Kapil IT Skill HUB
Your path to success

CORPORATE TRAINING

DIGITAL
MARKETING
WITH AI
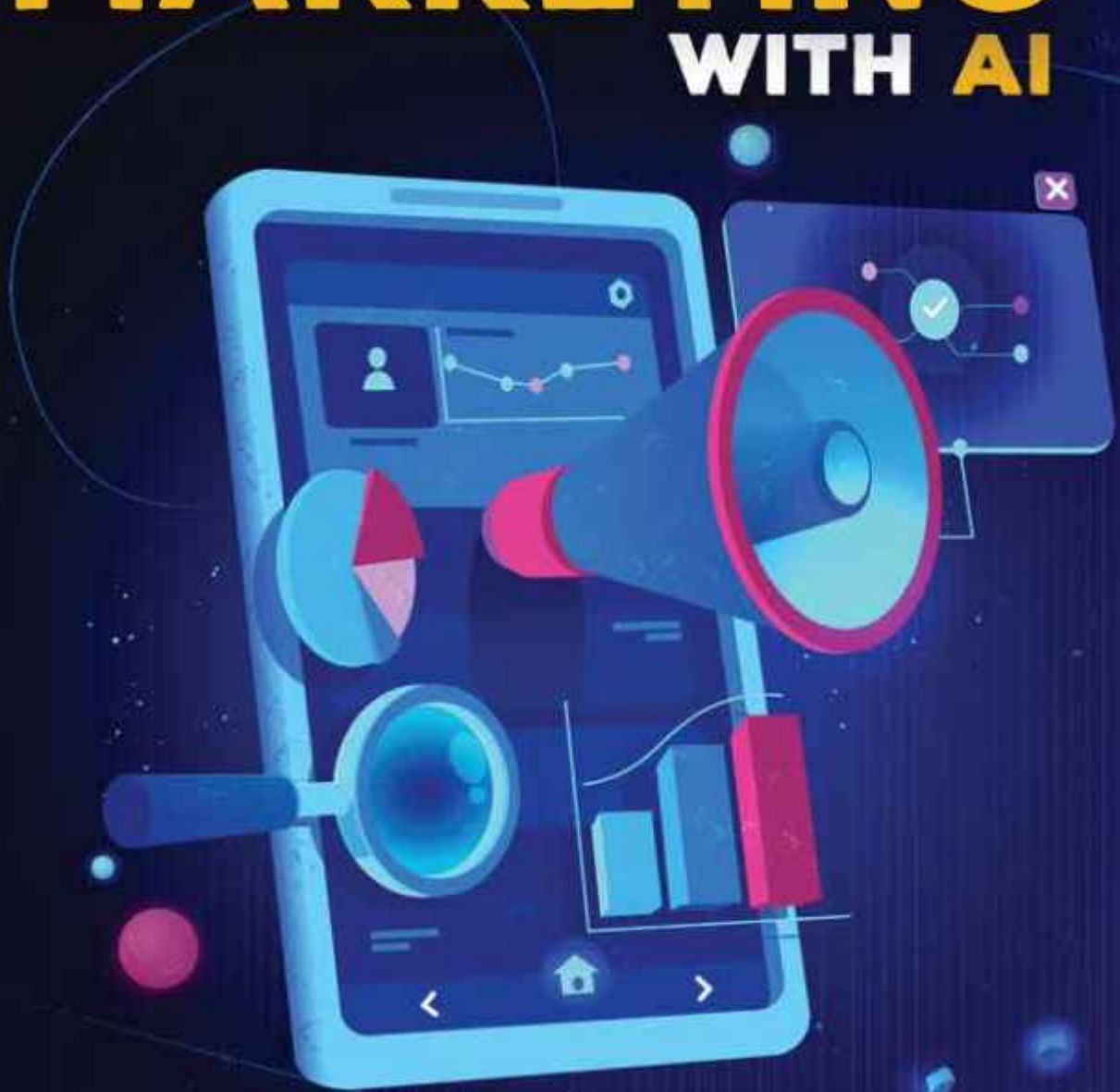
Digital Marketing Demo Date   :

Digital Marketing Time   :

Digital Marketing Duration   :   Months

Digital Marketing Trainer   :

Digital Marketing Fee   : Rs.

