Masters Program

MASTERS IN DIGITAL MARKETING WITH GEN AI

500K+	100K+	300+	300K+	200+	150+
Satisfied Students	Online Students	Trainers	Placements	Global Certifications	Companies

Certifications

Global **Certifications Covered:**

- Google Analytics
- Google Ads Search
- Google Ads Display
- Google Ads Video
- Google Ads Shopping
- Google Ads Apps
- Google Ads Measurement
- Google Ads Performance Max
- Google Ads Certification (Fundamentals)
- Google Ads Expert (Advanced)
- HubSpot Content Marketing
- Facebook Blueprint
- Meta Certified Digital Marketing Associate
- Meta Certified Marketing Science Professional
- Meta Certified Media Buying Professional
- Meta Certified Media Planning Professional
- Meta Certified Creative Strategy Professional
- Meta Certified Advanced Marketing Developer
- Meta Certified Instagram Ads Professional
- Meta Certified Community Manager
- HubSpot Email Marketing
- SEMrush SEO
- Google Digital Garage
- Google Mobile Sites
- Microsoft Advertising
- Twitter Flight
- LinkedIn Marketing
- IAB Programmatic Advertising
- YouTube Video Marketing
- Influencer Marketing
- Affiliate Marketing by CJ
- Hootsuite Social Media Marketing
- Conversion Rate Optimization (CRO)

Module 1: Digital Marketing Introduction

- What Is Marketing?
- What Is Digital Marketing? Understanding Marketing Process Undaerstanding Digital Marketing Process
- Increasing Visibility, What Is Visibility? Types Of Visibility, Examples Of Visibility
- Visitors Engagement, What Is Engagement? Why It Is Important Examples Of Engagement Bringing Targeted Traffic
- Inbound And Outbound Marketing
- Converting Traffic Into Leads, Types Of Conversion, Understanding Conversion Process Tools Needed
- Role Of AI In Digital Marketing

Module 2: Digital Marketing VS Traditional Marketing

- What's The Difference Between Digital Marketing And Traditional Marketing, And Why Does It Matter?
- Benefits Of Traditional Marketing
- The Downside To Traditional Marketing Benefits Of Digital Marketing
- Why Digital Marketing Wins Over Traditional Marketing ? Tools Of Digital Marketing
- How We Use Both Digital & Traditional Marketing

Module 3: SEO Vs AEO vs GEO

- Major Difference
- Implementation Strategy
- AI Driven Plan Of Action
- Activity Planner
- What Is E-E-A-T (Experience, Expertise, Authority, Trust)
- Conversational Keywords (how, What, Why, Best, Top)

Module 4: Website Designing Planning Process

Type Of Websites

- Understanding domain names & domain extensions Different types of websites
- Based on functionality Based on purpose
- Planning & Conceptualising a Website Booking a domain name & web hosting Adding domain name to web Server
- Adding webpages & content Adding Plugins
- Building website using Wordpress in Class Identifying objective of website
- Deciding on number of pages required Planning for engagement options
- Landing Pages & Optimization
- Static, Dynamic,E-Commerce Website planning

Module 5: WordPress

Basic WordPress Setup

Theme Customization

Page Building Tools

Content Management

Plugin Management

SEO Basics

Mobile Responsiveness

Call-To-Action (CTA) & Conversion Design

E-Commerce (Optional)

Security & Backup

User & Role Management

Performance Optimization

Analytics & Tracking

Module 6: Search Engine Optimization

What Is SEO?

Type Of SEO?

Introduction To SERP What Are Search Engines?

- How Search Engines Work
- Major Functions Of A Search Engine What Are Keywords?
- Different Types Of Keywords Google Keyword Planner Tool Keywords Research Process Understanding Keywords Mix Long Tail Keywords
- Google Search Tips & Hacks

Module 7: ON PAGE - SEO

- Keyword Research With Google Keyword Planner.
- What Is The Difference Between Keywords Stuffing & KW Placement How To Select A Domain Name?
- Page Naming {URL Structuring} And Folder Naming
- Image Naming, Image Title And ALT Tags Creation
- What Are Meta Tags, Description. Robots, Keywords, Author Redirection Tags
- Headings Tags {H1 To H6} What Is Content Writing?
- SEO Friendly Content Writing {Insert Keywords In Content}
- Anchor Text, Link Title Internal Linking
- Robots.Text File Use And Creation HTML Sitemap Creation
- XML Site Map Creation
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- Why Is Alexa? Alexa Integration

Module 8: OFF PAGE - SEO

- What Is OFF-Page Optimization? What Are Backlinks?
- Why Backlinks Are Important? How To Get Backlinks?
- Difference Between Do-Follow And No-Follow Backlinks
- What Is Google Page Rank? How To Increase Page Rank? Search Engine Submissions Directory Submissions

- Article Writing And Submissions
- Press Release Writing And Submissions Blog Posting And Comment Writing Classifieds Posting
- Forum Posting Business Listing Social Bookmarking Social Networking RSS Feeds
- Do’s And Dont’s Of Link Building Easy Link Acquisition Techniques Domain Authority & How To Increase

