

Digital Marketing Masterclass

Learn online marketing, harness AI tools, and scale businesses digitally.

Duration

4 Months

Investment

₹12,999 ~~₹18,000~~

Format

Live Interactive & Practical

Capstones

5+ Live Projects

CORE CORE PILLARS COVERED



SEO Mastery



Social Media



Google Ads



AI Strategy



Freelancing

COMPREHENSIVE 4-MONTH CURRICULUM

Month 1: Fundamentals, Website Creation & SEO

Weeks 1 - 4

• Introduction to the Digital Ecosystem

Traditional vs. Digital Marketing, defining target personas, market research, and framework set up.

• No-Code Website Architecture & WordPress

Domain mapping, hosting config, UI/UX landing page optimization, building responsive business websites.

• Search Engine Optimization (SEO) Deep-Dive

Keyword strategy research, On-Page architecture, technical optimizations, and scalable Off-Page link building systems.

Month 2: Social Media Marketing & Organic Branding

Weeks 5 - 8

• Social Media Optimization (SMO)

Algorithmic mastery for Instagram, LinkedIn, Facebook, and YouTube. Establishing professional brand assets.

• Content Strategy & Viral Frameworks

Creating high-engagement dynamic copy, content calendars, carousel blueprints, and short-form video design blueprints.

• Graphic Design & Media Assets Basics

Utilizing creative tools to generate high-converting professional marketing visuals without complex software code.

Month 3: Performance Marketing & Paid Advertising

Weeks 9 - 12

- **Google Ads (PPC Masterclass)**

Search Ads, Performance Max campaigns, Display ads, YouTube video advertising infrastructure, and strategic bidding models.

- **Meta Ads Ecosystem**

Setting up Business Manager, pixel tracking tracking script injection, custom custom audiences builder, and funnel analytics lookalike targeting.

- **Analytics & Optimization Dashboards**

Google Analytics (GA4), tag managers setups, tracking conversions setups, and ROI calculations frameworks.

Month 4: Next-Gen AI Marketing, Freelancing & Career Placement

Weeks 13 - 16

- **Generative AI Integration in Marketing**

Leveraging state of art AI tools for hyper-fast copywriting, structural prompt engineering, automated graphics generation, and workflow automation scaling.

- **Email Marketing Automation & Funnels**

Building list segmentation databases, nurturing sequence tracks, email blast designs, and avoiding spam folder filters strategies.

- **Freelancing Operations & Business Setup**

Upwork and Fiverr profile ranking dominance, pricing your services blueprints, professional client acquisition techniques, and pitching contracts methods.

Career and Business Outcomes

- Build and launch high-impact digital marketing agencies from scratch.
- Land verified remote freelance clients globally using optimized outreach funnels.
- Master multi-channel optimization to confidently double sales for any brick-and-mortar or digital company.
- Earn industry-recognized programmatic validation certs (Google, Meta, and Hubspot standard paths).