

Module 1: Digital Marketing Foundations, Strategy & Customer Psychology

Topics

- Digital Marketing Ecosystem
- Customer Journey & Buyer Psychology
- Marketing Funnel (Cold, Warm, Hot Leads)
- Customer Persona Creation
- Marketing Strategy
- Offer Creation
- Positioning & Messaging Basics
- Marketing Goals & KPIs

What You Will Learn

- Identify and define your target customer
- Create clear offers and messaging
- Understand customer journey and funnels
- Set simple marketing goals and KPIs
- Build a basic marketing strategy

Tools

- ChatGPT, Perplexity

Module 2: AI for Marketing, Prompting & Productivity

Topics

- AI Fundamentals for Marketers
- Prompting Frameworks
- AI for Content Writing
- AI for Research & Ideation
- AI for Market & Competitor Research
- AI for Campaign Planning
- AI for Strategy & Planning

What You Will Learn

- Use AI to speed up marketing work
- Write effective prompts for better outputs
- Generate content and ideas using AI
- Do basic market and competitor research with AI
- Plan campaigns and marketing strategies using AI

Tools

- ChatGPT, Claude, Perplexity, Gemini

Module 3: Content Marketing, Copywriting & Canva

Topics

- Canva Fundamentals
- Social Media Post Design
- Ad Creative Design
- Thumbnail & Cover Design
- Content Marketing Fundamentals
- Content Strategy & Planning
- Content Pillars & Content Buckets
- Organic Content Strategy
- Copywriting Fundamentals
- Hooks & Storytelling
- Ad Copy & CTA Writing
- Content Calendar Creation
- Platform-Specific Content Strategy

What You Will Learn

- Plan content for any business or brand
- Write clear hooks, captions, and ad copy
- Create structured content calendars
- Design social media posts and ad creatives using Canva
- Build consistent content for different platforms

Tools

- Canva, ChatGPT, Claude, Gemini, Pinterest

Module 4: AI Content Creation

Topics

- AI Image Generation
- AI Video Generation
- Prompting for Creative Content
- AI Creative Strategy & Ideation
- Content Repurposing with AI
- AI for Ad Creatives & Content

What You Will Learn

- Create images and videos using AI tools
- Generate creative ideas for ads and content
- Turn one piece of content into multiple formats
- Use AI to speed up creative production for marketing

Tools

- ChatGPT, Gemini, Flow, Kling and more

Module 5: Meta Ads & Paid Social Advertising

Topics

- Meta Ads Ecosystem
- Business Manager & Ad Account Setup
- Campaign Objectives
- Audience Targeting
- Ad Structure & Campaign Planning
- Live Campaign Setup (Lead, Sales, Engagement, Awareness)
- Ad Creatives Strategy
- Pixel Setup

- Budgeting & Optimization
- Understanding Ad Data
- Reporting & Performance Tracking
- AI for Campaign Optimization

What You Will Learn

- Set up and manage Meta ad accounts
- Create real ad campaigns
- Target the right audience for ads
- Design ad structure for different goals
- Read and understand ad performance data
- Optimize campaigns for better results

Tools

- Meta Ads Manager, ChatGPT, Canva, Claude, Meta Ad Library, Pinterest

Module 6: Organic Growth & Branding

Topics

- Organic Growth Fundamentals
- Platform Growth Strategies (TikTok, Instagram, Facebook, LinkedIn, YouTube)
- Branding Fundamentals (Personal & Business)
- Profile Optimization
- Community Building
- Engagement Strategy
- Content Repurposing
- Multi-Platform Distribution Strategy
- AI for Content Planning
- AI for Trend Research
- AI for Growth Strategy

What You Will Learn

- Grow accounts organically on major platforms
- Build a clear personal or business brand
- Optimize profiles for visibility and conversions

- Create content that can be reused across platforms
- Improve engagement and audience building using simple systems
- Use AI to find trends and plan growth content

Tools

- ChatGPT, Google Trends, Perplexity, Claude, Buffer

Module 7: Email Marketing & Automation

Topics

- Email Marketing Fundamentals
- Mailchimp / Brevo Account Setup
- Importing Contacts
- Creating Email Templates
- Email Automation Setup
- Welcome Email Automation
- Lead Nurturing Basics
- Segmentation Basics
- Email Performance Basics
- AI for Email Writing

What You Will Learn

- Set up and manage email marketing tools
- Create email templates and campaigns
- Build and launch a welcome email automation
- Understand how to nurture and segment leads
- Improve email performance using metrics
- Use AI to write effective emails

Tools

- Mailchimp, Brevo, ChatGPT, Claude

Module 8: SEO & Analytics

Topics

SEO

- SEO Fundamentals
- Keyword Research
- Search Intent
- On-Page SEO
- SEO Content Optimization
- Technical SEO
- Off-Page SEO
- Local SEO (Google My Business)
- Answer Engine Optimization (AEO)
- Google Search Console Basics
- AI for SEO Research
- AI for SEO Content Planning
- SEO Proposals & Reporting

Google Analytics (GA4)

- Marketing Metrics
- Google Analytics Basics
- Campaign Tracking
- Traffic Analysis
- Reporting & Insights
- Data Interpretation

What You Will Learn

- Improve website visibility on search engines
- Find and use the right keywords for content
- Optimize pages for SEO performance
- Understand how people find and use your website
- Track marketing performance using analytics
- Create basic SEO reports and proposals
- Use AI to speed up SEO research and planning

Tools

- Google Search Console, Google Analytics, Google Keyword Planner, SEMrush, ChatGPT

Module 9: Google Ads

Topics

- Google Ads Ecosystem
- Account Setup
- Search Campaigns
- Keyword Targeting
- Ad Copywriting
- Budgeting & Optimization
- Reporting & Performance Tracking
- AI for Google Ads Copywriting
- AI for Campaign Planning

What You Will Learn

- Set up and manage Google Ads account
- Create ad campaigns
- Write effective ad copy
- Track and understand campaign performance
- Use AI to improve ads and campaign planning

Tools

- Google Ads, ChatGPT, Google Keywords Planner, SEMrush

Module 10: Website Development (WordPress) & Landing Pages

Topics

- Domain & Hosting Basics
- WordPress Fundamentals
- Website Structure for Marketing
- Landing Page Fundamentals
- Homepage, About & Contact Page Setup

- Contact Forms & Lead Capture
- Blog Setup Basics
- Essential Plugins
- Website UX Basics
- Conversion-Focused Design
- SEO Setup
- AI for Website Content Writing
- AI for Landing Page Copywriting

What You Will Learn

- Set up a website from scratch
- Build landing pages that capture leads
- Structure a website for marketing and conversions
- Add forms and lead capture systems
- Apply basic SEO to a website
- Write website and landing page content using AI

Tools

- WordPress, Domain & hosting platform, ChatGPT, Tally, LocalWP, TestWP

Module 11: Freelancing, Client Acquisition & Business Growth

Topics

- Freelancing Fundamentals
- Service Packaging & Offer Creation
- Client Acquisition Strategy
- Portfolio Building
- Outreach & Proposal Basics
- Personal Positioning
- Career & Business Growth in Digital Marketing
- LinkedIn for Growth
- AI for Outreach, Proposals & Offers

What You Will Learn

- Create and package digital marketing services

- Build a portfolio and personal brand
- Find and approach potential clients
- Write basic proposals and outreach messages
- Plan your freelancing, career, or business growth path

Tools

- ChatGPT, Canva / Google Docs, LinkedIn