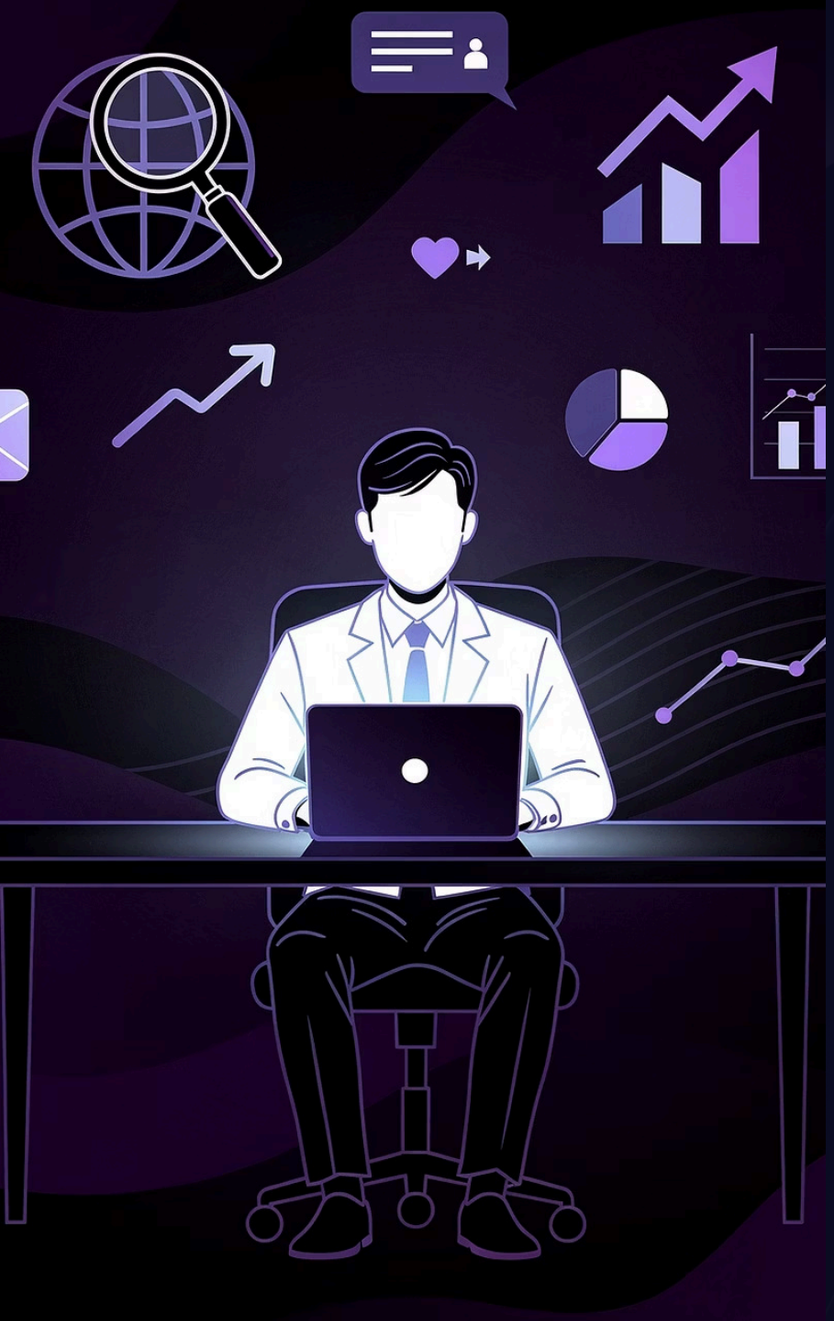


AI-Powered Digital Marketing Course

A comprehensive, career-ready program covering every dimension of modern digital marketing — from SEO and social media to AI tools, automation, and real-world project experience. Built for aspiring marketers who want to lead in the age of artificial intelligence.

18 MODULES | PRACTICAL PROJECTS | CERTIFICATION READY



MODULE 1

Introduction to Digital Marketing

What Is Digital Marketing?

