Ai INTEGRATED DIGITAL MARKETING COURSE

ABOUT THE COURSE

Inodes Digital Academy's AI Integrated Digital Marketing Course. The program is specially created to empower you as a digital expert, offering comprehensive knowledge across various digital marketing domains. Engage in new learning experiences, including live interactive sessions, 5+ real-world case studies, and hands-on exploration of 35+ digital marketing tools. Our goal is to equip you for the rapidly evolving digital landscape, ensuring you deliver outstanding results.

SKILLS
YOU GAIN

- Search Engine Marketing(**SEO**)
- Social Media Marketing (**SMM**)
- Content Marketing
- Email Marketing
- Paid Advertising
- Analytics and Data Interpretation
- Conversion Rate Optimization (**CRO**)
- Digital Marketing Strategy
- Social Media Analytics
- Mobile Marketing
- Marketing Automation
- Web Design Basics
- A/B Testing

- ▶▶ Budgeting and ROI Analysis

- ▶▶ Essentials of E-commerce Listing

- ▶▶ Digital Marketing with ChatGPT & Generative AI

- ▶▶ The Future of Marketing: AI, Automation & Emerging Trends

- ▶▶ Time Management

- ▶▶ Adaptability

- ▶▶ Creative Thinking

- ▶▶ Problem Solving

COURSE **MODULES**

Introduction to Digital Marketing

- What is Digital Marketing?
- Why Learn Digital Marketing?
- Benefits of Learning Digital Marketing
- Types of Digital Marketing

Market Research

- What is Market Research?
- Importance of Market Research on Digital Marketing
- Types of Market Research
- How to Conduct a Market Research?

Website Fundamentals

- Html Codes
- Styling With CSS
- Domain Purchase
- Web Hosting
- Importance of SSL Certificates

WordPress

- Introduction to WordPress
- Website Domain
- How to Choose the Right WordPress Template?
- WordPress Plugins to be Installed
- Optimizing WordPress Template to Suit the Purpose
- SEO Friendly Methods
- WordPress Hosting
- Website Customization

Search Engine Optimization

- Search Engine
- Components of a Search Engine
- Working of Search Engine
- SERP
- Major Google Algorithm
- Impact of SEO on Businesses
- Types of SEO

- On-Page SEO
- Off-Page SEO
- Ranking Factors
- Keyword Research
- Competitor Analysis
- Link Building
- Meta Tags
- Robots.Txt & Sitemap.Xml
- Schema Code
- Google My Business Listing
- Measuring SEO Effectiveness (Website Audit)
- SEO in E-Commerce
- Mobile SEO

Search Engine Marketing Using Google Ads

- Search Engine Marketing
- Working of Google Ads
- Types of Google Ads
- How to Setup Google Ads Account
- PPC Competition Analysis

- Usage of Profitable Keywords

- Budget and Billing Strategies

- How to Write Ads that Get Clicked?

Google Analytics And Search Console

- Google Analytics

- Why Google Analytics?

- Google Analytics Account Setup

- Understanding Google Analytics Reports

- Google Search Console

- Why Google Search Console?

- Differences Between Google Analytics and Google Search Console

Social Media Marketing

- Social Media Marketing

- Importance of Social Media in Digital Marketing

- Brand Awareness and Social Media Engagement

- Meta Marketing

- Pinterest Marketing

- Social Media Audit

- Social Media ROI

- Canva Designing

Linkedin Marketing

- Linkedin Basic

- Profile Optimization

- Article

- Groups

- Pages

- Linkedin Networking

- Linkedin Ads

- Linkedin Tag Setup

WhatsApp Marketing

- WhatsApp Business Account Setup

- WhatsApp API

- Message Automation

PPC Advertising (Google Ads & Social Media Ads)

- What is PPC?

- Importance of PPC Advertisements in Businesses

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- Google Ads

- Meta Ads

- Linkedin Ads

Copy Writing

- What is Copy Writing?

- Importance of Copy Writing in Digital Marketing

- Difference Between Content Writing and Copy Writing

- Introduction to Different Ai Tools for Content Writing

Content Marketing

- Importance of Content in Digital Marketing

- What is Content Marketing?

- Importance of Content Marketing

- How to do Content Marketing?

Email Marketing

- What is Email Marketing?

- Free Email Marketing Tools and How to Use Them

- Copywriting Techniques to Create Emails with High CTR

◆ Email Marketing Analytics

You Tube Marketing

◆ How to Create Video Contents that Go Viral?

◆ Topic Research, Keyword Planning and Competitor Analysis Using Tools

◆ You tube Account Setup and Optimization

◆ Monetization of You tube Channel

◆ You tube Ads

◆ You tube Analytics

Automated Marketing And Affiliate Marketing

◆ Automated Marketing

◆ Affiliate Marketing

◆ Fundamentals of Affiliate Marketing

Mobile App Marketing

◆ What is Mobile App Marketing?

