Advanced Digital Marketing & AI Mastery Program

Course Duration: 6 Months | Mode: Online Live Classes | Language: English
Flexible Learning Options | Expert Mentorship | Industry-Recognized Certification

Call: 1800-102-7788 | Whatsapp | Get Brochure

Apply Now

Call Now: 91-72768-68884

Why Choose Our Program?

Our Classes
- Live Interactive Classes
- Hands-on Projects
- Industry Case Studies
- Expert Mentorship
- Flexible Learning Options
- 24/7 Support

Other Courses
- Full-stack Development
- Data Science & Analytics
- AI & Machine Learning
- Cloud Computing
- Cybersecurity
- Blockchain & Web3
- Product Management
- Digital Marketing

100000+ Trained Professionals

8+ Years of Experience

4.3/5+ Learner Satisfaction

Industry Leaders Behind Every Module

Digital Marketing Tools
- Google Analytics
- Google Ads
- Meta Ads Manager
- Canva
- Mailchimp
- Hootsuite
- Ahrefs
- SEMrush
- Google Search Console
- Google Tag Manager
- Google Data Studio
- Chatbot Builders
- Landing Page Builders
- Email Marketing Tools
- Analytics Dashboards
- Automation Platforms
- Keyword Tools

AI Tools
- ChatGPT
- Gemini
- Claude
- Midjourney
- DALL·E
- Stable Diffusion
- Runway
- Pika Labs
- Synthesia
- HeyGen
- Descript
- Jasper
- Copy.ai
- Notion AI
- Grammarly
- Perplexity
- Adobe Firefly
- Canva Magic Studio
- Voice Cloning Tools
- Prompt Engineering Tools

Mastering these tools will give you a competitive edge in campaign management, automated digital marketing, performance growth, and data-driven decision-making.

Advanced Tool Ecosystem

Digital Marketing Tools
- Google Analytics
- Google Ads
- Meta Ads Manager
- Canva
- Mailchimp
- Hootsuite
- Ahrefs
- SEMrush
- Google Search Console
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- Prompt Engineering Tools

Success Stories from Our Batch

Learn from real-world success stories of our alumni who have transformed their careers in digital marketing, AI, and data-driven roles.

Amanda Wilson
Digital Marketing Specialist
"The mentors were incredibly supportive and helped me transition into a digital marketing role with confidence. The hands-on projects were the highlight of my journey."
★★★★★

Jessica Thomas
Data Analyst
"The AI modules were game-changers. I learned how to automate reports and analyze campaign data faster than I thought possible."
★★★★★

Michael Rodriguez
Marketing Analyst
"The AI modules were game-changers. I learned how to automate reports and analyze campaign data faster than I thought possible."
★★★★★

Sophia Martinez
Content Strategist
"The AI modules were game-changers. I learned how to automate reports and analyze campaign data faster than I thought possible."
★★★★★

Certification That Creates Careers

Our certification is recognized by leading companies across the digital marketing, data analytics, and AI ecosystem, ensuring your skills translate into real-world opportunities.

- **Industry-Recognized Certification** — Earn a certification that employers across the digital marketing, data analytics, and AI ecosystem recognize and value.
- **Lifetime Access to Learning Resources** — Access all course materials, recordings, and updated resources anytime to keep your skills current.
- **Career-Focused Support** — Receive guidance on resume building, interview preparation, and career transitions from our mentors and industry experts.

Amazing Perks & Benefits

- Live Interactive Classes
- Hands-on Projects
- Industry Case Studies
- Expert Mentorship
- Flexible Learning Options
- 24/7 Support
- Industry-Recognized Certification
- Lifetime Access to Learning Resources
- Career-Focused Support
- Resume Building
- Interview Preparation
- Career Transition Guidance
- Industry Connections
- Job Facilitation
- Alumni Community
- Ongoing Updates
- Real-World Projects

Career Outcomes & Certifications

Job Opportunities

Course Opportunities

- Digital Marketing Specialist
- Data Analyst
- Content Strategist
- Marketing Analyst
- Digital Marketing Specialist
- Data Analyst
- Content Strategist
- Marketing Analyst

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Who Can Join This Program?

