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PAKISTAN'S NO 1 IT Training Institute

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DIGITAL MEDIA MARKETING *with* AI (CDMM)

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ABOUT US

PNY Trainings is the first choice of students who want to excel in the field of Internet Marketing. PNY Trainings consists of top-level trainers who are adept in the fields of Internet Marketing. We are the pioneer institute that started comprehensive training for the benefit of students. Since our launch, hundreds of students have been trained and secured good jobs in the expanding IT industry, as we all know. Contact us and Secure your seat for upcoming trainings, events, and seminars.

Our Strength:

- *International Collaborations*
- *Awarded by USA Education 2.0*
- *Multiple Branches in Pakistan*
- *Affiliated with (PSDA, PBTE & NAVTTC)*

PRESIDENTIAL AWARD, 2023

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PNY SUCCESS STORIES

Success Stories That Inspire, Growth That Transforms!

Muhammad Ahmad
Company: (Solbugdevelopers)

Makhtoom Azhar
Company: (SEO Marketer in NGO)

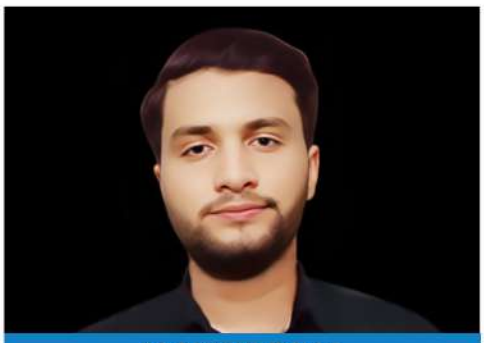
Izaz Khattak
Company: (Working in Mex Nexus)

Tayyaba Shahzadi
Company: (Tech Zone)

Zain Naveed
Company: (Evolver Tech)

Muhammad Bilal
Company: (Infiniteloop Solution)

Isma Qayyum
Company: (Codified Labs)



Muhammad Anas
Company: (NS Trainings)

Ayesha Ilyas
Company: (Noah Technology)

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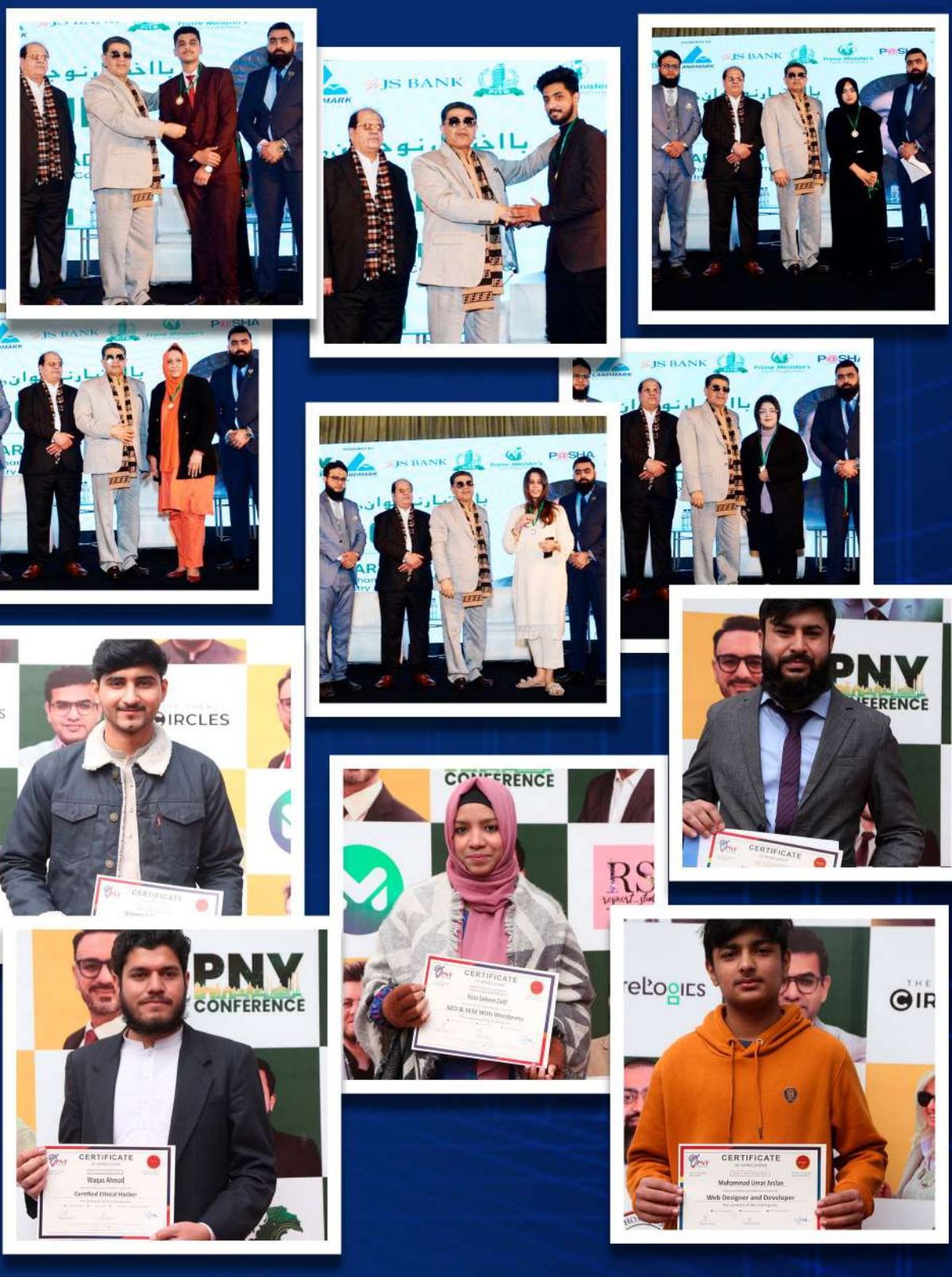
EMPOWERING YOUTH *with* INNOVATION



