Diginet Academy

Ai Integrated Digital Marketing

3 Months | Offline Course

Learn the Tools.
Crack the Trends.
Rule the Market.

SYLLABUS

Here's everything you'll unlock in your digital marketing journey.

Module 1

Introduction to Digital Marketing

- Orientation Session
- Soft Skill Introduction
- Overview of Digital Marketing
- Core Marketing Concepts: Target Audience, Marketing Mix (4Ps), Market Segmentation, Value Proposition, Competitive Analysis
- Marketing Planning Process: Situation Analysis, Goal Setting, Strategy Development, Implementation, and Evaluation
- Customer Journey Mapping: Understanding Customer Behavior and Touchpoints
- Importance of Digital Marketing in Business Growth
- Digital Marketing Channels & Strategies
- Career Opportunities in Digital Marketing

Module 2

Website Development & Optimization

- Introduction to Websites & Their Role in Digital Marketing
- Domain, Hosting, and Website Basics
- WordPress Website Development (Builder - Elementor)
- Website Structure & UI/UX Fundamentals
- Mobile-Friendly & Responsive Design
- Website Speed Optimization & Performance
- Introduction to Website Security & SSL
- Landing Page Creation & Optimization for Marketing
- Website Analytics & Tracking

Module 3

Prompt Engineering with ChatGPT

- Introduction to AI and ChatGPT
- Understanding Prompt Engineering Basics
- Crafting Effective Prompts for Content Creation
- Using AI for Website Content & Blogging
- Using AI for Social Media & Ad Copy
- Automating Customer Support with AI
- Enhancing SEO and Keyword Research with AI
- Ethical Considerations and Best Practices

Module 4

SEO (Search Engine Optimization)

- What is SEO & How Search Engines Work
- Overview of Search Engines and Their Role in Digital Marketing
- Types of SEO
- Meta Title & Meta Description
- Keywords and Types of Keywords
- Keyword Research Techniques
- Advanced SEO & Technical SEO
- Website Speed Optimization
- Schema Markup & Rich Snippets
- Mobile-First & Core Web Vitals

Module 5

Content Marketing

- Content Strategy Development: Defining Content Goals, Target Audience, and Content Pillars
- Basics of Content Writing & Blogging
- Creating SEO-friendly Content
- Content Creation & Curation: Writing Engaging and SEO-friendly Content
- Blogging Platforms and Monetization
- Guest Blogging and Outreach Strategies
- Content Promotion & Distribution: Sharing Content Across Various Channels
- Content Calendar & Workflow Management
- Content Marketing Analytics: Measuring Content Performance and ROI

Module 6

Social Media Marketing (SMM)

- Basics of Social Media Marketing
- Facebook Marketing Overview
- Instagram Marketing Techniques
- LinkedIn Marketing & B2B Lead Generation
- Twitter & Pinterest Marketing
- WhatsApp Marketing & Automation
- Influencer & Viral Marketing: Working with Influencers for Brand Growth
- Creating Viral Content & Campaigns

Module 7

Facebook Advertising & Campaign Management

- Introduction to Facebook & Instagram Advertising
- Setting Up Business Manager & Ad Accounts
- Understanding Facebook Ad Policies
- Facebook & Instagram Ad Formats & Objectives
- Audience Targeting & Custom Audiences
- Retargeting & Lookalike Audiences
- Budgeting & Bidding Strategies
- A/B Testing & Performance Optimization
- Facebook Pixel & Conversion Tracking
- Advanced Facebook & Instagram Ad Strategies

Module 8

Social Media Advertising

- Basics of Social Media Marketing
- Introduction to Social Media Ads (Excluding Facebook & Instagram)
- Budgeting & Bidding Strategies
- Performance Tracking & Optimization
- LinkedIn Ads & B2B Lead Generation
- Twitter & Pinterest Ads

Module 9

Google Ads & Pay-Per-Click (PPC)

- Introduction to Google Ads: Search, Display, Video, and Shopping Campaigns
- Keyword Targeting & Match Types: Reaching the Right Audience with Relevant Keywords
- Ad Copywriting & Optimization: Creating Compelling Ads That Drive Clicks
- Landing Page Optimization for PPC: Improving Conversion Rates for Paid Traffic
- Google Ads Budgeting & Bidding Strategies
- Performance Tracking & Optimization: Analyzing Data-Driven Decisions

Module 10

Email & Affiliate Marketing

- Basics of Social Media Marketing
- Basics of Email Marketing
- Creating Effective Email Campaigns
- Understanding Affiliate Marketing & How to Monetize Through Affiliates
- Marketing Automation Tools (HubSpot, Mailchimp, etc.)
- Automating Email & Social Media Campaigns
- Lead Nurturing with Automation

Module 11

E-Commerce & Marketplace Marketing

- Selling on Amazon, Flipkart & Shopify
- Google Shopping Ads & Product Listing Ads (PLA)
- Conversion Optimization for E-commerce

Module 12

Funnel Building & Conversion Rate Optimization (CRO)

- Customer Journey & Sales Funnel Creation: Mapping the Customer Journey and Designing Effective Sales Funnels
- Landing Page Optimization: Designing High-Converting Landing Pages
- A/B Testing & Multivariate Testing: Testing Different Versions of Landing Pages and Ads to Improve Conversion Rates
- User Experience (UX) Considerations for CRO: Optimizing Landing Pages

Module 13

Analytics & Performance Tracking

- Google Analytics Overview
- Tracking User Behavior & Conversions
- Setting Up Goals & Reports
- Data-Driven Decision Making

Module 14

Local SEO & Google My Business Optimization

- Optimizing Google My Business (GMB)
- Local Citations & Reviews
- Hyperlocal Targeting Strategies

Module 15

Marketing Automation & Workflow Integration

- Introduction to Marketing Automation
- Overview of Automation Platforms (Pabbly, Zapier, Integromat)
- Automating Lead Generation & Follow-Ups
- Workflow Automation for Social Media & Email Marketing
- CRM Integration & Automated Customer Engagement
- Connecting Multiple Platforms for Business Growth
- Case Studies & Real-World Implementations

Module 16

Mobile Marketing

- Mobile Indexing & Mobile UX: Optimizing Websites and Content for Mobile Devices
- Mobile Advertising Strategies: Reaching Mobile Users with Targeted Ads
- App Store Optimization (ASO): Optimizing Mobile Apps for Discoverability in App Stores
- SMS & Push Notification Marketing: Engaging Mobile Users with Targeted Messages
- Location-Based Marketing: Targeting Mobile Users Based on Their Location

Module 17

Online Reputation Management (ORM)

- Monitoring Online Conversations: Tracking Brand Mentions and Online Reviews
- Responding to Reviews & Feedback: Addressing Customer Feedback and Resolving Issues
- Building a Positive Online Reputation: Creating Positive Content and Engaging with Influencers
- Crisis Communication: Managing Online Reputation During a Crisis

Certifications

Diginet Academy Certification

Google Ads Certification

Google Analytics Certification

Semrush Certification

Hubspot Academy Certification

Core Features

- Hybrid Learning
- Career-Focused Practical Training
- 100% Placement Assistance
- AI-Integrated Training Modules

Contact us
+91 90611 53098

Thevara, Kochi, Kerala