◆ Mobile App Optimization Techniques

◆ App Store Optimization (ASO)

◆ Differences Between SEO & ASO

Tools Covered

Content Marketing

ChatGPT Gemini Peppertype.ai
Your Virtual Content Assistant ▲ Vercel

Google Analytics Facebook Business Manager

Social Media

Facebook Bussiness Page Linked in for Businesses You Tube Advertising Facebook Business Manager

Canva Linked in ads Meta Ads Manager

Search Engine Optimization

Google Search Console Google Analytics Google Keyword Planner SpyFu

SEMRUSH OPTMYZR yoast

MOZ Google Trends ahrefs Ubersuggest

Email Marketing

mailchimp GetResponse ChatGPT Gemini

Analytics, ROI & Crucial Metrics

SimilarWeb SpyFu Ubersuggest Google Analytics

Meta Business Partner YouTube Insight Meta Ads Manager

Google Ads

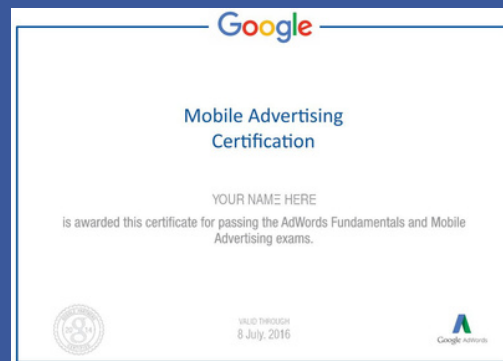Google Analytics Google Ads Google Tag Manager

Google Trends Meta Pixel unbounce

Certifications

AdWords Display
Certification

YOUR NAME HERE

is hereby awarded this certificate of achievement for the successful
completion of the Shopping certification exams.

VALID THROUGH
January 19, 2016

Mobile Advertising
Certification

YOUR NAME HERE

is awarded this certificate for passing the AdWords Fundamentals and Mobile
Advertising exams.

VALID THROUGH
8 July, 2016

AdWords Certification

MARGOT DA CUNHA

is hereby awarded this certificate of achievement for the successful
completion of the Google AdWords certification exams.

VALID THROUGH
November 11, 2015

Video Advertising
Advanced Certification

MIHIRBALA LENKA

is hereby awarded this certificate of achievement for the successful completion of
the video advertising advanced certification exam.

December 27, 2016

Analytics Certification

KOREY KASHMER

is hereby awarded this certificate of achievement for the successful
completion of the Google Analytics certification exam.

VALID THROUGH
March 10, 2017

AdWords Certification

MARGOT DA CUNHA

is hereby awarded this certificate of achievement for the successful
completion of the Google AdWords certification exams.

VALID THROUGH
November 11, 2015

Congratulations!
Benjamin Mangold

Completed
Google Ads Search Certification
on October 23, 2019

Completion ID: 39428128   Expires: October 23, 2020

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

Google

Congratulations!
Anandhsharma .

Completed
Google Ads Fundamentals
on March 23, 2018

Completion ID: 11412362   Expired: March 23, 2018

You know the basics of Google Ads and how to promote your business online

Q: How many students are there in one batch?

A: Currently, we limit each batch to 10 students to ensure personalized attention and optimal learning experience.

Q: Is this an online or offline program?

A: This course is 100% OFFLINE, with the added benefit of the real-time project handling under the guidance of our expert mentors.

Q: How is this program different from others?

A: Inodes is a recognized brand known for delivering some of the best Digital marketing campaigns, including influencer marketing, content marketing, and advertising on platforms like Facebook and YouTube. Our program imparts cutting-edge marketing strategies that have been tried and tested in the field, setting us apart from other training programs. We are dedicated to equipping you with real-world skills and expertise.

Q: Do we need a technical background as a prerequisite?

A: No, there is no technical background required as a prerequisite for this course. Our modules are structured to accommodate learners from all backgrounds, starting from the fundamentals and gradually progressing to advanced topics.
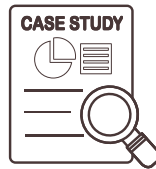
Q: Do you provide Internships?

A: Yes, we do offer internships. Upon completing the course.
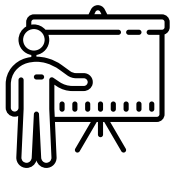
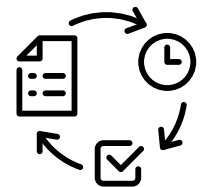# Teaching Methodology
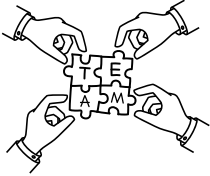
Work in Group

Case Study Discussions

Assignments

Client Pitching

Proposal Making

Live Projects

SHAPE YOUR FUTURE WITH
DIGITAL MARKETING
Call for more information

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