

# DIGITAL MARKETING COURSE



Master digital marketing step-by-step using AI tools and WordPress. Learn SEO, content, ads, social media, email, analytics & more





# WHO SHOULD JOIN?

This course is perfect for anyone looking to build a successful career or grow their business through digital marketing:



**Students & Freshers**



**Marketing Professionals**



**Entrepreneurs**



**Housewife's & Freelancers**



# **FULL DIGITAL MARKETING COURSE SYLLABUS (WITH AI TOOLS)**

- Digital Marketing Fundamentals
- Graphic Design
- Social Media Marketing (SMM)
- Meta Ads (Facebook & Instagram)
- WordPress Web Development
- Content Marketing
- AI in Digital Marketing
- Search Engine Optimization (SEO)
- Web Analytics & Data-Driven Marketing
- Google Ads
- Email Marketing & Automation
- Pay-Per-Click Advertising (PPC)
- Final Capstone Project + Certification
- Building Your Career or Freelance Business





# Digital Marketing Fundamentals

## Topics:

- What is digital marketing?
- Digital vs traditional marketing
- Buyer personas & customer journey
- Marketing channels (SEO, social, paid, content)
- KPIs: CTR, ROI, CPA, CAC

## AI Tools:

- What is AI?
- ChatGPT – Learn key concepts

# Graphic Design

## Topics:

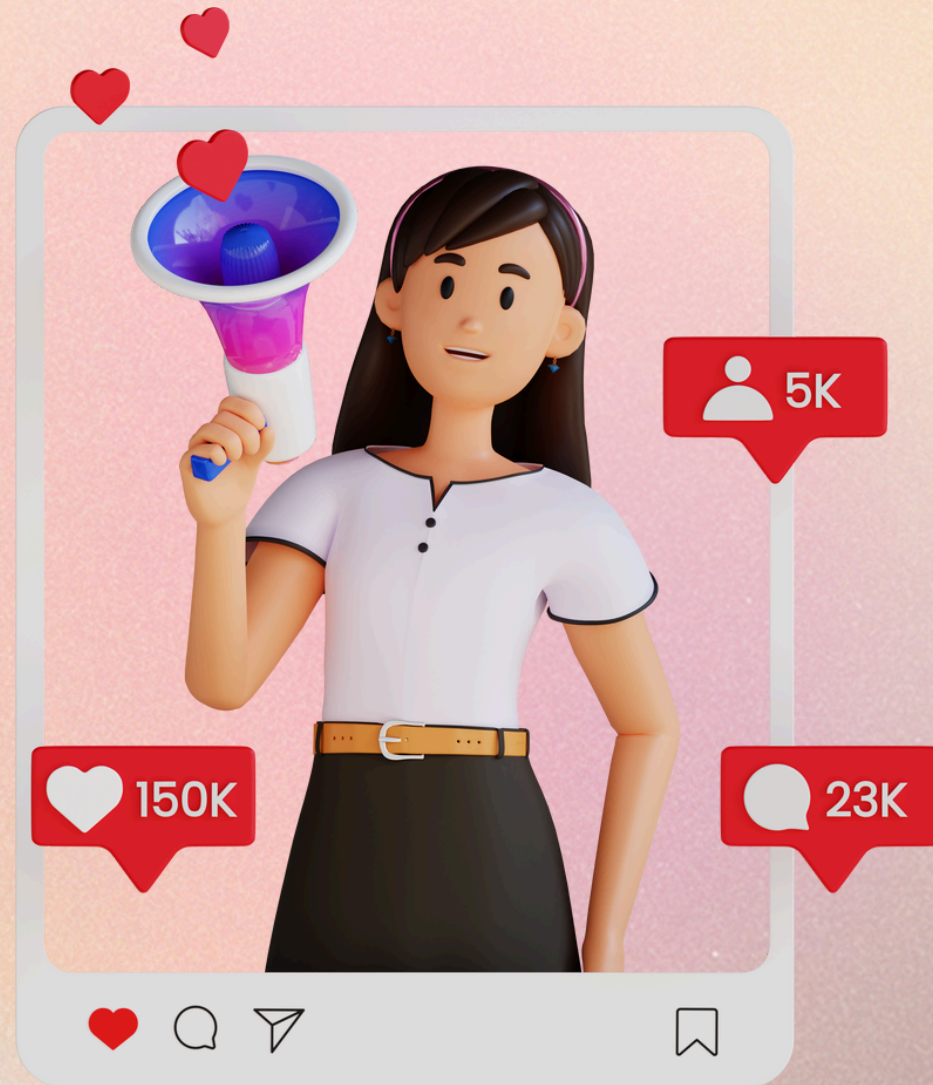
- Design principles: color, typography, hierarchy
- Social media post design
- Ad creatives, infographics, and banners
- Brand kits & visual consistency

## AI Tools:

- What is AI?
- ChatGPT – Learn key concepts







# Social Media Marketing (SMM)

## Topics:

- Platform strategies: Instagram, Facebook, LinkedIn, Youtube etc.
- Content types: reels, carousels, polls, stories, videos
- Captions, Hashtags & engagement growth
- Post planning and scheduling
- What is Influencer marketing?

