



Digital Marketing with Artificial Intelligence Course Overview

Duration: 12-14 weeks

Delivery Mode: Classroom / Online / Hybrid

Level: Beginner to advance

Audience: Students, professionals, freelancers, entrepreneurs, housewife.



Core Digital Marketing Fundamentals

Module 1: Introduction to Digital Marketing

- What is Digital Marketing? Traditional vs. Digital Marketing
- Key Digital Marketing Channels
- Current Trends & Future of Digital Marketing
- Career Opportunities

Module 2: Website Planning and Development

- Importance of a Website in Marketing Domain,
- Hosting, and CMS (e.g., WordPress) UX/UI
- Basics Responsive Design & Mobile
- Optimization Landing Page Optimization

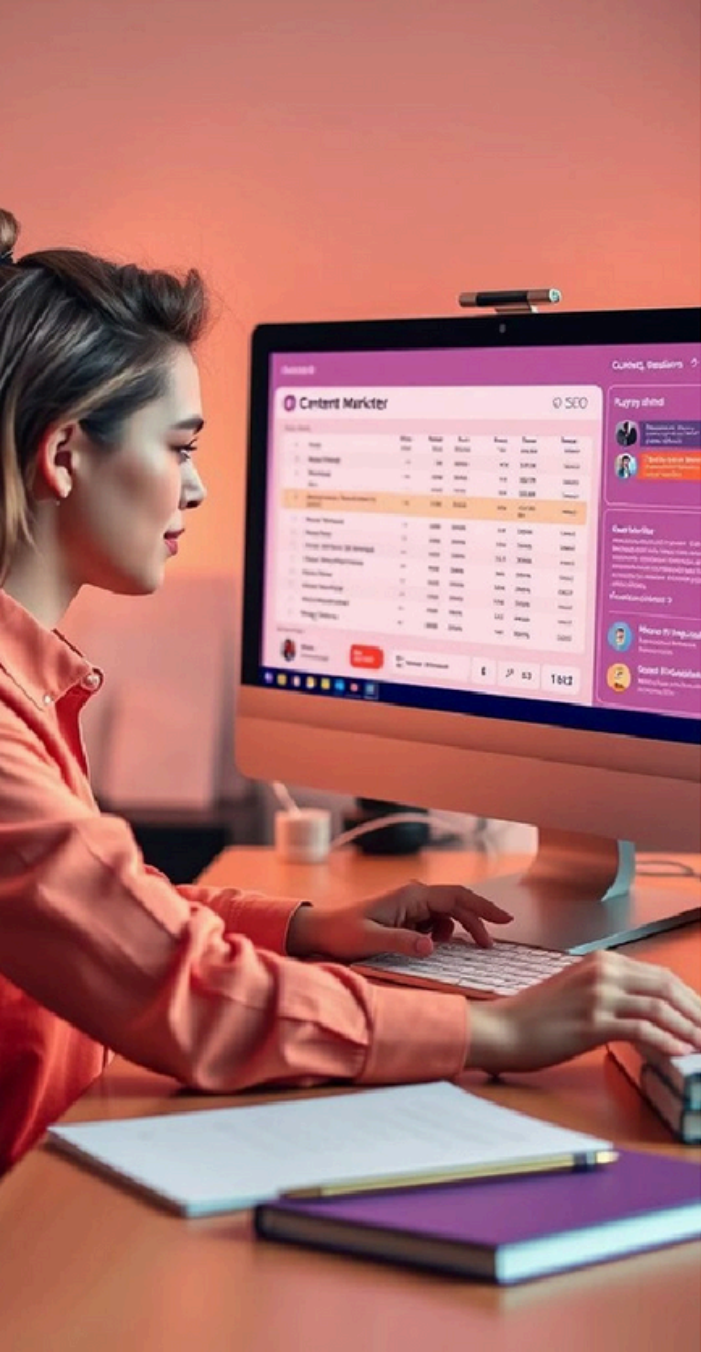
Search Engine Optimization & Content Marketing

Module 3: Search Engine Optimization (SEO)

- What is SEO & Why it Matters
- Types of SEO: On-page, Off-page, Technical
- Keyword Research (using tools like SEMrush, Ahrefs Google Keyword Planner)
- Content Optimization & Meta Tags
- Link Building Strategies
- SEO Analytics & Tools

Module 4: Content Marketing

- Importance of Content in Digital Marketing
- Strategy & Planning
- Storytelling in Marketing Video
- Marketing & Script Writing



Email Marketing & Analytics



Module 5: Email Marketing

Why Email Marketing Still Works Building and Segmenting Email Lists Crafting Effective Email Campaigns



Module 6: Email Automation

Automation & Drip Campaigns (Mailchimp, ActiveCampaign)
Email Deliverability & A/B Testing



