

# AI-POWERED Digital Marketing

by  Soft Expert  
*Serving Technology Better*



FREELANCING, ENTREPRENEURSHIP  
& CORPORATE GROWTH!

 MONTHS- GROWTH PLAN

# LEARN THE ART OF DIGITAL MARKETING

IN JUST 3 MONTHS

FROM FUNDAMENTALS TO ADVANCED STRATEGIES



## WHY YOU SHOULD ENROLL?

- Kickstart a lucrative freelancing career.
- Build and scale your own business.
- Land high-paying corporate jobs in marketing and advertising.
- Gain the skills to drive growth and ROI for any business.
- Achieve globally recognized certifications like Google Ads, Bing Ads, and LinkedIn Ads.

# WHY DIGITAL MARKETING?



## Embrace the Future: Opportunities in Digital Marketing

In today's rapidly evolving digital landscape, over **75%** of marketing budgets are allocated to digital platforms, driving a global spend exceeding **\$800 billion**. Digital marketing has become indispensable, with businesses prioritizing online strategies to stay competitive.

The industry boasts over **2 lakh job openings** and continues to grow at a **30% year-on-year** rate, presenting abundant opportunities for aspiring professionals. Its diverse roles—ranging from social media marketing to data analytics—welcome individuals from all backgrounds, from fresh graduates to experienced professionals seeking a career shift.

This course equips you with the skills to excel in this dynamic field, preparing you to harness the power of digital marketing and thrive in this ever-expanding industry. Join us to unlock your potential and shape the future of marketing!

India Set to Become the  
World's Leading Talent Pool for  
**Digital Marketing.**



# COMPREHENSIVE COURSE CURRICULUM

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## **MONTH 1:** DIGITAL MARKETING FUNDAMENTALS AND SEO





## **MODULE 1:**

# **DIGITAL MARKETING FOUNDATIONS**

### **What You'll Learn:**

- Fundamentals of Digital Marketing.
- Understanding Customer Journeys & Marketing Funnels.
- Overview of Platforms: Google, Facebook, Instagram, LinkedIn.

### **Tools You'll Use:**

- Google Trends (Market Research).
- HubSpot (Marketing Funnels).

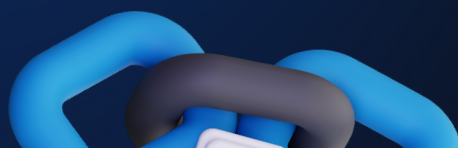
## **MODULE 2:**

# **WEBSITE CREATION ESSENTIALS**

### **What You'll Learn:**

- Platforms: WordPress, Wix, Shopify.
- Basics: Domain, Hosting, HTML/CSS.
- Creating Blogs, E-Commerce Sites, and Landing Pages.

### **Tools You'll Use:**

- WordPress (Website Building).
  - Elementor (Customization).
  - GoDaddy/Hostinger (Hosting Management).
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## **MODULE 3:**

# **SEARCH ENGINE OPTIMIZATION (SEO)**

### **What You'll Learn:**

- On-Page SEO: Metadata, Keywords, Internal Linking.
- Off-Page SEO: Backlinks, Guest Posting, and Outreach.
- Technical SEO: Mobile Optimization, Speed, Core Web Vitals.
- GMB Local SEO: Optimizing Google My Business listings for local businesses.
- Amazon SEO: Optimize product listings for search visibility.
- Flipkart SEO: Enhance product rankings on Flipkart.

### **Tools You'll Use:**

- SEMrush (Keyword Research).
- Ahrefs (Backlink Analysis).
- Google My Business Dashboard (Local SEO).



## **MONTH 2: DRIVING TRAFFIC AND BUILDING AUTHORITY**

### **MODULE 4: CONTENT MARKETING**

#### **What You'll Learn:**

- Writing Blogs, Ad Copies, and Product Descriptions.
- Planning and Automating Content Schedules.

#### **Tools You'll Use:**

- Grammarly (Editing).
- Jasper/ChatGPT (AI Writing).
- SurferSEO (Content Optimization).

### **MODULE 5:**

### **SOCIAL MEDIA OPTIMIZATION (SMO)**

#### **What You'll Learn:**

- Optimizing Profiles on Facebook, Instagram, LinkedIn, YouTube.
- Creating Engaging Posts, Reels, and Stories.

