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Since 2004



DIGITAL MARKETING

with AI



Best I.T Training and Placement Institute



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DIGITAL MARKETING COURSE - MODULE-WISE TOPICS & TOOLS

Module 1 - Understanding Traditional & Digital Marketing

- Marketing Fundamentals
- Traditional Vs Digital
- Digital Channels Overview
- Customer Journey
- Over View Of All the Modules

Tools / Platforms Used –

- Google Search
- Ppt With Screenshots
- Case Studies

Module 2- Social Media Optimization (SMO)

- Business Pages Vs Personal Profiles
- Profile Optimization
- Branding Basics
- Engagement Methods

Tools / Platforms Used –

- Instagram
- Facebook
- LinkedIn
- ChatGPT
- Perplexity
- Copilot

Module 3- Canva Designing

- Design Mindset
- Color Psychology
- Templates
- Flyers
- Posters
- Social Media Posts
- Videos
- Presentations
- Fonts
- Animations

Tools / Platforms Used –

- Canva
- Canva AI Tools And Apps



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Module 4- Content Marketing / Management

- Content Types
- Content Calendar
- Caption Writing
- Reuse Of Content
- Content Strategy

Tools / Platforms Used –

- Google Docs,
- Canva,
- Ai Tools Like
- ChatGPT,
- Perplexity,
- Google Banana,
- Meta AI

Module 5- Social Media Marketing

- Campaign
- Ad Set & Ad Structure
- Demographics
- Interests
- Lookalikes
- Budgeting
- Bidding & Conversion Tracking,
- A/B Testing &
- Ad Optimization

Tools / Platforms Used –

- Meta Ads Manager
- Facebook Page & Instagram Business Account
- Meta Pixel
- Events Manager
- ChatGPT (Ad Copy, Headlines, Hooks, Cta Ideas),
- Canva (Ai Features)
- Meta Ai Tools (Inside Ads Manager)

Module 6- Website Designing

- Website Concepts
- Types Of Websites
- Page Structure
- Domain & Hosting Basics
- WordPress Dashboard



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- Themes
- Plugins
- Widgets
- Page Creation
- Categories

Tools / Platforms Used –

- WordPress
- GoDaddy / Hostinger
- Theme Forest

Module 7- Search Engine Optimization (SEO)

- SEO Fundamentals
- Google Algorithm
- Updates Keywords
- On-Page SEO
- Google Ranking Factors
- Keyword Research
- Content Optimization
- Meta Tags
- Indexing
- On-Page SEO
- Off Page SEO

Tools / Platforms Used –

- Google
- Google Keyword Planner
- Google Trends
- Moz
- SEMrush
- Ubersuggest
- Yoast SEO
- Screaming Frog
- GTmetrix
- ChatGPT

Module 8- Search Engine Console and Google Analytics

- Website Verification Methods
- Performance Report (Clicks, Impressions, CTR, Average Position)
- Search Queries and Pages Analysis
- URL Inspection and Page Indexing



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- Sitemap Submission and Monitoring
- Core Web Vitals Overview
- Google Analytics (GA4) Account Setup
- Understanding Users
- Sessions
- And Events
- Traffic Sources and Channel Analysis
- User Behavior
- Audience Demographics and Devices
- Basic Reports and Insights

Tools / Platforms Used –

- Google Search Console
- XML Sitemap Tools
- Google Analytics 4 (GA4)
- Google Tag Manager (Basic)

Module 9- Local SEO & Google My Business (GMB)

- SEO Vs Local SEO
- GMB Overview and Benefits
- Creating and Verifying a GMB Profile
- Google Maps Ranking Factors
- Reviews
- Rating and
- Reply Strategies
- GMB Posts
- Updates & Offers
- Common Mistakes

Tools / Platforms Used –

- Google My Business
- Google Maps
- Canva
- ChatGPT or Copilot

Module 10- Basics of Prompting (AI Tools)

- Prompt Structure
- Content Generation
- AI Use Cases,
- Limitations



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Tools / Platforms Used –

- ChatGPT
- Other AI Tools

Module 11- AI Image Creation

- Image Prompts
- Styles
- Editing
- Marketing Creatives

Tools / Platforms Used –

- AI Image Tools
- Canva,
- Google Banana,
- Leonardo AI,
- Midjourney

Module 12- AI Video Creation

- Script To Video
- Reels & Shorts Creation
- Subtitles
- Voice Tools

Tools / Platforms Used –

- Geo3
- Flow
- VEED.io
- Google NotebookLM
- Google Story Book
- EleanLabs
- Lumen5
- Meta AI Tool