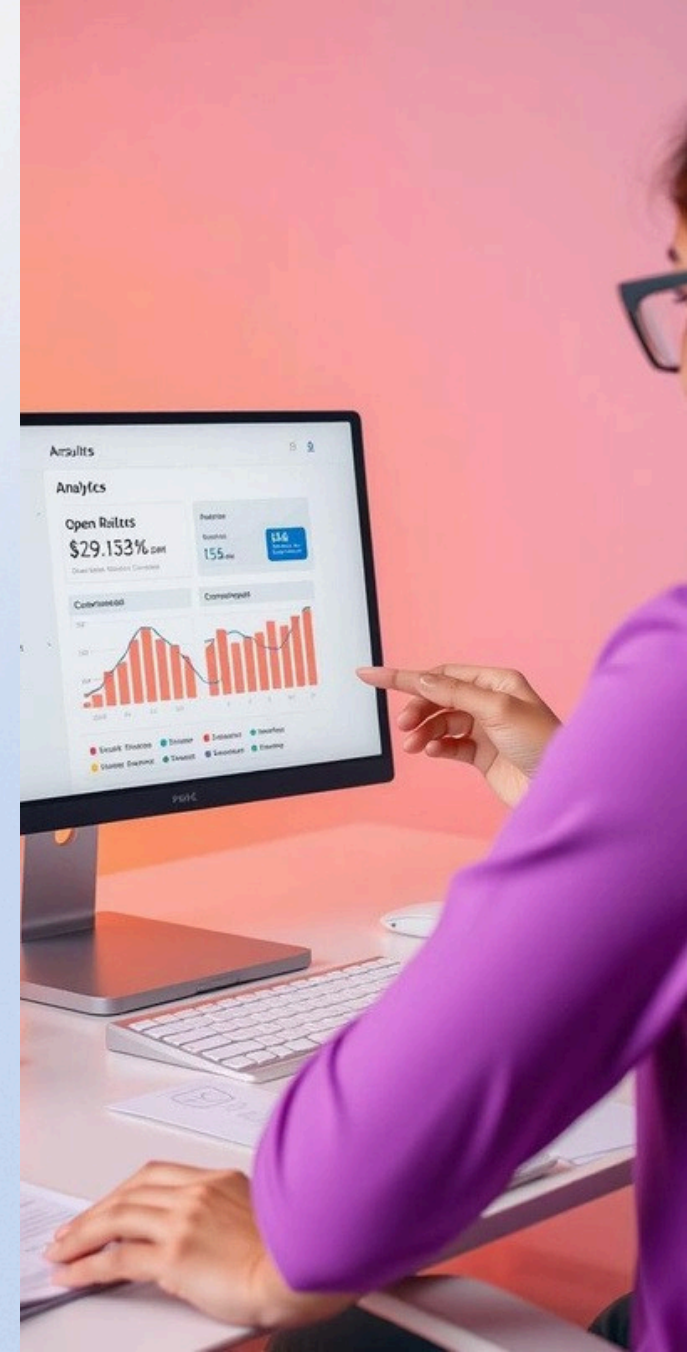
Module 7: Analytics & Data-Driven Marketing

Introduction to Google Analytics (GA4) Setting Up Goals &
Events Traffic Sources and User Behavior



Module 8: Reporting

Conversion Tracking & Funnels Reporting & Dashboard Creation

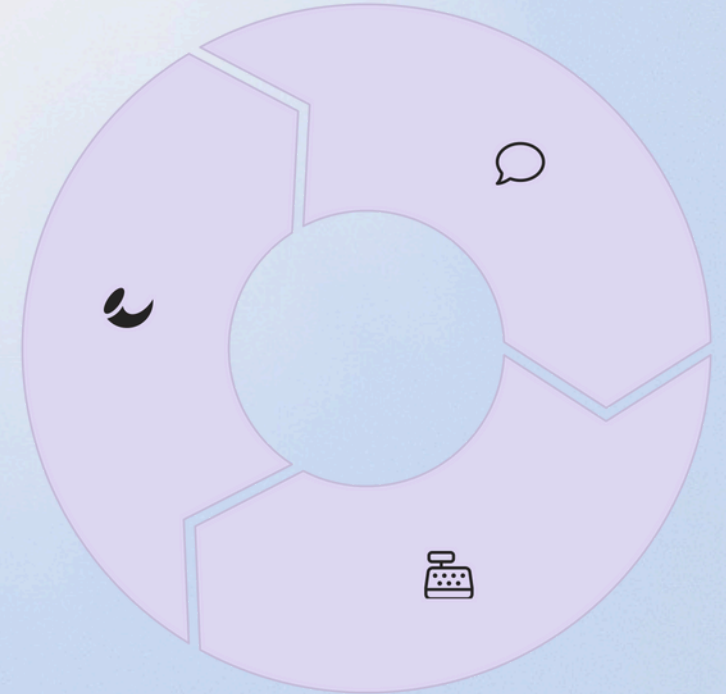


Advanced Marketing Strategies

Module 9

Affiliate & Influencer Marketing

What is Affiliate Marketing? Setting Up an Affiliate Program, Choosing the Right Influencers, Collaboration Models (CPA, CPM, etc.), Disclosure & Ethical Practices