Module 9: SEARCH ENGINE ALGORITHMS

- What Is Search Engine's Algorithms? How Algorithms Works?
- Why A Search Engine Needs To Update Its Algorithm? Search Engine Penalties And Recoveries.
- Why A Search Engine Penalizes A Website? How To Optimize Your Site For Google Hummingbird Algorithm?
- What Is Google Panda Algorithm? What Is Google Penguin?
- What Is Google EMD Update?
- How To Save Your Site From Google Panda, Penguin And EMD Update?
- How To Recover Your Site From Panda, Penguin And EMDHow To Optimize Your Site For Google Hummingbird Algorithm?
- What Is Google Panda Algorithm? What Is Google Penguin?
- What Is Google EMD Update?
- How To Save Your Site From Google Panda, Penguin And EMD Update?
- How To Recover Your Site From Panda, Penguin And EMD

Module 10: LOCAL SEO

- What Is Local SEO?
- Google Places Optimization Classified Submissions

- Citation NAP
- Top Tools For SEO
- Monitoring SEO Process Preparing SEO Reports
- How To Create SEO Strategy For Your Business What Is Link Juice?
- Importance Of Domain And Page Authority

Module 11: GOOGLE MY BUSINESS - GMB

- Google Business Profile (GBP) Optimization
- Formerly Google My Business (GMB)
- Creating & Verifying Listings
- Writing Optimized Business Descriptions
- Choosing Accurate Categories & Subcategories
- Uploading Photos & Videos
- Managing Business Hours, Services, And Attributes
- Using Google Posts For Updates/offers
- Responding To Reviews Professionally
- Monitoring Insights (views, Searches, Actions)
- Review & Reputation Management
- Citation Management

Module 12: PPC - PAY PER CLICK

- Keyword Research (for Search Ads)
- Ad Copywriting
- Campaign Structuring
- Bidding & Budget Management
- A/B Testing & Optimization
- Analytics & Reporting

Conversion Rate Optimization (CRO)

Meta Ads Manager

Module 13: SOCIAL MEDIA MARKETING

What Is Social Media?

- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing Facebook marketing Understanding Facebook marketing
- Creating Facebook page Uploading contacts for invitation Exercise on fan page wall posting Increasing fans on fan page
- How to do marketing on fan page (with examples) Fan engagement
- Important apps to do fan page marketing Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising Understanding Facebook best practices Understanding edgerank and art of engagement Practical Session 2
- Creating Facebook advertising campaign Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA Setting up conversion tracking
- Using power editor tool for adv.
- Advanced Facebook advertising using tools like
- Linkedin Marketing What is LinkedIn? Understanding LinkedIn
- Company profile vs Individual profiles Understanding Linkedin groups
- How to do marketing on LinkedIn groups Linkedin advertising & it's best practices Increasing ROI from LinkedIn ads Linkedin publishing
- Company pages Adv on linkedIn Display vs text Twitter Marketing

Understanding Twitter

- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex How to do marketing on Twitter
- Black hat techniques of twitter marketing Advertising on Twitter
- Creating campaigns Types of ads
- Tools for twitter marketing Twitter Advertising

Twitter Cards Video Marketing

- Understanding Video Campaign Creating 1st Video Campaign Importance of video marketing Benefits of video marketing Uploading videos on video marketing websites
- Using youtube for business Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Creating Video ADgroups Targeting Options Understanding Bid Strategy

Module 14: AI-POWERED SOCIAL MEDIA MANAGEMENT

Hootsuite Insights – AI-Driven Social Media

- Buffer – AI-Based Social Media Scheduling
- Zoho Social - AI-Based Social Media Scheduling
- Sprout Social – AI-Powered Social Media Management
- SocialPilot – GEN AI-Based Social Media Optimization
- Case Study: Social Media Growth Using AI (IT ,E-Commerce, Doctors ,Sports)

Module 15: AI-Powered Content Creation

- Why Content Is The Foundation Of SMM? Psychology Of Social Sharing
- Stategy Of Content
- Building Content That Is Inherently Shareable
- WordLift – AI-Driven Content Optimization
- (Demo & Use Cases)
- Content Blossom – AI-Based Content
- Generation (Practical Exercise)
- Copymatic - AI Based Content
- Blogging & Content Strategy – Best Practices
- Case Study: How AI Enhances Content

Module 16: Facebook Marketing

- Facebook Page Best Practices KPIs To Measure Success Facebook Insights
- Facebook Business Manager
- Facebook Ads Manager

Module 17: Facebook Advertising

- How Does Facebook Advertising Work? Facebook Ad Campaign Objectives Facebook Ad Targeting

- Paid / Organic Marketing
- Automation
- Scheduler

Module 18: YouTube Marketing

- YouTube Marketing Overview YouTube Marketing Strategy
- How To Find Video Ideas With Competitor Analysis
- How To Find YouTube Video Ideas With Keyword Research YouTube Account Setup
- Automation
- Scheduler
- YouTube Account Optimization
- YouTube Banner YouTube Channel Tags YouTube SEO
- Enable Custom Thumbnails YouTube Thumbnails YouTube Cards
- YouTube Comments
- Manage Multiple YouTube Accounts YouTube Monetisation
- YouTube Ads YouTube Analytics

Module 19: Twitter Marketing

- Twitter Marketing For Brand Awareness Twitter Ads
- Twitter Analytics Twitter Tools