Digital marketing encompasses all online strategies used to connect brands with customers — from search engines and social media to email and websites. Unlike traditional marketing, it offers real-time data, precise targeting, and measurable ROI.

Key Topics Covered

- Traditional vs. Digital Marketing — key differences and why digital wins today
- The role and importance of AI in modern marketing
- Career scope and salary potential in digital marketing
- The Marketing Funnel and Customer Journey — from awareness to conversion

MODULE 2

Website Basics for Marketers

Every digital marketer needs a working understanding of how websites are built and managed. This module demystifies the technical side — so you can confidently manage, optimize, and launch web presences for any brand.



Domains & Hosting

Understand how domains work, how hosting platforms differ, and how to choose the right setup for a marketing website.



WordPress & CMS

Get hands-on with WordPress — the world's most popular CMS — to build pages, manage content, and install marketing plugins.



Landing Pages

Learn the anatomy of a high-converting landing page and how to design pages that drive leads and sales.



UI/UX for Marketing

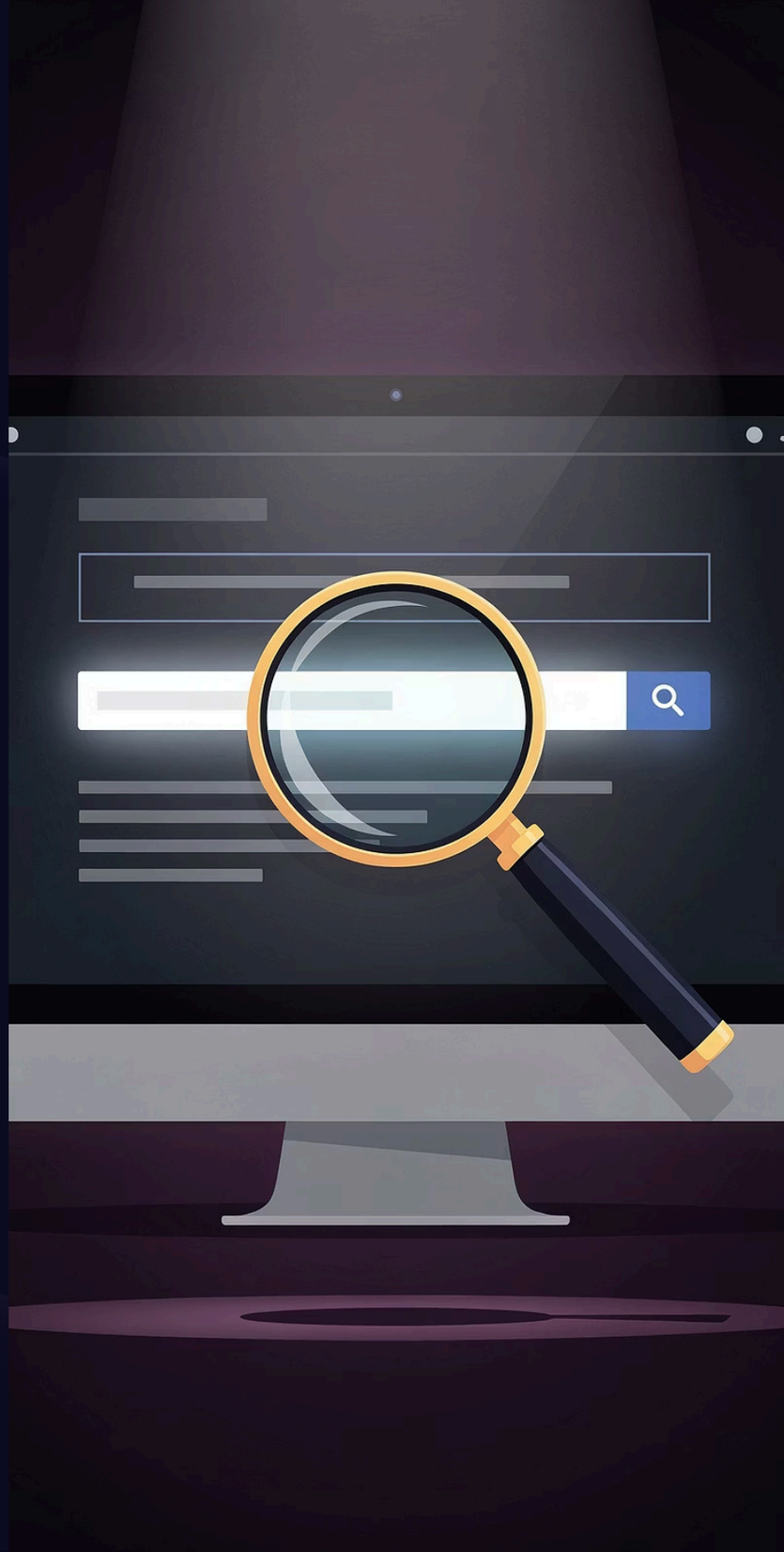
Discover how user experience principles directly impact conversion rates, bounce rates, and campaign performance.