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ACHIEVEMENTS AND AWARDS

Presidential Award Winner 2023

Best IT Trainings Institute 2023

USA Education 2.0 Award

PNY Trainings is honored to be recognized for our excellence and commitment to education and skill development through several prestigious awards:

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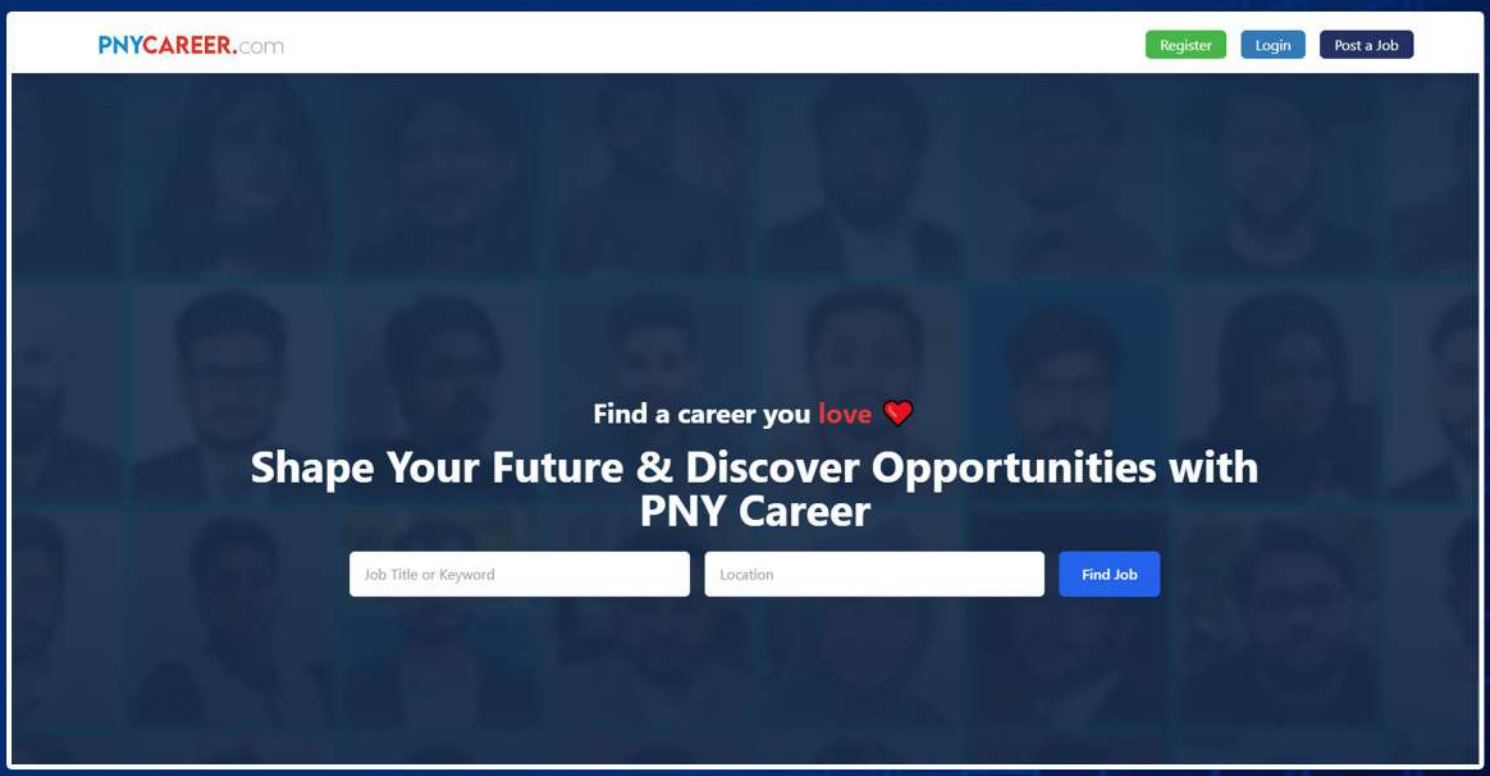
Job Placement Cell

Connecting People with Placement



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WHY CHOOSE US

100+
PROFESSIONAL COURSES

100K+
ALUMNI

300+
INSTRUCTORS

100+
MOU SIGNED

Development | Marketing | Art & Design | Multimedia | Networking & Cyber Security | Business & Accounts | Languages

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SALIENT FEATURES

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Practical learning

Learning Management System

Follow-Up Sessions

Internships/Jobs Opportunities

Expert Mentorship

Who is this Course for?

This Digital Media Marketing course is perfect for students, fresh graduates, entrepreneurs, and professionals who want to master the art of online branding and promotion. Whether you're looking to build a career in digital marketing, grow your business, or offer