Module 20: Linkedin Marketing

- LinkedIn For Personal Branding Brand Marketing On LinkedIn LinkedIn Company Pages LinkedIn Advanced Search LinkedIn Premium
- LinkedIn Ads

Module 21: Pinterest Marketing

- Pinterest For Business Marketing On Pinterest Best Practices Leveraging Rich Pins Analytics & Measurement

Module 22: Instagram Marketing

- Optimizing Your Instagram Business Profile Crafting An Instagram Content Strategy Best Practices
- Influencer Marketing On Instagram Analytics & Measurement Instagram Ads
- Thumbnails
- Scheduler
- Paid / Organic Marketing

Module 23: Quora Marketing

- Why Market Your Business On Quora? Quora Marketing Strategy
- Quora Account Setup
- Quora Account Optimisation
- Build A List Of Questions To Answer Format Your Answers For Maximum Clicks
- Quora Promotion
- Find Blog Post Ideas With Quora
- Business Page Setup Quora Analytics

Module 24: Snapchat Marketing

- Snapchat For Business Building A Following Driving Engagement Analytics & Measurement Document Sharing Site
- Overview Of Online Reputation Management (ORM). Social Media Measurement And Reporting

Module 25: Business Whatsapp Marketing

- Broadcasting & List Segmentation
- Use Broadcast Lists To Send Updates/offers To Multiple Customers.

- Segment Contacts Based On Behavior Or Interest For Targeted Messaging.

Module 26: Automated Responses

- Set Up Away Messages, Greeting Messages, And Quick Replies To Save Time And Maintain Prompt Communication.

Module 27: Catalog & Product Showcase

- Use The Catalog Feature To Display Products/services With Images, Prices, And Descriptions.
- Share Catalog Items Directly In Chats.

Module 28: Link Integration

- Create A WhatsApp Click-To-Chat Link To Use In Ads, Bios, And Websites.
- Track Link Clicks With URL Shorteners Or UTM Parameters.

Module 29: Customer Relationship Management (CRM)

- Maintain Detailed Contact Notes And Labels (e.G., Lead, Customer, Follow-Up).
- Use Tags For Better Follow-Ups And Conversation Tracking.

Module 30: Content Sharing

- Share Valuable Content (tips, Reels, Offers, Blog Posts) Via Images, Videos, Or PDFs.
- Ensure Content Is Mobile-Friendly And Visually Engaging.

Module 31: Analytics & Feedback

- Collect Customer Feedback Through Messages Or Google Forms.
- Monitor Message Delivery, Open Rates, And Response Time.
- Build Trust With Verified Business Account And Timely Responses.

Module 32: Integration with Other Platforms

- Integrate WhatsApp With Facebook/Instagram Ads (Click-To-WhatsApp).
- Use Third-Party Tools (e.G., WhatsApp API, CRM Tools) For Scalability.

Module 33: SMS MARKETING

- Understanding SMS Compliance & Regulations
- Know The Laws & Guidelines (e.G., GDPR, TCPA, TRAI).
- Always Get User Consent Before Sending Messages.
- Include Opt-Out Options Like "Reply STOP To Unsubscribe."

Module 34: Audience Segmentation

- Segment Contacts By Demographics, Behavior, Or Purchase History.
- Send Personalized Messages To Improve Engagement.

Module 35: Copywriting for SMS

- Master The Art Of Short, Impactful Copy (160 Characters Or Less).
- Use A Clear Call-To-Action (CTA) (e.G., “Buy Now,” “Click Here”).
- Create Urgency With Phrases Like “Today Only” Or “Limited Stock!”

Module 36: Campaign Planning & Scheduling

- Time Messages Based On Audience Behavior (e.G., Lunch Hours, Evenings).
- Avoid Sending During Inappropriate Times (e.G., Late Night).

Module 37: Using SMS Tools & Platforms

- Learn Platforms Like Twilio, TextMagic, SlickText, Or SMSCountry.
- Set Up Automated Messages, Drip Campaigns, And Event Triggers.

Module 38: A/B Testing

- Test Different Versions Of Messages (tone, CTA, Offers).
- Analyze Which Versions Get Higher Click-Through And Response Rates.

Module 39: Personalization

- Use Merge Tags For Name, Location, Or Last Purchase.
- Make Recipients Feel Like The Message Was Crafted For Them.

Module 40: Tracking & Analytics

- Monitor Open Rates, CTR (Click-Through Rate), Opt-Out Rates, And Conversions.
- Use Tracking Links (shortened URLs With UTM Parameters) To Measure Campaign Performance.

Module 41: Lead Nurturing via SMS

- Set Up SMS Workflows For Onboarding, Abandoned Cart Reminders, Or Exclusive Offers.
- Combine With Email Or WhatsApp For Multi-Channel Nurturing.
- Integrating SMS With Other Marketing Channels
    - Pair SMS with email, social media, or push notifications.
    - Promote special offers or send reminders after email campaigns.

Module 42: Google Adsense

- How To Create Google AdSense Account Different Types Of Ad Unit
- Plugin For AdSense Integration AdSense Reports Study
- Difference Between Google AdSense Vs Affiliate Marketing? What Is CPC?
- Easy Steps For Google AdSense

Module 43: Video Marketing/Video optimization

- Video Marketing
    - What is Video Marketing?
    - Difference between Video Marketing Vs Video Optimization? How to promote videos through Google AdWords?
    - How to Create in-stream Ads? How to increase Video views? What is CPV and CPM?
    - Video Marketing basic concepts True View Ads vs Stream Ads How to create Sequence Ads?
    - How to create Bumper Ads?

