

Digital Marketing Course with AI Tools (Beginner to Advanced)

Institute: Arrow Multimedia

Course Duration: 4 Months

Module 1: Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Traditional vs Digital Marketing
- Digital Marketing Ecosystem
- Customer Journey & Online Consumer Behavior
- Digital Marketing Career Paths

Module 2: Website Planning & WordPress

- Basics of Domains & Hosting
- Introduction to CMS
- WordPress Installation & Dashboard Overview
- Themes, Plugins & Customization
- Creating Pages, Posts & Menus
- SEO-friendly Website Structure
- Website Security & Performance Basics

Module 3: Search Engine Optimization (SEO)

- How Search Engines Work
- Keyword Research (AI-assisted tools)
- On-page SEO Concepts
- Off-page SEO & Link Building
- Technical SEO Basics
- Local SEO & Google Business Profile
- SEO Analytics & Reporting

Module 4: Content Marketing with AI

- Content Marketing Strategy
- Blog Writing & Website Content
- AI Tools for Content Creation
- Prompt Engineering Basics
- Visual Content Planning
- Content Calendar Creation

Module 5: Social Media Marketing

- Social Media Platforms Overview
- Business Page Setup

- Content Strategy for Social Media
- AI Tools for Post & Caption Generation
- Hashtag Strategy
- Social Media Analytics

Module 6: Paid Advertising (Google & Social Ads)

- Introduction to Paid Marketing
- Google Ads Setup
- Search, Display & Video Ads
- Facebook & Instagram Ads
- Audience Targeting
- AI Tools for Ad Copy & Creatives
- Campaign Optimization

Module 7: Email Marketing & Automation

- Email Marketing Fundamentals
- Email Campaign Planning
- AI Tools for Email Copywriting
- Automation & Funnels
- Lead Generation Techniques
- CRM Basics

Module 8: Analytics & Data-Driven Marketing

- Google Analytics Overview
- Understanding Metrics & KPIs
- AI-assisted Data Insights
- Conversion Tracking
- Reporting & Dashboard Creation

Module 9: Advanced AI in Digital Marketing

- AI in SEO & Ads Optimization
- Chatbots & AI Customer Support
- AI Tools for Video & Image Marketing
- Predictive Marketing Concepts
- Future Trends in AI Marketing

Module 10: Freelancing, Projects & Certification

- Live Projects
- Portfolio Creation
- Freelancing Platforms Overview
- Client Handling & Proposals
- Interview Preparation
- Final Assessment & Certification