**AI Automation Digital Marketing Course**
**3 Months Training + Internship**
**100% Placement Assistance**
**Course Fee: ₹15,000 Only**

COURSE SYLLABUS

MODULE 1: DIGITAL MARKETING FUNDAMENTALS

- Introduction to Digital Marketing

- Marketing Funnel & Customer Journey

- Market Research & Competitor Analysis

- Digital Strategy Planning

- Branding & Online Presence

MODULE 2: SEO + AI OPTIMIZATION

- Keyword Research using AI tools

- On-page SEO Optimization

- Technical SEO Basics

- Off-page SEO & Link Building

- AI Content Optimization

- Website Audit & Reporting

MODULE 3: GOOGLE ADS + AI AUTOMATION

- Search, Display & YouTube Ads

- Campaign Setup & Structuring

- Keyword Planning & Smart Bidding

- AI Ad Copy Creation

- Conversion Tracking

- Budget & Performance Automation


## MODULE 4: META ADS (FACEBOOK & INSTAGRAM) + AUTOMATION

- Campaign Objectives & Funnel Strategy

- Audience Targeting & Retargeting

- AI Creative Testing

- Budget & Bid Automation

- Lead Form & Conversion Tracking


## MODULE 5: SOCIAL MEDIA MARKETING + AI TOOLS

- Content Strategy & Planning

- AI Content Creation

- Reels & Video Marketing

- Auto Scheduling

- Analytics & Performance Tracking


## MODULE 6: LEAD GENERATION & FUNNEL AUTOMATION

- High-Converting Landing Pages

- Funnel Creation & Optimization

- CRM Integration

- WhatsApp & Email Automation

- Lead Nurturing Workflows


## MODULE 7: AI TOOLS & MARKETING AUTOMATION

- AI-based content, ads & video creation

- Automation workflows

- No-code integrations

- Auto reporting & dashboards

MODULE 8: ANALYTICS & PERFORMANCE TRACKING

- Google Analytics 4

- Conversion & Funnel Tracking

- ROI Analysis

- Performance Reporting

MODULE 9: INTERNSHIP + LIVE PROJECT

- Real Client Campaign Handling

- SEO Projects

- Google & Meta Ads Campaigns

- Lead Generation Projects

- Performance Optimization

15+ AI & AUTOMATION TOOLS INCLUDED

1. ChatGPT – AI content writing, ad copy, strategy planning

2. Google Gemini AI – Research & planning

3. Surfer SEO – AI SEO content optimization

4. SEMrush – Keyword research & competitor analysis

5. Ahrefs – Backlink & SEO tracking

6. RankMath AI – AI website SEO optimization

7. Google Analytics 4 – User & performance tracking

8. Google Tag Manager – Conversion & event tracking

9. Google Ads Editor – Bulk ad management

10. Optmyzr – AI-based Google Ads optimization

11. RevealBot – Automated ads optimization rules

12. AdEspresso – Meta Ads automation & testing

13. Canva AI – AI graphic & creative design

14. Predis AI – AI social media content

15. CapCut AI – AI video & reels editing

16. GoHighLevel – CRM, funnels & automation

17. Zapier / Pabbly – Workflow & automation integration


WHAT YOU WILL GET

- Live Interactive Training

- Practical Hands-on Projects

- Real-Time Internship Experience

- AI Automation Training

- Certification

- 100% Placement Assistance

- Freelancing & Business Guidance