- Business Professionals
- Freelancers
- Students & Recent Graduates
- Entrepreneurs
- Marketing Professionals

Complete Course Syllabus

1. DIGITAL MARKETING FOUNDATIONS

- Digital marketing ecosystem
- Customer journey mapping
- Marketing funnel design
- Brand positioning basics
- Buyer personas
- Key marketing metrics
- Analytics mindset & KPIs
- Ethical marketing practices
- Tools & workflow setup
- Foundation for advanced modules

2. AI FOR DIGITAL MARKETING

- Prompt engineering fundamentals
- Content ideation & drafting
- Ad copy & creative variations
- Keyword research
- Competitor analysis
- Campaign strategy support
- Data interpretation
- Automation workflows
- AI tools for marketers

3. MARKETING PSYCHOLOGY & BEHAVIORAL SCIENCE

- Psychological triggers
- Decision-making frameworks
- Persuasion principles
- Behavioral economics
- Ethical boundaries

4. SOCIAL MEDIA MARKETING ORGANIC

- Platform-specific strategies
- Content pillars
- Hashtag strategy
- Hashtag optimization
- Community management
- Engagement tactics
- Influencer outreach
- Viral content mechanics
- Brand voice
- Reputation management

5. CONTENT CREATION MASTERY

- Copywriting
- Video editing
- Thumbnail design
- Science of attention
- Storytelling frameworks
- Content calendars
- Repurposing workflows
- Brand consistency
- Efficiency systems

6. SOCIAL MEDIA AUTOMATION

- Scheduling tools
- Bulk post uploading
- Cross-posting
- Lead capture
- Chatbot basics
- Automation workflows
- Brand safety guardrails
- Scalable systems

7. ADVANCED SEO MASTERY

- Technical SEO
- SERP optimization
- Keyword research
- Content optimization
- Backlink strategy
- Link building
- Competitor analysis
- Analytics & reporting
- Local SEO
- Ethical SEO
- AI-assisted SEO workflows

8. PERFORMANCE MARKETING

- Meta Ads Manager
- Google Ads fundamentals
- Campaign structure
- Audience targeting
- Creative testing
- Budget optimization
- Conversion tracking
- Pixel & CAPI setup
- A/B & iterative testing
- Scaling & optimization

9. WEBSITE DEVELOPMENT (CMS)

- WordPress setup
- Theme customization
- Page & post management
- Plugin ecosystem
- Performance optimization
- Responsive design
- Basic SEO integration
- Security & backups
- Analytics integration

10. GRAPHIC DESIGNING (CANVA)

- Design fundamentals
- Brand kits
- Social media templates
- Ad creatives
- Logo & UI basics
- Presentations
- Infographics
- Video basics
- Magic Studio tools

11. E-COMMERCE MARKETING (SHOPIFY & WOOCOMMERCE)

- Product SEO & content
- Product feeds
- Conversion optimization
- Cart & checkout flows
- Upsell & cross-sell
- Retention & lifecycle marketing

12. CUSTOMER JOURNEY & FUNNEL BUILDING

- Funnel stages & conversion logic
- Landing page structure
- Lead capture systems
- Nurture sequences
- Retargeting logic
- Offer & pricing pages
- Upsell & cross-sell
- Analytics & optimization
- Scaling mindset

13. GOOGLE ANALYTICS 4 (GA4)

- Key reports & dashboards
- Traffic & conversion analysis
- Audience segmentation & cohorts
- Attribution & conversion paths
- Anomaly & trend detection
- Custom reports & explorations
- Data integrations
- Dashboard & report sharing
- Data-driven decision-making

14. GOOGLE SEARCH CONSOLE (GSC)

- GA4 vs GSC attribution
- Performance & search analysis
- Keyword & query analysis
- Crawl & index issues
- Sitemaps & robots.txt
- Core Web Vitals & UX signals
- SERP tracking & competitor analysis
- Technical SEO diagnostics
- Data-driven SEO decisions