Our Expert Trainers

Hello! I'm Sudheer Chevuri Having 11+ Years of Experience It's great to connect with you, and I'm here to help you on your journey into the Digital Marketing . I'm excited to share my knowledge and **experience with you as you on this .** Throughout my career, I've had the pleasure of guiding numerous students, and it's always incredible to see them set out on their Digital Marketing journeys.

● Training Highlights

> Providing individualized support and mentorship to expedite the learning process.

> A hands-on and comprehensive approach that ensures accessibility and empowers everyone to excel through practical learning and understanding.

> Curriculum crafted by industry experts and subject matter authorities, tailored to prepare students for the real-world demands of their chosen field

> Bringing invaluable insights and expertise to the classroom through guest lectures by prominent professionals from top multinational corporations (MNCs).

Program Pedagogy ●

Instructor-LED Training
Get Trained by top industry experts

1:1 Personalized Learning
Hands on exercises, project work, quizes & capstone projects

Projects and Exercises
Get real-world experience through projects

Internship Program
Get a sense of how real projects are working

● Key Highlights

75 Hrs Instructor-Led Training	100% Job Assistance	Internship Opportunities
90 Days Free Lab access	Kapil IT Skill Certification	Corporate Training Environment

Hottest Job of 21st Century

1.1 Million Job Postings
There is a global estimate of 3 million job postings for Digital Marketing roles by 2026

Growing Industry
Digital Marketing market is expected to grow at 45.4% CAGR during the forecast period from 2021 to 2026.

Popular Degree
40% of Digital Marketing professionals have a Masters Degree

Skill Development
Digital Marketing professionals are equipped with various relevant skills, fetching lucrative job offers

Future oriented Career
Digital Marketing is a budding field in this era. Hence, a head start will prove to be beneficial

High Demand
By 2026, India & US will face a demandsupply gap of 600,000 Digital Marketing professionals

Module 1: Fundamentals & Digital Marketing Strategy

Topics:
- Overview of Digital Marketing
- Understanding the Digital Landscape
- Importance of Digital Marketing for Businesses
- Key Digital Channels
- Target Market Research
- How to Make a Digital Marketing Plan
- Crafting Communication for Target Audience
- How to Do Media Selection
- Buyer Persona and Customer Journey Mapping
- Setting Marketing Objectives and KPIs
- Developing a Digital Marketing Strategy
- Content Strategy and Creation
- Budgeting and ROI in Digital Marketing

Module 2: Search Engine Optimization (SEO) with AI Tools

Topics:
- SEO Foundations
- SEO Introduction
- How Search Engines Work
- Types of SEO
- Keyword Research and Competitive Intelligence
- Off-Page SEO and Link Building strategies
- Using E-E-A-T, YMYL content
- OffPage Optimization
- Duplicate Content
- Design and Architecture
- Conducting Competitive Audit
- Website Management and Optimization
- Local Seo
- Algorithm Updates and Seo Changes
- Integrating SEO with Other Disciplines
- Using ChatGPT, AI Tools for SEO

Module 3: Local SEO - Google My Business

Topics:
- Local Seo
- Local Searches
- NAP
- Directories
- Top Local Search Signals

Module 4: Social Media Optimization (SMO)

Topics:
- Introduction to Social Media Optimization
- Overview of Popular Social Media Platforms
- Creating an Attractive Profile
- How to Create personal/Corporate Branding
- Optimizing Bio and About Sections
- Crafting Engaging Content
- Utilizing Visual Content (Images, Videos, Infographics
- Hashtag Strategy and Trend Utilization
- Audience Engagement
- Building and Nurturing a Community
- Preparing for Social Media Crises
- Handling Negative Comments and Feedback
- Staying Updated with Social Media Trends

Module 5: WordPress Website Planning and Creation

Topics:
- Choosing a niche for your Website
- Choosing a domain name for your business → Hosting Setup
- WordPress Installation
- Creating Posts and Pages
- SEO Plugins Installation
- Installing & building pages with Elementor
- Website Speed Optimization

Module 6: High-Converting Landing Pages

Topics:
- Landing Pages vs web pages
- Structure of landing pages
- Landing page copywriting with AI
- Making a fully functioning LP
- How to create high converting sales funnels

