

2 MONTHS (COURSE + INTERNSHIP)

AI INTEGRATED DIGITAL MARKETING (ONLINE)

Duration: **2 Months (Course + Internship)** | Schedule: **Monday - Friday**

Daily Duration: **1 Hour** | Mode: **Online**



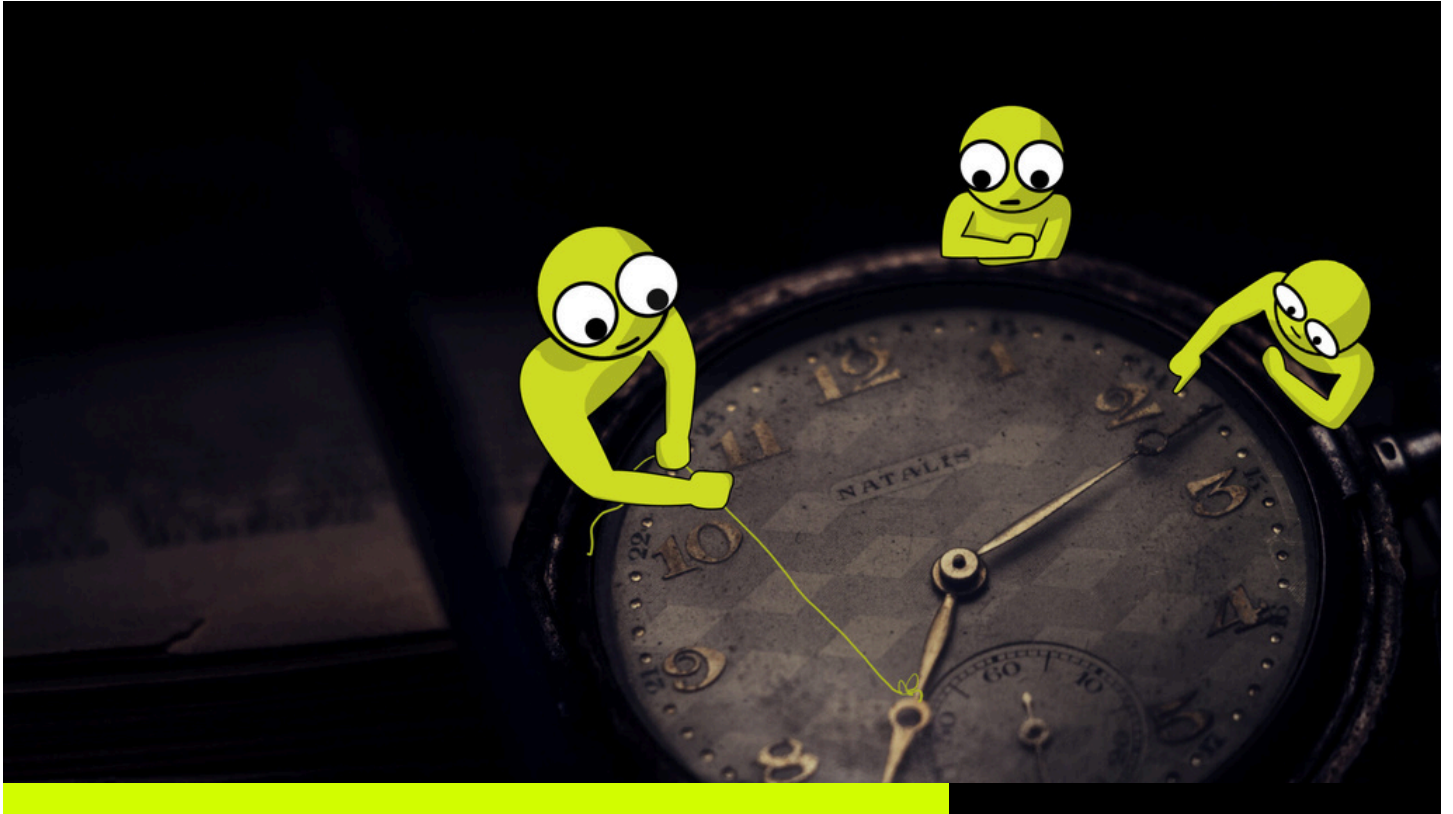
Feel free to reach us:

+91 77 366 49 722 | +91 97461 00781

<https://dmschool.ohzones.com/>

Address:

2nd Floor, Capital Heights, PMG Plammodu Road,
Pattom P.O, Palace, Pattom, Thiruvananthapuram,
Kerala 695033, India



WHY OHH ZONES DIGITAL MARKETING SCHOOL?

WE DON'T TEACH MARKETING. WE BUILD MARKETERS.

Ohh Zones Digital Marketing School is built for learners who want skills, clarity, and confidence not just certificates. We focus on how digital marketing is actually done in real businesses and agencies, combining strategy, creativity, performance marketing, automation, and AI into one structured learning journey

Ohh Zones Business Solutions was founded in 2022

- Served over 350+ clients worldwide
- Delivered 1,500+ successful projects
- Managed ad spends of over 5 crores across campaigns
- Expanded internationally with our Dubai-based brand, Desert Whales



MODULE 1: DIGITAL MARKETING & PERFORMANCE MARKETING FUNDAMENTALS

- Introduction to Digital Marketing
- Understanding Performance Marketing
- Marketing Funnel (Awareness, Consideration, Conversion)
- Customer Journey Mapping
- B2B vs B2C Marketing
- Understanding Leads, CPL, ROAS & ROI
- Digital Marketing Career Opportunities

