

AI-DRIVEN DIGITAL MARKETING TRAINING PROGRAM

Where Theory Meets Practice
Your Career Starts Her

Program Overview

- Learn how digital marketing actually works
- Understand real platform behavior and algorithms
- Plan, run, optimize, and scale campaigns
- Use AI tools in modern digital marketing
- Gain hands-on experience with industry tools and real strategies



WHAT YOU WILL LEARN

- Plan complete digital marketing strategies
- Run Google Ads & Meta Ads with confidence
- Increase website traffic using SEO
- Track conversions and campaign performance
- Use AI tools for smarter marketing decisions
- Work on real campaigns and practical use cases
- Prepare for jobs or start freelancing



WHY THIS COURSE

This program is built to help you:

- Get a job in digital marketing
- Start freelancing
- Grow your own business
- Learn AI-powered marketing workflows

No prior experience required.



COURSE CURRICULUM DETAILED MODULE-LIST

Full Digital Marketing Course – Modules (With AI)

1. Digital Marketing Fundamentals
2. Google Ads with AI
3. Meta Ads (Facebook & Instagram) with AI
4. Search Engine Optimization (SEO) with AI
5. Social Media Marketing with AI
6. Content Marketing & Brand Strategy with AI
7. Analytics, Tracking & Performance Measurement with AI
8. Automation, Productivity & AI Workflows
9. Freelancing, Jobs & Career Growth



MODULE 1: DIGITAL MARKETING FUNDAMENTAL (NORMAL)

- What digital marketing is and how it works
- Customer journey: Awareness → Consideration → Conversion
- Practical understanding of marketing funnels
- Overview of key channels: SEO, Google Ads, Meta Ads, SMM.
- Branding and online presence basics
- Website and landing page fundamentals
- Introduction to analytics, KPIs, and performance tracking



