



DIGITAL MARKETING WITH AI



ABOUT PW SKILLS

PW Skills is a leading upskilling platform specializing in cutting-edge Technology & AI courses with a strong focus on industry practices to help you progress in your professional career.

PW Skills has empowered over **3.5 Lakh learners** till date.

Elevate your
Expertise

Embrace the
Digital Revolution!



Learn Digital Marketing in Just 3 Months from the Industry Experts 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?

In today's digital landscape, **70% of the marketing spends is happening via digital medium**. Digital marketing has become pivotal with a **\$700 billion** spend and a growing demand for professionals. **With over 1.5 lakh job openings and a 25% year-on-year growth**, the field promises abundant opportunities. Its multifaceted roles attract diverse backgrounds from college students to seasoned professionals. From social media marketing to data analytics, this course equips learners for the dynamic world of digital marketing. Join us to unlock your potential and thrive in this ever-evolving industry.

India will be the
Global Talent pool for
Digital Marketing.

WHO SHOULD ENROLL?

- Graduates
- Working Professionals
- Business Professionals
- College Students
- Traditional Marketers
- Freelancers
- Households that want to support family businesses



LEARN FROM TOP INDUSTRY EXPERT MENTORS

Our mentors have expertise not only in different types of **Digital Marketing** but also in varied Industries and Businesses.



Saurabh Agrawal

Founder & CEO: DIAOM

Worked with: DAiOM, American Express, Tata Group, Lenskart, HP, Martech Visiting Faculty at ISB & Career Coach

Specialization: Analytics, Digital marketing, CRM, Whatsapp, Affiliate

Work experience: 23+ Years

Teaching experience: 9+ years

[LinkedIn →](#)

E-commerce strategist, AI leader (Lenskart, Tata Group), Founder of DAiOM Growth Consulting. Mentors at ISB, T-Hub. Recognized as 100 Most Influential AI Leaders 2023



Amit Tiwari

Creative Director: ClickLocal Digital Advertising LLP

Worked with: ClickLocal, Pixel Perfect, Web Creations

Specialization: SEO

Work experience: 12+ years

Teaching experience: 7+ years

[LinkedIn →](#)

[YouTube →](#)

SEO expert with 12+ years' experience. Specializes in Technical, Local, Ecommerce SEO. Trained 100,000+ professionals globally.



Nilotpal (Neil) Roy

Head of Marketing: Brandlock

Worked with: BrandLock, Hevo, Lifesight, Delightree, upGrad, FusionCharts, Locus.sh

Specialization: B2B Marketing

Work experience: 12+ Years

Teaching experience: 5+Years

[LinkedIn →](#)

Seasoned SaaS Growth Marketer with 12yrs exp. Led GTM, scaling revenue to 10M. Expert in Ad Campaigns, SEO, CRO, Email Marketing.

WHAT WILL YOU LEARN FROM THIS COURSE?

1. Build Your Digital Foundation:

Dive into digital marketing essentials, website creation, and the world of B2B marketing.

2. Conquer SEO:

Rank high in search results with keyword research, on-page optimization, and competitor analysis.

3. Measure Your Success:

Use Google Analytics and Looker Studio to track traffic, conversions, and competition.

4. Harness Social Media Power:

Optimize Facebook, Instagram, LinkedIn, and YouTube for maximum impact.

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

7. Boost Engagement and Growth:

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

8. Job Assistance:

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



Introduction to the Course





**What is Google?
How Google works?**



**Build your
own website!**



**Search Engine
Optimisation (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.

LEARNING PATH



Principles and core
concepts of
Digital Marketing

Learn from
practical insights

Hands on Projects

Guest lectures
by Industry Experts

TOOLS INFORMATION



SEMrush



Google Search Console



Google Tag Manager



Meta Ads



WordPress



Google Analytics



Google Ads



WooCommerce



Google Trends



WhatsApp Marketing



Google Looker Studio



Email Marketing

COURSE CURRICULUM



Module 1. Introduction To Digital Marketing

- 1.1 Welcome to the PW Digital Marketing Course
- 1.2 Basic Concepts of Digital Marketing
- 1.3 How does Google Work
- 1.4 Building My website
- 1.5 Website building Summary
- 1.6 Introduction to B2B Marketing
- 1.7 Introduction to B2B vs B2C Marketing
- 1.8 Introduction to Commerce & building commerce websites - 1
- 1.9 Introduction to Commerce & building commerce websites - 2
- 1.10 AI tools in Marketing
- 1.11 Live Class for Introduction to Digital Marketing

