

LEARN DIGITAL MARKETING WITH AI



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COURSES AND BECOME AN
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DIGITAL MARKETING MASTERY COURSE – SYLLABUS

This flagship program prepares learners for leadership roles in digital marketing with advanced strategies, AI tools, performance marketing, and prompt engineering

AI IN DIGITAL MARKETING & PROMPT ENGINEERING

- AI Tools for Content (ChatGPT, Jasper, Copy.ai)
- Prompt Engineering for Marketing (ads, blogs, visuals, SEO)
- AI Tools for Design & Video (MidJourney, Canva AI, Runway ML, Pictory)
- Automation Tools (Zapier, Integromat, HubSpot CRM)
- Predictive Analytics & AI-driven Campaigns

PERFORMANCE MARKETING MASTERY

- Introduction to Performance Marketing (CPA, CPL, ROAS, CAC, LTV)
- Designing Full-Funnel Campaigns
- Scaling Ad Campaigns with Data
- Multi-Channel Ad Management (Meta, Google, LinkedIn, Programmatic)
- A/B Testing & Experimentation Frameworks
- Advanced Retargeting & Conversion Optimization

FULL FUNNEL MARKETING STRATEGIES

- Lead Generation Campaigns
- Conversion Rate Optimization (CRO)
- Marketing Automation & CRM Integration
- Email + Ads + Content Funnel Strategies

ADVANCED SEO & TECHNICAL EXPERTISE

- Technical SEO (crawl errors, indexing fixes, site architecture)
- Advanced Schema & Structured Data
- International SEO & Multi-Language Optimization
- Competitor Analysis with SEMrush, Ahrefs, Screaming Frog

ADVANCED PAID MEDIA & MEDIA BUYING

- Meta Ads Advanced (Scaling Campaigns, Custom Audiences, ROAS Tracking)
- Google Ads Advanced (Display, Video, Shopping, Smart Campaigns)
- LinkedIn Ads (B2B Performance Marketing)
- Programmatic Advertising Basics
- Remarketing & Attribution Models

VIDEO MARKETING MASTERY

- Professional Video Production Workflow
- YouTube Ads & Monetization
- Storytelling & Editing for Conversions

GLOBAL CERTIFICATIONS & CAREER PATHWAYS

- Google Ads Advanced Certification
- HubSpot Advanced Certifications
- Meta Blueprint Professional Certification
- LinkedIn Marketing Solutions Certification



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.**