

SYLLABUS

4 MONTHS (COURSE + INTERNSHIP)

DIPLOMA IN AI INTEGRATED DIGITAL MARKETING (ONLINE PROGRAM)

Duration: **4 Months (Course + Internship)** | Schedule: **Monday - Friday**

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



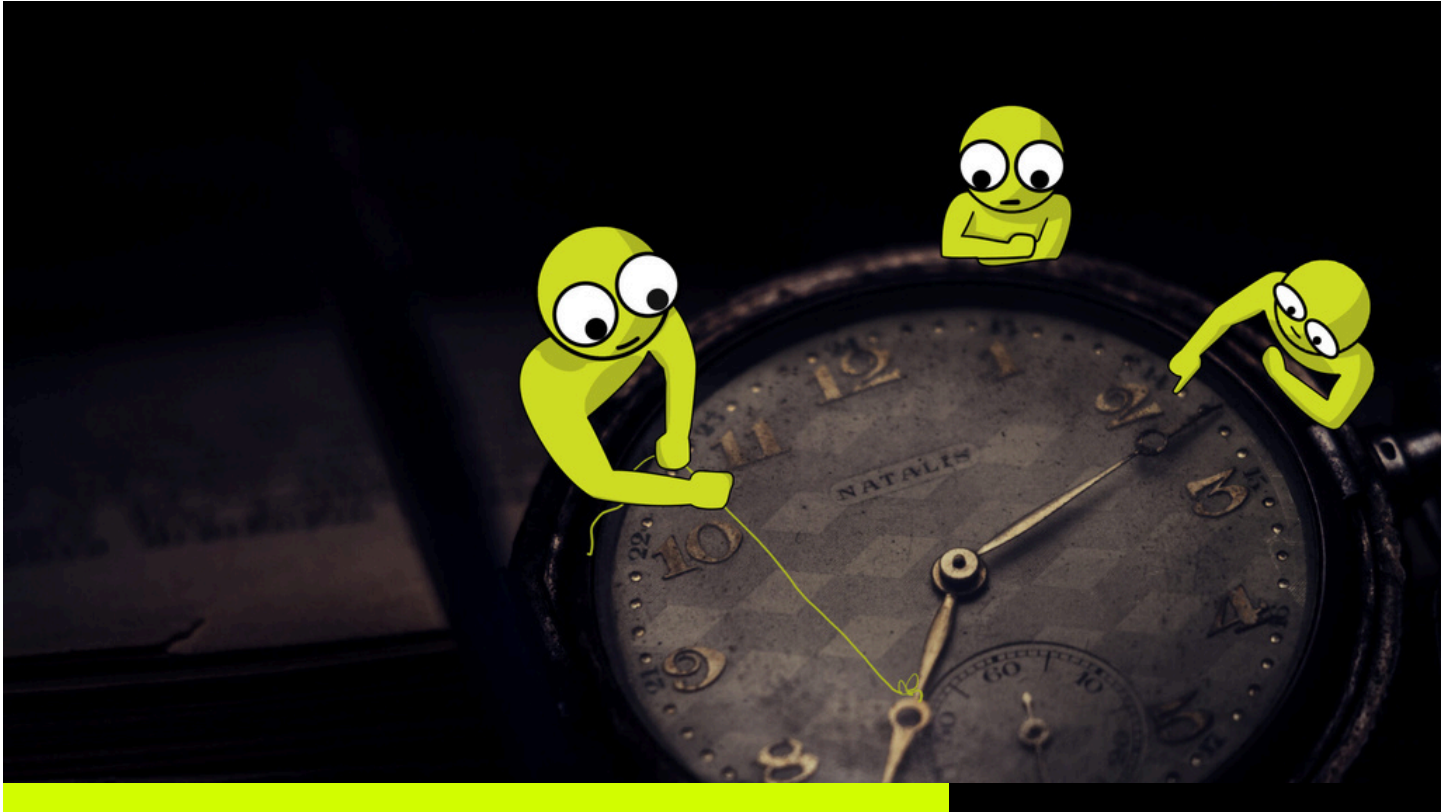
Feel free to reach us:

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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 FUNDAMENTALS

- Introduction to Digital Marketing
- Digital Marketing Ecosystem
- Understanding Marketing Funnel
- Customer Journey Mapping
- B2B vs B2C Marketing
- Understanding Leads & Conversions
- CPL, CPA, ROAS & ROI
- Digital Marketing Career Opportunities
- Personal Branding Fundamentals