Module 7: YouTube Video Optimization and Video SEO

Topics:
- Introduction to YouTube Video Optimization
- Understanding the Importance of Video Optimization
- Overview of YouTube's Algorithm
- Benefits of Optimizing Videos for SEO Key Elements of Video Optimization
- Title Optimization

- Description Optimization
- Tags and Keywords
- Creating Eye-Catching Thumbnails
- Thumbnail Best Practices
- Conducting Audience Research
- Overview of Metrics
- Analyzing Audience Retention
- Click-Through Rate (CTR)
  Optimization Importance for SEO
- Responding to Comments

Module 8: Search Engine Marketing - Google Ads, Microsoft(Bing) Ads-Search, Display, Youtube

Topics:
- Google Ads - Search, Display, Youtube, Shopping
- Introduction to Google Ads
- Create a Google Ads manager account
- Create a Search campaign
- Create Call Only Campaign
- Create Display Campaign
- Create YouTube Campaign
- Create Shopping Campaign
- Google Ad Extensions
- Use Keyword Planner
- Set Your Keyword Match Types
- Add Negative Keywords To Campaigns
- About Ad Scheduling
- How To View The Search Terms Report
- Set Up A Shared Budget
- Set Up Conversion Tracking
- Edit Your Campaign Settings
- Demographic Targeting
- Create Your First Display Remarketing Campaign
- Set Up Your Remarketing Lists For
  Search Ads Campaign
- Create A Responsive Search Ad
- How To Create A New Search Campaign With
- A Dynamic Ad Group In Your Search Campaign
- How To Create Your Dynamic Ads
- Use Segments In Your Tables
- Add Or Remove Columns In Your Statistics Table
- Download Campaigns, Ad Groups, Ads And
  Extensions, Or Keywords Performance Report
- Manage Access To Your Google Ads Account

Module 9: Google Analytics, GA4

Topics:
- Setup Analytics
- Understanding Diff Types of Traffic
- Real Time Reports
- Preparing Different Reports
- Setup Goals Filters
- Dashboards
- User Management
- Admin Section
- Tracking Ecommerce Reports

Module 10: Google Webmaster Tools

Topics:
- Adding Site & Verification Process
- Crawl Errors & Stats
- Google Fetch
- Search Queries
- Structured Data
- Rich Snippets
- Data Highlights
- Robots.txt testing
- Sitemap.xml
- Links to Site
- Internal links

Module 11: Social Media Marketing

Topics:
- Introduction to Social Media Marketing
- Social Media Advertising Fundamentals
- Introduction to Social Media Advertising
- Overview of Social Media Landscape
- Popular Social Media Platforms
- Importance of Social Media for Businesses
- Understanding Target Audience
- Audience Segmentation
- Setting Social Media Marketing Goals
- Brand Awareness, Engagement, Conversions
- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- LinkedIn for B2B Marketing
- Types of Social Media Ads

- Types of Social Media Ads
- Ad Targeting and Custom Audiences
- Demographic and Behavioral Targeting Lookalike Audiences
- Budgeting and Bid Strategies
- Designing Effective Ad Graphics
- Writing Compelling Ad Copy
- Social Media Analytics Tools

Module 12: Email Marketing Automation

Topics:
- Overview of Email Marketing
- Key Email Marketing Metrics
- Open rate, click-through rate, conversion rate
- Permission-based Marketing
- List Building and Segmentation
- Crafting Compelling Emails
- Visual Design and Branding
- Introduction to Marketing Automation
- Automation Workflows
- Email Campaign Strategy
- Timing and Frequency
- A/B Testing in Email Marketing
- Deliverability and Compliance
- Improving Inbox rates in Email Marketing
- Tools For Sending Bulk Emails