15. GOOGLE TAG MANAGER (GTM)

- Tag & trigger fundamentals
- Event tracking setup
- Custom triggers & variables
- Data layer implementation
- Conversion tracking
- Cross-domain tracking
- Debugging & validation
- Tag governance & maintenance
- Advanced GTM strategies

16. EMAIL MARKETING & AUTOMATION

- Segment & targeting
- Lifecycle & drip campaigns
- Transactional & promotional emails
- Deliverability & compliance
- Email analytics & reporting

17. LANDING PAGE DESIGN & CONVERSION RATE OPTIMIZATION (CRO)

- High-converting landing pages
- Conversion psychology
- A/B testing & experimentation
- Heatmaps & session analysis
- Trustbuilding & UX elements
- Mobile-first optimization
- Form & checkout optimization
- Data-driven iterations
- Scaling what converts

18. LINKEDIN MASTERY

- LinkedIn profile optimization
- Content creation strategy
- Thought leadership
- LinkedIn Ads basics
- Lead generation
- Creator monetization
- Personal brand ecosystem
- Linkedin lead ads targeting
- Analytics & optimization
- Connection & outreach

19. YOUTUBE MARKETING MASTERY

- Channel setup & branding
- Content strategy
- Thumbnail psychology
- Video SEO & discoverability
- Analytics deep-dive & growth levers
- Community & engagement
- Monetization & sponsorships
- Creator ecosystem & collaborations

20. GOOGLE MY BUSINESS OPTIMIZATION (LOCAL SEO)

- GMB setup & verification
- Local ranking factors
- Local keyword research
- Google Maps optimization
- Review management & reputation
- Local content & posts
- Analytics & local conversion tracking

21. DIGITAL MONETIZATION & SCALABLE INCOME SYSTEMS

- **Blogging & Google AdSense**
  - Niche selection & content strategy
  - Traffic growth & SEO monetization
  - AdSense setup & optimization
- **Affiliate Marketing**
  - Affiliate networks & programs
  - Content monetization & conversion
  - Traffic, trust & conversion systems
- **Dropshipping & Shopify Store Development**
  - Product research & niche selection
  - Pricing, delivery & fulfillment
  - Conversion & customer experience

22. CAREER READINESS & INDUSTRY PLACEMENT PROGRAM

- Live Projects
- Portfolio Development & Professional Presentation
- Certification Collegial, Mock Interviews
- Resume Building
- Interview Preparation
- Resume Building

23. Freelancer to Agency Growth (3 Day Framework)

- Freelance crisis alternative
- Agency mindset shift
- Service ecosystem publishing
- Lead generation
- Proposal & pitch alternative
- Client onboarding & delivery
- Retainer & recurring revenue
- Pricing & packaging
- Hiring & delegation
- Scaling without burnout

24. AI-POWERED CREATIVE & AUTOMATION SYSTEMS

- **AI Content Automation Systems**
  - Prompt engineering & workflows
  - SEO content & content automation
  - Ad creative & copy automation
- **AI Video Creation Tools**
  - High-converting short-form scripts
  - Hook & retention optimization
  - Traffic, trust & conversion systems
- **AI Image Creation**
  - Ad creatives & visual assets
  - Brand consistency & iteration
  - Scaling creative production
- **AI for Ad Creatives**
  - A/B test variations
  - Creative fatigue & refresh
  - Performance-driven iteration
- **AI Voiceover Tools**
  - Natural voice generation
  - Multilingual & localization
  - Ad & content production

Exclusive 7 Day Communication Mastery Program

Transform your communication skills with our exclusive 7-day program designed for professionals.

1. Foundation of Communication
2. Active Listening & Empathy
3. Verbal Communication Mastery
4. Non-Verbal Communication
5. Storytelling & Persuasion
6. Conflict Resolution & Difficult Conversations
7. Personal Brand & Leadership Communication

Ready to Transform Your Career with Digital Marketing & AI?

Join our next batch and start your journey toward a high-impact career in digital marketing and AI.

Apply now — your digital marketing journey starts today!

Apply Now | Get Brochure | Talk to Mentor

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