freelance services, this course equips you with practical skills in social media, SEO, content creation, and more. It's designed for anyone passionate about the digital world and eager to succeed in today's online marketplace.

WEEK 1: INTRODUCTION TO SOCIAL MEDIA MARKETING & AI IN SMM

Class 1: Understanding Social Media & AI in Marketing
> Importance of social media for businesses
> AI's role in social media (Content creation, Ads, Analytics)
> Overview of key platforms
Tools: ChatGPT, Google Trends, BuzzSumo

Class 2: Developing a Social Media Strategy with AI
> Setting goals (Brand awareness, Engagement, Conversions)
> AI-powered audience research
> Competitor analysis with AI
Tools: Semrush, SparkToro, Brandwatch

WEEK 2: FACEBOOK MARKETING & AI TOOLS

Class 3: Facebook Business Page Optimization & Content Strategy
> Facebook Page setup & AI-generated content ideas
> Automated scheduling & best posting practices
> Facebook Groups for engagement
Tools: Meta Business Suite, Canva (AI Magic Resize), Publer

Class 4: Facebook Ads & AI-Powered Insights
> AI-driven audience targeting & lookalike audiences
> Facebook Ads Manager & automated campaigns
> AI-based ad creatives & performance tracking
Tools: Meta Ads Manager, AdCreative.ai, Revealbot

