

DTA-DMA-101

# **AI-Powered Digital Marketing Training**

# Program Information



**Nature of the Course**  
Theory + Practical



**Total Hours per Day**  
2 hours



**Course Duration**  
8 Weeks

## Course Summary

The AI-Powered Digital Marketing Training in Nepal is a practical, industry-focused training program designed to help learners master modern digital marketing strategies while leveraging the power of AI. Participants will learn how to create marketing campaigns, develop content, grow brands on social media, run paid advertisements, improve search engine visibility, and build conversion-focused websites using the latest marketing and AI tools.

The program emphasizes hands-on learning through real-world projects and covers the complete digital marketing ecosystem—from strategy and customer psychology to content creation, advertising, analytics, automation, and business growth. By the end of the course, learners will be equipped with the skills needed to work as digital marketers, freelancers, consultants, or business owners in today's AI-driven marketing landscape.

## Key Areas Covered

- Digital Marketing Strategy & Customer Psychology
- AI for Marketing, Content Creation & Productivity
- Social Media Marketing & Branding
- Meta Ads & Google Ads
- SEO, Local SEO & Analytics
- Email Marketing & Automation
- WordPress Website & Landing Page Development
- Freelancing, Client Acquisition & Business Growth

## Completion Criteria

After fulfilling all of the following criteria, the student will be deemed to have finished the Module:

- Has attended 90% of all classes held
- Has received an average grade of 80% on all assignments
- Has received an average of 60% in assessments
- The tutor believes the student has grasped all of the concepts and is ready to go on to the second module.

## Required Textbooks

There is no required textbooks for this course.

## Prerequisites

There is no prior educational level requirement for this course.

# Course Details

## Module 1: Digital Marketing Foundations, Strategy & Customer Psychology

### Topics

- DigitalMarketingEcosystem
  - CustomerJourney&BuyerPsychology
  - MarketingFunnel(Cold,Warm,HotLeads)
  - CustomerPersonaCreation
  - MarketingStrategy
  - OfferCreation
  - Positioning&MessagingBasics
  - MarketingGoals&KPIs
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### 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
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## 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

- 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, Claude, Perplexity, Gemini
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## 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
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#### 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
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#### 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
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### 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
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### Tools

- ChatGPT, Gemini, Flow, Kling and more
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## 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
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### 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
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### Tools

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

- Mailchimp, Brevo, ChatGPT, Claude
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# 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
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## Google Analytics (GA4)

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

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

- Google Ads, GhatGPT, Google Keywords Planner, SEMrush
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## 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
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### 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
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### 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
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## 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
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## Tools

- ChatGPT, Canva / Google Docs, LinkedIn