## AI Tools:

- ChatGPT – Post captions & scheduling
- Canva Pro / Adobe Pro – For Creative visuals
- Image and Videos generations AI's.

# Meta Ads (Facebook & Instagram)

## Topics:

- Meta Ads overview, policies & guidelines
- Campaign structure: objective, ad set, ad
- Audience targeting (core, custom, lookalikes)
- Budgeting, placement, and split testing

## AI Tools:

- AdCreative – Generate high-converting visuals & copy ads
- Meta Advantage+ (AI automation) – Meta's AI for bids & placement
- ChatGPT – Generate ad headlines & discriptions etc.







# WordPress Web Development

## Topics:

- WordPress setup, themes, and plugins
- Domain, hosting, CMS setup
- Page builders: Elementor, Divi
- Creating Landing pages, contact forms, and blogs
- Website performance, security, backups, Mobile optimization & speed

## AI Tools:

- Elementor AI – AI-powered site building
- RankMath AI – On-page SEO optimization

# Content Marketing

## Topics:

- Content strategy & planning
- Blog writing, copywriting, storytelling
- SEO-friendly content
- Content calendar creation

## AI Tools:

- ChatGPT / Jasper AI / Copy.ai – For writing and ideation
- Canva AI – For designing visuals and infographics







# AI in Digital Marketing

## Topics:

- Introduction to generative AI in marketing
- How AI is transforming marketing
- AI-powered personalization, AI content creation
- Predictive analytics
- AI image/video generation, Ethical concerns in AI marketing

## AI Tools:

- ChatGPT / Meta/ Gemini – Generative AI Content & applications
- Descript / Synthesia – AI video content
- Midjourney, Leonardo – For AI-generated images

# Search Engine Optimization (SEO)

## Topics:

- On-page, off-page, technical SEO
- Keyword research & analysis
- Link building strategies
- Site audits

## AI Tools:

- Ahrefs / SEMrush / UberSuggest – For keyword & competitor analysis
- Surfer SEO / Clearscope – For content optimization
- Screaming Frog / Sitebulb – For technical audits







# Web Analytics & Data-Driven Marketing

## Topics:

- Google Analytics 4 (GA4)
- Conversion tracking
- UTM parameters
- KPI dashboards
- Conversion optimization

## AI Tools:

- Google Analytics Dashboards
- Supermetrics – For marketing data integration
- ChatGPT + Sheets – Explain analytics & suggest improvements

## Google Ads

### Topics:

- Google Ads structure (search, display, shopping, video)
- Keyword targeting & Quality Score
- Ad copywriting & extensions
- Conversion tracking & remarketing

### AI Tools:

- Google Ads AI – For Performance improvements
- Adzooma / ChatGPT – Campaign planning & optimization
- Google Keyword Planner – Forecasting & keyword ideas







# Email Marketing & Automation

## Topics:

- List building strategies
- Lead magnets & landing pages
- Crafting high-converting emails
- Funnels and automation
- Deliverability best practices

## AI Tools:

- Mailchimp / ConvertKit / Flowdesk – For email automation
- ChatGPT – For email copywriting
- Sender Score – For deliverability checks

# Pay-Per-Click Advertising (PPC)

## Topics:

- Google Ads basics
- Facebook & Instagram Ads setup
- Campaign types (search, display, video, retargeting)
- Budgeting and performance metrics

## AI Tools:

- AdCreative.ai / Pencil.ai – Generate creatives & ad copy
- Google Ads AI recommendations
- ChatGPT + Sheets – For planning and A/B testing ad variations







# Final Capstone Project + Certification

## Project Options:

- Build a website + full content + SEO for a business
- Run a 2-week social or PPC campaign and report results
- Create a full-funnel strategy for a fictional brand
- Create a content funnel with email automation
- Social Media Account Creation to Marketing

## Deliverables:

- Strategy document
- Live project link or case study
- Dashboard/report analytics

# Building Your Career or Freelance Business

## Topics:

- Creating your digital portfolio
- Freelance platforms & client acquisition
- Optimizing LinkedIn & resume
- Pricing, pitching, and project management

## AI Tools:

- ChatGPT – Write pitches, contracts, bios
- Canva / Notion – Personal website & case studies





# WHY CHOOSE OUR DIGITAL MARKETING COURSE?



“Choose us because we provide simple, effective solutions tailored to your needs. We focus on results, work creatively, and support you every step of the way to help your business grow.”

- **Agency-Style Learning Environment**
- **Industry-Recognized Certification**
- **100% Practical Training**
- **Expert Mentors**
- **Career Support & Placement Assistance**
- **End-to-End Support**





# **COURSE DURATION & MODES**

**Duration: 3–6 Months**

**Modes: Offline (Eldeco County, Sonipat)  
& Online (Live Classes)**

**Batch Options: Weekday & Weekend**

## **ENROLL TODAY & TAKE THE FIRST STEP**

**Call Us: +91 99960 84366, +91 99967 02666**

**Email: [info@metrixdigi.com](mailto:info@metrixdigi.com)**

**Or Visit: [www.metrixdigi.com](http://www.metrixdigi.com)**

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SCO - 9, ELDECO COUNTY, 1ST FLOOR, SECTOR 19, SONIPAT, HARYANA 131001





# THANK YOU!

Build your future in digital marketing — one smart step at a time.