

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.

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](#) →



Avinash Rai

Designation: Corporate Trainer

Current Company: Mazenet Solutions Pvt. Ltd.

Worked with: TradeIndia

Specialization: Google Ads, Google Analytics 4, Google Tag Manager

Work experience: 14+ years

Teaching experience: 4+ years

[Linkedin](#) →



Divya

Designation: Marketing and Brand Strategist

Current Company: Omnicom Media Group

Worked with: IIDE, upGrad Abroad, Internshala, NMIMS Global, GrowthSchool, MyCaptain, DCG LAB, SURE TRUST, Testbook

Specialization: Building impactful narratives & driving digital growth across D2C, EdTech, and enterprise ecosystems

Work experience: 4+ years

Teaching experience: 3+ 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?

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

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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
- Introduction 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

- 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



x



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/xxxx>

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/>