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Enhance your

Career Opportunities

Embrace the

Digital Revolutions



Learn Digital Marketing in just 3 months from the industry Expert and build your career in Digital Marketing

- Dive into endless job opportunities in Digital Marketing
- Embrace freelancing as your career path
- Start Your Own Marketing Agency
- Elevate Your Business to New Heights

Why Digital Marketing

The digital advertising industry across India had a market size of around 47 billion in 2015, which only went up to a market size of around 199 billion in the financial year 2020. This figure is projected to go up to 539 billion rupees by the financial year 2024. The market is estimated to grow at a CAGR of 30.2% during 2024-2032 to reach a value of USD 55.37 billion by 2032 indicating massive growth in the digital advertising segment, thus presenting significant opportunities for those pursuing a career in digital marketing in India.

India will be the
Global Talent pool for

Digital Marketing

WHO SHOULD ENROLL?

- Graduates
- Working Professionals
- Business Professionals
- College Students
- Traditional Marketers
- Freelancers
- Homemakers who want to support family businesses



WHAT WILL YOU LEARN FROM THIS COURSE

1. Build Your Digital Foundation:

Dive into digital marketing essentials such as segmentation, targeting and positioning, concept of branding, website creation and B2B marketing ecosystem.

2. Learn SEO Strategy:

Understand On-page and Off-page SEO practices to strategize the improvement of search rankings. Learn how to conduct keyword research and competitor analysis for effective strategy formulation.

3. Social Media Power:

Leveraging the potential of social media ecosystem with focus on Meta (Facebook & Instagram), YouTube and LinkedIn Advertising.

4. Measure your success:

Get equipped with the learning and understanding of Google Tag Manager and Google analytics for generating valuable insights to optimize the website's performance.

5. Run Profitable Campaigns:

Design landing pages, master Google, Meta, and LinkedIn ads, and explore retargeting.

6. Impact of AI in Digital Marketing:

Learn how AI works, Basics of prompt engineering, learn different AI tools for generating attractive and effective content

7. Boost Engagement and Growth:

Unleash affiliate marketing, retention strategies, and AI-powered marketing tools.

8. Job Assistants:

Build a winning resume ace interviews, and explore the exciting world of digital marketing jobs.





What is Google?
How Google works?



Build your
own website!



Search Engine
Optimization (SEO)
Boost Your Website's
Visibility and Drive High
Traffic with Google
Indexing and Ranking!



Social Media Marketing
Google, Facebook, Insta,
YouTube & LinkedIn ads



Customer Engagement
Email Marketing, SMS
Marketing, Whatsapp
Marketing, Push
Notifications on website



Growth Marketing
Affiliate Marketing,
Retention Marketing



B2C v/s B2B Marketing



AI in Digital Marketing
Grow your business
from 5x to 10x.



Information Architecture
and Wireframing.



Building Shopify
Website



Segmentation



Targeting and
Positioning

LEARNING PATH

**Principles
and core
concepts of
Digital Marketing**

**Learn from
practical
insights**

**Guest lectures
by Industry
Experts**

**Hands on
Projects**

TOOLS INFORMATION



Module 6. Email & WhatsApp Marketing

6.1 Introduction to Retention Marketing
6.2. WhatsApp Tool Integrations
6.3 Email Marketing: Importance and Benefits
6.4 Automating Drip Campaigns
6.5 Email Marketing KPIs & Optimization ways
6.6 CRM tool Hands On
6.7 Live Session on Email Marketing Campaign
6.8 Project on Email Automation

Module 9. Ethics in Marketing

9.1. Importance of being Ethical
9.2 Ethical practices to be followed in Digital
9.3 International Ethics Regulations and
9.4. Benefits of following Ethical practices

Module 7. Web Analytics

7.1 Introduction to Google Analytics
7.2 Integrating Google Analytics
7.3. Live session on Google Tag Manager
7.4 Measuring website's traffic and benchmarking
7.5 Google Looker Studio
7.6 Understanding traffic measurement in B2B
7.7 Live session on understanding GA4

Module 10. Careers in Digital Marketing

10.1 Careers in Digital Marketing
10.2 Different roles in Digital Marketing
10.3 Career path in digital Marketing

Module 11. Resume and LinkedIn profile Building

11.1 Resume preparation : Tips and strategies
11.2 LinkedIn profile optimization
11.3 Soft Skill training

Module 8. Mobile Marketing

8.1 Introduction to Mobile Marketing
8.2 Future of Digital Marketing
8.3 Types of Mobile Marketing
8.4 Best practices of mobile marketing
8.5 SMS Marketing
8.6 Geotagging
8.7 Geofencing
8.8 AR-VR in Marketing
8.9 Case study discussion

Module 12. Interview and Job Assistance

12.1 Mock Interview
12.2 Job Assistance

All the modules are infused with relevant Industry Case Studies & Assignments in the curriculum.