DIGITAL MARKETING FUNDAMENTAL WITH AI

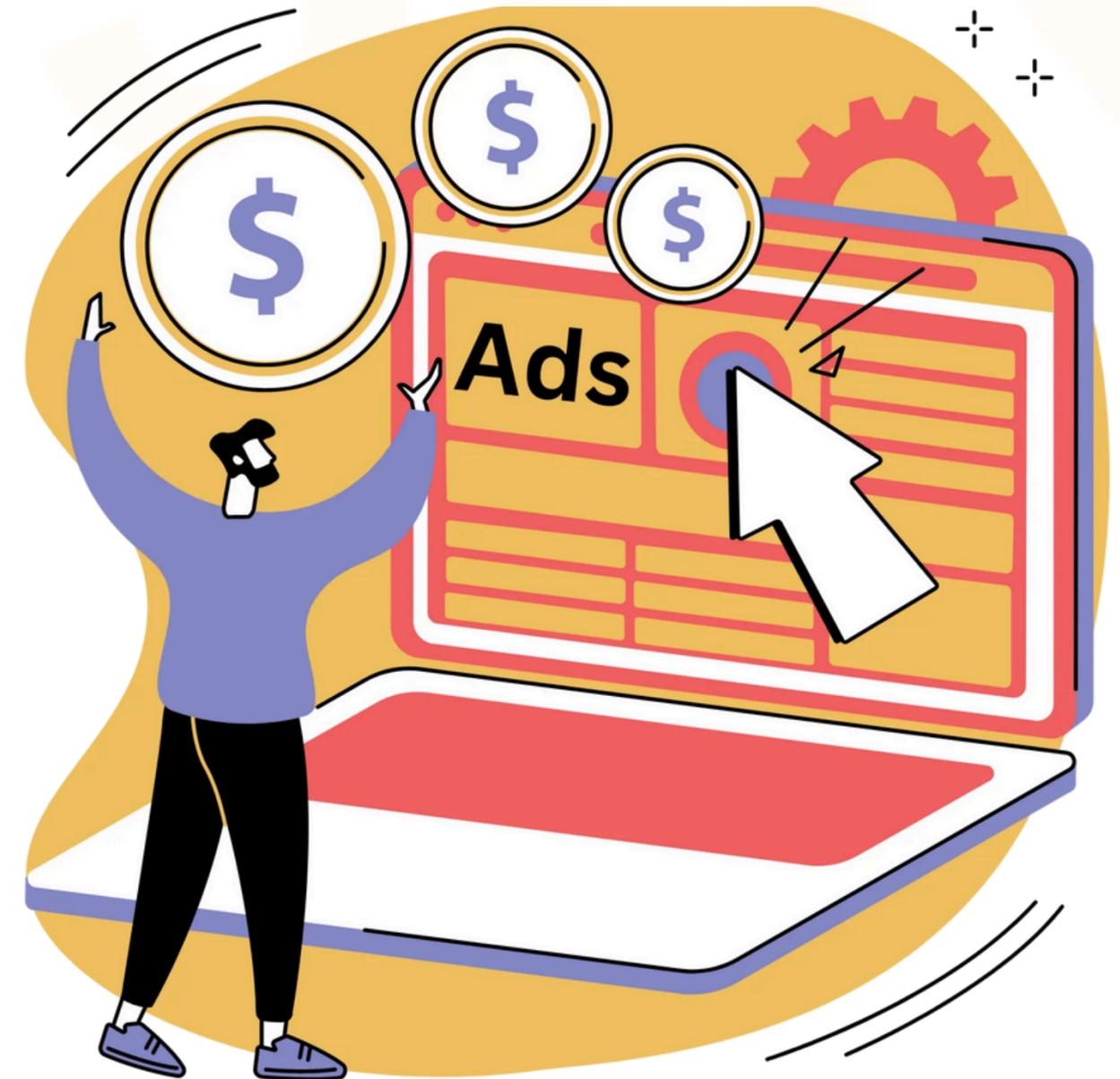
- What AI is and how it is used in digital marketing
- Where AI adds value vs where human strategy is required
- Using AI for market research and customer insights
- AI-assisted content planning and copy ideation
- AI support for SEO, ads, and campaign planning
- Automation concepts to improve speed and efficiency
- Ethical use of AI, data privacy, and platform compliance



MODULE 2:

GOOGLE AD (NORMAL)

- Google Ads account & interface setup
- Manual keyword research (commercial vs informational)
- Keyword match types & search intent
- Search campaigns step-by-step
- Ad copy writing (manual framework)
- Budgeting & bidding basics
- Conversion tracking fundamentals
- PMax & Shopping Ads overview
- Optimization & ROI improvement