WEEK 3: INSTAGRAM MARKETING & AI TOOLS

Class 5: Instagram Profile Optimization & AI Content Creation
> Instagram Business Profile setup
> AI-generated captions, hashtags & reels
> AI-powered analytics & engagement strategies
Tools: Flick.tech (Hashtag AI), Lumen5 (Video AI), Canva Magic Write

Class 6: Instagram Ads & Automation
> AI-driven ad creation for Instagram
> Best times to post (AI-based insights)
> Automated influencer outreach
Tools: Instapromote, Jasper AI, Metricool

WEEK 4: YOUTUBE MARKETING & AI VIDEO TOOLS

Class 7: YouTube Channel Setup & AI Video Editing
> YouTube branding & AI-generated thumbnails
> SEO optimization with AI tools
> AI-assisted scriptwriting & voiceovers
Tools: TubeBuddy, VidIQ, Pictory.ai

Class 8: YouTube Ads & AI-Powered Video Growth
> AI in YouTube monetization strategies
> Running AI-optimized ads
> AI-generated video summaries & subtitles
Tools: YouTube Ads Manager, Descript (AI Video Editing), OpusClip

WEEK 5: TIKTOK MARKETING & AI TOOLS

Class 9: TikTok Content Creation & AI-Driven Trends
> Understanding TikTok's AI-based algorithm
> Creating viral content using AI tools
> AI-powered trend analysis & prediction
Tools: TikTok Creative Center, CapCut (AI Video Editing), TrendTok

Class 10: TikTok Ads & AI-Powered Marketing
> AI-powered ad creatives for TikTok
> Spark Ads & influencer partnerships
> AI-driven analytics for better engagement
Tools: TikTok Ads Manager, InVideo AI, Synthesia

WEEK 6: LINKEDIN MARKETING & AI FOR B2B GROWTH

Class 11: LinkedIn Profile Optimization & AI Engagement
> AI-powered LinkedIn profile writing
> Content strategy with AI-generated posts
> AI-based LinkedIn lead generation
Tools: Taplio, Shield Analytics, LinkedIn Sales Navigator

Class 12: LinkedIn Ads & AI for Networking
> Running LinkedIn Ads with AI insights
> AI-powered personalized messaging & outreach
> Automation for LinkedIn networking
Tools: LinkedIn Campaign Manager, Crystal Knows, Zopto

WEEK 7: AI-POWERED CONTENT PLANNING & SOCIAL MEDIA AUTOMATION

Class 13: Creating a Social Media Content Calendar with AI
> AI-powered content ideas & scheduling
> AI-driven competitor analysis
> AI for engagement & automation
Tools: Trello, Planable, ContentStudio AI

Class 14: Social Media Automation & AI Tools
> AI chatbots for social media engagement
> Automating responses & community management
> AI-driven email & DM marketing
Tools: ManyChat, MobileMonkey, ChatGPT API

WEEK 8: ADVANCED AI STRATEGIES & FINAL PROJECT

Class 15: AI-Driven Social Media Growth & Future Trends
> Retargeting strategies using AI
> AI for audience behavior prediction
> Emerging trends in AI-powered marketing
Tools: Jasper AI, HubSpot AI, Persado

Class 16: Final Project & Certification
> Creating a full AI-powered social media marketing plan
> Hands-on implementation using AI tools
> Q&A session & certification

Module: 1

Lecture 1: What is E-Commerce?

- Definition & Overview
- Business Models: B2B, B2C, C2C, Dropshipping
- Benefits of selling online
- Market trends (local & global)

Exercise: Visit top e-commerce sites and list their features.

Lecture 2: Types of E-Commerce & Dropshipping

- B2B, B2C, C2C explained
- Dropshipping: Standard, White Label, Private Label
- Pros & Cons

Exercise: Identify the type of e-commerce for your idea.

Module: 2

Lecture 3: WordPress + WooCommerce Setup

- WordPress installation
- WooCommerce plugin setup
- Payment & shipping configuration

Exercise: Create demo WooCommerce store.