#### **Tools You'll Use:**

- Canva (Design).
- Buffer/Hootsuite (Social Scheduling).





## MODULE 6:

# SOCIAL MEDIA MARKETING (SMM)

### What You'll Learn:

- Facebook Ads & Instagram Ads.
- LinkedIn Ads: Targeting Professionals.
- Influencer Marketing Campaigns.



### Tools You'll Use:

- Meta Ads Manager.
- LinkedIn Campaign Manager.
- BuzzSumo (Influencer Research).

## MONTH 3: ADVANCED MARKETING AND FREELANCING

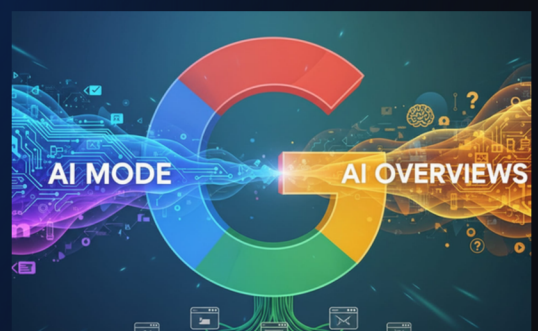
## MODULE 7: GOOGLE ADS (SEM)

### What You'll Learn:

- Google Ads Campaigns: Search, Display, and Remarketing.
- Amazon Ads: Sponsored Products, Display Ads.
- Flipkart Ads: Product Promotions and Campaigns.

### Tools You'll Use:

- Google Ads Dashboard.
- Amazon Advertising Console.
- Flipkart Advertising Platform.



## **MODULE 8: ANALYTICS & CAREER PREP**

### **What You'll Learn:**

- Google Analytics (GA4) and User Behavior Tracking.
- Resume Building, Career Guidance, and Freelancing Prep.

### **Tools You'll Use:**

- Google Data Studio (Reports).
- Tableau (Visualization).
- Hotjar (Behavior Insights).

## **MODULE 9:**

## **FREELANCING & ENTREPRENEURSHIP**

### **What You'll Learn:**

- Freelancing Platforms: Fiverr, Hiremyprofile, Upwork, Freelancer.
- Personal Branding and Online Selling Strategies.
- Client Acquisition and Payment Gateways (e.g., PayPal).

### **Tools You'll Use:**

- Canva (Personal Branding).
- Fiverr/Upwork (Freelancing).



# FINAL WEEK: CAREER PREPARATION AND CAPSTONE PROJECT

- Build a portfolio with a capstone project to demonstrate your expertise.
- Receive interview preparation, resume guidance, and freelancing tips.

## Benefits:

- Start your career with confidence and an impressive portfolio.
- Land freelance gigs or full-time jobs in digital marketing.



**Grow with Google tools**  
like GA4, Google  
adsense and ads



**Build your own  
website!**



### Search Engine Optimisation (SEO)

Enhance your website's  
visibility and attract high  
traffic through effective  
Google indexing and  
ranking strategies!



### Social Media Marketing

Google, Facebook, Insta,  
YouTube & LinkedIn ads



### Customer Engagement

Email Marketing, SMS  
Marketing, Whatsapp  
Marketing, Push  
Notifications on website



### Growth Marketing

Affiliate Marketing,  
Retention Marketing



**B2C v/s B2B Marketing**



### AI in Digital Marketing

Grow your business  
from 5x to 10x.



# SUPPORT BEYOND THE CLASSROOM

## 1. Certification Prep:

- Master Google Ads, Bing Ads, and LinkedIn Ads certifications.
- Gain industry-recognized credentials to enhance your resume.

## 2. Internship and Job Placement Assistance:

- Access internships for hands-on experience.
- Get placement support with connections to top recruiters.

## 3. Freelancing and Portfolio Development:

- Learn to find clients, set pricing, and deliver projects.
- Build a portfolio showcasing real-world campaigns.

## 4. Continued Learning Opportunities:

- Join workshops on advanced digital marketing techniques.
- Access exclusive content and industry updates.

# PROJECT

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1.

