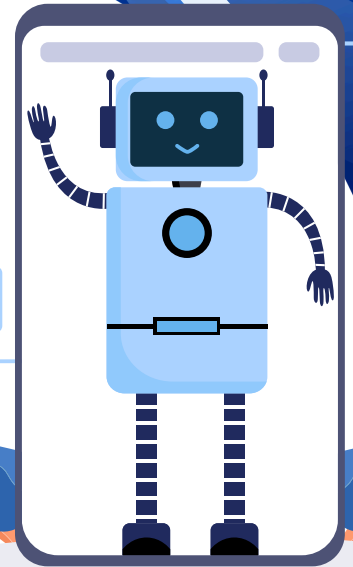


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Module 1: Introduction to Digital Marketing

Digital marketing is a dynamic and versatile field that encompasses a broad range of online strategies and channels to promote products, services, or brands. In today's digital age, businesses leverage digital marketing to connect with their target audience, enhance brand visibility, and drive measurable results.

- What is Digital Marketing
- Why Digital Marketing?
 1. Comparison of DM and TM
 2. Benefits/Advantages of DM
 3. Digital marketing Types
 4. Digital Marketing Course Objectives
 5. **Customer Journey and Funneling**
 6. Scope in digital marketing
 7. Career in digital marketing

Module 2: Product Analysis and Competitor Analysis

Product analysis is a comprehensive examination of a particular product to assess its features, functionality, quality, and overall market performance. This process involves a detailed investigation into various aspects of the product, aiming to understand its strengths, weaknesses, opportunities, and threats. The primary goal of product analysis is to gain valuable insights that can inform strategic decisions related to product development, marketing, and positioning in the marketplace.

- Features and Specifications
- Quality and Durability
- User Experience
- Market Fit
- Price and Value Proposition

Competitor analysis involves a systematic examination of rivals in the market to gain a strategic understanding of their strengths and weaknesses. This process helps businesses identify opportunities, anticipate threats, and refine their own strategies to gain a competitive advantage.

Key Components of Competitor Analysis:

- Competitor Identification
- Market Share
- Product Offerings
- Marketing and Branding
- Strengths and Weaknesses
- SWOT Analysis

Module 3: Website and Content Creation :(WIX)

Wix is a popular website-building platform that allows users to create websites without the need for advanced technical skills. It offers a user-friendly drag-and-drop interface, making it accessible to individuals and small businesses looking to establish an online presence. Here's an overview of the **key features and characteristics of Wix**:

- Drag and Drop Website Builder
 - 1. Templates
 - 2. Customization Options
 - 3. APP Market
 - 4. E-commerce Capabilities
 - 5. Mobile Optimization
 - 6. SEO Tools
 - 7. Hosting and Domain Servers
 - 8. Marketing
 - 9. Blogging

Module 4: Search Engine Optimization

Search Engine Optimization (SEO) is a dynamic and indispensable digital marketing strategy that aims to enhance a website's visibility on search engine results pages (SERPs). In the fast-paced and competitive online landscape, SEO plays a crucial role in driving organic traffic to websites by optimizing various elements to align with search engine algorithms.

Google uses a complex and dynamic algorithm to determine the ranking of web pages in its search results. The algorithm, commonly referred to as the Google Algorithm, is designed to provide users with the most relevant and high-quality information in response to their search queries.

The Google Algorithm takes into account numerous factors when evaluating the relevance and credibility of a webpage.

- Panda
- Penguin
- Hummingbird
- Mobile
- Rank Brain
- Bert

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- What is Search Engine Optimization
- Why SEO is Important
- How Google Search Engine Works?
- Key Components of SEO
- Types of SEO
 1. Technical SEO
 2. On Page SEO
 3. Off Page SEO

1) Technical SEO

Technical Search Engine Optimization (SEO) is a critical facet of digital marketing that focuses on optimizing a website's infrastructure and elements to enhance its visibility and performance in search engine results. Unlike traditional SEO, which primarily emphasizes content and keywords, technical SEO delves into the behind-the-scenes aspects of a website, ensuring that it is efficiently crawled, indexed, and ranked by search engines. At its core, technical SEO involves addressing the technical aspects that impact a website's search engine performance. This includes optimizing website speed, improving mobile responsiveness, fixing crawl errors, enhancing website security, and implementing structured data markup. These technical optimizations contribute to a better user experience, which is a key factor in search engine algorithms.

