

AI Powered Advanced Digital Marketing

Classroom learning in Jaipur · Online classes available

3 months training + 1 month guided internship

22 connected modules • 115 guided Industry Missions

5 portfolio projects with mentor feedback

Build skills you can put into practice

Connect marketing fundamentals with AI-assisted research, content, search, paid campaigns and analytics. Practise through focused assignments, then bring your work together in a portfolio.

Current offer fee: ₹24,999

Regular fee: ₹34,999 | Save ₹10,000

Confirm current fees, taxes, inclusions and instalment options in writing before payment. Paid third-party subscriptions are not automatically included.

Who can join?

Students after 12th, graduates, working professionals, freelancers and business owners. No coding background is required.

Speak with our team about your goals, batch timings and learning format: +91 63761 12961.

01 / Introduction to Digital Marketing & Growth Foundations

4 Missions · Guided practice

- Digital marketing ecosystem: owned, earned and paid media
- Core channels, roles and career pathways
- Customer funnel: awareness, consideration, conversion and retention
- SMART objectives, KPIs and growth measurement basics

Practical output: Create a digital channel map, funnel overview and 90-day learning-and-growth plan.

02 / Market Research, Competitor Analysis & Customer Psychology

5 Missions · Guided practice

- Market, category and competitor research frameworks
- Customer segments, demand signals and buying triggers
- Needs, motivations, objections and decision factors
- Buyer personas, search intent and opportunity mapping

Practical output: Build a market research brief, competitor map, buyer persona and customer-insight sheet.

03 / Brand Positioning, Offer & Customer Journey

5 Missions · Guided practice

- Brand positioning and differentiation
- Value proposition and offer development
- Customer journey and funnel mapping
- Trust signals, objections and campaign brief creation

Practical output: Create a positioning statement, offer canvas, customer journey map and campaign brief.

04 / AI Marketing Workflows & Responsible Prompting

5 Missions · Guided practice

- Prompt structure, context, constraints and reusable workflows
- AI-assisted research and source verification
- Brand voice, human editing and quality control
- Privacy, hallucination checks and responsible AI use

Practical output: Build a prompt library, research workflow, fact-check checklist and brand voice guide.

05 / Domain, Hosting, WordPress & Digital Infrastructure

5 Missions · Guided practice

- Domains, DNS, hosting and SSL
- WordPress setup, themes and page planning
- Elementor or block-based page building
- Forms, security, backups and mobile checks

Practical output: Create a sitemap, working website, lead form and technical launch checklist.

06 / Landing Pages, Funnels, Copywriting & CRO

6 Missions · Guided practice

- Value proposition, message match and conversion copy
- Benefits, proof, urgency and objection handling
- Lead magnets, forms and funnel architecture
- CRO research, Microsoft Clarity and testing concepts

Practical output: Produce a landing-page wireframe, complete copy, lead form and conversion-testing backlog.

07 / Blogging, Content Marketing & Editorial Systems

5 Missions · Guided practice

- Blog strategy, niches, content pillars and editorial planning
- Topic clusters, search intent and content briefs
- Blog writing, editing, formatting and internal linking
- Content distribution, updating and repurposing workflows

Practical output: Build a 30-day blog calendar, SEO content brief and publish-ready long-form article.

08 / Creative Design, Short-Form Video & Content Production

5 Missions · Guided practice

- Creative strategy, hooks and storytelling
- Canva systems, brand kits and visual consistency
- Reels and Shorts scripting, storyboarding and production
- AI-assisted creative ideation, editing and repurposing

Practical output: Create a branded creative set, short-video scripts and a repeatable content production workflow.

09 / SEO Foundations, Keyword Research & On-Page SEO

6 Missions · Guided practice

- Keyword research, intent and opportunity evaluation
- Topic clusters and content architecture
- On-page SEO, headings, metadata and internal linking
- Image SEO, accessibility, content refresh and optimisation

Practical output: Build a keyword map, topic cluster, SEO brief and fully optimised page.

10 / Technical SEO, Search Console & Web Performance

5 Missions · Guided practice

- Crawlability, indexability and status codes
- Canonicals, redirects, robots and broken links
- Core Web Vitals, mobile usability and performance
- Structured data and Google Search Console workflows

Practical output: Complete a technical SEO audit, indexation review and prioritised fix sheet.

11 / Local SEO, Google Business Profile & Reputation

5 Missions · Guided practice

- Local intent and Google Business Profile optimisation
- NAP consistency, local citations and location pages
- Photos, posts, services, questions and local content
- Review acquisition, reputation management and response systems

Practical output: Create a local SEO audit, profile plan, review-response library and Jaipur location-page brief.

12 / AEO, GEO & AI Search Visibility

6 Missions · Guided practice

- AEO, GEO, entities and topic relationships
- Direct-answer, FAQ and question-led content
- Authorship, sourcing, first-party evidence and trust signals
- Structured data and AI-search visibility monitoring

Practical output: Build an entity brief, direct-answer content block, source map and AI-visibility checklist.