## Build a Marketing Campaign With AI

Use AI to create content collaterals and build strategies for your digital marketing campaign



2.

## Build a personal blog website on WordPress / AI.



3.

## Creating Analytics Dashboard



## Capstone Project

Creating a blog/website from scratch & making it ready for marketing



# CERTIFICATION & ENROLL



## WHO SHOULD ENROLL?

- Graduates
- Business Professionals
- College Students
- School students 10th to 12th class
- Traditional Marketers
- Freelancers
- Households that want to support family businesses



# FAQS

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## For Graduates

1. Why should graduates opt for classroom training in digital marketing?

Classroom training offers a hands-on learning environment with direct access to expert instructors, helping graduates build in-demand skills for a competitive job market.

2. Is prior work experience required for this course?

No, the course is designed for beginners and focuses on practical learning, making it suitable for fresh graduates with no prior experience.

## For Business Professionals

1. How can classroom training benefit my business?

In-person training allows you to gain direct insights from experts, learn to use digital tools, and apply strategies to grow your business effectively.

2. Is technical expertise required for this course?

Not at all! The course covers digital marketing fundamentals, ensuring even non-technical participants can grasp and implement strategies.

## For College Students

1. Why is offline training better for college students?

Classroom sessions provide a structured learning approach with real-time interactions, group discussions, and live problem-solving exercises.

2. Will this course make me job-ready?

Yes, the practical projects and mentorship ensure you gain industry-relevant skills that make you stand out in internships or job applications.

# FAQS

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## For School Students (10th to 12th Class)

### 1. Can school students benefit from digital marketing classes?

Absolutely! The course introduces you to the basics of digital marketing, preparing you with future-ready skills for entrepreneurial or professional careers.

### 2. Are the sessions beginner-friendly for young learners?

Yes, the curriculum is tailored to start from scratch, ensuring students with no prior knowledge can learn effectively.

## For Traditional Marketers

### 1. How can traditional marketers benefit from classroom digital marketing training?

This course bridges the gap between traditional and modern marketing, helping you integrate digital tools with your existing strategies.

### 2. Do I need to abandon traditional marketing methods?

Not at all! This course enhances your traditional marketing knowledge by adding new-age digital skills to your toolkit.

## For Freelancers

### 1. How can offline training help freelancers?

Classroom training provides hands-on experience, real-time feedback, and networking opportunities to help freelancers enhance their skills and client offerings.

### 2. Can I specialize in a specific area?

Yes, the course includes modules like SEO, social media, and content marketing, allowing you to choose your area of expertise.

# FAQS

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## For Housewives Supporting Family Businesses

### 1. How can this training help me grow my family business?

The course teaches you to market your business effectively online, attract more customers, and boost sales using cost-efficient digital strategies.

### 2. Do I need prior marketing experience?

No prior experience is necessary. The course starts with basics and gradually builds up to advanced topics, making it beginner-friendly.

## General FAQs

### 1. Why choose classroom training over online learning?

Classroom training provides real-time interaction with trainers, immediate feedback, hands-on practice, and opportunities for networking with peers.

### 2. What if I have doubts during the class?

You can directly interact with instructors during sessions, and additional support is provided through one-on-one mentoring when needed.

### 3. Will there be practical projects in the course?

Yes, the course includes live projects and case studies to ensure practical learning and industry-ready skills.

### 4. What career opportunities will this course open up?

Upon completion, you can explore roles such as SEO Specialist, Social Media Manager, Digital Marketing Analyst, and more.

**For further questions or to register for the next batch, feel free to contact us!**



# WHY CHOOSE ITSOFTEXPERT?

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**EXPERT-LED TRAINING:** DELIVERED BY  
PROFESSIONALS WITH YEARS OF EXPERIENCE.

**HANDS-ON LEARNING:** REAL-WORLD PROJECTS  
TO ENSURE JOB READINESS.

**COMPREHENSIVE CAREER SUPPORT:** FROM  
INTERNSHIPS TO CERTIFICATIONS AND  
PLACEMENTS, WE'VE GOT YOU COVERED.







Join us and transform your passion  
into a successful  
**Career in Digital Marketing!**

**Contact Us  
& Enroll Now**

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