



# DIGITAL MARKETING WITH AI



# ABOUT PWSKILLS



**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.

Enhance your  
**Career Opportunities**

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?**

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
- 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**.



## Deepak S .Verma

**Designation:** Founder & Serial Entrepreneur (ProMentor Digital Solutions, NorthStar Manpower Solutions, Dakshita Foundation etc.)

**Worked with:** Axis Bank, Kotak Mahindra Bank, RBL Bank, upGrad Education Pvt. Ltd., Manav Rachna University, IIT Rorkee

**Specialization:** Branding, Content Marketing, Marketing Analytics, Web Analytics, Paid Marketing, Growth Marketing, Performance Marketing.

**Work experience:** 15+ years

**Teaching experience:** 6+ years

[LinkedIn](#) →



## Gundeep Singh

**Designation:** Founder - BlackYak Media

**Worked with:** BlackYak Media, Paytm, LinkedIn, Vistara, Bharat Matrimony, Facebook Workplace, and Skillsoft

**Specialization:** Paid Marketing, Branding, Social Media Marketing, Content Marketing

**Work experience:** 12+ years

**Teaching experience:** 5+ years

[LinkedIn](#) →



## Guruprasath

**Designation:** Digital Marketing Freelancer

**Worked with:** upGrad, Imarticus Learning, Physics Wallah, SimpliLearn, Microsoft

**Specialization:** Paid Media Advertising

**Work experience:** 3+ years

**Teaching experience:** 2+ years

[LinkedIn](#) →

# WHAT WILL YOU LEARN FROM THIS COURSE?

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## 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 Strategies:

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. Harness Social Media Power:

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

## 4. Measuring your success:

Get equipped with the leaning 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 Assistance:

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  
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**

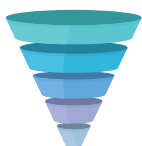
Grow your business  
from 5x to 10x.



**Information Architecture  
and Wireframing**



**Building  
Shopify Websites**



**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



wireframe | cc

Linked in ads



Canva



# COURSE CURRICULUM

## Module 1. Designing Web Presence

- 1.1 Understanding Website components
- 1.2 Overview of Frontend, middleware and backend technology
- 1.3 Meaning and Importance of UI/UX
- 1.4 Information Architecture and Wireframing
- 1.5. Essentials of Branding
- 1.6 Branding concepts: Brand Equity, Brand Identity etc.
- 1.7 Introduction to B2B Marketing and E-commerce
- 1.8 Different E-Commerce models i.e., B2B, B2C, D2C etc.
- 1.9. Live class for Designing Web Presence

## Module 3. Search Engine Marketing (SEM)

- 3.1 Importance and functioning of Google Ads
- 3.2 Google Ad Auction Process
- 3.3 Google Ad bidding strategies
- 3.4 Google Ads Campaign types: Search, Display, Video
- 3.5 Keyword research using Google Keyword Planner and SEMRush
- 3.6 Integrating Google Ads with website
- 3.7 Google Ads Performance Max Campaign
- 3.8 Optimization strategies for Google Ads
- 3.9 Live Classes to learn campaign setup
- 3.10 Live Google Ad project

## Module 2. Search & SEO

- 2.1 How does Google Work?
- 2.2 Keyword Research
- 2.3 Competitor Research
- 2.4 Content creation and optimization
- 2.5 On Page SEO
- 2.6 Off Page SEO: Backlinks, Link portfolio
- 2.7 Hands On on Google Search Console
- 2.8 Website Speed Optimization
- 2.9 B2B implications of SEO
- 2.10 Local SEO for Omni channel
- 2.11 Live Classes for SEO
- 2.12 Own live website development project

## Module 4. Social Media Marketing

- 4.1 Introduction to Social Media Marketing
- 4.2 AI in social media marketing
- 4.3 Marketing on Meta (Facebook and Instagram)
- 4.4 Social media for B2B and LinkedIn
- 4.5 YouTube and other Marketing channels
- 4.7 Social Media Calendar
- 4.8 Social Media Listening & Monitoring
- 4.9 Influencer Marketing
- 4.10 Social Media tools and Enhancements
- 4.11 Measuring impact from social media
- 4.12 Live session on setting up Meta Ads
- 4.13 Live FB Ads Project

## Module 5. Content Marketing

- 5.1 Introduction to Content Marketing
- 5.2 Importance of Content Marketing
- 5.3 Content Matrix and types of content
- 5.4 Leveraging Content marketing for organic marketing
- 5.5 AI tools for generating content
- 5.6 Live session
- 5.7 Case Study discussions



### **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 Marketing
- 9.3 International Ethics Regulations and Guidelines
- 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 Skills 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 Interviews
- 12.2 Job Assistance

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

# HANDS-ON PROJECT

.....

**1**

**Information  
Architecture  
& Wireframes**

**2**

**WordPress  
Website**

**3**

**Shopify  
Website**

**4**

**SEO Audits**

**5**

**Keyword  
Research and  
Planning**

**6**

**Google  
Search Console**

**7**

**Google Ads  
Campaign**

**8**

**Facebook Ad  
Campaign**

**9**

**Instagram Ad  
Campaign**

**10**

**NoCode  
Chatbots**

**11**

**Social Media  
Calendar**

**12**

**Content  
Calendar**

**13**

**Email Automation  
Workflows**

**14**

**Analytic  
Dashboard**

**15**

**Visualization  
Dashboards**



# **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**



# PROUDLY BUILDING CAREERS

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

amazon



ORACLE

Capgemini



Razorpay



Flipkart



ciena.

tcs | TATA  
CONSULTANCY  
SERVICES

accenture

cognizant

Biocube  
Redefining Identity



TIGER  
ANALYTICS

TheMathCompany

Deloitte.

pwc

CATERPILLAR®



# 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



## 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>

  
Mr. Alakh Pandey  
(Founder)



# 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

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- **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 fieldand 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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<https://pwskills.com/course/digital-marketing-course/>