- What is Technical SEO
- Why Technical SEO is Important?
- Key Components of Technical SEO
 1. Create SEO friendly site architecture
 2. Submit your sitemap to google
 3. Ssl certifications
 4. Improve your page speed
 5. Check your website Mobile friendly
 6. Implement structured data
 7. Find and fix duplicate content
 8. Find and fix broken pages Optimize for core webvitals
- Benefits of Technical SEO

2) On Page SEO

On-page SEO is a critical component of any successful digital marketing strategy. It refers to the optimization techniques applied directly to the content and structure of a website to enhance its visibility and relevance to search engines. The primary goal of on-page SEO is to make a website more attractive and valuable to both search engines and users, ultimately improving its search engine rankings.

- What is On page SEO
- Why is on page SEO important?
- On page seo checklist?
 1. Include your keyword in URL
 2. Use Short URLs.
 3. Front-Load Your Keyword In Your Title Tag
 4. Embed Title Tag Modifiers
 5. Use Your Keyword Once In The First 150 Words
 6. Use Your Keyword in H1, H2 or H3 Tags
 7. Optimize Images
 8. Use Synonyms and LSI Keywords
 9. Use External Links
 10. Use Internal Links
- Benefits of ON page SEO

3) Off-Page SEO?

Off-Page Search Engine Optimization (SEO) is a crucial aspect of digital marketing that focuses on optimizing a website's visibility and authority beyond its own domain. Unlike On-Page SEO, which involves optimizing elements within a website, Off-Page SEO involves strategies implemented outside the website to enhance its reputation and credibility in the eyes of search engines.

The primary goal of Off-Page SEO is to improve a website's position in search engine results pages (SERPs) by establishing a strong online presence, increasing the quantity and quality of backlinks, and building a positive reputation in the online community.

- What is Off page SEO
- Why Off Page SEO is Important?
- Off Page SEO checklist
 1. Audit Your Backlink Profile
 2. Analyze Your Competitors' Link Profiles
 3. Build High-Quality Links
 4. Optimize for Local SEO
 5. Earn Brand Mentions
 6. Share Content on Social Media
 7. Collaborate with Influencers
 8. Be Active in Forums
 9. Tracking Off-Page SEO Sources
 10. Benefits of Off-page SEO

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- White Hat and Black Hat SEO
- SEO Strategy
- SEO Checklists : Tips to Optimize your Website

Module 5: Google Ads

Google Ads is a dynamic and versatile advertising platform that plays a crucial role in helping businesses connect with their target audience, drive website traffic, and achieve their marketing objectives in the ever-evolving digital landscape.

- Introduction to google ads
- Model of PPC
- Google Ads Auction
- Quality score in Google ads
- Keyword planner in google ads
- Types of google ads .

Module 6: Social Media Marketing

Social Media Marketing (SMM) is a dynamic and influential digital marketing strategy that leverages the power of various social media platforms to connect with a target audience, build brand awareness, and drive business growth. In an era dominated by online interactions, SMM has emerged as an indispensable tool for businesses and individuals seeking to establish a strong online presence and engage with their audience in a meaningful way.

- Introduction to Social Media Marketing
- Understanding Different Social Media Platforms, Facebook, Instagram, LinkedIn, Twitter, Quora, Snapchat, and Pinterest etc.
- Developing a Social Media Strategy
- Explore Advertising for all Social Media Platform
- Content Calendar and Content Planning

Module 7: Email Marketing

Email marketing is a powerful digital marketing strategy that involves sending emails to a targeted audience with the aim of promoting products, services, or building relationships. It is a direct and cost-effective method of communication that allows businesses to connect with their customers, nurture leads, and drive engagement.

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- Introduction to Email Marketing
- Benefits of Email Marketing
- Building an Email List
- Crafting Effective Email Campaigns
- Personalization and Segmentation
- Email Automation
- Analyzing and Optimizing Email Performance
- Email Marketing Strategies
- Key Performance Indicators (KPIs)?