MODULE 3

Search Engine Optimization (SEO)

SEO is the foundation of sustainable organic traffic. This module gives you a complete toolkit — from on-page fundamentals to AI-powered research and technical best practices — to help any website rank higher and attract the right audience.

1. **On-Page SEO**
   Meta tags, headers, alt text, keyword placement, and content structure
2. **Off-Page SEO**
   Link building, domain authority, and brand mentions across the web
3. **Technical SEO**
   Site speed, crawlability, sitemaps, and Core Web Vitals
4. **AI-Powered SEO**
   AI tools for keyword research, content gap analysis, and optimization



MODULE 4

Content Marketing

Strategy First, Content Second

Great content marketing starts with a clear strategy. You'll learn how to define your target audience, map content to the buyer journey, and build a content calendar that keeps your brand consistently visible and relevant.



What You'll Learn

- Blog and article writing for SEO and engagement
- Content planning and editorial calendar management
- AI tools for generating topic ideas and compelling headlines
- Rewriting and refining content with AI assistance

MODULE 5

Social Media Marketing (SMM)

Social media is where brands are built and conversations happen. This module covers the major platforms — Facebook, Instagram, LinkedIn, and YouTube — along with strategies for both organic growth and paid reach, powered by AI tools.

📘 Facebook

Pages, groups, organic reach, and community building strategies

📸 Instagram

Visual storytelling, Reels, Stories, and influencer collaboration

💼 LinkedIn

B2B marketing, thought leadership, and professional networking

▶️ YouTube

Channel growth, video SEO, and long-form content strategy

🤖 AI Tools

AI-powered caption writing, post scheduling, and content ideation

MODULE 6

Performance Marketing & Paid Ads

Paid advertising delivers immediate, measurable results when done right. This module walks you through the full paid media landscape — from Google Ads to Facebook and Instagram campaigns — with AI-powered tools to optimize every dollar spent.

1

Paid Ad Fundamentals

Understand how PPC, CPM, and CPA models work across platforms and when to use each.

2

Campaign Setup & Targeting

Build campaigns from scratch with precise audience targeting by demographics, interests, and behavior.

3

Budget Planning

Allocate ad spend strategically to maximize ROI across channels and campaign objectives.

4

AI for Ad Copy & Optimization

Use AI to write high-converting ad copy, run A/B tests, and automate performance improvements.

MODULE 7

Search Engine Marketing (SEM)



Dominate the Search Results Page

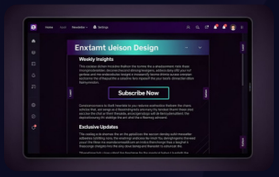
SEM puts your brand at the top of Google — instantly. This module covers the full spectrum of Google advertising formats and the AI tools that make campaigns smarter and more efficient.

- Google Search Ads — keyword bidding and ad rank
- Display Ads — visual banners across the Google network
- Video Ads — YouTube pre-roll and skippable formats
- Remarketing — re-engaging visitors who didn't convert
- Conversion Tracking and AI-powered bid optimization

MODULE 8

Email Marketing

Email remains one of the highest-ROI channels in digital marketing. This module teaches you to build, design, and automate email campaigns that actually get opened — and drive action.



