

# LEARN DIGITAL MARKETING WITH AI



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COURSES AND BECOME AN  
EXPERT IN YOUR FIELD.  
FLEXIBLE SCHEDULES AND  
EXPERT INSTRUCTORS AWAIT  
YOU.



## LEVEL UP YOUR SKILLS TODAY!

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# SEO TOOLS

Google



 Hootsuite®

 ads

  
SEMRUSH

 ads

 YouTube  
Marketing

Buzzsumo®

MOZ

 Google  
Analytics

Google  
Search Console

 SpyFu

# DIGITAL MARKETING FOUNDATION COURSE – SYLLABUS

This course is designed to give you a strong foundation in Digital Marketing, covering all the essential skills you need to start your journey. Each section will include practical assignments to ensure hands-on learning and real-world application

## INTRODUCTION TO MARKETING & DIGITAL LANDSCAPE

- What is Marketing?
- Traditional vs Digital Marketing
- Evolution of Digital Marketing
- Importance & Emerging Trends in Digital Marketing
- Career Opportunities in Digital Marketing

## GRAPHIC DESIGN FOR MARKETERS

- Introduction to Canva
- Graphic Design Fundamentals (colors, fonts, layouts)
- Working with Free Templates & Elements
- Basic Image Editing (resize, crop, filters)
- Exporting & Sharing Designs (social media, web, print)

## WEBSITE BASICS WITH WORDPRESS

- Introduction to Websites & CMS (WordPress)
- Setting Up a Website (domain, hosting, installation)
- Creating Pages, Blogs, and Posts
- Installing Plugins and Themes
- Designing Navigation & Menus
- Website Optimization Basics (speed & mobile-friendly)



## CONTENT MARKETING & BLOGGING

- Overview of Content Marketing
- Creating a Content Calendar
- Blogging Fundamentals (topics, structure, formatting)
- Tracking Simple Results (engagement & traffic)

## SEO (SEARCH ENGINE OPTIMIZATION)

- Introduction to SEO & Keyword Research
- Types of SEO (On-page, Off-page, Technical, Local)
- On-Page SEO (titles, meta tags, headers, content optimization)
- Off-Page SEO (backlinks, guest posts, directories)
- Technical SEO (sitemaps, robots.txt, indexing basics)
- Local SEO (Google Business Profile setup)

## SOCIAL MEDIA MARKETING

- Introduction to Social Media Marketing
- Facebook Marketing (pages, groups, ads overview)
- Instagram Marketing (stories, reels, content strategy)
- YouTube Marketing (channels, content ideas, SEO for videos)
- LinkedIn Marketing (profiles, company pages, B2B content)
- Social Media Best Practices & Content Scheduling

## EMAIL MARKETING

- Basics of Email Marketing
- Tools for Email Campaigns (Mailchimp, Sender, etc.)
- Creating Email Lists & Segmentation
- Writing Engaging Subject Lines & Emails
- Introduction to Automation (basic drip campaigns)



## GOOGLE ADS (INTRODUCTION)

- What is PPC Advertising?
- Google Ads Interface Overview
- Campaign Types (Search, Display, Video)
- Keyword Targeting & Ad Copywriting Basics
- Measuring Ad Performance (CTR, conversions)

## FACEBOOK & INSTAGRAM ADS (META ADS MANAGER)

- Setting up Ad Accounts & Campaign Structure
- Audience Targeting (interests, behaviors, custom audiences)
- Ad Formats (image, video, carousel, stories)
- Budgeting & Scheduling Basics
- Tracking Performance (reach, engagement, conversions)

## AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- How Affiliate Programs Work
- Choosing Niches & Platforms
- Affiliate Tools & Networks (Amazon)

## ESSENTIAL GOOGLE TOOLS FOR MARKETERS

- Google Tag Manager (basics of tracking setup)
- Google Search Console (monitoring website performance)
- Google Analytics (traffic overview & reporting basics)
- Google Business Profile (local visibility & reviews)



## ONLINE REPUTATION & BASIC ANALYTICS

- Importance of Online Reputation Management (ORM)
- Handling Reviews & Feedback
- Introduction to Analytics Reporting

## What You'll Get from This Course

- **Practical Skills:** Learn by creating blogs, websites, graphics, ads & campaigns.
- **Assignments After Every Module:** Apply concepts immediately.
- **Real Case Studies:** Understand how top brands use digital marketing.
- **Course Completion Certification:** Boost your resume & LinkedIn profile.
- **Internship Opportunities:** Get real-world exposure after course completion.
- **Mock Interviews & Resume Prep:** Be ready for digital marketing job roles.
- **Career Support:** Guidance on freelancing, internships & entry-level roles.





# 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.**