Module 8: Video Marketing- YouTube

In the dynamic landscape of digital marketing, YouTube has emerged as a powerhouse, offering unparalleled opportunities for businesses and content creators alike. Welcome to our comprehensive guide on YouTube Marketing, where we unravel the strategies and tactics to elevate your online presence and captivate your audience.

Why YouTube?

YouTube is not just a video-sharing platform; it's a global community where billions of users engage with diverse content daily. Whether you're a brand, entrepreneur, or content creator, harnessing the potential of YouTube can skyrocket your visibility, foster brand loyalty, and drive conversions.

- Introduction of YouTube marketing
- Channel Creation and Basic Hygiene of YouTube Channel
- Set up OBS for live streaming-Ritual creation and Uploads
- YouTube Tools to be used
- YouTube Algorithm and Monetization Detail
- YouTube funnel and KPI's
- YouTube SEO
- YouTube Analytics
- YouTube Ads
- YouTube growth Strategy and case studies
- Content Planning and Content Calendar

Module 9: Digital Marketing Tools

1) Google search console

- Performance Reports
- Index Coverage
- URL inspection
- Sitemaps
- Mobile Usability
- Links

2) Google Tag Manager

- Introduction of Google Tag Manager
- Advantages of GTM
- Install GTM in Websites
- GTM structures
- GTM Triggers and Variables

3) Google Analytics 4

- Introduction of Google Analytics
- Difference Between GSC and Google Analytics
- Audience Reports
- Behaviour Reports
- Acquisition Reports

4) Influencer Marketing

- Overview of Influencer Marketing
- Identifying and Categorizing Influencers
- Niche vs General Influencers
- Budget and Resource Allocation
- Tracking KPI's
- Measuring ROI and Analytics

5) Affiliate Marketing

- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks
- Commission Models

1. Pay-Per-Sale (PPS)
2. Pay-Per-Lead (PPL)
3. Pay-Per-Click (PPC)

6) Canva-Graphics Design

- Overview of Canva's Interface and Tools
- Creating an account and setting of profiles
- Understanding design elements: Color, Typography, and Imagery
- Introduction to Design principles
- Effective text placements and Hierarchy
- Layout designs for different formats (Social media ,Presentations, Posters)

Module 10: Performance Marketing

- What is Performance Marketing
- Steps for Successful Performance Marketing
 - 1) Know your TG
 - 2) Marketing Measurement
 - 3) Build your Value preposition
 - 4) Build your Performance Marketing stack
 - 5) Build your high Landing Page
 - 6) Steal from competitors
 - 7) Is your Funnel Leaking
 - 8) Key to Scale: Simple account structure
 - 9) Explore Acquisition Channels
 - 10) Create High converting Ads
 - 11) Scale and Optimize like a pro
 - 12) Improve your Conversion rate
 - 13) Know your Metrics
- Tarique's Performance Marketing Framework

Module 11: AI in Digital Marketing

- AI Powered Search Engine Models
 1. Chatgpt
 2. Deepseek
 3. Claude
 4. Co-pilot
 5. Gemini
 6. Perplexity
 7. Grok
 8. Qwen

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- **AI and Automation**

Lead & Form Automation

- Google Form filled → Send lead information to your email automatically.
- Facebook Lead Ads → Send new lead details to email automatically.
- Website enquiry form → Add lead to Google Sheets automatically.
- New lead added to Google Sheets → Send welcome email automatically.
- New lead → Send WhatsApp message automatically.
- New lead → Create contact in CRM automatically.

Social Media & Content Automation

- Upload video to Google Drive → Automatically upload to YouTube.
- Upload video to Google Drive → Automatically upload to Facebook Page.
- Upload video to Google Drive → Automatically upload to Instagram (via scheduling tools).
- Post Instagram Reel → Automatically upload same video to Facebook Page.
- New blog published → Automatically share on LinkedIn, Facebook, Twitter.
- Save social media post ideas in Google Sheets → Automatically schedule posts.