Module 13- YouTube Organic Marketing

- Channel Setup
- Content Ideas
- Thumbnails
- SEO For YouTube
- Analytics

Tools / Platforms Used –

- YouTube,
- YouTube Creator Studio & VIDIQ



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Module 14- Google Ads (PPC)

- Campaign Setup
- Keywords
- Ad Copy
- Budgeting
- Performance Analysis

Tools / Platforms Used –

- Google Ads
- Content Creating AI Tools like ChatGPT

Module 15- Email Marketing

- Email Types
- Content Writing
- Campaigns
- Automation Basics

Tools / Platforms Used –

- Gmail
- Mailchimp / GMass

Training Methodology

- Live Demonstrations
- Hands-On Practice
- Real-Time Tools Exposure
- Mini Assignments After Each Module
- Live Projects and Case Studies



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 D.Vishnu Sagar Delta Technology CTC: 4.0 LPA	 MD. Rashid Jawaid Delta Technology CTC: 4.0 LPA	 N.Spandana Delta Technology CTC: 4.0 LPA	 A. Jaya Krishna Delta Technology CTC: 4.0 LPA	 K. Alekhya Delta Technology CTC: 4.0 LPA	 N.Kavya Delta Technology CTC: 4.0 LPA	 G. Rambabu JD Sports Fashion CTC: 4.0 LPA	 D. Srividya Darwinbox CTC: 4.0 LPA	 A. Satya Prakash Corpus CTC: 3.6 LPA	 N.Suresh Corpus CTC: 3.6 LPA	 S. Divya Infosys CTC: 3.6 LPA
 M. Lokesh Reddy Infosys CTC: 3.6 LPA	 KLV. ShivaSai Darwinbox CTC: 3.6 LPA	 T. Vineetha Darwinbox CTC: 3.6 LPA	 Sushmitha TCS CTC: 3.53 LPA	 C. Hasini Gaian Solutions CTC: 3.5 LPA	 M.Ramya Gaian Solutions CTC: 3.5 LPA	 M. Shivakumar Gaian Solutions CTC: 3.5 LPA	 B. Sandhya Rani Gaian Solutions CTC: 3.5 LPA	 E. Bharathi Gaian Solutions CTC: 3.5 LPA	 D. Sowmya Gaian Solutions CTC: 3.5 LPA	 B. Sravani TCS CTC: 3.5 LPA
 V. Rakesh Defteam CTC: 3.5 LPA	 Ajay Jikare TCS CTC: 3.36 LPA	 Govind Dasharath TCS CTC: 3.36 LPA	 K.Tharun Piersoft CTC: 3.0 LPA	 B. Ananya Pronix CTC: 3.0 LPA	 Poorna Capgemini CTC: 3.0 LPA	 T. Kalyankar Infosys CTC: 3.0 LPA	 Vijay Reddy NCR CTC: 3.0 LPA	 M. Vandana Smart Data CTC: 3.0 LPA	 M. Gopi Smart Data CTC: 3.0 LPA	 S.Venkat Reddy Aryagami Cloud CTC: 2.76 LPA

Courses We Offer

Testing Programs

-  **Testing Tools**
Functional Test Engineer
-  **Manual Testing**
Manual Test Engineer
-  **Selenium Testing**
Automation Test Engineer
-  **TOSCA**
TOSCA Test Engineer
-  **API&ETL Testing**
API Test Engineer
-  **Performance Testing**
LoadRunner & JMeter

Developing Programs

-  **Full Stack Java**
Full Stack Java
-  **Core Java**
Core Java
-  **Adv Java & Frameworks**
Adv Java & Frameworks
-  **Full Stack Python**
Full Stack Python
-  **Python Programming**
Python Programming
-  **DJANGO & Frameworks**
DJANGO & Frameworks

Advanced Programs

-  **DevOps**
DevOps Engineer
-  **Data science with AI**
Data science with AI
-  **Data Analytics**
Data Analytics
-  **Selenium with C#**
Selenium with C#
-  **Playwright Automation**
Playwright Automation
-  **Python with Selenium**
Python with Selenium

Training Methodology

Class room Training



Project Training



Resume Preparation



Certification



Interview Preparation



Placement Assistance



Our Infrastructure

