Gen AI Driven Adv. Digital Marketing

Complete Digital Marketing Course

Course Objectives

We will Cover Following Topics in the session

- Digital Marketing Fundamentals and Website Design
- Search Engine Optimisation
- Social Media Marketing
- Email Marketing and AI Digital Marketing
- Google Ads (Search Engine Marketing)

Digital Marketing & Website Design

- What is Digital Marketing
- What is a Website
- What is a Domain
- Difference Between Digital Marketing and Offline Marketing
- Importance of Digital Marketing (Business and Employment)
- Tools / Websites used in Digital Marketing
- Modules in Digital Marketing
- Terminologies in Digital Marketing
- How to Develop a website

Search Engine Optimisation

Introduction of SEO and Types of Keyword Research

- What is SEO
- What is AIO,GEO,AEO and their utilisations
- Types of Search Engines and Functionality of Search Engines
- What is SERP
- What are SERP Listings
- What is Robots.Txt and Sitemap and their Differences
- Terminologies of SEO (DA, PA)
- What is Google and it's Algorithms
- Google Core Updates and their working
- What is Google SandBox Effect
- On-page, Off-page, Technical SEO, Local SEO Importance
- What are Keywords
- What is Niche
- Types of Keywords (informational, Navigational,etc)
- How to do Keyword Research
- Tools for Keyword Research
- Metrics to analyse the Keyword Research
- Conducting the Keyword ResearchOn-Page SEO and Tools for SEO
- What is On-page Optimisation
- What is an audit report
- What are meta tags and Canonical Tag

- ▶ What parameters we need to focus on On-Page Optimisation
- ▶ Content Optimisation
- ▶ What is Plagiarism
- ▶ Tools to check the plagiarism and other On-Page activities tools
- ▶ What is Image optimisation, Alt Tag & URL Optimisation
- ▶ What is Internal Linking & Link Juice
- ▶ What is Anchor Text & HyperLinks
- ▶ What are Header Tags and Breadcrumbs / Navigations
- ▶ Optimising the Keywords on Content
- ▶ What is CTA (Call to Action)
- ▶ Importance of CTA & A/B Testing
- ▶ Conduct a session for On-page optimisationOff-Page Optimisation and

Advanced Techniques

- ▶ What is Off-page optimisation
- ▶ Importance of link building and analyse the Competitor Backlinks
- ▶ What is Follow and No-Follow Link Building
- ▶ Traditional way of link building Techniques
- ▶ Keyword Extensions to search Link Building Websites
- ▶ Advanced Techniques to Earn Backlinks
    - a. Topical Authority
    - b. Broken Links
    - c. SkyScrapper Techniques
    - d. Comment word Techniques
    - e. Roundup Techniques
    - f. Wikipedia link building
    - g. Link Bait
    - h. Reverse Image search technique.
- ▶ What is White, Black and Grey Hat Techniques
- ▶ Conduct Off-Page submissions

Technical SEO & Programmatic SEO

- ▶ What is Technical SEO and where we check the Health of Website
- ▶ Metrics which are used in Technical SEO (page speed, crawl, etc)
- ▶ How to check page speed / website loading speed
- ▶ How essential Mobile Optimisation in Technical SEO
- ▶ What is Schema Markup and its types
- ▶ Tools to check the error of the Technical SEO
- ▶ What are status code errors● How to submit XML Sitemap
- ▶ Crawl and Broken Errors
- ▶ What is Crawling and Indexing
- ▶ What is Programmatic SEO
- ▶ Case studies for Programmatic SEO

- How to do programmatic SEO and when it is useful
- Difference Between Normal SEO and Programmatic SEO
- Conduct a session for Programmatic SEO and Technical SEO Audit

Google Analytics, Google Search Console, GTM and other tools

- What is Google Analytics
- Why it is useful for Digital Marketing
- How to Integrate Google Analytics with the Website
- How Many versions are there in Google Analytics
- What is Bounce Rate
- What is Impressions
- What Parameters we have to focus in Google Analytics
- What is Google Search Console
- How to integrate Google Search console with website
- How to Google search console helps to analyse the website positions and keyword Ranking
- What is Google Tag Manager
- Why we use Google Tag Manager and it's necessity
- How to Track event and scroll of the website with the help of Google Tag Manager(GTM)
- Conduct a SEO Strategy session for a website and similarly interact with the Google Analytics Dashboard.

