

PIDL 
PRAAVI INSTITUTE
OF DIGITAL LEADERSHIP



Where Creativity
Meets Innovation





About Us Who We Are

In a world full of online courses and copy-paste classes, PIDL is different. We are a grassroots digital leadership academy built by the founders of Praavi Group — a company that has helped 50+ brands grow across India. At PIDL, students learn directly from professionals, work on real projects, and graduate with confidence — not just a certificate.

✓ Built by industry practitioners | ✓ Backed by successful digital companies | ✓ Project-based learning model



Whats Included in the course ?

Foundations of Digital Marketing

Traditional vs Digital Marketing
Digital Channels & Marketing Funnel
Introduction to essential tools

Website & SEO

Basics of websites, domains & hosting
On-page, Off-page & Technical SEO
Keyword research & SEO content writing
Google My Business & Local SEO

Paid Ads & Performance Marketing

Google Ads (Search, Display, Video)
Meta Ads (Facebook + Instagram)
Targeting, A/B Testing & Conversions
Overview of LinkedIn & YouTube Ads

Social Media Marketing

Building brand presence on FB, IG, LinkedIn
Content strategy: Posts, Reels, Carousels
Influencer marketing & community building
Online reputation management (ORM)

Content & Email Marketing

Copywriting basics (AIDA, storytelling)
Blogging for SEO & brand building
Email campaigns & automation tools

Analytics & Reporting

Google Analytics (GA4) basics
Key metrics: CTR, CPL, CPA, ROAS
Reporting & dashboards

Career & Industry Prep

Freelancing & portfolio building
Resume & interview preparation
Case studies & live projects
Ethics & compliance in digital marketing

Tests & Practice

Weekly assessments (MCQs + practicals)
Final project: Complete Digital Marketing
Strategy



Why Choose PIDL?

Skill-Focused Learning

Every session is designed to build a real-world skill: running an ad, writing a caption, designing a visual, or building a website.

At PIDL, you'll graduate with a portfolio of work you've actually done, not just notes you've memorized.

Mentors, Not Just Trainers

Our trainers are not college lecturers — they're marketers, designers, developers, and creators who work daily at Praavi Group and its ventures.

They bring stories from client meetings, campaign wins, and real challenges — giving you insider insight into the digital world you're entering.

Real Projects, Real Tools

From Day 1, you'll use tools like Meta Ads Manager, Canva, WordPress, CapCut, and Google Analytics.

You'll work on live brand briefs, create posts for real campaigns, and build solutions that are reviewed by mentors and applied to actual business contexts.

Career Support + Placement

Whether you want to freelance, get hired, or start your own brand — PIDL prepares you for all three.

We help you create a strong portfolio, prep for interviews, and offer placement and internship opportunities through our own ecosystem: Webakoof, Praavista, Derivative Bharat, and more.



Industries We Work With

Our students don't just practice on dummy brands. They will work on real clients

Healthcare & Wellness

Skincity, Kerala
Ayurveda

From advanced skincare solutions to holistic Ayurvedic healing, we've helped healthcare brands connect with audiences through trust-driven campaigns, patient testimonials, and strong digital presence.



Retail & Fashion

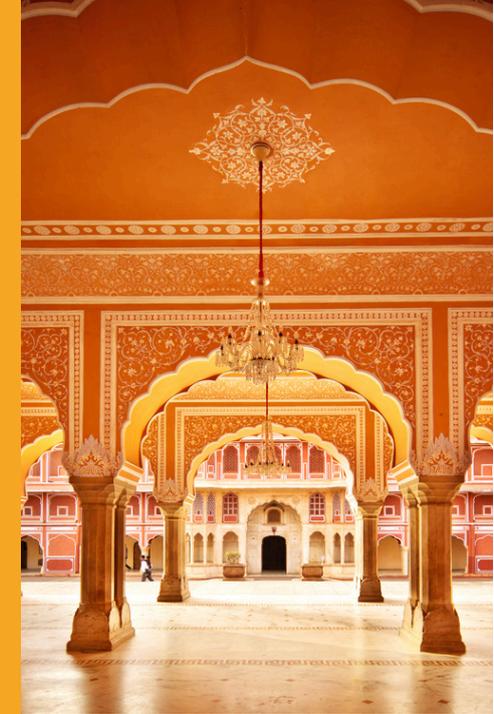
Ambika Jewellers,
Vastrani

Whether it's timeless gold jewellery or trendy fashionwear, we create compelling visual storytelling, Instagram reels, and conversion-friendly campaigns that bring style and sales together.

Education

Tigerish,
Newton Academy

We help educational institutions build credibility and enrollments by crafting smart content, result-focused campaigns, and community-building strategies that resonate with parents and students alike.



Events & Culture

Pune Book Festival,
Derivative Bharat

From reviving reading habits to heritage tourism, we blend cultural storytelling with modern social media formats — podcasts, reels, influencer collabs — to spark massive audience engagement.

The Praavi Legacy

Built on Experience. Driven by Impact.

For over 5 years, Praavi Group has been at the forefront of digital transformation, helping 50+ brands grow through marketing, design, technology, and strategic consulting. From small startups to cultural movements, from local businesses to national campaigns — our work has touched lives and shaped brands across India.

Praavi Consultants

Full-service digital marketing agency with clients in healthcare, education, energy, and lifestyle.



Webakoof

Web development brand helping businesses go digital with stunning, affordable websites.



Praavista

A business management software solution designed for MSMEs to automate and scale.



Derivative Bharat

A heritage tourism and storytelling platform blending culture with commerce.

Vastrani

Fashion brand supporting women's entrepreneurship and cultural elegance.

What Makes Us Unique

✓ Trusted by
50+ brands

10+ in-house
digital &
creative teams

Portfolio that
spans real estate,
education, health,
fashion, and more

✓ Founder-led,
grassroot-driven,
result-oriented
execution



**PIDL is not a shortcut to success. It's a gateway into
the world we've already built — now open to you**



What's Included in the Fee

Weekend classroom sessions (16+ sessions)

Real project work (ads, websites, creatives)

Access to premium tools (Canva Pro, ChatGPT, etc.)

Printed certificate from PIDL

Mentoring for freelancing, job prep, and startups

1-on-1 review session at course end

**Learn high-income skills like ad creation, video editing, copywriting & website building
- even one freelance project can recover your fee ✨**