MODULE 2: COPYWRITING & CONTENT STRATEGY

- Fundamentals of Copywriting
- Consumer Psychology
- Content Marketing Framework
- Social Media Content Planning
- Storytelling for Brands
- Writing Ad Copies
- Website & Landing Page Copywriting
- Blog Writing Fundamentals
- AI-Assisted Content Creation

Practical

- Social Media Content Calendar
- Ad Copy Creation
- Blog Writing Assignment



MODULE 3: GRAPHIC DESIGNING FOR MARKETERS

- Canva Fundamentals
- Design Principles
- Branding & Visual Identity
- Social Media Post Design
- Carousel Design
- Ad Creative Design
- Reels Cover Design
- Thumbnail Design
- AI Design Tools

Practical

- Social Media Creatives
- Carousel Design
- Ad Creative Development

MODULE 4: SOCIAL MEDIA & INFLUENCER MARKETING

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- TikTok Marketing
- Threads & X Marketing
- Community Management
- Influencer Marketing Fundamentals
- Influencer Outreach Strategies
- Personal Branding

Practical

- Influencer Research
- Content Planning
- Social Media Audit



MODULE 5: META ADS FOUNDATION

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

Practical

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

MODULE 6: META ADS ADVANCED

- Lead Generation Campaigns
- WhatsApp Lead Campaigns
- Website Conversion Campaigns
- Sales Campaigns
- Retargeting Campaigns
- Custom Audiences
- Lookalike Audiences
- Funnel-Based Advertising
- A/B Testing
- Campaign Optimization
- Scaling Strategies

Practical

- Lead Generation Campaign Setup
- WhatsApp Campaign Setup
- Sales Campaign Structure



MODULE 7: GOOGLE ADS

Google Ads Fundamentals

- Introduction to Google Ads Ecosystem
- Google Ads Account Structure
- Understanding Campaign Objectives
- Conversion Tracking Setup
- Google Tag Manager Basics
- Audience Targeting
- Keyword Research & Search Intent
- Quality Score & Ad Rank
- Bidding Strategies
- Campaign Optimization Framework

Google Search Ads

- Search Campaign Setup
- Keyword Match Types
- Responsive Search Ads
- Ad Extensions (Assets)
- Competitor Keyword Research
- Local Search Campaigns
- Lead Generation Campaigns
- Search Campaign Optimization

Practical

- Keyword Research Exercise
- Search Campaign Creation
- Conversion Tracking Setup

Google Performance Max (PMax)

- Introduction to Performance Max
- Asset Groups
- Audience Signals
- Creative Assets
- Lead Generation with PMax
- E-commerce Campaigns
- Performance Max Optimization
- Reporting & Analysis



Practical

- Performance Max Campaign Setup
- Asset Group Creation

Google Demand Gen Campaigns

- Introduction to Demand Gen
- Audience Creation
- Interest-Based Targeting
- Creative Strategy
- Demand Generation Funnel
- Lead Generation Strategies
- Campaign Optimization

Practical

- Demand Gen Campaign Setup
- Audience Research Exercise

Google Display Ads

- Introduction to Display Network
- Placement Targeting
- Audience Targeting
- Remarketing Campaigns
- Banner Ad Strategy
- Display Campaign Optimization

Practical

- Display Campaign Setup
- Remarketing Campaign Creation

Google Video & YouTube Ads

- Introduction to YouTube Advertising
- Video Campaign Objectives
- Audience Targeting
- Video Action Campaigns
- Skippable In-Stream Ads
- Non-Skippable Ads
- In-Feed Video Ads
- YouTube Shorts Ads
- Remarketing on YouTube
- Video Campaign Optimization



Practical

- YouTube Campaign Setup
- Video Ad Strategy Development

Google Sales & E-commerce Advertising

- Google Merchant Center
- Product Feed Setup
- Shopping Campaigns
- Performance Max for E-commerce
- Dynamic Remarketing
- E-commerce Tracking
- Sales Funnel Optimization
- ROAS Optimization

Practical

- Merchant Center Setup
- Shopping Campaign Structure
- Product Feed Optimization



MODULE 8: WEBSITE DEVELOPMENT

- Domain & Hosting Fundamentals
- Introduction to WordPress
- Website Planning & Sitemap
- Elementor Page Builder
- Landing Page Creation
- Blog Setup
- Contact Forms & Lead Capture
- Website Security Basics
- Website Maintenance

Practical

- WordPress Website Setup
- Landing Page Creation
- Blog Publishing

MODULE 9: EMAIL MARKETING, CRM & AUTOMATION

- Email Marketing Fundamentals
- Lead Nurturing
- Email Campaign Setup
- CRM Introduction
- WhatsApp Marketing
- Marketing Automation
- Customer Journey Automation
- Lead Management
- Sales Funnel Automation

