

## **DIGITAL MARKETING COURSE – 3 MONTHS (108 HOURS)**

Mode: Offline / Online (Live)

Duration: 3 Months (12 Weeks)

Schedule: 6 Days / Week

- 3 Days × 2 Hours
- 3 Days × 1 Hour

Total Duration: 108 Hours

This comprehensive program is designed to take students from fundamentals to advanced execution, with a strong focus on practical skills, performance marketing, automation, and AI-powered workflows.

### **MONTH 1 – FOUNDATION, COPYWRITING & CREATIVES**

#### **Week 1 – Digital Marketing Foundation & Copywriting**

- Digital marketing ecosystem & career paths
  - Customer journey & funnel understanding
  - Copywriting principles & psychology
  - Frameworks: AIDA, PAS, Hook–Story–Offer
  - Writing ad copies, captions & CTAs
- Practical: Copywriting for 3 business categories

#### **Week 2 – Canva Designing for Digital Marketing**

- Canva interface & brand kit setup
  - Color psychology & typography
  - Layout systems for ads & posts
  - Designing creatives for social media & ads
  - Basic animations & export formats
- Practical: Design a campaign with 6 creatives

#### **Week 3 – Content Strategy, Reels & AI Basics**

- Content pillars & posting strategy
- Reel content structure & hooks
- Caption writing with intent
- Introduction to AI tools for content

Practical: 15-day content calendar + reel scripts

## **MONTH 2 – PERFORMANCE MARKETING & CONVERSION**

### **Week 4 – Meta Ads Fundamentals**

- Meta Business Manager & ad account setup
- Campaign objectives & funnel mapping
- Audience targeting (Core, Custom, Lookalike)
- Pixel & event concepts

Practical: Lead generation campaign structure

### **Week 5 – Meta Ads Advanced & Optimization**

- Creative testing & scaling strategies
- Lead forms & WhatsApp ads
- Retargeting basics
- Reading metrics (CPL, CTR, CPM)

Practical: Campaign optimization analysis

### **Week 6 – Social Media Marketing & Influencer Strategy**

- Platform-specific strategies (Instagram, Facebook, LinkedIn)
- Personal branding for founders & businesses
- Influencer marketing fundamentals
- AI-powered content calendars

Practical: Social media & influencer strategy plan

### **Week 7 – Email Marketing, CRM & Automation**

- Email marketing funnels
- CRM systems & lead lifecycle
- Automation sequences
- AI-based personalization

Practical: Email automation flow design

## **MONTH 3 – WEBSITE, SEO, GOOGLE ADS & AI**

### **Week 8 – Website Development (WordPress)**

- Domain, hosting & SSL concepts
  - WordPress dashboard & themes
  - Elementor page builder
  - Forms & lead capture
- Practical: Build a 5-page business website

### **Week 9 – SEO Foundations & On-Page SEO**

- How search engines work
  - Keyword research & search intent
  - On-page SEO optimization
  - Content SEO basics
- Practical: Optimize website pages

### **Week 10 – Technical SEO, GEO SEO & AEO**

- Technical SEO basics & Core Web Vitals
  - Local / GEO SEO & Google Business Profile
  - Answer Engine Optimization (AEO)
- Practical: SEO audit checklist

### **Week 11 – Google Ads & LinkedIn Marketing**

- Google Ads search campaign setup
  - Keyword match types & ad copywriting
  - Campaign optimization basics
  - LinkedIn profile optimization & lead generation
- Practical: Google Ads plan + LinkedIn profile optimization

### **Week 12 – AI Tools Mastery, Final Project & Certification**

- Advanced AI tools overview (ChatGPT, Perplexity, Claude, Gemini, Midjourney)
- AI workflows for marketing tasks
- Building case studies & portfolios
- Final integrated project
- Review, assessment & certification

## **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