



# Digital Marketing with AI

20-Hour Practical Course

**The Future Track Computer Education**

City Center, Dhanbad

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# Course Overview



## Level

Beginner to Intermediate - No prior experience needed



## Language

Hindi + English (Hinglish) for easy understanding



## Mode

Flexible Offline / Online classes



## Duration

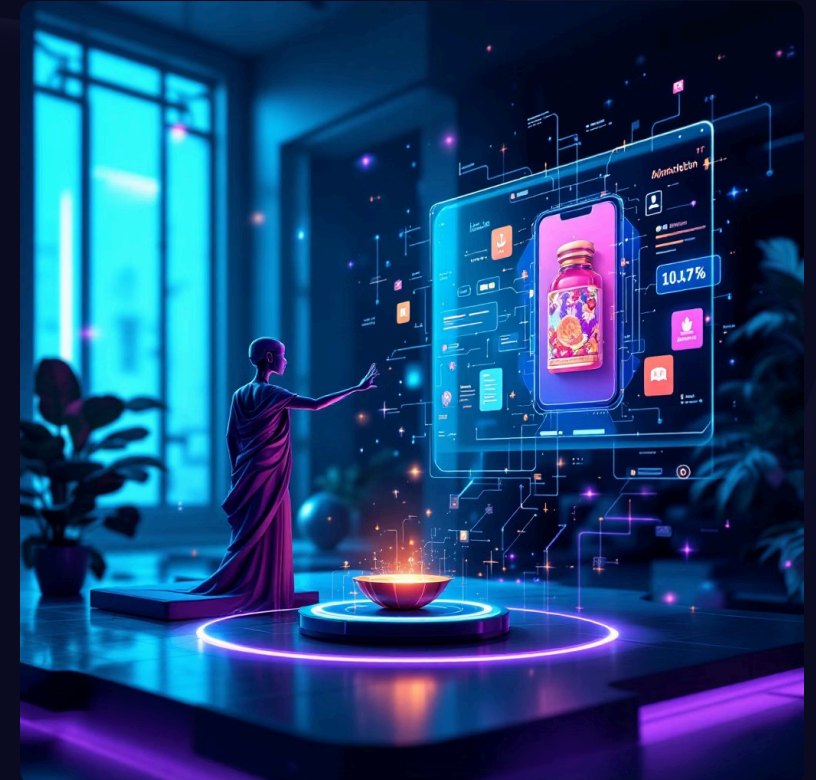
20 Hours with live projects & hands-on assignments

# Module 1: Introduction to Digital Marketing

Duration: 1 Hour

## What You'll Learn

- Understanding Digital Marketing fundamentals and its power
- Key differences between Online vs. Offline Marketing strategies
- Why Digital Marketing matters for Students & Business Owners
- Exploring career opportunities and income potential in the field
- How AI is revolutionizing the Digital Marketing industry today



Get ready to discover how digital marketing can transform your career or business in Dhanbad and beyond!

# Module 2: AI Website Builder

Duration: 4 Hours

01

## Website Fundamentals

Understanding what a website is and why every business needs one in 2024

02

## Domain & Hosting

Learn the basics of domain names and web hosting services

03

## AI Builder Tools

Explore powerful platforms: Durable, Wix AI, 10Web, and Framer AI

04

## Build Your Site

Create a professional website using AI - no coding required!