Lecture 4: Shopify Setup

- Shopify account & theme selection
- Payment & shipping setup
- Adding first products

Exercise: Create demo Shopify store with 2-3 products.

Lecture 5: Domain, Hosting & Theme

- Domain selection
- Hosting types: Shared, VPS, Cloud
- Responsive theme selection

Exercise: Select domain & connect to store.

Module: 3

Lecture 6: Product Listing & Description

- Writing titles & SEO descriptions
- Categories & tags

Exercise: List 5 products with SEO-optimized titles & descriptions.

Lecture 7: Product Images, SEO & Optimization

- High-quality images
- Image editing & alt text
- Image compression

Exercise: Upload optimized images to store.

Lecture 8: Inventory Management

- High-quality images
- Image editing & alt text
- Image compression

Exercise: Upload optimized images to store.

Module: 4

Lecture 9: Product Sourcing

- Local & international suppliers
- Quality & price evaluation
- Supplier communication & negotiation

Exercise: Identify 3 suppliers and draft emails.

Lecture 10: Dropshipping Concepts

- Standard, White Label, Private Label
- Supplier integration

Exercise: Add a dropshipping product to store.

Lecture 11: Product Hunting & Supplier Communication

- Finding trending products
- Profit margin calculation
- Supplier emails & negotiation

Exercise: Find trending product, calculate margin, contact supplier.

Module: 5

Lecture 12: Pricing Strategies & Offers

- Cost-based, value-based, competitive pricing
- Discounts, coupons, bundle offers

Exercise: Set product prices & create a discount.

Lecture 13: Social Media Marketing

- Platforms: Facebook, Instagram, TikTok
- Organic vs Paid marketing
- Content calendar

Exercise: Create pages and schedule 1 week of posts.

Lecture 14: Paid Ads & Google Shopping

- Facebook Ads & Google Ads basics
- Campaign setup, targeting, budgeting
- ROI & conversion tracking

Exercise: Create demo ad campaign for a product.

Module: 6

Lecture 15: Order Management & Customer Support

- Processing orders & shipments
- Returns & refunds
- Customer service best practices

Exercise: Process mock order, simulate return & support.

Lecture 16: Analytics, Reporting & Scaling

- Using Google Analytics & store reports
- Key metrics: traffic, conversions, revenue
- Scaling strategies: new products, markets, automation

Exercise: Analyze store performance and create a 1-month growth plan.

Tools & Software Included:

- WordPress, WooCommerce, Shopify

- Canva, Photoshop, TinyPNG

- Google Analytics, SEMrush

- Oberlo, Spocket, DSers

- Freshdesk, Zoho Desk, Buffer

Module 1: Introduction to SEO & Digital Marketing

Lecture 1: Introduction to SEO

- What is SEO and why it matters
- How search engines work
- SEO vs SEM

AI Tools: ChatGPT for content ideation, AnswerThePublic for question analysis

Lecture 2: Understanding Google Algorithm & SERPs

- Google search ranking factors
- Overview of SERP features
- Updates: Panda, Penguin, Hummingbird, BERT

Tools: SEMrush, Ahrefs, Moz

Module 2: Keyword Research & Strategy

Lecture 3: Keyword Research Basics

- Short-tail vs Long-tail keywords
- Search intent
- Tools: Google Keyword Planner, SEMrush, Ahrefs

AI Tools: ChatGPT for keyword suggestions, SurferSEO for semantic keywords

Lecture 4: Advanced Keyword Research

- Competitor keyword analysis
- LSI keywords
- Prioritizing keywords for strategy

AI Tools: GPT-5 for topic clustering

Practical Exercise: Students create a list of 20 target keywords for a demo website using SEMrush and AI suggestions.

Module 3: On-Page SEO

Lecture 5: On-Page SEO Fundamentals

- Meta titles & meta descriptions
- URL structure
- Heading tags (H1-H6)
- Internal linking

Tools: Yoast SEO (WordPress), RankMath, AI-assisted meta generation with

Lecture 6: Content Optimization

- Keyword placement & density
- Image SEO: alt tags & file names
- Readability & content formatting

AI Tools: Jasper AI or ChatGPT for content rewriting, Grammarly for readability

Lecture 7: Technical On-Page Elements

- Schema markup & rich snippets
- Robots.txt & sitemap.xml
- Mobile optimization

Tools: Google Search Console, Screaming Frog SEO Spider, AI content analysis tools

Practical Exercise: Optimize a demo website's homepage and one blog post using AI-assisted content suggestions.