Video Optimization

- Video Optimization Basics
- How to increase your views on YouTube? How to monetize your YouTube video?
- How to rank videos in 24hr in YouTube? YouTube Ranking Techniques Annotations
- Using YouTube Cards

Module 44: META ADS MANAGER

Overview Of Meta Ads

- The importance of Facebook and Instagram advertising
- Differences and similarities between Facebook and Instagram advertising
- Account Setup And Structure
- Creating and setting up a Meta Ads account
- Navigating Meta Business Suite (formerly Facebook Business Manager) Understanding account structure (Ad Accounts, Campaigns, Ad Sets, Ads) Setting up billing and payment information

Campaign Objectives And Types

- Overview of campaign objectives (Awareness, Consideration, Conversion) Specific campaign types and formats (Traffic, Engagement, Lead Generation, Conversions, etc.)
- Choosing the right objective for your goals

Audience Targeting

- Custom Audiences (website visitors, app users, etc.) Lookalike Audiences
- Saved Audiences (demographics, interests, behaviors) Detailed targeting options (interests, behaviors, and more) Geographic and language targeting

Ad Creation And Design

- Ad formats (Image, Video, Carousel, Slideshow, Collection, etc.) Best practices for creating compelling ad copy and visuals Crafting effective call-to-actions (CTAs)
- Designing ads for both Facebook and Instagram

Budgeting And Bidding

- Understanding budget types (Daily vs. Lifetime)
- Bidding strategies (Cost Per Click, Cost Per Impression, Cost Per Acquisition, etc.) Setting and adjusting bids
- Budget allocation across campaigns and ad sets

Ad Placement And Optimization

- Choosing ad placements (Facebook News Feed, Instagram Stories, Audience Network, etc.)
- Automatic vs. Manual placements
- Best practices for optimizing ad placements
- Cross-platform ad strategies for Facebook and Instagram

Tracking And Analytics

- Setting up Facebook Pixel and Conversions API Tracking conversions and setting up events
- Analyzing performance metrics (CTR, CPC, CPA, ROAS, etc.) Using Facebook Analytics and Meta Ads reporting tools
- Campaign Optimization
- Monitoring ad performance and making data-driven decisions A/B testing and experimentation
- Scaling successful campaigns Troubleshooting common issues

Advanced Targeting And Retargeting

- Advanced audience targeting strategies Dynamic Ads and product catalogs
- Retargeting strategies (remarketing to website visitors, engagement-based retargeting)
- Setting up and optimizing retargeting campaigns
- Compliance And Best Practices
- Understanding Meta Ads policies and guidelines Creating compliant ads and avoiding disapprovals Staying updated with policy changes and best practices

Industry Trends And Updates

- Keeping up with the latest updates and features in Meta Ads
- Trends and emerging strategies in Facebook and Instagram advertising Case studies and examples of successful campaigns

Troubleshooting And Support

- Common issues and solutions Navigating Meta Ads support resources
- Leveraging community forums and additional learning resources

Integration With Other Meta Tools

- Using Meta Ads with Meta Business Suite features (Insights, Campaign Management, etc.)
- Integrating with other Meta tools (Instagram Shopping, Facebook Shops, etc.) Leveraging Meta's AI and machine learning tools for ad optimization

Module 45: EMAIL - Marketing

Fromatting

Email Marketing Strategy & Funnel Building

List Building Techniques

Segmentation & Targeting

Email Copywriting & Design

Automation & Workflow Creation

AI In Email Marketing

- Analytics & A/B Testing
- GDPR & Compliance Essentials
- Mailchimp – AI-Based Email Automation
- Constant Contact – AI-Driven Email Personalization
- SEO Basics & Importance
- Ahrefs – AI-Powered SEO Keyword Research
- SEMrush – AI-Driven SEO Audits & Optimizations
- Case Study: Improving Email Open Rates Using AI

Module 46: Canva Desinging

- Canva Basics & Workspace Navigation
- Designing For Social Media Marketing
- Creating Brand Kits & Templates
- AI-Powered Design With Canva Magic Studio
- Marketing Collateral Design
- Video Creation In Canva
- Collaboration & Workflow

Module 47: Professional Blogging

- Keyword & Topic Research
- Content Writing Mastery
- SEO Optimization For Blogs
- Blog Design & CMS (WordPress/Medium)
- Monetization Techniques
- Content Promotion & Distribution

Module 48: AI-Powered Chatbots & Predictive Analytics

- Chatbot Basics

- Platform Knowledge
- Conversation Design
- Chatbot Marketing Campaigns
- Lead Generation Automation
- ManyChat – AI-Powered Chatbot Marketing
- Dialogflow – AI-Driven Conversational Marketing
- Introduction To Predictive Analytics
- Google Analytics 360 – AI-Powered Predictive Insights
- Mixpanel – AI-Driven Predictive Analytics
- Case Study: Chatbots For Customer Support

Module 49: Remarketing

- Remarketing Skills For Digital Marketing Students
- Audience Segmentation
- Create Specific Remarketing Lists (e.G., Website Visitors, Cart Abandoners, Video Viewers).
- Use Behavior-Based Segmentation (visited Product Page But Didn't Buy, Etc.).
- Segment By Time (e.G., Visited In The Last 7 Days Vs. 30 Days).
- Learn To Set Up Remarketing On Platforms Like:
- Google Ads (Display & Search)
- Facebook & Instagram Ads
- LinkedIn, YouTube, Snapchat
- Understand Custom Audiences Vs. Lookalike/similar Audiences.
- Pixel & Tag Installation
- Install And Configure Meta Pixel, Google Ads Remarketing Tag, And LinkedIn Insight Tag.