Social Media Marketing

Introduction of Social Media and Types of Channels

- Social Media Era and History
- Impact of Social Media in Day - to Day Life
- Advantages and Dis-Advantages of Social Media
- Growth of a Business over Social Media
- Major Social Media Channels
o Facebook
o Instagram
o Whatsapp
o Pinterest
o Twitter
- Understanding the Algorithm of Social Media
- Importance of Social Media signals with Search Engine
- Functionality of Social Media search
- What are Hashtags in Social Media
- Working of Hashtags
- Social Media Optimisation
- Tools used for Social Media Optimisation and Hashtag research
- Conduct a session to analyse random Social Media profiles and their contentInstagram Account optimisation and Campaign Creation
- How Instagram is changing its algorithm

- ▶ Concept of Instagram Content Reach through Engagement
- ▶ Ways to Increase followers on instagram
- ▶ Strategy of Social Media Content Optimization
- ▶ Content Calendar Planning
- ▶ Hidden tricks of Instagram which is essential in our Day to Day Life
- ▶ Reel Algorithm in Instagram
- ▶ Top Instagram Reel Ideas to grow audience faster
- ▶ Instagram SEO Search
- ▶ What are Threads
- ▶ How it is Helpful for Business and Organic Growth
- ▶ What is Instagram Ad
- ▶ Ad creation on Instagram
- ▶ How canva helpful for instagram account reach
- ▶ Personal, Professional and Business Account on Instagram
- ▶ Conduct a session to analyse the Instagram Marketing and
  News feed and generate Keywords (Hashtags) for there niche Facebook

Account Optimisation & Campaign Creation

- ▶ Strategies to grow Business from Facebook
- ▶ Facebook page invitation and Admin Department
- ▶ What is FaceBook Event Marketing
- ▶ How to Download Copyright Free Image for FaceBook
- ▶ How to Monetize Facebook page and create Money
- ▶ Facebook Analytics
- ▶ Reel Algorithm in Facebook
- ▶ How to schedule Facebook posts and Reels in Mobile
- ▶ How to Use Meta Business Suite
- ▶ What is Ad Manager
- ▶ How it sell products with Facebook catalogue shop
- ▶ Facebook page important settings
- ▶ How to Add CTA Button on Facebook Page
- ▶ Facebook optimisation and Hashtags to grown
- ▶ Privacy settings and Tagging on Facebook page
- ▶ Conduct a session to analyse the Facebook Competitor Analysis Whatsapp Marketing
- ▶ What is Whatsapp Business and Creation of Whatsapp Business Account
- ▶ How to Create, Manage and Update Whatsapp Business Catalog
- ▶ How to Enable Auto Reply on Whatsapp Messages
- ▶ How to set Quick Replies on Whatsapp Business
- ▶ What is Whatsapp Bulk Message send
- ▶ What is Label tagging and How to Manage customers by Label Tags
- ▶ How to Add Whatsapp chat on Wordpress website
- ▶ What are Whatsapp Business Marketing Strategies
- ▶ Conduct a session by testing all Whatsapp Business Features and
  Integration of Instagram, Facebook and Whatsapp

Pinterest Optimisation and Overview of course

- What is Pinterest
- How to Signup and Create Pinterest Account
- How to create Pinterest Business Account
- How to create Viral Pins on Pinterest
- How to Get more traffic from Pinterest
- How to do Pinterest Keyword Research
- Pinterest SEO Tips
- How to create Pinterest Pins using Canva
- How to get and increase Pinterest Followers
- Pinterest All Image Size and Guide
- What is Rich Pin, How to Setup Rich Pins on Pinterest
- Conduct a session to create a Pinterest Account and Selecting their interested Categories and analysing the Feed.

Email and AI Marketing

Introduction of Email Marketing

- What is Email Marketing
- Benefits of Email Marketing
- Free and Paid Tools of Email Marketing
- MailChimp Account Setup
- How to create email list on mailchimp
- Email Marketing Tips to grow Business
- What is Email Automation
- Benefits of Email Automation and Tools to use Automation
- Conduct a session so send an automation email

Crafting Effective Email Campaigns

- How to Build Email List
- What is Email Campaign
- How to setup Email Campaign
- How to setup Automated Email Campaign
- How to run automated email campaign and normal campaign
- Email Marketing Terms and words
- Basic Email Marketing Questions and carrier
- Conduct a session to setup a campaign and send email to the usersOptimising the Email Marketing Campaigns
- How to Configure SPF, DKIM,DMARC in Email Marketing and active campaigns.
- What are segment, tags and groups in email tools
- Use of Personalised tags in Mailchimp
- Connect GA4 (Google Analytics) to mail chimp
- How to connect Mailchimp to wordpress website

- ▶ How to set up mailchimp automation
- ▶ What are Pipelines in Email Marketing
- ▶ How to setup Lead form from Active campaigns
- ▶ How to create cart abandoners email marketing using mailchimp
- ▶ How to use chat gpt to create Email sequences
  Introduction of AI in Digital Marketing
- ▶ What is Artificial Intelligence
- ▶ Functionality of Artificial Intelligence
- ▶ What is Prompts
- ▶ How Prompts effects in our Day to Day work routine
- ▶ Where AI can be used in Digital Marketing
- ▶ Create website using AI Tool
- ▶ What is AI Content
- ▶ Can AI Content be Ranked and Indexed?
- ▶ SEO AI Content guidelines 2024
- ▶ chat gpt use cases for SEO
- ▶ Conduct a session for to interact with AI tools and Generate Content
  using AI tools and explore more AI applications like chatgpt