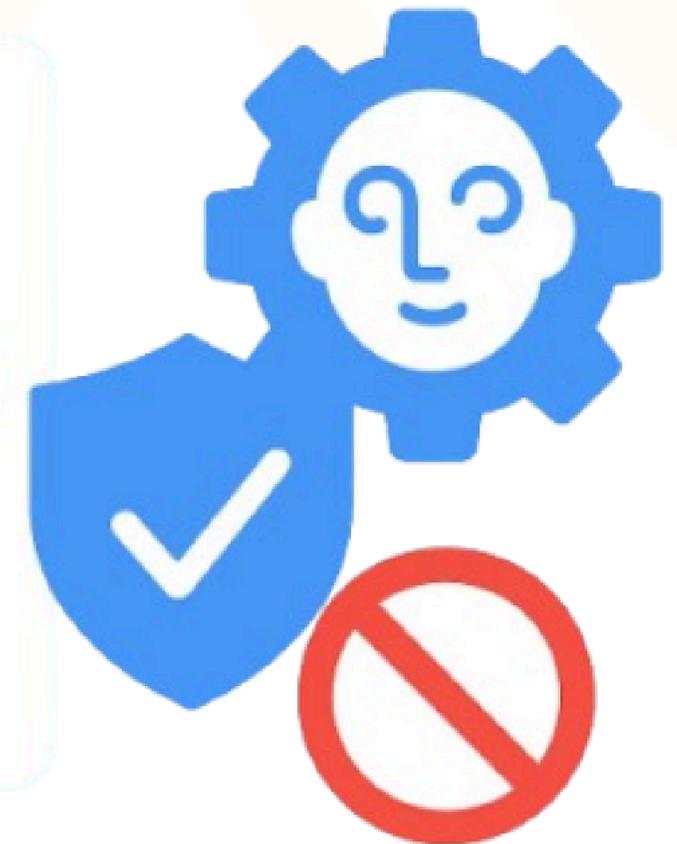


GOOGLE ADS WITH AI

- AI-assisted keyword research and clustering
- AI-generated ad copy frameworks (human-optimized)
- Smart bidding and budget forecasting concepts
- AI-based campaign structure planning
- Performance Max strategy using AI insights
- Faster optimization and scaling decisions

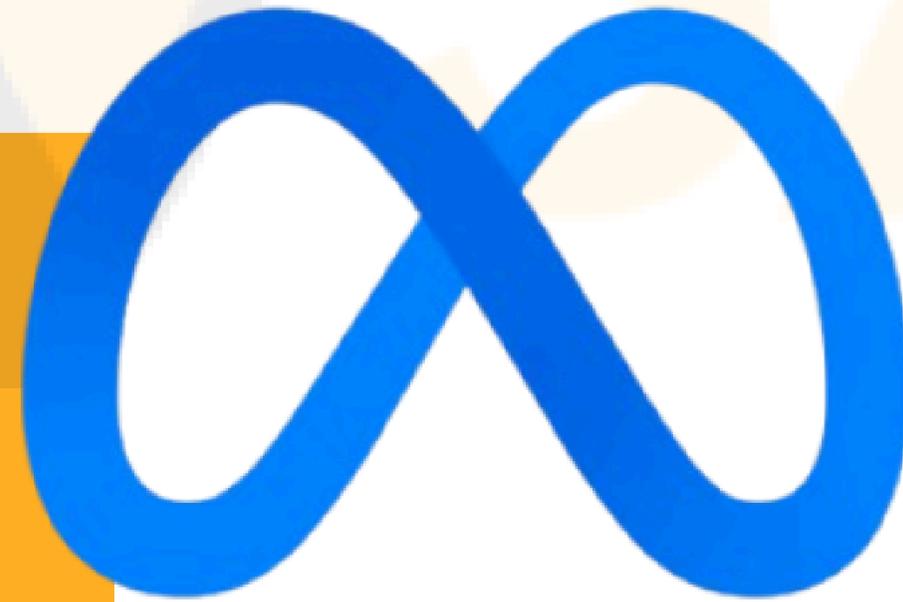


Google

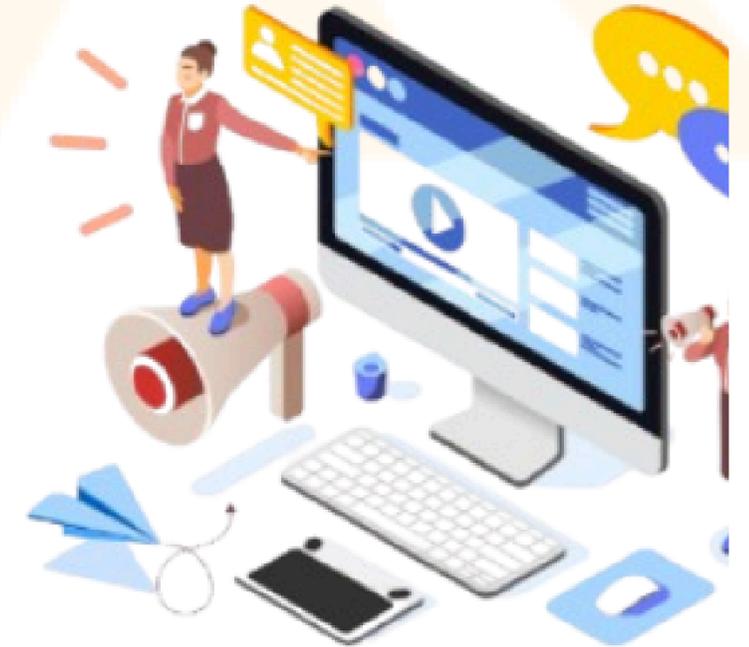


MODULE 3: META ADS (NORMAL)