Module 13: WhatsApp, Mobile Marketing

Topics:
- Introduction to Mobile Marketing
- Introduction to WhatsApp Marketing
- WhatsApp Business
- Features and benefits for businesses
- Building a Mobile Marketing Strategy
- Targeting Mobile Audiences
- SMS Marketing
- Benefits and use cases
- Compliance and regulations
- Customer Engagement on WhatsApp
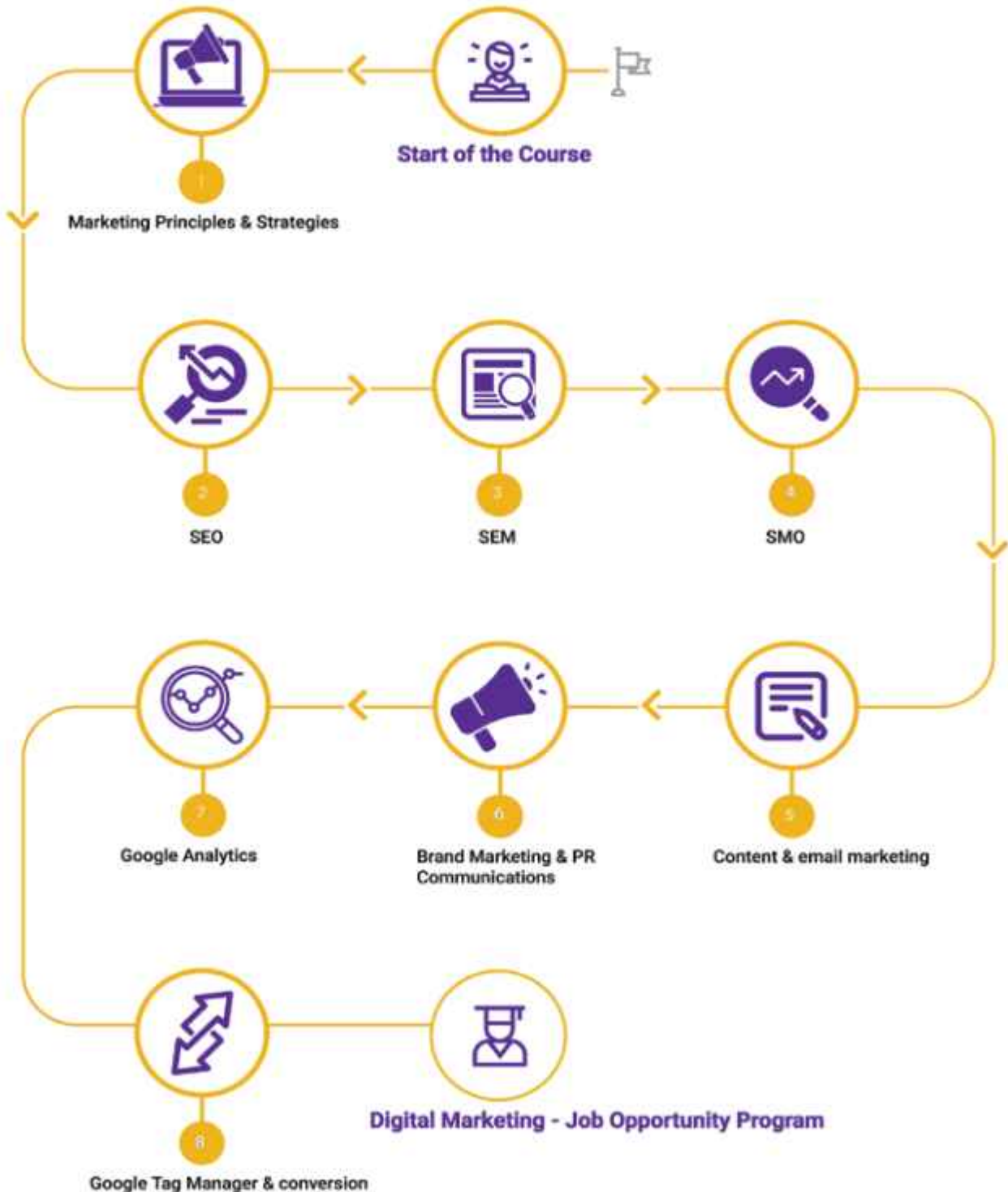- Setting up Automated Mobile Campaigns

Module 14: Content Marketing

Topics:
- Introduction to Content Marketing
- Content Marketing Strategy
- Developing a Content Marketing Plan
- Types of Content
- Storytelling in Content
- Interpreting Data for Optimization Aligning Content with the Sales Process
- Awareness, Consideration, Conversion
- Lead Generation through Content