HANDS-ON PROJECT

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

1

Information
Architecture
and
Wireframing.

2

Wordpress
Website

3

Shopify
Website

4

SEO Audits

5

Keyword
research and
planning

6

Google Search
Console

7

Gooblg Ads
Campaign

8

Facebook Ad
Campagin

9

Instnl Adm
Campaign

10

NoCode
Chatbots

11

Social Media
Manager

12

Content
Calendar

13

Email
Automation
Workflows

14

Analytic
Dashboard

15

Visualization
Dashboard

JOBS IN DIGITAL MARKETING

1.5 Infinite job openings are there in the market and a 25% year-on-year growth

- ***Digital Marketing Manager***
- ***Content Marketer***
- ***SEO Specialist***
- ***SEM/PPC Specialist***
- ***Social Media Manager***
- ***Email Marketing Specialist***
- ***Analytics Manager***
- ***Conversion Rate Optimizer***
- ***Influencer Marketer***
- ***Digital Marketing Strategist***



PROUDLY BUILDING CAREERS

Here Are Some Iconic Brands
Where Our Alumni Shines Bright...



COURSE OFFERINGS



Career Centric
Syllabus



Industry Experts
Led Live Sessions



Doubt Clearing
Session



Skill Elevation:
Practice Exercises



Industry Relevant
Project



Interview
Preparation



Certificate



Mail Support



Job Assistance



Community
Channel

CERTIFICATION

1 2 3 4 5 6 7 8 9 10



Digital Marketing With AI

This is to certify that Mr./Mrs./Ms. {Student's Name}, has successfully completed the
Digital Marketing with AI

Date:xxxx

Certificate No:xxxx
[https:// learn.pwskills.com/certificate/xxxx](https://learn.pwskills.com/certificate/xxxx)

Mr. Ahraz Alam Khan
(Founder)

PROGRAM DETAILS



3 Months

Duration



English

Language



125+

Hours of Learning

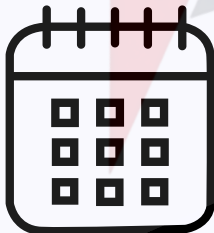


Job Assistance



Blended

Delivery Mode



Course starts
Please refer to the website
for program start dates



FEES STRUCTURE

~~₹35,000/-~~

₹25,000

FAQS

- ***I am planning to start my own business. How can Digital Marketing help?***

Every business needs to attract customers and in today's world 70% of the marketing spend is happening digitally. This course will help you understand what are the different types of digital marketing. tools you can leverage to scale up your business and drive footfalls and traffic

- ***I am a student who wants to look at jobs in start-ups.***

Start Ups are great at digital marketing and this is a skill which is easy to enter into

- ***What type of education background is needed to learn digital marketing?***

Digital Marketing does not need any specific background. Even if you have commerce,arts,engineering,medical, background you are free to choose this field and leverage your education skill.

- ***How can I get help if I encounter difficulties with the course material?***

Digital marketing offers global reach, cost-effectiveness, targeted audience, measurable results, interactivity, flexibility, brand building, and integration with traditional marketing. In Digital Marketing with AI, you'll immerse yourself in a comprehensive curriculum covering the core principles of digital marketing alongside advanced AI techniques. From understanding search engine algorithms to leveraging AI-powered tools for personalized campaigns, you'll delve into SEO, social media strate

- ***How will the recorded content be structured to facilitate self-paced learning?***

The recorded content is organized into easily digestible modules, each covering specific concepts and skills. You can progress at your own pace, pause, rewind, and review content as needed. Supplementary materials, such as quizzes and practice questions, accompany the videos for hands-on practice.

Join us and build your career
in Digital Marketing

**CONTACT US
&
ENROLL NOW**



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