OFFLINE DIGITAL MARKETING CRASH COURSE – 1 MONTH (36 HOURS)

Mode: Offline (Classroom + Hands-on)
Duration: 4 Weeks
Schedule: 6 Days / Week × 1.5 Hours / Day
Total Duration: 36 Hours

This intensive offline program focuses on hands-on workshops, live trainer guidance, classroom interaction, and confidence building.

Week 1 – Copywriting, Canva & Content (Workshop Style)

• Funnel explanation with real business examples
• Copywriting practice with live trainer feedback
• Canva designing with real-time corrections
• Content planning & reel scripting
• AI-assisted content creation
Practical: Creatives, ad copies, reel scripts reviewed in class

Week 2 – Meta Ads, Social Media & Influencer Strategy

• Meta Ads campaign structure explained on board
• Lead generation & WhatsApp ads
• Social media strategy building
• Influencer outreach role-play
• AI-powered content calendars
Practical: Campaign structure sheets, influencer plan

Week 3 – Website, SEO & Google Ads (Hands-on)

• WordPress website creation
• Landing page wireframes
• SEO optimization exercises
• Google Ads keyword-to-ad mapping
Practical: Website build, SEO checklist, Google Ads structure

Week 4 – Email Marketing, AI Tools & Final Project

• Email funnels & CRM workflows

- Automation sequence mapping
- AI personalization practice
- Portfolio building & presentation

Practical: Final project presentation & trainer feedback