Campaign Creation

Design compelling newsletters with clear CTAs, optimized layouts, and on-brand visuals.



Segmentation & Automation

Segment your audience and set up automated drip sequences that deliver the right message at the right time.



AI for Email

Use AI to craft attention-grabbing subject lines, personalize email content, and improve open and click-through rates.

MODULE 9

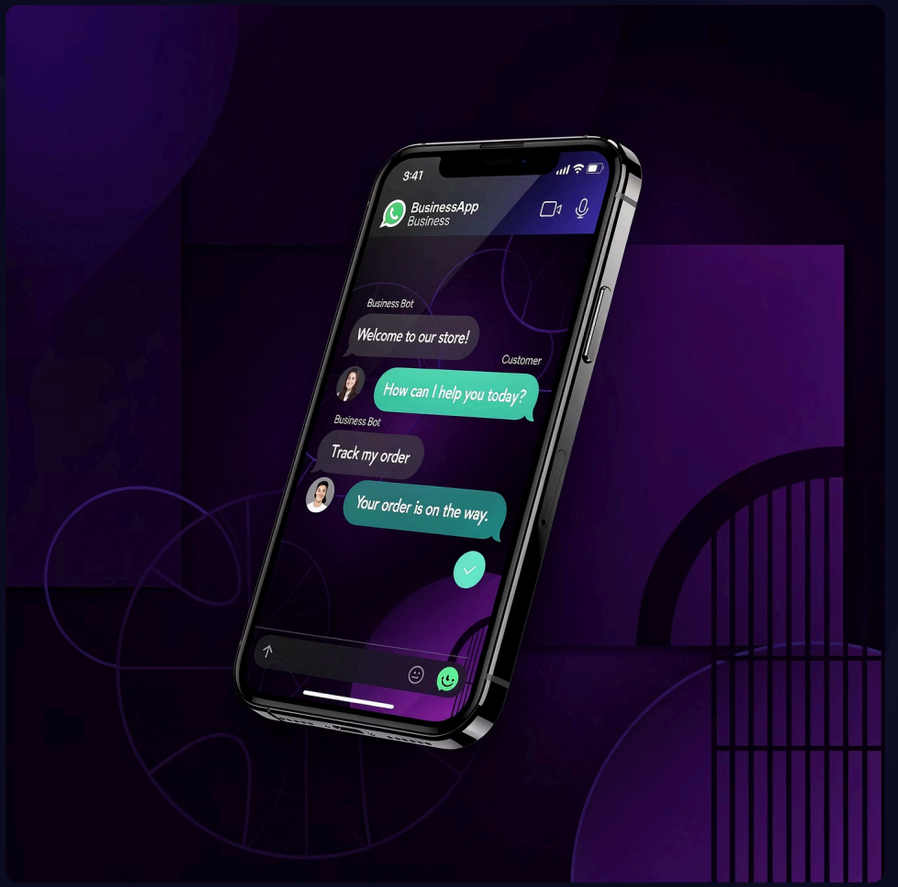
WhatsApp Marketing & Automation

The Power of Conversational Marketing

WhatsApp has over 2 billion users globally and boasts open rates that far exceed email. This module shows you how to harness WhatsApp Business for lead generation, customer communication, and fully automated sales funnels.

Topics Covered

- Setting up WhatsApp Business for professional marketing
- Broadcast messages and targeted list segmentation
- Lead generation and follow-up automation workflows
- AI chatbots for 24/7 customer engagement on WhatsApp
- Building complete sales funnel automation end-to-end





MODULE 10

Graphic Design for Marketing

You don't need to be a professional designer to create stunning visuals. This module equips marketers with essential design skills, practical Canva expertise, and the latest AI image generation tools to produce scroll-stopping creatives.

Design Principles

Color theory, typography, hierarchy, and whitespace fundamentals every marketer needs

Canva for Marketing

Master Canva to design banners, social posts, presentations, and promotional materials quickly

AI Image Tools

Generate professional-grade visuals using AI tools like Midjourney, DALL-E, and Adobe Firefly

MODULE 11

Video Marketing

Video is the #1 Content Format

Video drives more engagement, longer watch times, and higher conversions than any other content format. This module teaches you to plan, produce, and distribute compelling video content — without needing a studio.