- Business Manager & ad account setup
- Campaign objectives & funnel mapping
- Manual audience research & targeting
- Retargeting & lookalike audiences
- Ad creatives structure (text + visuals)
- Budget control & scaling basics
- Reading reports & performance improvement

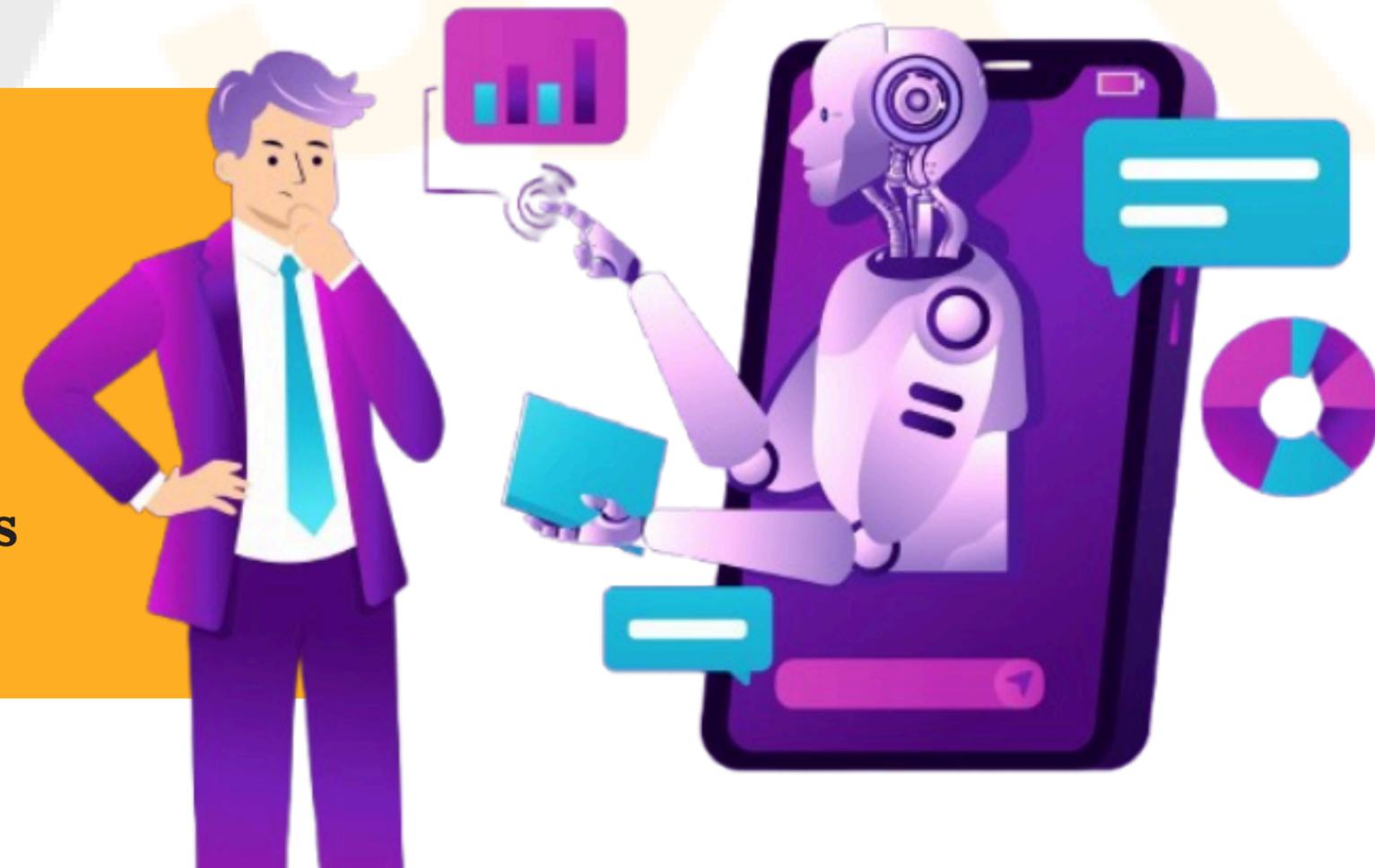


Meta **ADS MANAG**



META ADS WITH AI

- AI-based audience research & interest mining
- Creative angle generation using AI
- Hook, headline & primary text creation
- AI insights for scaling & budget control
- Understanding Meta algorithm with data patterns
- Reducing ad spend wastage using AI analysis



MODULE 4:

SEO FUNDAMENTALS (NORMAL)

- How search engines work
- Keyword research (manual tools & methods)
- Search intent understanding
- On-page SEO checklist
- Technical SEO basics
- Link building fundamentals
- Content optimization



SEO WITH AI

- AI-powered keyword research & intent analysis
- Content planning using AI
- On-page SEO optimization with AI tools
- Technical SEO checks using automation
- Content improvement for rankings
- Faster SEO audits & tracking



MODULE 5: SOCIAL MEDIA MARKETING (NORMAL)

- Understanding social media platforms & their use cases
- Social media strategy & content planning
- Audience research & platform targeting basics
- Content types (posts, reels, stories, carousels)
- Organic growth techniques & engagement strategy
- Posting schedule & consistency planning
- Reading insights, analytics & performance improvement



SOCIAL MEDIA MARKETING WITH AI

- AI-based content ideas & trend research
- AI-assisted caption, hashtag & hook generation
- Creative planning for reels & short-form content using AI
- AI insights for engagement growth & content optimization
- Understanding platform algorithms using data patterns

Reducing content effort & improving reach using AI tools



MODULE 6 :

CONTENT MARKETING & BRAND STRATEGY WITH AI

- Content planning and strategy using AI
- AI-assisted content ideas and calendars
- Brand voice and messaging consistency
- Content for blogs, ads, social media, and websites
- Using AI to improve engagement and conversions



MODULE 7 : ANALYTICS, TRACKING & PERFORMANCE MEASUREMENT WITH AI

- GA4 and conversion tracking overview
- AI-assisted data analysis and insights
- Campaign performance monitoring
- Understanding key metrics: CTR, CPA, ROI, ROAS
- Data-driven optimization and decision making