MODULE 2: META ADS FOUNDATION

- Facebook & Instagram Business Setup
- Meta Business Portfolio Setup
- Ad Account Structure
- Meta Ads Manager Overview
- Campaign Objectives
- Audience Research & Targeting
- Competitor Analysis
- Ad Policies & Best Practices

Practical

- Business Manager Setup
- Audience Research Exercise
- Campaign Structure Creation



MODULE 3: META ADS ADVANCED

- Lead Generation Campaigns
- WhatsApp Lead Campaigns
- Website Conversion Campaigns
- Custom Audiences
- Lookalike Audiences
- Funnel-Based Advertising
- Budget Planning
- A/B Testing
- Campaign Optimization
- Scaling Winning Campaigns

Practical

- Lead Generation Campaign Setup
- WhatsApp Campaign Setup

MODULE 4: GOOGLE SEARCH ADS

- Introduction to Google Ads
- Account Structure
- Keyword Research
- Search Intent Analysis
- Keyword Match Types
- Responsive Search Ads
- Ad Extensions
- Conversion Tracking
- Quality Score
- Bidding Strategies
- Campaign Optimization

Practical

- Keyword Research
- Search Campaign Setup



MODULE 5: YOUTUBE ADVERTISING

- Introduction to YouTube Ads
- Video Campaign Objectives
- Audience Targeting
- YouTube Ad Formats
- Skippable In-Stream Ads
- In-Feed Video Ads
- YouTube Shorts Ads
- Budget Planning
- Campaign Optimization
- Reporting & Analytics

Practical

- YouTube Campaign Structure
- Video Ad Planning

MODULE 6: AI TOOLS FOR PERFORMANCE MARKETER

- ChatGPT for Ad Copy Creation
- Gemini for Research
- Perplexity for Market Insights
- AI Prompt Engineering
- AI-Based Audience Research
- AI-Based Campaign Planning
- AI Productivity Tools

Practical

- Generate Ad Copies Using AI
- Campaign Strategy Creation Using AI



MODULE 7: SEO, GEO & AEO FUNDAMENTALS

Search Engine Optimization (SEO)

- Introduction to SEO
- Keyword Research Basics
- On-Page SEO
- Meta Titles & Meta Descriptions
- SEO-Friendly Content Writing
- Technical SEO Basics
- Local SEO Fundamentals
- Google Business Profile Optimization

Generative Engine Optimization (GEO)

- Introduction to GEO
- Optimizing Content for ChatGPT
- Optimizing Content for Gemini
- Optimizing Content for Perplexity
- AI Search Visibility Strategies

Answer Engine Optimization (AEO)

- Understanding Answer Engines
- Featured Snippets
- FAQ Optimization
- Voice Search Optimization
- Structured Content for AI Search

Practical

- SEO Audit Exercise
- GEO Content Optimization
- FAQ & AEO Content Creation



MODULE 8: ANALYTICS & REPORTING

- Understanding Key Marketing Metrics
- CPL (Cost Per Lead)
- CPC (Cost Per Click)
- CTR (Click Through Rate)
- ROAS (Return on Ad Spend)
- Conversion Rate
- Campaign Analysis
- Client Reporting Techniques

Practical

- Performance Report Creation
- Campaign Audit Exercise

MODULE 9: PORTFOLIO BUILDING & FREELANCING

- Creating a Performance Marketing Portfolio
- Case Study Creation
- Proposal Preparation
- Client Acquisition Strategies
- Freelancing Platforms Overview
- Interview Preparation
- Personal Branding

Practical

- Portfolio Creation
- Campaign Case Study Development

HANDS-ON PROJECTS

Students will work on:

- ✓ Meta Lead Generation Campaign
- ✓ Meta WhatsApp Campaign
- ✓ Meta Sales Campaign
- ✓ Google Search Ads Campaign
- ✓ YouTube Ads Campaign
- ✓ Basic SEO Audit
- ✓ Google Business Profile Optimization
- ✓ GEO & AEO Content Optimization
- ✓ Campaign Reporting & Analysis

COURSE DELIVERABLES

Upon completion, students will receive:

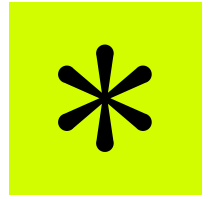
- ✓ Performance Marketing Portfolio
- ✓ Meta Ads Campaign Structure
- ✓ Google Search Ads Campaign Structure
- ✓ YouTube Ads Campaign Structure
- ✓ SEO Audit Template
- ✓ GEO & AEO Optimization Checklist
- ✓ Audience Research Template
- ✓ Campaign Reporting Template
- ✓ Proposal Template
- ✓ Certificate of Completion

KEY SKILLS COVERED

- ✓ Meta Ads (Facebook, Instagram & WhatsApp)
- ✓ Google Search Ads
- ✓ YouTube Advertising
- ✓ Basic SEO
- ✓ GEO (Generative Engine Optimization)
- ✓ AEO (Answer Engine Optimization)
- ✓ Audience Targeting & Retargeting
- ✓ Conversion Tracking
- ✓ Campaign Optimization
- ✓ AI Tools for Marketers
- ✓ Analytics & Reporting
- ✓ Portfolio Building

OUTCOME

Students will gain practical knowledge in Meta Ads, Google Search Ads, YouTube Advertising, SEO, GEO, and AEO, enabling them to create, manage, optimize, and report on paid marketing campaigns while understanding modern search visibility strategies for both traditional search engines and AI-powered search platforms.



REACH US VIA



+91 77 366 49722
+91 97461 00781



admissions@ohhzones.com



<https://dmschool.ohhzones.com/>

