

LEARN DIGITAL MARKETING WITH AI



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DIGITAL MARKETING

ADVANCE COURSE – SYLLABUS

This course builds on the foundation by going in-depth into tools, pro versions, campaign creation, and certifications

ADVANCED GRAPHIC DESIGN & VIDEO EDITING

- Canva Pro Features & Branding Kits
- AI-Powered Tools in Canva
- Intro to Adobe Spark / CapCut / Filmora
- Professional Video Editing (transitions, captions, reels, YouTube content)

ADVANCED WORDPRESS & WEBSITE MANAGEMENT

- Custom Themes & Page Builders (Elementor)
- Website Security & Backup Tools
- Handling Technical Issues (speed, plugin conflicts, errors)
- Intro to E-Commerce (WooCommerce Basics)

CONTENT STRATEGY & BLOGGING (PRO LEVEL)

- Content Repurposing Across Channels
- Long-form Blog SEO Optimization
- Guest Posting & Content Collaboration
- Using AI Tools (ChatGPT, Jasper) for Content Creation

ADVANCED SEO & SITE AUDITING

- In-depth Keyword Research (SEMrush, Ahrefs, Ubersuggest)
- SEO Site Audits & Fixing Issues
- Schema Markup Basics
- Mobile & Core Web Vitals Optimization
- Link Building Strategies

PAID ADVERTISING (META ADS & GOOGLE ADS)

- Meta Ads: Full Campaign Setup & Optimization
- Retargeting & Lookalike Audiences
- A/B Testing for Ads
- Google Ads Advanced (Conversion Tracking, Smart Campaigns)
- Landing Page Optimization

EMAIL MARKETING & AUTOMATION

- Mailchimp Pro / Brevo (Sendinblue)
- Automated Drip Campaigns & Segmentation
- A/B Testing Email Campaigns
- Personalization Tactics

ADVANCED ANALYTICS & REPORTING

- Google Analytics (GA4 Deep Dive)
- UTM Parameters & Campaign Tracking

CERTIFICATIONS PREPARATION

- Google Ads Certification
- HubSpot Content Marketing Certification
- Facebook Blueprint Fundamentals



FOUNDATION (BASICS)



Learn fundamentals & tools.



ADVANCED (PROFESSIONAL)



**Dive deep into pro versions,
campaigns, site audits, certifications.**



EXPERT (MASTERY)



**AI, prompt engineering, performance
marketing, analytics, capstone projects.**