LEARN AND GROW

Master Digital Marketing & AI

Who This Course is For

This course is designed to equip participants with actionable skills for India's growing digital economy. With a focus on practical knowledge, hands-on projects, and industry insights, this course caters to students, professionals, and entrepreneurs.

Course Overview

- Course Name: Master Digital Marketing & AI
- Duration: 3 Months (12 Weeks)
- Delivery Mode: Live, Instructor-Led Online Classes
- Schedule: Saturdays, 7-9 PM (Flexible timing available for groups)
- Total Hours: 30 Hours (inclusive of live Q&A and project reviews)
- Instructor: Experienced and Renowned Industry experts with vast experience in Digital marketing & AI
- Certificate of Completion with Project assignment, assessment & Guest lectures

Key Features & Bonuses

- Lifetime LMS Access: Access to session recordings, downloadable study material, and project files.
- Hands-On Projects: Real-time projects tailored for Indian businesses.
- Globally Recognized Certification: Verified credentials upon successful completion.
- Paid Internship Opportunities: Collaborate with Indian startups and SMEs for real-world experience.
- Job Assistance: Personalized resume reviews, interview preparation, and placement support in Indian companies.
- Exclusive Bonuses:
     -10 premium Self-Paced courses worth ₹20,000, including:
    - Google Ads Mastery for Indian Businesses
    - Canva Basics for Content Creation
    - Advanced Social Media Marketing Strategies for India

Detailed Timeline & Course Content

Week 1-2: Introduction to Digital Marketing & AI Basics

1. Digital Marketing Fundamentals:
  - Understanding the AIDA framework and 4Ps of marketing for digital campaigns.

- Comparing digital and traditional marketing: ROI, cost-effectiveness, and scalability.
- Exploring India's digital landscape, key platforms, and consumer behavior.
- Tools: Overview of Google Ads, Facebook Ads Manager, and LinkedIn Campaign Manager.

2. AI in Marketing:
  - Overview of Generative AI tools (ChatGPT, Canva AI, DALL·E).
  - Using AI for automating repetitive marketing tasks like email responses and content ideation.
  - Personalizing user journeys with AI chatbots for lead qualification and support (Indian case studies).
  - Case Study: How Indian startups like Zomato and Swiggy leverage AI to drive growth.

Week 3-4: Website Development & SEO Essentials

1. Website Development with WordPress:
  - Setup: Selecting hosting providers and domains tailored for Indian audiences (e.g., .in domains).
  - Design: Responsive designs that cater to Indian mobile-first consumers.
  - Essential Plugins: SEO (Yoast), analytics, caching tools, and e-commerce setups for Indian payment gateways like Razorpay and PayU.
  - Content Structuring: Crafting service pages, blog categories, and landing pages for conversions.

2. SEO Basics:
  - On-Page SEO: Practical workshops on optimizing title tags, meta descriptions, and content alignment for local keywords.
  - Off-Page SEO: Building quality backlinks through Indian blogs, forums, and local directories.
  - Local SEO: Managing and optimizing Google My Business profiles, handling reviews, and boosting visibility in regional searches.
  - Tools: Ahrefs, SEMrush, Google Search Console (tailored for Indian SERPs).

Week 5-6: Social Media Marketing Mastery

1. Facebook & Instagram Marketing:
  - Page Creation: Setting up and optimizing pages for Indian businesses (language, location targeting).
  - Ad Campaigns: Crafting ads for lead generation, website clicks, and festive offers (Diwali, Holi, etc.).
  - Performance Analysis: Using Facebook and Instagram Insights to measure ROI.
  - Practical Exercise: Launching a campaign targeting Indian Tier 1 and Tier 2 cities.

2. LinkedIn & YouTube Marketing:
  - LinkedIn: Optimizing profiles for B2B leads and creating engaging posts for Indian industries (IT, manufacturing, education).
  - YouTube Marketing: Strategies for growing subscribers, SEO for Hindi and regional languages, and monetization guidelines.
  - Tools: TubeBuddy and VidIQ for insights and optimization.

Week 7-8: Paid Advertising & Email Marketing

1. Google Ads:
  - Crafting campaigns for Indian audiences: Search, Display, Shopping, and Video Ads.
  - Keyword research tailored for India's multilingual searches (e.g., Hindi, Tamil).
  - Enhancing CTR with ad extensions (call, offer, sitelinks) and bid adjustments for local competition.
  - Case Study: Analyzing a successful Indian e-commerce campaign.

2. Email Marketing & Automation:
  - Building email lists using lead magnets like free webinars, whitepapers, and e-books.
  - Designing high-converting email templates for Indian audiences.
  - Automating email workflows for follow-ups and cart abandonment using tools like Mailchimp and Zoho Campaigns.
  - Practical Assignment: Create and automate an email campaign for an Indian festive sale.

Week 9-10: AI-Driven Marketing Strategies

1. AI in Digital Marketing:
  - Using AI to segment Indian audiences based on behavior and preferences.
  - Tools like Jasper AI for creating personalized ads, blogs, and product descriptions.
  - Leveraging AI for predictive analytics in campaign performance (using Tableau or Power BI).
  - Practical: Automating chatbot responses for an Indian e-commerce website.

2. Content Marketing with Generative AI:
  - Writing SEO-optimized blog posts targeting India-specific topics.
  - Designing region-specific creatives using Canva AI.
  - Tools: ChatGPT for captions, Midjourney for visuals, and Grammarly for language corrections in Hinglish.

Week 11: Data Analytics & Marketing Insights

1. Google Analytics 4 (GA4):
  - Setting up goals for tracking Indian consumer actions (purchases, form submissions).
  - Analyzing bounce rates, session duration, and demographics to refine strategies.

2. Google Data Studio:
  - Creating visually engaging dashboards to present Indian campaign performance.
  - Integrating data sources like Google Ads and YouTube for unified reporting.
  - Real-time analytics for optimizing ad spend and conversion rates.

Week 12: Projects, Assessment & Certification

1. Capstone Project:
  - Participants design a full-scale marketing campaign for an Indian brand or service.
  - Focus on budget allocation, targeting, and performance tracking.
  - Live feedback sessions for improvement and refinement.

2. Certification & Career Guidance:
  - Practical + theoretical assessment for certification.
  - Guidance on freelancing opportunities with Indian clients and platforms like Naukri and Fiverr.
  - Resume writing and LinkedIn profile optimization to appeal to Indian recruiters.

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