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# DIGITAL MARKETING TRAINING

## ADVANCE LEVEL WITH AI TOOL

### 📖 Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Importance & Scope of Digital Marketing
- Overview of AI in Digital Marketing
- Introduction to AI Tools: ChatGPT, Canva, Grammarly, Copy.ai, etc.

### 📖 Module 2: Social Media Marketing (SMM) with AI

- Facebook, Instagram, LinkedIn & Twitter Marketing
- Social Media Strategy & Content Planning
- Social Media Calendar Creation using AI
- AI Tools for Social Media: Publer, Predis.ai, Canva, ChatGPT
- Running Paid Ad Campaigns (Meta Ads Manager)

### 📖 Module 3: YouTube Marketing with AI

- Creating & Optimizing a YouTube Channel
  - YouTube SEO – Title, Description, Tags
  - Video Content Planning with AI
  - Script Writing with ChatGPT
  - AI Tools for Video Creation: Pictory.ai, Lumen5
  - YouTube Ads Basics
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#### **📖 Module 4: Search Engine Optimization (SEO)**

- On-Page & Off-Page SEO
  - Keyword Research using AI Tools (Ubersuggest, SEMrush, ChatGPT)
  - Technical SEO Basics
  - SEO Tools: Yoast SEO, Rank Math, Google Search Console
  - AI Writing Tools for SEO Blog Content
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#### **📖 Module 5: Google Ads (Search, Display, Video)**

- Introduction to Google Ads Platform
  - Types of Ads: Search, Display, YouTube Ads
  - Creating Campaigns, Ad Groups & Ads
  - AI Tools for Ad Copywriting & Keywords: ChatGPT, Jasper.ai
  - Google Ads Performance & Analytics
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#### **📖 Module 6: Email Marketing with AI**

- Introduction to Email Marketing
  - Lead Generation & Email List Building
  - Crafting Email Campaigns with AI
  - Automation using Tools like Mailchimp, Mailerlite
  - A/B Testing and Analytics
  - AI Tools: ChatGPT, Flowrite, TinyEinstein
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## 📖 **Module 7: WhatsApp Marketing**

- WhatsApp Business vs. WhatsApp API
  - Building a WhatsApp Marketing Funnel
  - Creating AI-generated Message Templates
  - WhatsApp Automation Tools: Wati, Zoko, Twilio
  - Legal Guidelines for WhatsApp Marketing
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## 📖 **Module 8: Content Marketing with AI**

- Types of Content & Platforms
  - Content Strategy Planning
  - AI Writing Tools: ChatGPT, Jasper, Copy.ai
  - Visual Content Creation with Canva & AI Tools
  - Repurposing Content Using AI
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## 📖 **Module 9: Affiliate Marketing**

- Understanding Affiliate Marketing Models
  - Selecting Profitable Affiliate Products
  - AI for Affiliate Marketing Content
  - Affiliate Networks: Amazon, ClickBank, Impact
  - Driving Traffic & Conversion Tactics
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## 📖 **Module 10: WordPress Website Designing**

- Introduction to WordPress
  - Domain, Hosting & Installation
  - Creating Pages, Menus, Blog, Forms
  - Theme Customization & Plugins
  - SEO & Speed Optimization Plugins
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## 📖 **Module 11: Canva Designing**

- Canva Dashboard Overview
  - Designing Social Media Posts, Posters, Presentations
  - Brand Kit Creation
  - Using AI Features in Canva (Magic Write, Background Remover)
  - Templates & Content Repurposing
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## 📖 **Module 12: Google Analytics & Reporting**

- Setting Up Google Analytics
  - Understanding Key Metrics: Users, Bounce Rate, Conversion
  - Traffic Source Analysis
  - Creating Custom Reports
  - Integrating GA with Other Marketing Tools
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## 📖 **Module 13: ChatGPT & Generative AI for Marketing**

- Introduction to ChatGPT for Marketing
  - Using ChatGPT for:
    - Social Media Captions
    - Blog Writing
    - Email Sequences
    - Ad Copy
  - Prompts Engineering & Best Practices
  - Integration with Other Tools
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## 📖 **Module 14: Final Project & Certification**

- Capstone Project: Designing a Complete Marketing Strategy
- Live Campaign Creation
- Performance Report Preparation
- Certificate of Completion
- Career Guidance & Freelancing Tips

# Digital Marketing Course Modules

 <p>Digital Marketing Overview</p>	 <p>Website Planning &amp; Creation</p>	 <p>Search Engine Optimization</p>	 <p>PCC Advertising &amp; Google Adwords</p>	 <p>Social Media Marketing</p>	 <p>Google Analytics</p>
 <p>Online Display Advertising</p>	 <p>Email Marketing</p>	 <p>Lead Generation For Business</p>	 <p>Content Marketing</p>	 <p>Online Reputation Management</p>	 <p>Creating Internet Marketing Strategy</p>
 <p>Affiliate Marketing</p>	 <p>Making Money Via Adsense &amp; Blogging</p>	 <p>How to Grab Freelancing projects</p>	 <p>Mock Interviews</p>	 <p>Live Practicals</p>	 <p>SMS Marketing</p>
 <p>Word Press</p>	 <p>Google My Business</p>	 <p>Become a Google &amp; Facebook Certified professional ( 1 Training Program - 9 Certifications )</p>			

## Khimji Ramadas LLC -MUSCAT



**VijayShekhar**

Corporate Communications and Customer care

Srb technology provided very professional trainer and Training was crisp and precise



**Rajiv Ahuja**

Head,Corporate Communication and CSR at khimji Ramdas

One of the best Coaching center in Muscat.



**Anando Niyogi**

Lead -Corporate comms and CSR

SRB Technology is the best institution in and quality teaching Faculties



**Vikram Aditya**

Head - Corporate Group Insurance LLC

Real time trainers are helped me understand the subject easily and grasp the concepts with in short period



**Ayman Al Battashi**

Senior Executive Corporate Communications and CSR Branding,Advertising and Digital Marketing

SRB Technology is the best coaching center for Robotic courses



**Fatma Al obaidani**

HR Junior Excutive

Here they have a experienced faculties,their teaching is very well



**Sheikh a Al Harthi**

SRB technology is best coaching center



**4.Mr.Parvesh**

Marketing Manager Sauth Bhawana Company LLC

Here Students can build their future counces



SRBTECHNOLOGY

## Advanced Digital Marketing Courses - Muscat

<p>Each topic explained thoroughly with practical examples</p> <p><b>SANGEETHA DUBEY</b></p>	<p>Content well articulated by trainer.Training was crisp and precise.Recommended to join the course.It is worth.</p> <p><b>SANDEEP GHAI- GM</b> Opel Marketing and Industry LLC,Muscat</p>	<p>Training sessions was very good content well designed trainer had good hold on Subject.</p> <p><b>VIJAY SHEKHAR KHIMJI RAMDAS LLC</b> Corporate Communications and customers care</p>	<p>Best place to learn digital marketing I completed the course in Marthahalli centre.</p> <p><b>ROBIN D'CRUZ</b></p>
<p>One of the best coaching for digital marketing in Bangalore.</p> <p><b>VIDYASAGAR BULLA</b></p>	<p>Real time trainers Mr.Suren and Mr.Khaleel helped me understand the subject easily and grasp the concepts with in short period</p> <p><b>HARISH HM</b></p>	<p>Instructors in Digital Kora was really very well prepared for the class, and he explained the course contents in a most effective manner.</p> <p><b>KARAJ SINGH</b></p>	<p>Topics are easily understandable and trainer is doing all topics explains in practically.</p> <p><b>SUBHOJITGUHARROY</b></p>