

Syllabus:



AI Integrated Digital Marketing (Offline)

Month 1: Fundamentals of Digital Marketing

Week 1:

- Introduction to Digital Marketing
- Key Metrics and KPIs
- Understanding Digital Marketing Channels

Week 2:

- AI in Digital Marketing
- Introduction to AI Tools
- Market Research and Consumer Behavior

Week 3:

- Competitive Analysis using AI
- Setting Up Digital Marketing Campaigns
- On-Page SEO Techniques

Week 4:

- SEO Tools and Plugins
- Off-Page SEO and Link Building
- Practical Project: Basic Campaign Creation

Month 2: SEO and Content Marketing

Week 1:

- Keyword Research and Analysis
- Content Creation and Strategy
- Blogging and Copywriting Techniques

Week 2:

- Visual Content Creation with AI Tools
- Social Media Platforms Overview
- Social Media Strategy and Planning

Week 3:

- Paid Advertising on Social Media
- Creating Engaging Social Media Content
- Email Marketing Basics

Week 4:

- Building Email Lists
- Crafting Effective Email Campaigns
- AI for Social Media Management
- Practical Project: SEO and Content Strategy

Month 3: Social Media, Email Marketing, and Freelancing Skills

Week 1:

- Google Analytics
- Setting Up and Configuring Analytics
- Measuring and Analyzing Campaign Performance

Week 2:

- Reporting and Optimization
- Building a Personal Brand
- Creating an Online Portfolio

Week 3:

- Finding Freelance Opportunities
- Managing Clients and Projects
- Practical Project: Comprehensive Digital Marketing Plan

Week 4:

- Practical Project: Freelance Portfolio Development
- Presentation and Client Management Skills

Month 4: Advanced Digital Marketing Techniques

Week 1:

- Advanced SEO Techniques
- Advanced Social Media Strategies
- AI Tools for Digital Marketing

Week 2:

- Conversion Rate Optimization (CRO)
- Marketing Automation with AI
- Growth Hacking Strategies

Week 3:

- Practical Project: Advanced Digital Marketing Campaign
- Project Feedback and Optimization

Week 4:

- Final Project Presentation
- Peer Review and Feedback
- Preparing for Freelance Career

Months 5 & 6: Practical Internship and Portfolio Building

Weeks 1-4:

- Internship Placement in Industry Projects
- Real-World Digital Marketing Campaigns

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- Real-World Digital Marketing Campaigns

Weeks 5-8:

- Continued Internship with Project Feedback
- Advanced Analytics and Reporting

Weeks 9-12:

- Finalizing and Optimizing Campaigns
- Comprehensive Portfolio Development
- Presentation Skills and Client Management
- Final Review and Freelancing Strategy

THANK YOU

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നന്ദി

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