



DIGITAL MARKETING + AI AUTOMATION

4-6 MONTHS TRAINING PROGRAM

DIGITAL MARKETING + AI PROGRAM FLOW

DIGITAL MARKETING FOUNDATIONS

- Introduction to Digital Marketing
- Marketing Funnel & Customer Journey
- Branding & Online Presence
- Digital Marketing Careers

WEBSITE & LANDING PAGE FUNDAMENTALS

- Website Basics & CMS Overview
- Landing Page Optimization
- UX for Marketing
- Conversion Rate Optimization (CRO)

SEO (SEARCH ENGINE OPTIMIZATION)

- Search Engine Algorithms (Latest)
- Keyword Research (AI-Based)
- On-Page & Technical SEO
- Local SEO & Voice Search
- AI Content Optimization

CONTENT MARKETING + AI

- Content Strategy
- Blog, Video & Visual Content
- AI Content Creation Tools
- Prompt Engineering for Marketers
- Content Performance Tracking

SOCIAL MEDIA MARKETING + AI

- Social Media Platforms Strategy
- Content Calendars
- AI Post Generation & Scheduling
- Influencer Marketing Basics
- Social Media Analytics

PAID ADVERTISING (PERFORMANCE MARKETING)

- Google Ads
- Meta Ads (Facebook & Instagram)
- Campaign Structure & Targeting
- Budget Optimization with AI
- A/B Testing

EMAIL MARKETING & MARKETING AUTOMATION

- Email Marketing Strategy
- AI Email Copywriting
- Automation Workflows
- CRM Integration

AI TOOLS & ANALYTICS, DATA & REPORTING

- AI Marketing Assistants
- Chatbots & Conversational Marketing
- AI Analytics & Predictive Insights
- Google Analytics (GA4)
- AI-Based Reporting Tools
- KPI Tracking

AI TRAINING & SOFT SKILLS (FREE)

- AI for Debugging & Error Fixing
- AI for Code Optimization
- AI Prompt Writing for Developers
- Prompt Engineering
- AI Productivity & Automation Tools
- Resume & Portfolio Creation
- GitHub Profile Optimization
- HR Interview Preparation
- Internship & Job Assistance
- Communication, GD, Teamwork Skills

DIGITAL MARKETING



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