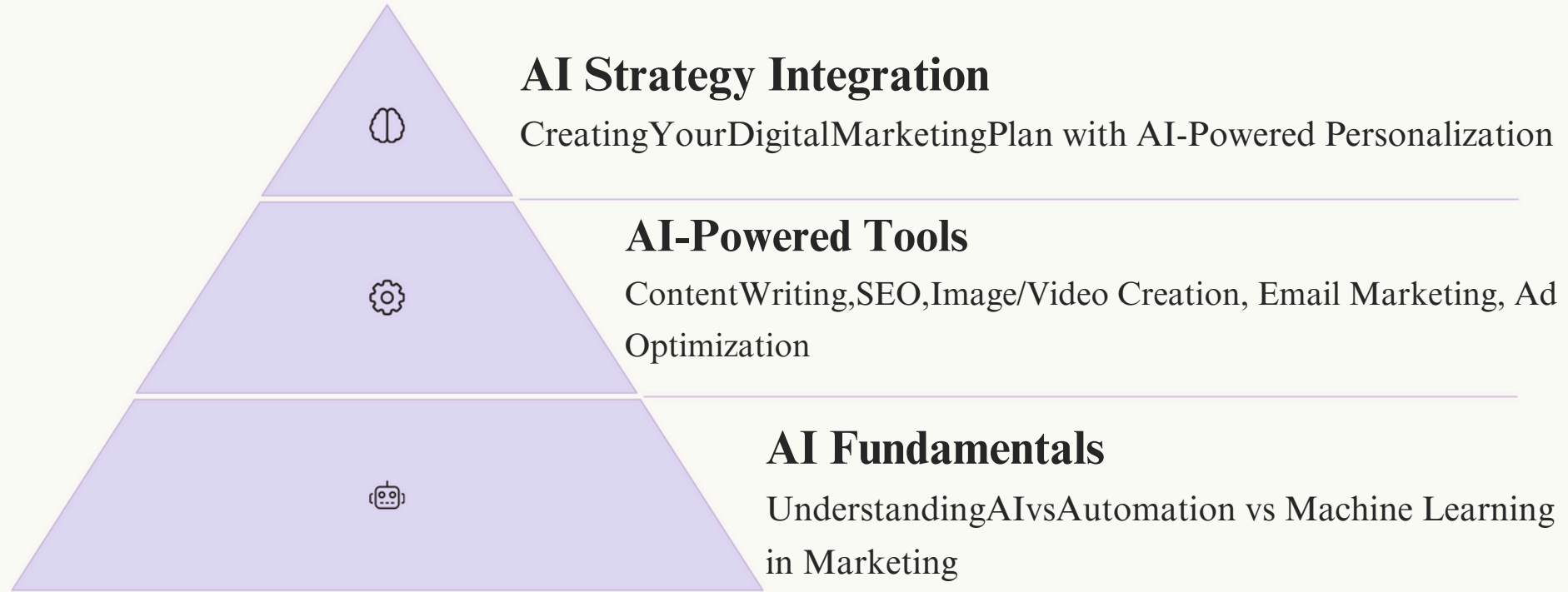
Module 10: Marketing Automation & CRM

Introduction to CRM Tools (HubSpot, Salesforce), Email Workflows & Lead Nurturing, Customer Journey Mapping, Integrations with Marketing Tools

Module 11: E-commerce & Digital Sales Funnels

E-commerce Platforms (Shopify, WooCommerce), Creating High- Converting Product Pages, Funnel Stages: Awareness to Action, Checkout Optimization & Upselling, Abandoned Cart Strategies

How AI can help in Digital Marketing



Module 1: Introduction to AI in Marketing - What is AI? Understanding Basics, Benefits of AI in Marketing, AI vs Automation vs Machine Learning, Real-World Case Studies.

Module 2: AI-Powered Tools in Digital Marketing - AI Tools for: Content Writing, SEO, Image/Video Creation, Email Marketing, Ad Optimization, Social Listening and Analytics.

Module 3: AI-Driven Content Strategy - Using AI to Generate Ideas, Creating Blogs and Captions with AI, Repurposing Content with AI, Avoiding Plagiarism and Maintaining Brand Voice.

Module 4: AI in Paid Advertising - Smart Campaigns in Google Ads & Meta, Predictive Targeting with AI, A/B Testing with Machine Learning, Budget Optimization using AI Tools

Module 5: Marketing Automation & Chatbots - AI Chatbot, CRM Automation with AI, Customer Journey Mapping with AI Triggers
Module 6: Building an AI-Integrated Digital Strategy - Creating Your Digital Marketing Plan, AI-Powered Personalization Tactics, Tools Integration and Workflows.

Module 6: Marketing Automation, Analytics, AI-Powered Insights & Chatbots - Google Analytics & GA4 with AI predictions, AI Chatbots, CRM Automation with AI, Customer Journey Mapping with AI Triggers, AI-based dashboards, Customer Behavior Forecasting.

Extras (Optional): Freelancing with AI Marketing Skills, Resume Building & LinkedIn

Optimization, Interview Preparation

Government-Certified Teachers

| Interactive Live Training Classes|

| Personalised Guidance and Ongoing Support |

| Expert-led curriculum- Skill Mastery |

| Better Job Opportunities and Success |

Certification Included



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