Module 2. Search & SEO

- 2.1 Introduction to Search & SEO
- 2.2 Keyword Research
- 2.3 Competitor Research
- 2.4 Content Creation & Optimization
- 2.5 On Page SEO -Title, Description, H1-3
- 2.6 Internal Links
- 2.7 Backlinks
- 2.8 Google Search Console
- 2.9 SEMrush
- 2.10 Website Speed Optimization
- 2.11 B2B Implications of SEO
- 2.12 Local SEO for Omni channel
- 2.13 Live Class for SEO
- 2.14 Blogs , SEO & AI Content

Module 3. Digital Traffic Measurement

- 3.1 Introduction to Google Analytics
- 3.2 Implementing Google Analytics
- 3.3 Traffic & Conversions
- 3.4 Competition traffic measurement & benchmarking
- 3.5 Understanding Traffic measurement in B2B
- 3.6 Google Looker Studio
- 3.7 Live session on Digital Traffic

Module 4. Social Media Marketing

- 4.1 Introduction to Social Media Marketing
- 4.2 AI in social media marketing
- 4.3 FB marketing
- 4.4 Instagram Marketing
- 4.5 Social media for B2B & LinkedIn
- 4.6 Youtube marketing and other channels
- 4.7 Campaign Planning Calendar
- 4.8 Influencer Marketing
- 4.9 Social Media Tools & Enhancements
- 4.10 Measuring Impact from Social Media
- 4.11 Live session on Social Media

Module 5. Digital Ads

- 5.1 Introduction to Ads
- 5.2 Building Landing Pages
- 5.3 Google ads
- 5.4 Meta Ads
- 5.5 LinkedIn marketing
- 5.6 Display ads
- 5.7 Remarketing Ads
- 5.8 Account Based Marketing in B2B
- 5.9 Live session on Digital Ads

Module 6. Affiliate Marketing

- 6.1 Introduction to Affiliate Marketing
- 6.2 Measuring Success of Affiliate Marketing

Module 9. B2B marketing

- 9.1 B2B Marketing Channel Fitment
- 9.2 B2B Content & Social Influence
- 9.3 B2B Customer Journey
- 9.4 Sales & Marketing

Module 7. Retention Marketing

- 7.1 Introduction to Retention Marketing
- 7.2 Lifecycle Campaigns
- 7.3 SMS
- 7.4 Whatsapp
- 7.5 Email
- 7.6 Tools for Retention Marketing
- 7.7 Marketing in App
- 7.8 Measuring success of Retention Marketing
- 7.9 Retention Marketing in B2B
- 7.10 Conversational Commerce
- 7.11 Customer segmentation and targetting
- 7.12 Campaign Planning calender
- 7.13 CTWA - Instagram to Whatsapp
- 7.14 CRM tool Hands on
- 7.15 Whatsapp tool Hands on
- 7.16 Live session : Summary of Retention marketing

Module 10. Growth Marketing

- 10.1 Overview of Growth marketing
- 10.2 B2C Example
- 10.3 B2B Example

Module 11. Career's in Digital Marketing

- 11.1 Career's in Digital Marketing
- 11.2 Different roles in Digital Marketing
- 11.3 Live session on Careers in digital Marketing

Module 12. Resume & LinkedIn Profile Bulding

- 12.1 Resume preparation
- 12.2 LinkedIn profile building

Module 8. AI in Marketing

- 8.1 Introduction to AI in marketing
- 8.2 AI for text : Bard vs chatgpt
- 8.3 Prompt Engineering Basics
- 8.4 Building content for ads
- 8.5 Video content using Ai
- 8.6 Canva hands on & training
- 8.7 Video Editing Tools

Module 13. Interview Preparation & Job Assistance

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

HANDS-ON PROJECT

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1.

Build a Marketing Campaign With AI

Use AI to create content collaterals and build strategies for your digital marketing campaign



2.

Build a personal blog website on WordPress / AI.



3.

Creating Analytics Dashboard



Capstone Project

Creating a blog/website from scratch & making it ready for marketing



JOBS IN DIGITAL MARKETING

1.5 lakh 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**



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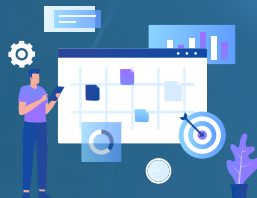
Industry Experts
Led Live Sessions



Doubt Clearing
Session



Skill Elevation:
Practice Exercises



Industry Relevant
Project



Interview
Preparation



Certificate



Mail Support



Job Assistance



Community
Channel

CERTIFICATION



PROGRAM DETAILS



3 Months

Duration



English

Language



125+

Hours of Learning



Job Assistance

Program



Blended

Delivery Mode



Course starts

**Please refer to the website
for program start dates**



Fee structure

~~₹50,000/-~~

₹35,000/-

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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