05

## Advanced Features

Add pages, forms, contact sections, domain connection & Google Analytics



**Practical Project:** Create your own professional website using AI tools - take it live by the end of this module!

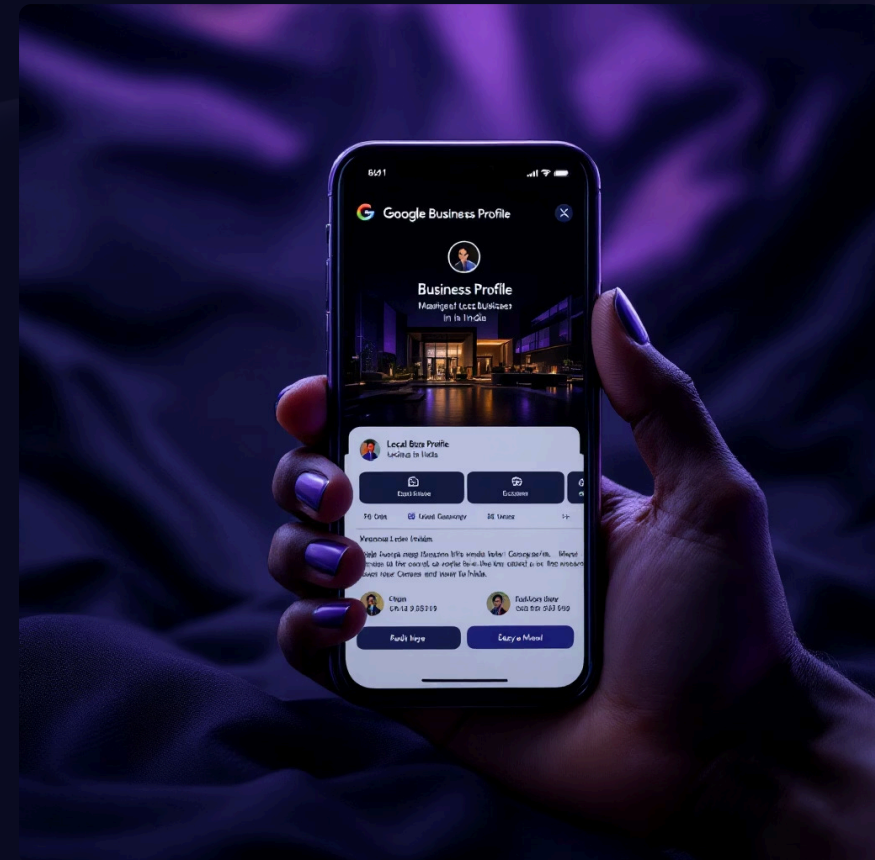
# Module 3: Google Business Profile

Duration: 2 Hours

## Master Local Business Visibility

Google Business Profile (GMB) is a game-changer for local businesses in Dhanbad. Learn how to get discovered by customers searching for services near them.

- Understanding the power of Google Business Profile
- Key benefits for local businesses and service providers
- Complete setup and verification process step-by-step
- Profile optimization with photos, reviews, and engaging posts
- Connecting your website and adding special offers



**Practical Project:** Create and fully optimize your own Google Business Profile to attract local customers



# Module 4: Facebook & Instagram Ads

Duration: 5 Hours



## Marketing Basics

Facebook & Instagram marketing fundamentals for beginners



## Meta Setup

Meta Business Suite & Ad Account configuration



## Campaign Structure

Understanding: Campaign → Ad Set → Ad hierarchy




## Targeting

Audience selection by interest, behavior & location

## What Else You'll Master

- Lead Generation Ads that actually convert
- Ad Copywriting using ChatGPT for compelling messages



 **Practical Project:** Run a sample Facebook ad campaign with real budget and track your results live

# Module 5: Affiliate Marketing

Duration: 4 Hours

## Understanding Affiliate Marketing

Learn what affiliate marketing is, how it works, and the realistic income potential in India

## Best Platforms

Explore top platforms: Amazon, Flipkart, Digistore24, and ClickBank for Indian markets

## Product Selection

Strategies for choosing profitable products that your audience will love

## Advanced Techniques

- Creating high-converting affiliate landing pages using AI tools
- Promoting effectively via YouTube, Instagram Reels & Blogs
- Building trust with your audience for long-term success



**Practical Project:** Create your own complete affiliate marketing campaign from scratch

# Module 6: Google Ads

Duration: 3 Hours



## Platform Introduction

Get familiar with the Google Ads interface and dashboard navigation



## Account Setup

Complete account setup and learn keyword research fundamentals



## Keyword Planner

Master Google Keyword Planner to find profitable search terms



## Search Campaigns

Create effective Search Ad Campaigns that drive targeted traffic



## Tracking & Metrics

Understand CPC, CTR & Conversion Tracking for campaign optimization



**Practical Project:** Launch a demo Search Campaign and analyze performance metrics in real-time



# Module 7: AI Tools in Digital Marketing

Duration: 1 Hour

Supercharge Your Marketing with AI



## ChatGPT

Create compelling ad copy, email campaigns, and engaging content in minutes using AI-powered writing



## Canva AI

Design stunning graphics, social media posts, and Instagram Reels without any design experience



## Google Gemini

Generate creative campaign ideas, marketing strategies, and content concepts instantly



## AI Video Generators

Create professional video advertisements and promotional content using AI automation



**Practical Project:** Create an AI-based advertisement post using multiple AI tools - from concept to final output

# Final Project & Certification

Duration: 1 Hour

## Bring It All Together

Apply everything you've learned in one comprehensive project:

- Build a complete website using AI
- Set up Google Business Profile
- Create and run an ad campaign
- Present your project to the class
- Q&A session with instructors



### Certificate of Completion

Official certificate recognizing your digital marketing skills

### E-Book

"AI Tools for Digital Marketers" - Your complete reference guide

### Free Website Template

Professional templates to kickstart your next project

### Live Project Experience

Real-world portfolio piece for your resume or business

Ready to transform your career or business with Digital Marketing & AI?

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