G **Google Flow** · AI filmmaking
Turn text prompts into cinematic video clips and ad scenes with Google's Veo models.

G **Google Colab** · Data & automation
Analyse campaign data and automate reports in cloud notebooks, with no setup needed.

M **Manus AI** · AI agent
Hand off multi-step research, competitor analysis and report tasks to an AI agent.

H **HeyGen** · AI video
AI avatar and multilingual videos for ads, explainers and social media.

E **ElevenLabs** · AI voice
Natural voice-overs in Hindi and English for reels, ads and videos.

G **Google Ads AI** · Paid ads
Performance Max and AI-powered bidding, assets and audience targeting.

M **Meta Advantage+** · Paid social
AI audiences and creatives for Facebook and Instagram ad campaigns.

Z **Zapier / n8n** · Automation
Auto-capture leads and send WhatsApp and email follow-ups automatically.

Plus AI search optimisation (AEO/GEO): how to get a business recommended in ChatGPT, Gemini, Perplexity and Google AI Overviews — the skill few marketers have yet.

Build Your Portfolio.

- **Your own WordPress website** — Built with Elementor, optimised for speed and SEO.
- **Google Maps ranking for a local business** — Set up and optimise a Google Business Profile.
- **Full SEO audit report** — Find and fix real issues on a live website.
- **Meta lead generation campaign** — Plan, launch and report on a live Facebook/Instagram ad.
- **Google Search ads campaign** — Keyword research, ad copy, tracking and optimisation.
- **Real client internship** — Work on a real business account in the final month.

Earn Your Certificates.

- **Skidemy Course Certificate** — Course completion certificate from Skidemy Skill Academy, Ratlam.
- **Google Ads Certification** — We guide you to pass Google's free Ads certification exams.
- **Google Analytics (GA4)** — Prepare for Google's free Analytics certification with real GA4 data.
- **HubSpot Certification** — Earn HubSpot's free inbound and content marketing certificates.

08 YOUR JOURNEY

From Class to Career.

1
Enquire on WhatsApp
Tell us your goal and we suggest the right course.

2
Reserve your seat
Pay the first EMI. Max 10 students per batch.

3
Learn by doing
Real projects and AI tools every week.

4
Real client internship
Work on a real business account in the final month.

5
Interviews & placement
Meet the Job Guarantee* criteria and we arrange your interviews.

09 DOUBTS

Questions? Answered.

I'm not from a marketing background.
The course starts from zero. Students from B.Com, BA, B.Sc, BCA and even 12th pass learn it here.

Will online classes really be practical?
Classes are live, not recorded. You work on your own laptop and the trainer reviews your work.

What if I miss a class?
The Free Re-Learn Pass lets you re-attend missed topics in any batch for 12 months.

What if it's not right for me?
Take the 14-Day Refund: attend two weeks of classes and get 100% of your fee back.

Can I afford it?
Easy EMI is available, or save 10% by paying in full. Fees start at ₹5,999 — a fraction of big brands.

Will I actually get a job?
You get a portfolio, a real client internship, interview practice and our Job Guarantee*.

10 Seats. Reserve Yours.

Next batch starting soon · 14-day refund · Easy EMI · 10% off on full payment*

Live online classes now · Offline classroom in Ratlam coming soon

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