

Digital Marketing

with **AI & Automation**



Introduction

- Digital World (Social Media & Search Engines)
- HYPE vs HELP
- Understanding the Marketing Strategy
- Introduction to Keywords
- Inbound vs Outbound Marketing

Content Marketing with AI Tools

(Quetext, ZeroGPT, ChatGPT, Gemini, Perplexity)

- Content Writing (Website & Articles)
- Copywriting & Storytelling
- AI & High-Intent Search
- Prompt Engineering for Marketers

Graphics Design

(Canva, Nano Banana, ChatGPT)

- Designing Graphics using Canva
- Sizes for Social Media & Websites
- Introduction to Grids, Stories, Reels & Carousels
- Visual Hierarchy & Colour Psychology
- Canva AI Tools

Introduction to CMS

- WordPress Dashboard
- Themes, Plugins & Page Builders
- Introduction to Page Builders
- Designing Pages with Elementor
- Sections, Columns & Widgets
- Home, Contact & Services Pages
- Landing Page Optimisation

Introduction to SEO

(AI Tools – Moz, Ahrefs, SEMrush, SEOoptimizer, Screaming Frog, PageSpeed Insights, Ubersuggest, SEO Meta 1 Click)

- Need & Types of SEO
- Website Audit

On-Page SEO

- Title Tags, Meta Description, Alt Tags
- Sitemap, Robots.txt, Schema Markup

Technical & Content SEO

- Topic Clusters
- Core Web Vitals

Off-Page SEO

- DA, PA, Spam Score
- Do-Follow & No-Follow Links

Link Building

- Listings, Guest Posting
- Web 2.0 & Social Bookmarking

Social Media Platform

- Understanding Social Media Audience
- Social Media Strategy
- Connection – Interaction – Data
- Neuromarketing
- Digital Marketing Funnel vs Traditional Funnel

Meta

(Facebook & Instagram)

- Dashboard (Page, Account & Meta Business Manager)
- Content Calendar with Copywriting
- Script-Based Content Shoot

Ads Structure

- Campaign → Ad Set → Ads
- Budget, Objective, Audience & Placement

Advanced Setup

- Pixel, Catalogue, Lead Forms
- Instant Experience

Optimisation

- Ad Performance Insights
- ROAS & ROI

Performance Marketing

(Meta & Google Ads)

- Auction Insights
- Automated Bidding
- AI Targeting

Email Marketing

(Mailchimp, Brevo)

- Importance & Benefits of Email Marketing
- Writing High-Converting Email Copy
- Best Email Marketing Practices
- Newsletter Designing

Personal Branding (LinkedIn)

- Profile Optimisation (Core, Recommended, Additional)
- Professional Networking
- Skills, Services & Endorsements

Content Formats

- Articles, Posts & Polls
- Featured Section & Newsletters
- Business Page Creation

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YouTube Channel

- YouTube Channel Optimisation
- YouTube Studio Dashboard

Content Publishing

- Videos & Shorts
- Posts, Polls & Carousels

Advanced Features

- Playlists, Podcasts & Subtitles
- End Screens
- Growth Hacks

Google Ads

(Asset Studio – AI Image, Video & Voiceover)

- Keywords, Auctions & Bidding
- Search & Display Networks
- Conversions, Goals & Conversion Value

Campaign Structure

- Campaign → Ad Group → Ads

Campaign Types

- Search (Responsive & DSA)
- Display & Performance Max
- Video Ads (YouTube & Ad Sequences)
- Demand Gen
- Shopping Ads (Standard & Performance Max)
- Google Merchant Store
- Insights & Optimisation

Search Console & GA4

- Getting Started & Property Verification
- Dashboard Overview
- Audience Tracking & Events
- Goals & Conversions

Influencer Marketing

- Influencer Marketing Statistics
- Types of Social Media Influencers
- Case Studies

ORM (Online Reputation Management)

- Perception vs Reality in Branding
- Managing Complaints on Social Media
- Case Studies

Final Milestone

- Interview Preparation
- Resume Building Tips
- Final Assignment