- Building a video content strategy aligned to your brand goals
- Creating short-form videos for YouTube Shorts, Reels, and TikTok
- Video editing basics using accessible, professional tools
- AI video tools for automated editing and enhancement
- AI script writing — generate video ideas and scripts in seconds



MODULE 12

Analytics and Reporting

Data transforms good marketers into great ones. This module builds your ability to track, interpret, and act on marketing data — using Google Analytics, Search Console, and AI-powered insights to continuously improve campaign performance.

01

Set Up Tracking

Install Google Analytics and Search Console; configure goals and events to capture meaningful data.

02

Analyze Performance

Read traffic reports, conversion funnels, audience behavior, and channel attribution data.

03

Measure KPIs & ROI

Define campaign KPIs and calculate return on investment across all digital channels.

04

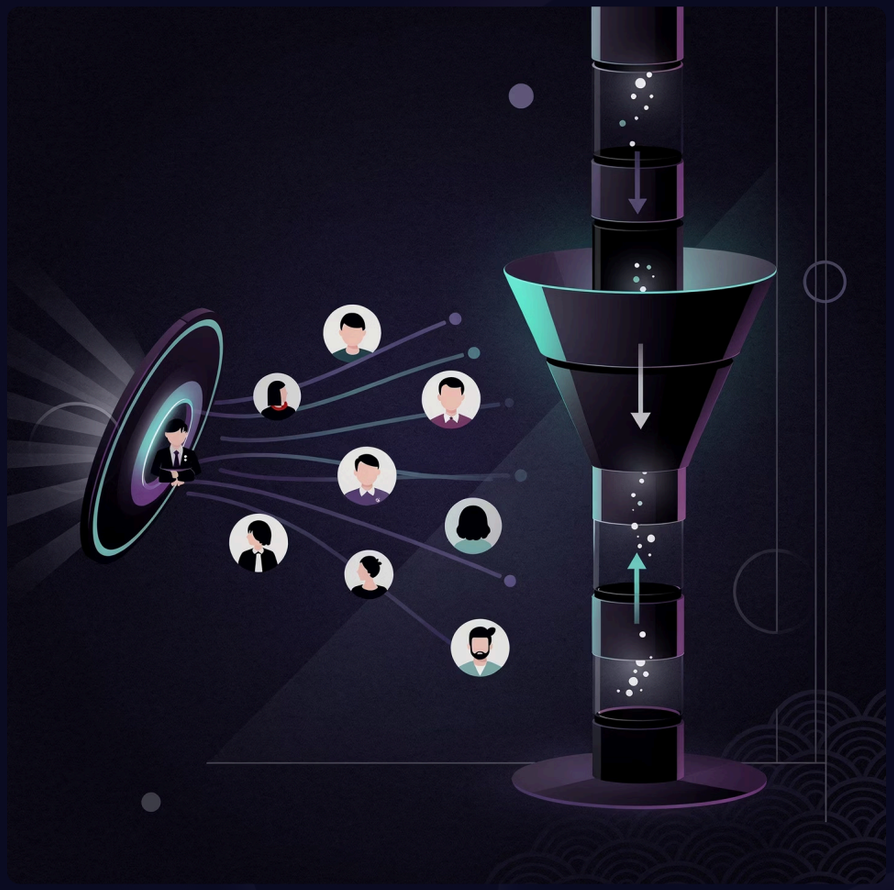
AI-Powered Insights

Use AI tools to identify trends, generate automated reports, and uncover optimization opportunities faster.



MODULE 13

Lead Generation



Turn Strangers into Customers

Lead generation is at the heart of every digital marketing strategy. This module teaches you to build systems that attract, capture, and nurture prospects — from first touch to qualified lead — using optimized pages, smart forms, and AI-powered tools.