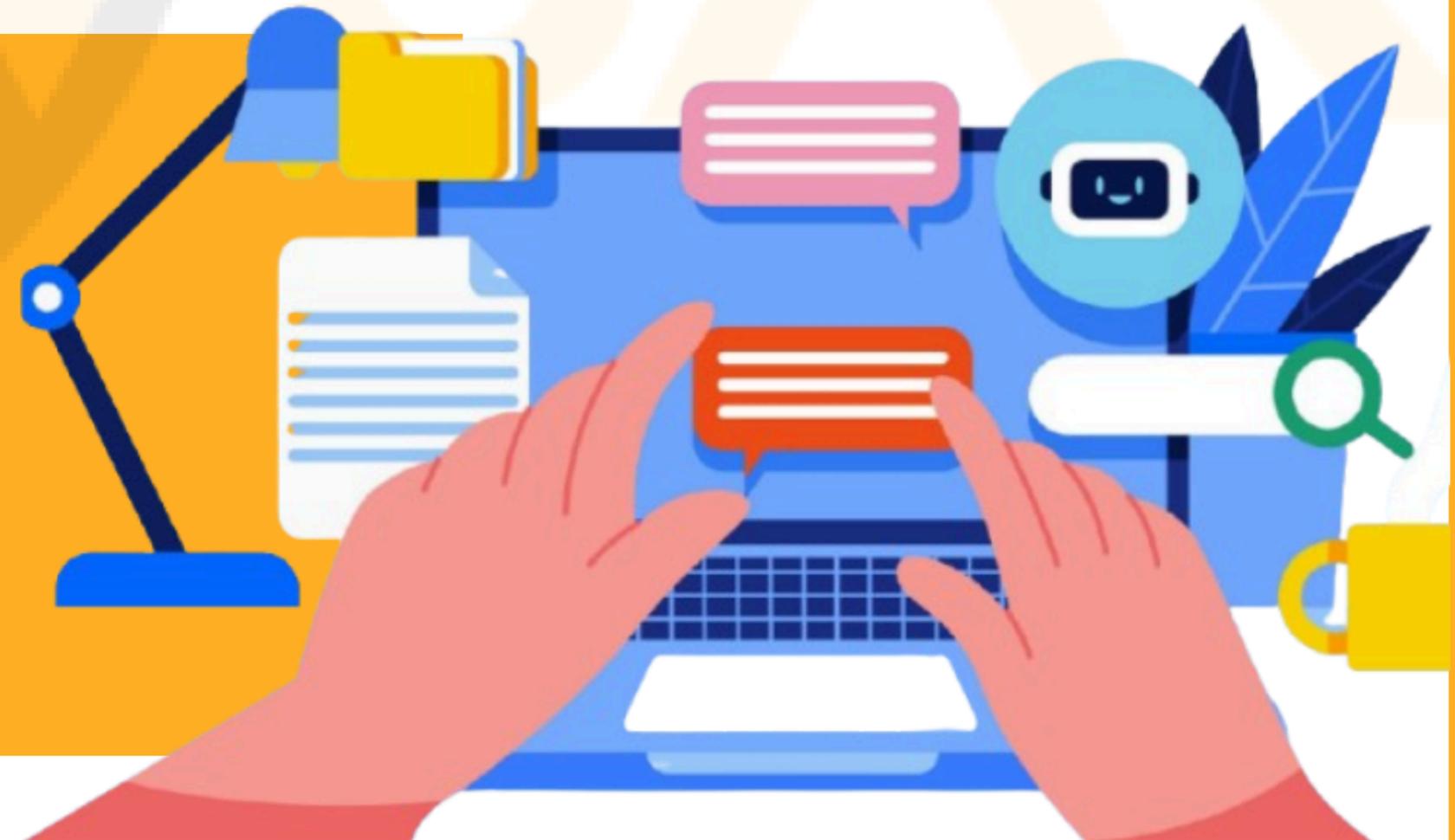


Marketing
Analytics

MODULE 8: AUTOMATION, PRODUCTIVITY & AI WORKFLOWS

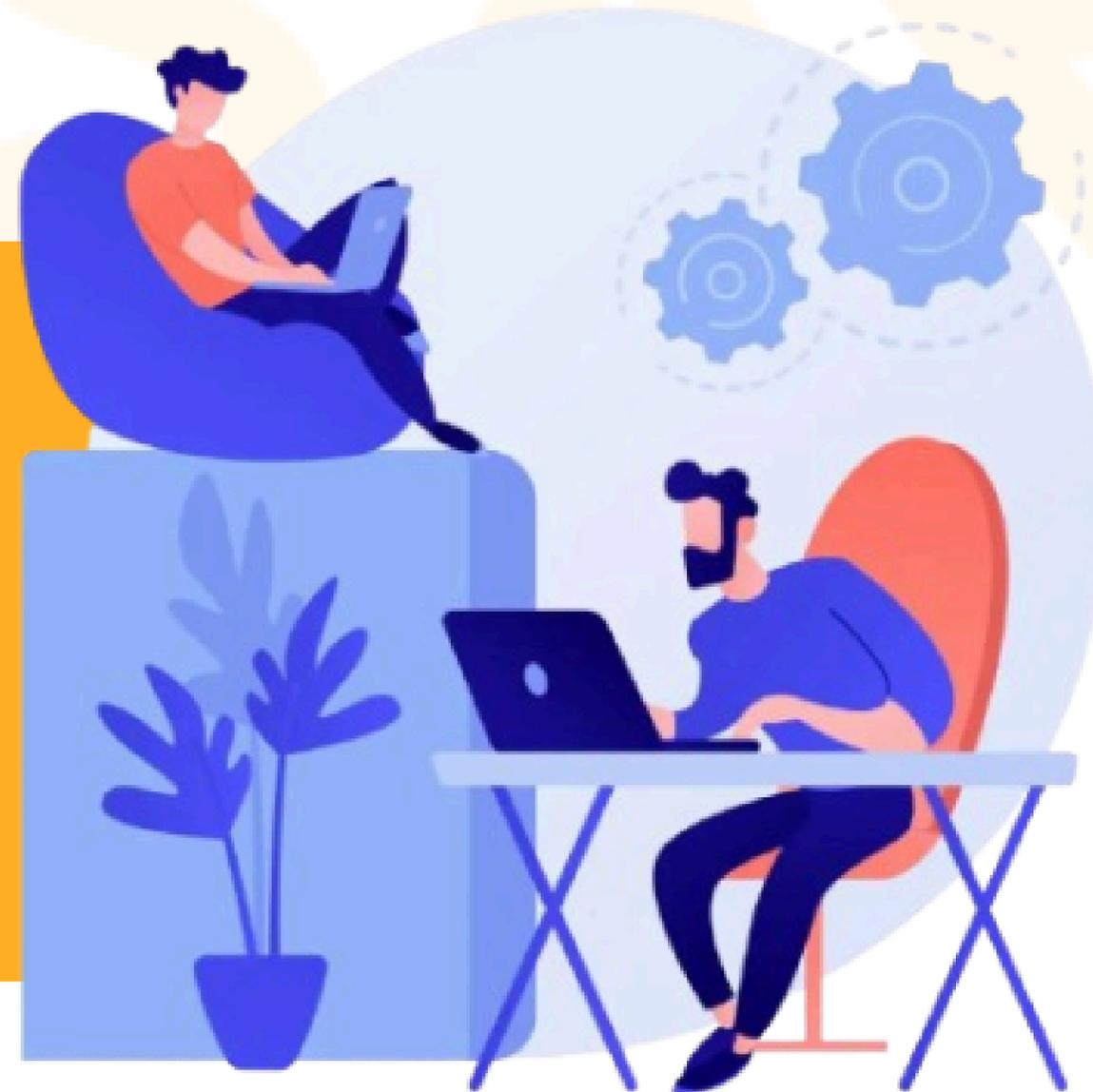
- Marketing automation fundamentals
- AI workflows to save time and reduce manual work
- Automation for ads, content, and reporting
- Improving productivity with AI tools

Scalable systems for marketing execution



MODULE 9 : FREELANCING, JOBS & CAREER GROWTH

- Building a digital marketing portfolio
- Freelancing basics and client acquisition
- Job roles and career paths in digital marketing
- Interview preparation and practical skills
- Long-term career growth strategies



WHO SHOULD JOIN?

- Students & Freshers
- Job Seekers
- Freelancers
- Business Owners
- Working Professionals



MODE OF TRAINING

- Live Online Classes
- Mentor-Led Sessions
- Doubt Clearing Support
- Lifetime Recording Access



CERTIFICATION

- **Industry-Recognized Certificate**
- **Valid for Jobs & Freelancing**



ENROLL NOW

START YOUR DIGITAL MARKETING
JOURNEY WITH AVSAR





SAR

THANK

YOU