13 / Social Media Marketing & Community Growth

5 Missions · Guided practice

- Platform selection and profile optimisation
- Content pillars, formats, cadence and scheduling
- Community management, social listening and engagement
- Organic growth experiments and performance review

Practical output: Create a platform strategy, 30-day social calendar, community SOP and performance review.

14 / Personal Branding, Influencer & Creator Marketing

5 Missions · Guided practice

- Personal brand positioning, profile and content strategy
- Authority-building on LinkedIn, Instagram and other platforms
- Influencer discovery, outreach and collaboration models
- Creator evaluation, briefs, disclosures and campaign reporting

Practical output: Create a personal-brand blueprint, creator shortlist, outreach script and influencer campaign brief.

15 / YouTube Marketing & Video Growth

5 Missions · Guided practice

- Channel positioning, audience and content pillars
- YouTube topic, keyword and competitor research
- Titles, thumbnails, hooks, retention and calls to action
- Shorts vs long-form strategy and YouTube Studio analytics

Practical output: Build a YouTube channel plan, five video briefs, title-thumbnail concepts and analytics checklist.

16 / Google Ads, Paid Search & YouTube Advertising

6 Missions · Guided practice

- Account, campaign and ad-group structure
- Keywords, match types, ad copy and assets
- Bidding, budgets and landing-page alignment
- Conversion tracking, YouTube Ads, optimisation and reporting

Practical output: Create a campaign plan, keyword structure, ad-copy set, YouTube ad brief and budget sheet.

17 / Meta Ads, Retargeting & Media Planning

6 Missions · Guided practice

- Meta Business Suite and Ads Manager
- Objectives, audiences, placements and funnel stages
- Creative angles, testing frameworks and events
- Retargeting, media planning, optimisation and reporting

Practical output: Build an audience map, creative brief, campaign build sheet and retargeting flow.

18 / Email Marketing, CRM & Lead Nurturing

5 Missions · Guided practice

- Email list building, consent and lead magnets
- Welcome, nurture, promotional and re-engagement sequences
- Segmentation, subject lines, copy and deliverability basics
- CRM stages, lead scoring and email performance metrics

Practical output: Create a lead magnet flow, five-email nurture sequence, segmentation plan and CRM pipeline.

19 / Analytics, GTM, Dashboards & Marketing Automation

6 Missions · Guided practice

- GA4 events, KPIs and measurement plans
- Google Tag Manager, UTM governance and conversion tracking
- Looker Studio dashboards and campaign reporting
- CRM, WhatsApp, no-code and AI-assisted automation workflows

Practical output: Build a measurement plan, tracking specification, dashboard and automated lead workflow.

20 / E-commerce & Marketplace Marketing

5 Missions · Guided practice

- E-commerce customer journey and store conversion basics
- Shopify/WooCommerce merchandising and product-page optimisation
- Merchant Center, product feeds and shopping campaign concepts
- Marketplace marketing, retention, remarketing and performance metrics

Practical output: Create an e-commerce growth plan, product-page audit, feed checklist and campaign roadmap.

21 / Affiliate Marketing, Digital Monetisation & Income Models

4 Missions · Guided practice

- Affiliate business models, niches and partner-program evaluation
- Affiliate content, comparison pages and conversion funnels
- Disclosure, trust, tracking and performance measurement
- Monetisation paths: affiliate, content, ecommerce, consulting and retainers

Practical output: Build an ethical monetisation map, affiliate content plan and tracked conversion funnel.

22 / Freelancing Business, Client Acquisition, Portfolio & Career Readiness

6 Missions · Guided practice

- Freelance service selection, packages and pricing basics
- Lead generation, outreach, proposals and discovery calls
- Onboarding, scope, communication, reporting and retention
- Portfolio case studies, LinkedIn, resume, interviews and job search

Practical output: Create a freelance offer, proposal, outreach scripts, onboarding kit, portfolio and career-ready profile.

Five projects. Work you can explain.

01 Conversion Landing Page

02 Search Visibility Plan

03 GA4 Performance Dashboard

04 Google Business Profile Plan

05 Google & Meta Campaign Plan

Internship and career preparation

The course includes one month of guided internship after the three-month training period, plus resume, LinkedIn, portfolio, interview and job-search guidance. Confirm the internship calendar, supervision, work allocation and any stipend terms before admission.

Placement assistance supports your preparation; it does not guarantee a job or salary. Completion certification depends on attendance, assignment and assessment requirements.

Choose your learning format

Pratap Nagar: 2nd Floor, GuruKripa Complex, Gaushala, Pratap Nagar, Sanganer, Jaipur 302033.

Jagatpura: 21-22, Rupal Market, Ramnageria Road, Near 7 No., Jagatpura, Jaipur 302017.

Online classes: ask the counselling team about current timings, the teaching format and assignment review.

Book free counselling

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