Email & Notification Automation

- New lead → Send lead details to sales team email.
- New enquiry → Send course brochure automatically.
- Demo booked → Send calendar invite automatically.
- Meeting scheduled → Send reminder email 1 day before.
- Customer purchase → Send thank you email automatically.
- After service completed → Send review request email.

Job & Productivity Automation

- Filter jobs based on keywords (Digital Marketing, SEO, Google Ads) → Send job list to email daily.
- Save jobs from LinkedIn → Add to Google Sheets automatically.
- New email attachment → Automatically save to Google Drive.
- Save important emails → Automatically create task in Trello.
- New task added in Trello → Send reminder notification.
- New Google Sheet row → Generate AI email reply automatically.
- Collect testimonials from Google Form → Save in Google Sheets automatically.

Module 12: Growth Marketing

- Understanding the concept of growth marketing
- Evolution of growth marketing
- Role of growth marketing in business growth
- AAARRR Framework
- Growth Marketing Channels
 1. Social media marketing
 2. Email marketing
 3. Search engine optimization (SEO)
 4. Content marketing
 5. Influencer marketing
 - Key performance indicators (KPIs) in growth marketing
 - A/B testing and experimentation
 - Customer Journey Mapping
 - Growth Hacking Techniques
 - Leveraging viral loops for exponential growth
 - Creating compelling offers and incentives
 - Harnessing the power of user-generated content
 - Conversion Rate Optimization (CRO)
 1. Principles of CRO
 2. Techniques to optimize landing pages and conversion funnels
 3. Split testing and optimization strategies
- Growth Marketing Tools and Technologies
 1. Overview of popular growth marketing tools
 2. Automation and marketing technology stacks
 3. Case studies on successful implementation
- Scaling Growth Marketing Efforts
 1. Strategies for scaling growth marketing campaigns
 2. Building sustainable growth loops
 3. Managing resources and budgets effectively
- Project Presentations and Wrap-up
 1. Students present their growth marketing projects
 2. Reflection on key learnings and insights
 3. Future trends in growth marketing

What you will get ?

5 Lakh Worth Premium Tools Access for 3 Months



AI-Powered Digital Marketing & Entrepreneurship Training Highlights



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Live Instructor-Led Training



15+ Professional Certifications



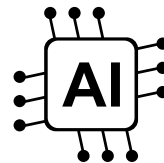
100% Placement Assistance



2 Mockup Interviews By Industry Experts



Content Developed By Industry Experts



AI-Powered Learning Approach



100% Practical & Hands-On Training



Job-Ready Curriculum



Latest AI Tools & Trends



Real-Time Campaign Optimization



Industry Expert Mentorship

Our Alumni Works in



Our Success Stories



About Trainer:

Tarique Anjum | AI-Driven Digital Marketing Consultant, Trainer & Mentor

Professional Summary:

With over **10+ years of expertise in growth marketing, performance marketing, and AI-driven digital strategies**, I have successfully worked with **1000+ clients**, helping businesses achieve measurable growth through data-driven campaigns, branding, automation, and ROI-focused marketing solutions.

I am a **Certified Digital Marketing Professional with certifications from Google, Meta, HubSpot, and SEMrush**, specializing in full-funnel marketing, lead generation, performance advertising, SEO, social media marketing, AI automation, branding, and conversion optimization.

Throughout my career, I have held leadership and consulting roles at reputed organizations including **Zeeh Productions Pvt. Ltd., Limrasoft Solutions, Traders Gurukul, Classplus, Unacademy, Masira Digital Marketing Agency, and Advaisa Growth Marketing Agency**, where I led impactful campaigns, optimized growth strategies, and implemented scalable digital solutions.

As a passionate trainer and mentor, I have conducted workshops and training sessions at institutions such as **National Institute of Digital Marketing, BNM Institute of Technology, IBMR Business School, Government First Grade College Harohalli, Jyothi Technologies, and Gupta College**, empowering students and professionals with practical digital marketing and AI-driven marketing knowledge.

I hold an **MBA in Marketing Management, along with a B.E. in Instrumentation Technology and a Diploma in Electronics & Communication Engineering**, enabling me to combine analytical thinking with creative marketing strategies to build scalable and sustainable business growth.

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