- Understanding lead funnel stages and conversion logic
- Landing page optimization for maximum lead capture
- Form design and CTA optimization best practices
- AI tools for personalized lead nurturing and follow-up
- CRM basics — managing and tracking leads at scale



MODULE 14

Affiliate Marketing

Affiliate marketing is one of the most accessible and scalable ways to generate income online — and AI is making it even more powerful. Learn how to promote products strategically, create content that converts, and build affiliate revenue streams.

Affiliate Fundamentals

Understand how affiliate networks, tracking links, and commission structures work in practice.

Promotion Strategies

Use blogs, social media, email, and video to effectively promote affiliate products to targeted audiences.

Commission Models

Learn CPS, CPL, and CPA models — and how to choose high-converting affiliate programs.

AI for Affiliate Content

Generate product reviews, comparison posts, and campaign ideas at scale using AI writing tools.

MODULE 15

Freelancing and Client Handling

Build a Thriving Freelance Career

Skills alone don't build a career — you need to know how to find clients, win projects, and deliver results that keep them coming back. This module prepares you for the real world of freelance digital marketing.

- Finding and landing digital marketing clients from day one
- Top freelancing platforms — Upwork, Fiverr, LinkedIn, and beyond
- Writing winning proposals that stand out from the competition
- Pricing your services confidently and profitably
- Reporting results to clients using dashboards and AI tools



MODULE 16

AI in Digital Marketing

AI is no longer optional — it's the competitive edge. This dedicated module gives you a mastery-level understanding of how artificial intelligence is transforming every corner of digital marketing, plus hands-on practice with the most powerful tools available today.

Keyword Research

AI-powered tools that uncover high-value keywords faster and smarter than manual research

Ad Copy & Content

Generate and test ad headlines, descriptions, and long-form content using large language models

Chatbots & Support

Build AI chatbots that handle customer inquiries, qualify leads, and guide users through purchase flows

Automation & Productivity

Automate repetitive marketing workflows to save time and scale output without extra headcount

Prompt Engineering

Master the art of crafting precise prompts to get the best outputs from AI tools for every marketing task

MODULE 17

Practical Projects

Theory becomes skill through practice. This capstone module challenges you to apply everything you've learned across six real-world projects — building a portfolio that proves your expertise to future employers and clients.



SEO Audit Project

Conduct a full technical and content SEO audit for a real website, identifying issues and delivering a ranked action plan.



Social Media Campaign

Plan and execute a multi-platform social media campaign with defined goals, content calendar, and performance analysis.



Google Ads Campaign

Set up a live Google Search campaign with keyword research, ad copy, audience targeting, and conversion tracking.



Email Marketing Campaign

Design and send a complete email campaign with segmentation, automation sequences, and A/B testing of subject lines.



Lead Generation Funnel

Build a complete lead funnel with a landing page, lead magnet, CRM integration, and AI-powered nurturing sequence.



AI Marketing Strategy Project

Develop a full AI-powered digital marketing strategy for a brand, incorporating tools from every module in the course.

MODULE 18

Interview Preparation & Certification

Your skills are ready — now let's land the opportunity. This final module prepares you for the job market with a polished resume, standout portfolio, interview coaching, and clear pathways to internships, jobs, and certification credentials.

Resume Preparation

Craft a compelling digital marketing resume that highlights your projects, tools, and measurable results.

Portfolio Building

Assemble a professional portfolio showcasing your practical projects, case studies, and campaign results.

Interview Questions

Practice the most common digital marketing interview questions with model answers and confidence techniques.

Certification & Career Support

Receive certification guidance, internship referrals, and ongoing job placement support to kick-start your career.



Your AI-Powered Marketing Career Starts Now

You've seen the full roadmap — 18 modules, dozens of tools, and six real-world projects designed to make you job-ready, client-ready, and future-ready. The digital marketing industry is growing fast, and AI is raising the bar. This course gives you everything you need to clear it.

18

Comprehensive Modules

Covering every major channel and skill area in modern digital marketing

6

Practical Projects

Real-world capstone projects to build a portfolio that gets you hired

50+

AI Tools Covered

Hands-on training with the most powerful AI marketing tools available today

Ready to become an AI-powered digital marketer? Enroll today and take the first step toward a high-impact, future-proof career in digital marketing.