- Use Tools Like Google Tag Manager To Manage And Track All Tags.
- Creating Dynamic Remarketing Ads
- Design Personalized Ads That Show Products Users Previously Viewed.
- Use Google Merchant Center Or Meta Catalogs To Link Product Data.
- Ad Copywriting & Creative Strategy
- Write Copy That Re-Engages: “Still Thinking About It?” Or “Your Cart Is Waiting!”
- A/B Test Headlines, CTAs, And Images.
- Align Ad Creatives With Customer Journey Stages.
- Cross-Platform Remarketing Strategy
- Build Omnichannel Campaigns That Retarget Across Multiple Touchpoints.
- Sync Remarketing Efforts Across Email, SMS, And Social Media.
- Frequency & Timing Control
    - Avoid ad fatigue by capping ad frequency.
    - Time your ads to appear at the most relevant moments (e.g., 24 hours after a product view).

Module 50: Analytics & Optimization

- Track Conversion Rates, ROAS, Cost Per Acquisition, And Engagement Rates.
- Use Google Analytics, Meta Ads Manager, And UTM Tracking To Analyze Performance.
- Optimize Based On What Audiences And Creatives Perform Best.

Module 51: CRM & Email Remarketing

- Sync Remarketing Lists With Email Tools (e.G., Mailchimp, Klaviyo).
- Send Targeted Emails Based On User Behavior.
- Ethical & Privacy Skills

Respect User Privacy: Follow GDPR, CCPA, And Cookie Consent Rules.

Module 52: E-Commerce Marketing

E- Commerce Search Engine Optimization (SEO)

- Optimize product pages, categories, and blog content.
- Keyword research using tools like Ubersuggest, Ahrefs, or SEMrush.
- Focus on technical SEO: site speed, mobile-friendliness, and structured data (schema).

Search Engine Marketing (SEM) & Pay-Per-Click (PPC)

- Run Google Shopping Ads, Search Ads, and Display Campaigns.
- Set up product feeds via Google Merchant Center.
- Master budgeting, bidding strategies, and conversion tracking.

Social Media Marketing

- Create engaging content for platforms like Instagram, Facebook, TikTok, and Pinterest.
- Run social commerce campaigns (e.g., Instagram Shop, Facebook Marketplace).
- Use influencer and UGC (user-generated content) for product promotion.

Email Marketing & Automation

- Build email lists using lead magnets and opt-ins.
- Design automated flows: welcome series, abandoned cart, post-purchase emails.
- Tools to learn: Mailchimp, Klaviyo, Omnisend.

Conversion Rate Optimization (CRO)

- A/B test landing pages, product pages, and checkouts.
- Improve user experience (UX) to reduce bounce rate and increase sales.

Content Marketing

- Write SEO-friendly blogs, guides, and product descriptions.
- Create value-driven content like “how-to” videos, tutorials, and buyer’s guides.
- Repurpose content for social media and email campaigns.

Influencer & Affiliate Marketing

- Collaborate with influencers to drive sales and brand awareness.
- Set up affiliate programs using platforms like Refersion or ShareASale.

Analytics & Data Interpretation

- Use Google Analytics, GA4, and Facebook Pixel to track performance.
- Monitor KPIs like traffic sources, conversion rate, average order value (AOV), and ROAS.
- Create actionable insights from data reports.

Product Feed Management

- Set up and optimize product feeds for platforms like Google, Facebook, Amazon.
- Use tools like Feedonomics, DataFeedWatch, or Shopify apps to manage feeds.

Marketplace Marketing

- Learn how to sell on Amazon, Flipkart, Meesho, and others.
- Understand marketplace SEO, PPC, and product listing optimization.

Customer Relationship Management (CRM)

- Manage customer data, purchase history, and communication.
- Use CRM tools like HubSpot and others

Mobile & App Marketing (if Relevant To Your Store)

- Promote e-commerce apps through app store optimization (ASO) and push notifications.
- Run install campaigns via Google or Meta platforms.

Module 53: Affiliat Marketing

Understanding Affiliate Marketing Models

Learn How Affiliate Marketing Works (CPC, CPA, CPL, CPS).

Understand Roles: Affiliate (you), Advertiser (brand), And Network (platform).

Familiarize With Networks Like Amazon Associates, ShareASale, CJ Affiliate, Impact, ClickBank, Etc.

Niche Selection & Audience Research

- Choose the right niche based on your interests and market demand.
- Research and define your target audience's pain points, needs, and buying behavior.

Content Creation & Copywriting

- Write persuasive content: product reviews, how-to guides, comparison blogs.
- Learn SEO copywriting and conversion-focused writing.
- Use storytelling and emotional appeal to increase trust.