Practical

- Email Campaign Creation
- CRM Setup
- WhatsApp Automation Workflow



MODULE 10: SEO, GEO & AEO

Search Engine Optimization (SEO)

- Introduction to SEO
- Keyword Research
- On-Page SEO
- Technical SEO Basics
- Local SEO
- Google Business Profile Optimization
- SEO Content Writing
- SEO Audit Fundamentals

Generative Engine Optimization (GEO)

- Introduction to GEO
- AI Search Visibility
- Optimizing Content for ChatGPT
- Optimizing Content for Gemini
- Optimizing Content for Perplexity
- Entity-Based Optimization

Answer Engine Optimization (AEO)

- Understanding Answer Engines
- Featured Snippets
- FAQ Optimization
- Voice Search Optimization
- Structured Content Creation
- Practical
- SEO Audit Exercise
- GEO Content Optimization
- FAQ & AEO Content Creation



MODULE 11: AI TOOLS FOR DIGITAL MARKETERS

- ChatGPT for Marketing
- Gemini for Research
- Claude for Content Creation
- Perplexity for Market Research
- AI Prompt Engineering
- AI Image Generation
- AI Video Creation Tools
- Workflow Automation
- Productivity Tools

Practical

- AI Content Creation
- AI Marketing Workflow
- Campaign Strategy Using AI

MODULE 12: ANALYTICS, REPORTING & PORTFOLIO BUILDING

- Google Analytics Fundamentals
- Understanding Marketing Metrics
- Campaign Analysis
- Client Reporting
- Dashboard Creation
- Proposal Preparation
- Case Study Development
- Portfolio Building
- Freelancing & Client Acquisition
- Interview Preparation

INTERNSHIP PROJECTS

Students will work on:

- ✓ Social Media Management
- ✓ Content Calendar Creation
- ✓ Meta Lead Generation Campaign
- ✓ Meta WhatsApp Campaign
- ✓ Meta Sales Campaign
- ✓ Google Search Ads Campaign
- ✓ YouTube Ads Campaign
- ✓ Website Development Project
- ✓ Basic SEO Audit
- ✓ Google Business Profile Optimization
- ✓ GEO & AEO Optimization
- ✓ Email Marketing Campaign
- ✓ Campaign Reporting & Analysis

COURSE DELIVERABLES

Upon completion, students will receive:

- ✓ Digital Marketing Portfolio
- ✓ Meta Ads Campaign Structure
- ✓ Google Ads Campaign Structure
- ✓ YouTube Campaign Structure
- ✓ WordPress Website Project
- ✓ SEO Audit Template
- ✓ GEO & AEO Optimization Checklist
- ✓ Content Calendar Template
- ✓ Audience Research Template
- ✓ Reporting Template
- ✓ Proposal Template
- ✓ Internship Certificate
- ✓ Diploma Certificate

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

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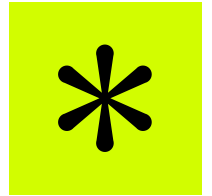
- ✓ Performance Marketing Portfolio
- ✓ Meta Ads Campaign Structure
- ✓ Google Search Ads Campaign Structure
- ✓ YouTube Ads Campaign Structure
- ✓ SEO Audit Template
- ✓ GEO & AEO Optimization Checklist
- ✓ Audience Research Template
- ✓ Campaign Reporting Template
- ✓ Proposal Template
- ✓ Certificate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

KEY SKILLS COVERED

- ✓ Copywriting & Content Strategy
- ✓ Graphic Designing
- ✓ Social Media Marketing
- ✓ Influencer Marketing
- ✓ Meta Ads (Facebook, Instagram & WhatsApp)
- ✓ Google Search Ads
- ✓ YouTube Advertising
- ✓ Website Development (WordPress)
- ✓ Email Marketing
- ✓ CRM & Automation
- ✓ SEO
- ✓ GEO (Generative Engine Optimization)
- ✓ AEO (Answer Engine Optimization)
- ✓ AI Tools for Marketers
- ✓ Analytics & Reporting
- ✓ Portfolio Buildin

OUTCOME

Students will gain practical expertise in Digital Marketing, Performance Marketing, Website Development, SEO, GEO, AEO, AI Tools, Content Creation, CRM Automation, and Analytics, enabling them to confidently manage real-world marketing campaigns, freelance projects, agency roles, and business growth initiatives.



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