Search Engine Marketing (Google Ads)

Introduction of SEM & Types of Keyword Research

Introduction of SEM and Types of Keyword Research
- ▶ What is SEM
- ▶ Concept of Search Engines for Ads (SEM)
- ▶ Importance and Benefits of SEM
- ▶ Difference Between SEM and SEO
- ▶ What are Google Ads and Bing Ads
- ▶ Overview of Google and Bing
- ▶ How to Create Google Ads Account and Bing Account
- ▶ Types of Google Ads
- ▶ Hierarchy of Google Ads
- ▶ What are Keywords
- ▶ What are Keyword Match types
- ▶ How to do Keyword Research
- ▶ Tools for Keyword Research
- ▶ Metrics to analyse the Keyword Research
- ▶ Conducting the Keyword ResearchCreating Effective SEM Campaigns
- ▶ Adding Payment Methods in Google Ads Account
- ▶ How to Get 2000 rs from Google Ads to start the Campaigns
- ▶ Google Ads Terms and Metrics to get the Highest Position
- ▶ What is Quality Score
- ▶ Steps to Improve the Quality Score

- What is CTR and Types of CTR
- How to Calculate CTR
- Walk Through of Google Search Ad
- Difference Between Google Search Network and Display Network
- What is Bidding
- Difference Between Bidding and Daily Budgets
- Types of Bidding Strategies
- Difference between types of Bidding Strategies
- What is Ad Group
- How to select Keywords and add in Ad Group
- What are Ad Extensions
- Conduct a session to create a SEM CampaignOptimise SEM Campaigns
- What is Ad Copy
- How to Write Ad Copy
- What is Location Targeting
- How to Target the location precisely
- How to Start and End Date of an Campaign
- What is Theming of Ad Groups and it's Structure
- What is Ad Rotation and Ad Variation
- How to Set Initial CPC Bid
- What is GCLID in Google Ads
- How to Check Ads are running (Ad View Bug tool)
- What is Tracking Template
- What is Landing Page Optimization
- What is Negative Keyword and It's Using
- How to Dynamic Keyword Insertion on Google Ads
- What is Conversion Tracking
- How to set Conversion Tracking
- Conduct Campaign Optimization

Analysing and Reporting SEM Performance

- Tools of Tracking Reports (Google Analytics and Google Ads report)
- How to do Comparisons in Google Ads
- What is Shared Budget in Google Ads
- What are Labels in Google Ads
- Q & A on Course Review
- Conduct a SEM Strategy session for a random business website.

Artificial Intelligence & Digital Marketing

- What is Artificial Intelligence
- Popular Tools in Artificial Intelligence
- Where AI Can be used in Digital Marketing
- AI Content in a User friendly way which can Rank?

- Generative AI
- Chat-Gpt Use cases
- How to Use chat-gpt for content Creators
- How to make Ai Generative Images

Carriers & Growth Opportunity in Digital Marketing

- Who can learn Digital Marketing
- How Digital Marketing will help students, Employees and Business
- Ways to generate Revenue from Digital Marketing
- Job Opportunity of Digital Marketing in India and International
- Hierarchy of Digital Marketing Jobs and Interaction Session

What Our Students Say

100% Success Rates in the Placement for Skilled People

Flexible Learning Options

Choose from online, offline, or blended learning modes—designed to suit your schedule, lifestyle, and learning preferences.

Sreenivas K
★★★★★ Google

The sessions were detailed and very student-friendly. I improved my skills significantly, and the training gave me a clear direction for my digital marketing career.

Ram P
★★★★★ Google

From SEO to social media and WordPress , Trainers made it all simple. I'm truly thankful for the hands-on support, even outside class hours. Highly recommended

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Ramya Ch
★★★★★ Google

The training was quick, clear, and incredibly useful. It played a key role in my career growth in digital marketing.

Nagarjuna S
★★★★★ Google

Go Digital, Grow Limitless — that's what Trainer Sir teaches. Every concept was explained simply and practically. This training helped me land my job effortlessly. Best social media marketing course ever!

Meghana S
★★★★★ Google

Sir's energy and positivity made every session enjoyable. He cleared all our doubts with patience, and his training style is something I haven't seen elsewhere! Check out the trainer profile to know more.

Haseena Md
★★★★★ Google

I got an internship and later a full-time job thanks to Kishore Sir's practical training. He explains concepts clearly and helps implement them live. A wonderful learning journey

Tools Covered (50+ Modern Tools)

Hands-on experience with: ChatGPT, Canva, Ubersuggest, Mailchimp, Ahrefs, SEMrush, Google Tools, Synthesia, Pictory, and more

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