Search Engine Optimization (SEO)

- Do keyword research to find buyer-intent keywords.
- Optimize blog posts, YouTube descriptions, or landing pages for ranking.
- Build backlinks to increase domain authority.

Social Media Marketing

- Promote affiliate links through Instagram, Facebook, Twitter, Pinterest, etc.
- Use Reels, Shorts, Stories, and live videos to boost engagement.
- Learn to create content calendars and community management.

Email Marketing

- Build an email list with lead magnets (eBooks, checklists).
- Set up email sequences for product recommendations, newsletters, and follow-ups.
- Use tools like Mailchimp, ConvertKit, or GetResponse.

Video Marketing

- Create product review or tutorial videos on YouTube.
- Use affiliate links in video descriptions with proper disclaimers.
- Learn basic video editing and SEO for YouTube.

Landing Page & Funnel Building

- Build high-converting landing pages to collect emails or promote offers.
- Use tools like ClickFunnels, Leadpages, Systeme.io, or WordPress + Elementor.
- Learn the psychology of layout, headlines, and CTAs.

Tracking & Analytics

- Track clicks, conversions, and revenue from affiliate links.
- Use tools like Google Analytics, Bitly, or Pretty Links to monitor performance.
- Optimize campaigns based on data insights.

Paid Advertising (Advanced)

- Run Facebook Ads, Google Ads, or native ads to promote affiliate offers.
- Ensure tracking is set up properly and follow ad platform policies (some restrict direct affiliate links).
- Follow FTC, GDPR, and platform-specific rules.

Networking & Relationship Building

- Connect with affiliate managers, other affiliates, and industry influencers.

Module 54: Podcast Marketing

Podcast Marketing Skills For Digital Marketers

Content Planning & Scripting

- Plan episodes around niche topics, trends, or guest interviews.
- Write engaging intros, hooks, and CTAs to keep listeners tuned in.

Audio Recording & Editing

- Use tools like Audacity, Adobe Audition, GarageBand, or Descript.
- Edit for clarity, pacing, and sound quality (music, transitions, effects).

Podcast SEO & Distribution

- Optimize episode titles, descriptions, and tags with relevant keywords.
- Submit and manage the podcast on platforms: Spotify, Apple Podcasts, Google Podcasts, Amazon Music.

Promotion & Cross-Channel Marketing

- Promote episodes on social media, email, YouTube, and your blog.
- Create audiograms (short audio clips + visuals) for Instagram or TikTok.

Guest Outreach & Collaboration

- Identify, invite, and manage communication with relevant guests or experts.
- Build relationships to cross-promote and reach new audiences.

Monetization Strategy

- Understand options like sponsorships, affiliate marketing, product placement, and donations.
- Set up a media kit and listener stats for pitching sponsors.

Analytics & Improvement

- Use tools like Spotify for Podcasters, Apple Analytics, Podbean, or Buzzsprout to track downloads, retention, and listener locations.

Module 55: AI-Driven Influencer Marketing

Find The Right Influencers Using Tools Like Upfluence, CreatorIQ, Heepsy, Or Instagram Search.

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Evaluate Influencers By Niche Relevance, Engagement Rate, Audience Quality, And Tone.

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Campaign Planning & Strategy

- Set clear campaign goals (brand awareness, engagement, sales).
- Choose campaign types: giveaways, unboxings, reviews, takeovers, collaborations.

Outreach & Communication

- Craft professional, personalized pitches to influencers.
- Negotiate deliverables, timelines, and compensation.

Briefing & Collaboration

- Share a creative brief with brand guidelines, do's & don'ts, hashtags, and links.
- Encourage authenticity and creative freedom.

Tracking Performance

- Track KPIs: engagement rate, reach, traffic, conversions, and ROI.
- Use tracking tools, UTM links, discount codes, and influencer platforms.

Compliance & Transparency

- Ensure influencers follow FTC guidelines and use proper #ad, #sponsored tags.
- Understand disclosure rules based on region/platform.

Relationship Building

- Build long-term partnerships, not just one-time campaigns.
- Treat influencers as brand ambassadors or collaborators.

User-Generated Content (UGC) Reuse

- Repurpose influencer content in ads, social media, or your website (with permission).

- AspireIQ – AI-powered influencer marketing
- Upfluence – AI-driven influencer marketing software

Course Projects

Domain: E-commerce

Project Name:

Advanced PPC Campaign with Retargeting for an E-commerce Website

A comprehensive Pay-Per-Click (PPC) strategy designed to maximize ROI for an e-commerce brand. This campaign includes advanced audience segmentation, dynamic product ads, Google Shopping optimization, and precise retargeting techniques to recover abandoned carts and drive repeat purchases. Continuous A/Btesting and bid optimization ensure high conversion rates and reduced cost per acquisition (CPA).

Domain: Clinics

Project Name:

Local SEO & Citations for a Chain of Clinics

A specialized Local SEO project aimed at enhancing visibility for a chain of clinics across multiple locations. This includes optimizing Google Business Profiles, building high-quality local citations, managing online reviews, and implementing location-specific keyword strategies. The goal is to boost local search rankings and drive more foot traffic and appointment bookings.

