



Kapil IT Skill HUB
Your path to success



DIGITAL MARKETING WITH AI



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, quizzes & 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

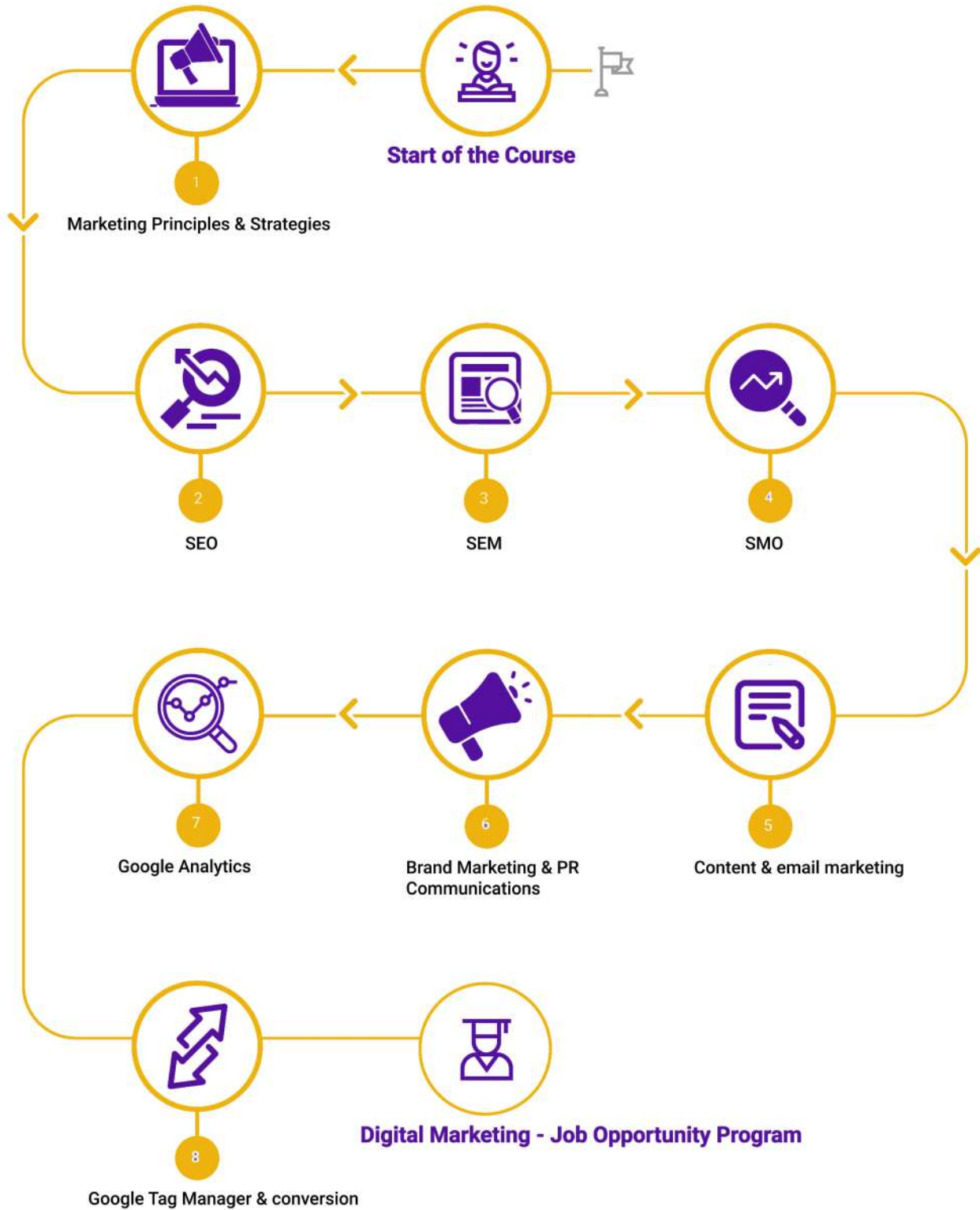
- Topics:**
- Introduction to Content Marketing
 - Content Marketing Strategy
 - Developing a Content Marketing Plan
 - Types of Content
 - Storytelling in Content
 - Interpreting Data for Optimization
Aligning Content with the Sales Process
 - Awareness, Consideration, Conversion
 - Lead Generation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





● Corporate Office



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