Module 15: Conversion and Strategy

Topics:
- Introduction to Conversion Optimization
- Understanding what constitutes a conversion
- Different types of conversions (e.g., leads, sales, sign-ups)
- Importance of Conversion Optimization → Understanding User Behavior
- User Journey Mapping
- Customer Personas
- Key CRO Concepts
- A/B testing, multivariate testing & split testing
- Conversion Funnel Analysis
- Website Usability
- Planning A/B Tests
- Implementing A/B Tests
- Conversion Copywriting
- Conversion rate, bounce rate, and average order value
- Setting up goals in analytics tools
- Mobile User Experience
- Mobile A/B Testing
- Creating a Conversion Optimization Plan
- Establishing goals and key
- performance indicators

Module 16: Influencer Marketing

Topics:
- Overview of Influencer Marketing
- Types of Influencers
- Identifying Influencer Marketing Opportunities
- Setting Campaign Objectives
- Influencer Discovery tools
- Influencer Evaluation Criteria
- Outreach Strategies
- Negotiating and Structuring Deals
- Content Strategy for Influencers

Start of the Course

1 — **Marketing Principles & Strategies**

2 — **SEO**

3 — **SEM**

4 — **SMO**

7 — **Google Analytics**

6 — **Brand Marketing & PR Communications**

5 — **Content & email marketing**

8 — **Google Tag Manager & conversion**

Digital Marketing - Job Opportunity Program

SOFT SKILLS

Roots of Communication	LSRW 7 Cs of Communication	Mastering Helping Verb And Main Verb
Roots of Grammar	Parts of Speech Sentence Structure Development Tense Logic Worksheet Sessions	
Speech Intelligence	Vocabulary Development Usage of words Group Discussions JAMS Debates Public Speaking	
Personality Development	Imagination and Innovation Training Centralized Brain Storming Problem Solving Skill s Decision Making	
Mangement Skills	Time Management Team Building Task Management Leadership Skills	
Interview Skills	Employbility Think like a Professional Clearing HR Rounds Salary Negotiation Bond Negotiation	
Presentation Skills	Research Skills Public Speaking Visualization White Board Presentation Mastering Powerpoint Content Creation	Dream Company Reading Skills Comprehension Skills
Personality Development	Mind Mapping Role plays Mock Interview on the Hot Seat Listening Skills Critical Thinking Thought Analysis SWOT Analysis	

Our Corporate Training HUB

Accenture WaveRock TCS Google Amazon Kapil Kavuri HUB

KAPIL GROUP OF COMPANIES

KAPIL GROUP

KAPIL CHITS | hmtv | ace tech | BIJAY FINANCE | KAPIL CONSTRUCTION | KAPIL PROPERTIES | K TECH | Pavaman | Pavaman

Kapil IT Skill HUB | KAPIL AYURVEDA | Pavaman | BNM | BIZZ BUZZ | KAPIL POWER

Hans India | GROWORK | kapil IT solutions | KAPIL FARMLAND | FINSTA

Our Expert Corporate Services for your Career Goals

- World-Class Instructors
- 1:1 with Industry Mentors
- Inspired Trainers

Our Scheduled Programs

Step-1
- Enrolment Assistance
- Career Counselling
- Choose Trending Course
- Easy Payment Options

Course Completion
- Designed for Professionals
- Hands-on Learning
- Real Time Support

Step-2

Step-3
- Career Acceleration
- Personalized career coaching
- Mock Interviews
- 100% Job Assistance

ATTEND FREE LIVE MASTER CLASSES

An immersive learning experience

- Develop skills for real career growth
- Learn by working on real-world problems
- Workshops & Boot Camps
- Structured guidance ensuring learning never stops
- Learn from experts active in their field, not out-of-touch trainers

Mastering Soft Skills

- Employability Skills
- Communication Skills
- Job Readiness Skills
- Life Skills

Book a Free Counseling Session

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Your path to success

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Ray Business Technologies Pvt. Ltd

CHARAN
Itilite Technologies

AMULYA
Advent Global Solutions

ABHISHEK
GRCTOB Tech Labs Pvt Ltd

SUPRIYA
Advent Global Solutions

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Moolya Software Testing

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SAAR Microsystems

SATYA KUMAR
SAAR Microsystems