Domain: Products

Project Name:

Influencer Marketing Campaign for a Beauty Product Brand

A targeted influencer marketing initiative designed to amplify brand awareness and product adoption for a beauty brand. This campaign involves identifying and collaborating with micro and macro influencers in the beauty & lifestyle niche, creating authentic content, running influencer-led giveaways, and leveraging user-generated content to boost engagement and trust.

Domain: E-commerce

Project Name:

Conversion Rate Optimization (CRO) Audit for an E-commerce Landing Page

A detailed CRO audit focused on analyzing and improving the performance of a high-traffic e-commerce landing page. This includes heuristic evaluation, heatmap & user session analysis, A/B testing recommendations, UX/UI improvements, and persuasive copywriting tweaks. The primary goal is to increase conversions and maximize revenue per visitor.

DISCLAIMER

"Course Curriculum, Training Certificates & Projects details are subject to change without notice, based on industry standards and guidelines.

Course Projects

Domain: Tech Product

Project Name:
Affiliate Marketing Setup & Campaign for a Tech Product Site

End-to-end affiliate marketing program setup for a tech product platform. This includes selecting the right affiliate networks, creating promotional assets, onboarding niche-relevant affiliates, and tracking performance through advanced analytics. The campaign focuses on driving high-quality referral traffic and boosting sales through performance-based partnerships.

Domain: Linkedin

Project Name:
LinkedIn Lead Generation Campaign for a B2B SaaS Company

A result-driven LinkedIn lead generation campaign tailored for a B2B SaaS company. This involves strategic audience targeting, crafting compelling outreach messages, leveraging LinkedIn Ads (Sponsored Content & InMail), and nurturing prospects through personalized follow-ups. The goal is to generate qualified leads and build a strong sales pipeline.

Domain: Tour & Travel

Project Name:
YouTube Shorts & Reels Strategy for a Travel Agency

A creative short-form video strategy designed to increase brand visibility and engagement for a travel agency. This includes content ideation, scriptwriting, video production planning, and platform-specific optimization for YouTube Shorts and Instagram Reels. The focus is on showcasing travel experiences, destination highlights, and quick travel tips to drive inquiries and followers.

Domain: Health & Fitness

Project Name:
Email & SMS Marketing Automation for a Fitness Subscription Service

An automated Email & SMS marketing workflow crafted for a fitness subscription brand. This project involves setting up drip campaigns, behavior-triggered messages, personalized offers, and re-engagement sequences. Advanced segmentation and A/B testing are used to maximize open rates, click-throughs, and conversions, fostering long-term customer retention.

DISCLAIMER
"Course Curriculum, Training Certificates & Projects details are subject to change without notice, based on industry standards and guidelines.

Course Projects

Domain: Google Tag Manager

Project Name:

Google Tag Manager (GTM) Implementation for Website Analytics Setup

A technical setup project to implement Google Tag Manager (GTM) for a website's analytics infrastructure. This includes container setup, tag configuration for Google Analytics, conversion tracking, event tracking, and third-party integration pixels. The objective is to streamline data collection and enable advanced tracking without constant developer intervention.

Domain: Linkedin

Project Name:

Voice Search Optimization Project for a Local Services Business

A specialized SEO project focusing on optimizing a local services business for voice search queries. This includes conversational keyword research, structured data implementation, local schema markup, and optimizing content for featured snippets. The aim is to capture high-intent voice searches and improve local visibility on smart devices.

Domain: Personal Brand

Project Name:

Online Reputation Management (ORM) Strategy for a Personal Brand

A proactive Online Reputation Management (ORM) strategy designed to build and protect the digital presence of a personal brand. This involves monitoring brand mentions, managing reviews, creating positive content, handling crisis communication, and improving SERP visibility. The goal is to maintain a positive brand image and foster trust among the audience.

Domain: Startups Co.

Project Name:

End-to-End Digital Marketing Strategy Project for a Real Startup/Company

A holistic digital marketing strategy crafted for a startup or growing company. This project covers market research, competitor analysis, multi-channel marketing (SEO, PPC, Social Media, Content Marketing, Email), funnel optimization, and performance analytics. The strategy is customized to align with business goals, ensuring brand growth, lead generation, and ROI.

