

# Digital Marketing with AI



# About PW Skills

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**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.

Embrace

## Digital Revolution!

Join

## Our Course Today!





# Learn Digital Marketing in just 3 Months from the Industry Professionals and Build your Career in this Field

- 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?

With new and better technology, people and businesses everywhere are going online. Digital marketing has become a must-have for companies, big or small, helping them grow and reach more customers. By using different tools and smart strategies, it has changed the way businesses work, giving them more power than ever before. Since digital marketing is always evolving, it offers endless opportunities. So choosing digital marketing as a career can be a great decision!\*

\*<https://www.plvan.com/blog/5-reasons-to-select-digital-marketing-as-a-career>



# Who can Enroll?

- Graduates
- Working Professionals
- Business Professionals
- College Students
- Traditional Marketers
- Freelancers





# Course Offerings



Career Centric  
Syllabus



Industry Experts  
Led Live Sessions



Live Doubt  
Clearing Session



Skill Elevation:  
Assignments



Industry Relevant  
Projects



Interview  
Preparation



Certificate



Mail Support



Career Assistance



Community  
Channel

# Learn from the Industry Professionals

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 (Pro Mentor 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](#) →



## Indranil Mukherjee

**Designation:** Lead Digital Strategist

**Worked with:** IndiaMart InterMesh Ltd, RS Components Ltd, Keysight Technologies, UpGrad Ltd, IBM

**Specialization:** Web Analytics, Web Testing , SEO , Lead Gen, PPC

**Work experience:** 13+ years

**Teaching experience:** 5+ years

[Linkedin](#) →



## Nisha Bashera

**Designation:** Digital Marketing Lead

**Worked with:** Global Travels LLC, ODE Holdings Inc

**Specialization:** Social Media Management, Google Ads, Meta Ads

**Work experience:** 7+ years

**Teaching experience:** 1+ years

[Linkedin](#) →



# Program Details



**3 Months**  
Duration



**English**  
Language



**125+**  
Hours of Learning



**Career Assistance**  
Program



**Recorded + Live**  
Delivery Mode



**45+**  
Recordings



**6+**  
Projects



**4**  
Case Studies



**1**  
Capstone Project



Course dates

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



Fee structure

~~₹50,000/-~~  
**₹35,000/-**

# 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**

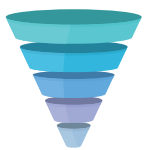
Grow your business from 5x to 10x.



**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 professionals

Hands on projects



# Tools Information



wireframe | cc

Linked in ads



Canva



# Course Curriculum



## **Module 1 - Designing Web presence**

- Essentials of a website
- IA & Wireframing

## **Module 2 - Brand Marketing**

- Essentials of Branding
- Branding Concepts

## **Module 3 - Introduction to E-Commerce and D2C**

- Understanding the E-commerce

## **Module 4 - E-commerce Website Designing**

- Using Shopify to develop E-Commerce websites

## **Module 5 - Introduction to Search & SEO**

- How does Google Work?
- Concept of Keywords

## **Module 6 - SEO types**

- On Page SEO
- Off Page SEO
- Technical SEO
- Local SEO
- Black Hat vs Grey Hat SEO

## **Module 7 - Introduction to Search Engine Marketing**

- Introduction to Google Ads
- Google Ad Auction
- Keyword match types
- Google Ads Bidding Strategies

## **Module 8 - Introduction to Social Media Marketing**

- Overview of Social Media Marketing
- Facebook Marketing

## **Module 9 - Overview of other Social Media channels**

- Overview of other social media channels

## **Module 10 - Instagram Marketing**

## **Module 11 - LinkedIn Advertising**

## **Module 12 - Social Media Calendar**

## **Module 13 - Introduction to Content Marketing**

- Overview of Content
- Leveraging AI for creating content

## **Module 14 - Email and WhatsApp Marketing**

- Introduction to Email Marketing
- Building Email List and segmentation
- CRM Tool hands on

## **Module 15 - WhatsApp Marketing**

- Introduction to WhatsApp Marketing
- WhatsApp tool hands on

## **Module 16 - Chatbot Creation**

## **Module 17 - Web Analytics**

- Introduction to Web Analytics



### **Module 18 - Mobile Marketing**

- Introduction to Mobile Marketing
- Trends in Mobile Marketing

### **Module 19 - Ethics in Digital Marketing**

### **Module 20 - E-Commerce and Affiliate Marketing**

- Introduction to E-commerce marketing trends in Mobile Marketing
- E Commerce Marketing Strategies
- Introduction to Affiliate Marketing
- Walkthrough of Google Merchant Center

### **Module 21 - Media Planning and Integrated Marketing**

- Introduction to media Planning
- Traditional Media Planning & Buying
- Digital Media Planning & Buying
- Intoduction to Integrated Marketing

## **Hands-on Project**

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**1**

**Website  
Development  
using WordPress**

**2**

**E-Commerce  
Website  
Development  
on Shopify**

**3**

**Conducting &  
Analysing  
SEO Audit**

**4**

**Setting  
Google Ads Live  
Campaign  
(Search & Display)**

**5**

**Setting Meta  
Ads Campaign  
(FB & IG)**

**6**

**Lead Nurturing  
using Email  
Automation**

**7**

**Generating  
insights  
from Google  
Analytics reports**

**Capstone Project  
Integrated Marketing  
Strategy formulation**

# Jobs in Digital Marketing

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- **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 Certification



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**SKILLS**

Get NSDC+ PWskills 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/xxxxx>

Mr. Alakh Pandey  
(Founder)



# FAQs



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

Start-ups are great for digital marketing, and this is a skill that is easy to enter into. With digital marketing expertise, you can explore roles in social media management, content creation, SEO, PPC, and analytics. Start-ups often value versatile candidates who can handle multiple aspects of marketing, giving you hands-on experience and fast career growth.

- **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.

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

Every business needs to attract customers and in today's world most 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 foot falls and traffic.



Join us and build your career in  
**Digital Marketing**

**Contact us & Enroll Now**

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