Module 4: Off-Page SEO

Lecture 8: Link Building Basics

- Backlink importance
- Types of backlinks
- Do-follow vs No-follow links

Tools: Ahrefs, SEMrush, AI tools for outreach email generation

Lecture 9: Advanced Link Building Strategies

- Guest posting, influencer outreach, and content marketing
- Competitor backlink analysis

AI Tools: ChatGPT for email templates, Hunter.io for outreach

Lecture 10: Social Media & Brand Signals

- Social signals and their impact on SEO
- Building brand authority online

Tools: Buffer, Hootsuite, AI-powered content suggestions for social posts

Practical Exercise: Identify 10 high-quality backlink opportunities and create outreach emails using AI.

Module 5: Technical SEO

Lecture 11: Technical SEO Basics

- Site speed & performance optimization
- Mobile-first indexing
- HTTPS & SSL setup

Tools: GTMetrix, PageSpeed Insights, AI-based performance analysis tools

Lecture 12: Crawling, Indexing & Website Audit

- Google Search Console overview
- XML Sitemap & robots.txt best practices
- Conducting a technical SEO audit

AI Tools: ChatGPT or AI SEO audit assistants for reporting

Lecture 13: Structured Data & Advanced Technical SEO

- Schema implementation
- Canonical URLs
- Handling duplicate content issues

Tools: Google Structured Data Testing Tool, AI-assisted structured data generation

Practical Exercise: Perform a technical audit on a demo website using AI tools and SEO software.

Module 6: Google Ads & SEO Integration

Lecture 14: Introduction to Google Ads

- Difference between SEO & PPC
- Types of Google Ads campaigns
- Keyword targeting for ads

AI Tools: AI-powered keyword suggestion for ads, ad copy generation using ChatGPT

Lecture 15: Google Ads Campaign Setup

- Creating Search & Display campaigns
- Setting budget, bidding, and targeting
- Writing ad copies

Tools: Google Ads, AI for ad copy optimization

Lecture 16: SEO + Google Ads Strategy & Analytics

- Integrating SEO with PPC for maximum traffic
- Using Google Analytics & Ads data to refine strategy
- Measuring ROI & conversions

AI Tools: ChatGPT for analytics insights, predictive analytics AI tools

Practical Exercise: Create a Google Ads campaign for a demo website and analyze performance using AI-generated insights.

Software & Tools Included:

• SEO Tools: Google Keyword Planner, SEMrush, Ahrefs, Moz, Screaming Frog, Yoast, RankMath

• AI Tools: ChatGPT, Jasper AI, SurferSEO, Grammarly, AI outreach tools

• Analytics & Ads: Google Analytics, Google Search Console, Google Ads, AI analytics platforms

• Social Media: Buffer, Hootsuite

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PRESIDENTIAL AWARD WINNER '23

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743-B Kashmir Block Allama Iqbal Town, Lahore

Johar Town Branch:
1st Floor 256 / A, Block R2 Near Shaukat Khanam Hospital, next to Standard Chartered, Lahore

Shahdara Branch:
Office#1, Floor#2, Al-Habib Bank, Phool Mandi, Al Saeed Chowk Saggian, Bypass Lahore-Jaranwala Rd, Lahore, Pakistan

Rawalpindi Branch:
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Multan Branch:
237-B, Model Town, Main Boulevard, Multan

Sargodha Branch:
Mawk Tech Space, 2nd Floor Ahsan Cash & Carry, near zafar ullah chowk Sargodha

Saudi Arabia Branch:
Office No. 7, 1st Floor, ALJMAZ Building Prince Sultan Bin Abdulaziz Rd, Above Dunkin Donuts Al Olaya, Riyadh 12221

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