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e-Learning through LMS

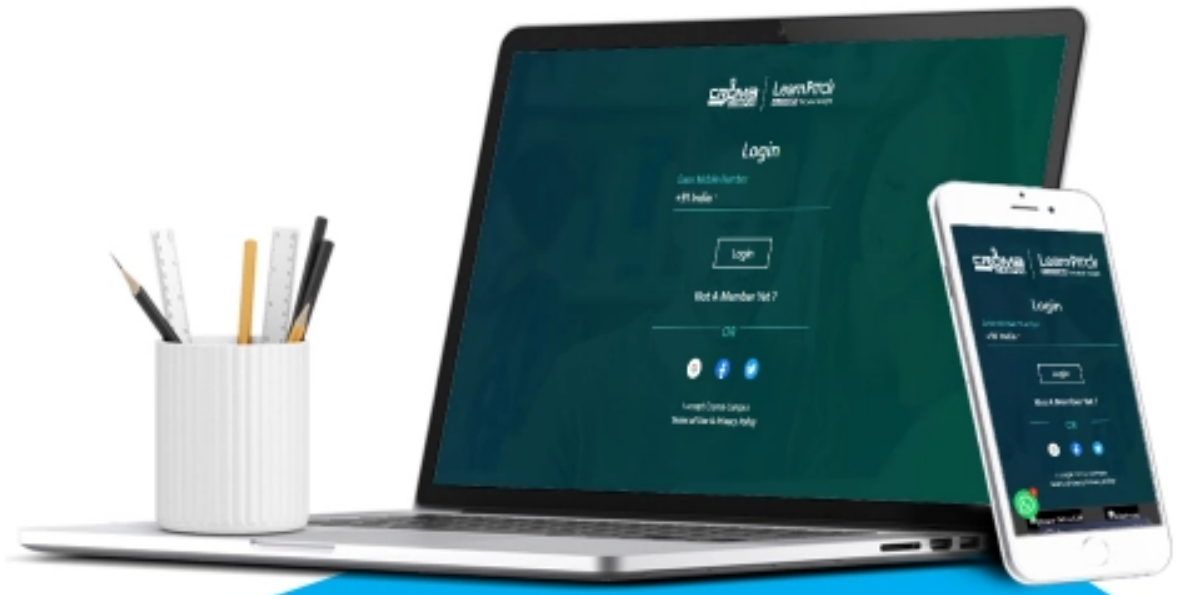
Learning **Management System**

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

Key Features **Learning Management System**

- Live Sessions with Class recordings
- Get study material with Assignments.
- Track your curriculum covered.
- Track your class wise attendance
- Share your feedback for Trainer & Training
- Get your Training Certificate from LMS



Training Certification

Earn Your **Certificate**

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.

|Croma Campus is Nasscom Certified

Croma Campus is now

NASSCOM®

Certified Member

www.cromacampus.com

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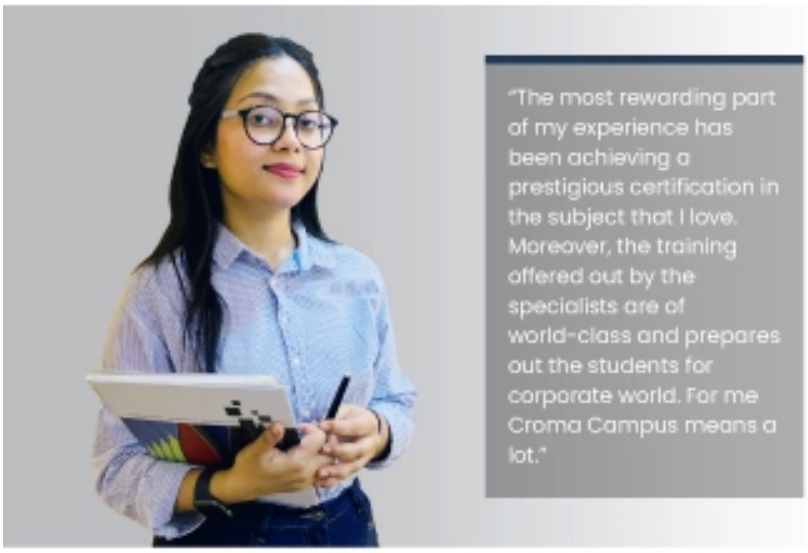


"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

"By The Students For The Students"

Your Success is **Our Story**

Bharat

"I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines."

Ankit

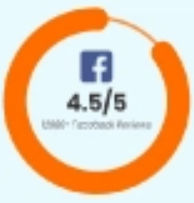
"It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support."

Umesh

"Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone."

Shams Khan

"Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes."



Meet Our Team

Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.

Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.

Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.

Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.

Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.

HR Team

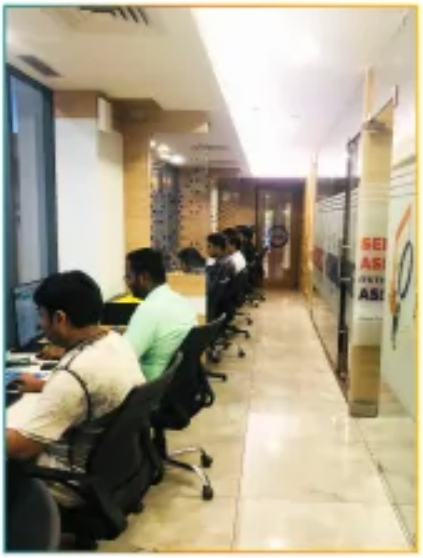
Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.

|Glimpse Of Our Office

Look **Who We are**

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.



About Croma Campus

“Our Mission is to Build Nation through Education & Beyond Limitation.”

#1 Asia's Leading Edtech Company

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 14 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

We're Here to Help –

Reach Out to Our Global Offices

India

Croma Campus Training & Development Private Limited

G-21, Block-G, Sector 3, Noida, Uttar Pradesh-201301

+91-971 152 6942 Chat on WhatsApp

View on Google Maps

Canada

Croma Campus Training & Development Private Limited

279-8 Baltzan BLVD, Saskatoon, Saskatchewan, Canada-S7W0S1

+1 (647) 370-6470 Chat on WhatsApp

View on Google Maps

USA

Croma Campus Training & Development Private Limited

454 church street Cairo, GA-39828, United States of America

+1 (647) 370-6470 Chat on WhatsApp

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