

SCHOOL OF

Ai

DIGITAL MARKETING

THINK DIGITAL. GROW FASTER

POWERED BY **WMIDM**
Powered by [WebMatriks](#)

WMIDM
Powered by WebMatriks



Learn **AI-Powered**
Strategies to
Stay Ahead!



Industry Relevant
Curriculum



Hands-on
Learning



Live Projects
& Case Studies



Certification &
Placement Assistance



Expert
Faculty Support



MASTER DIGITAL MARKETING WITH
AI-POWERED SKILLS



**PRACTICAL
LEARNING**

Real-world training
with practical
exposure.



**INDUSTRY
RELEVANT**

Up-to-date curriculum
aligned with industry
standards.



**LIVE PROJECTS
& CASE STUDIES**

Work on live projects
and real business
scenarios.



**EXPERT
FACULTY**

Learn from experienced
professionals and
industry experts.



**CERTIFICATION &
PLACEMENT**

Get certified and receive
placement assistance
to launch your career.



READY TO GROW YOUR CAREER?
Join the future of marketing with AI!



ENROLL NOW
www.wmidm.com

Master **AI-Driven** Digital Marketing

Learn. Implement. **Grow.**

A comprehensive certification program that blends AI technologies with digital marketing strategies to help you build in-demand skills, run high-performing campaigns, and accelerate your career.



Why Learn AI Digital Marketing?

AI is reshaping the marketing world. Be the professional brands trust to drive results with intelligence and innovation.



AI-Powered Campaigns

Use AI tools and automation to create smarter campaigns, personalize customer journeys and boost performance.



Industry-Focused Training

Learn strategies followed by top brands and agencies with hands-on, industry-relevant training.



High-Growth Career Paths

Explore roles in SEO, Performance Marketing, Social Media, Content Strategy, Analytics and AI Marketing.



Real-World Projects

Work on live projects and case studies to build practical skills and a strong portfolio.

Future-Ready Digital Marketing Careers

Learn. Execute. Scale.

Master the most in-demand digital marketing skills and build a career in one of the fastest-growing industries.



CORE SKILLS YOU'LL LEARN



Why Digital Marketing is a Top Career Choice

Digital marketing continues to be one of the fastest-growing career fields, creating opportunities across agencies, startups, e-commerce brands, and global companies.



90000+

**ACTIVE
OPPORTUNITIES**



SEO Specialist

Improve rankings and drive organic traffic.



Performance Marketer

Run paid campaigns and maximize ROAS.



Social Media Manager

Build brand presence and engage audiences.



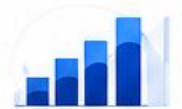
Content Strategist

Create content that attracts, engages & converts.



Google Ads Expert

Plan, execute & optimize high-performing ads.



Marketing Analyst

Analyze data and drive data-backed decisions.

WHO SHOULD TAKE THIS COURSE & WHY?

This program is designed for ambitious learners who want to grow, achieve and create impact.



STUDENTS

Launch Your Career

- ✓ Learn In-Demand Skills
- ✓ Build Industry-Ready Expertise



PROFESSIONALS

Upgrade & Grow

- ✓ Enhance Your Digital Skills
- ✓ Unlock Better Career Opportunities



BUSINESS OWNERS

Scale Your Business

- ✓ Generate Quality Leads
- ✓ Grow Your Brand Online



START • GROW • SCALE



One Program. **Multiple** Opportunities.

PROGRAM HIGHLIGHTS

Everything you need to build a successful
digital marketing career



INDUSTRY CERTIFICATIONS

Gain recognized certifications to strengthen your professional profile.



15+ YEARS EXPERT TRAINERS

Learn from experienced industry professionals.



ONLINE & OFFLINE LEARNING

Flexible learning options to suit your schedule.



LIVE PROJECTS

Work on practical assignments and real-world campaigns.



10+ DIGITAL MARKETING TOOLS

Get hands-on experience with industry-leading tools.



15+ SPECIALIZATION MODULES

Master advanced skills across multiple marketing domains.



5 DIGITAL MARKETING INTERNSHIPS

Experience Certificate from WebMatricks & Partner Companies



• YOUR LEARNING JOURNEY •

01



Core
Modules

02



Specialization
Modules

03



Website
Development &
Designing

04



Live Projects &
Internship
Experience

05



Get Placed with
the Right
Opportunity



LEARN • IMPLEMENT • GROW



BUILD SKILLS.
CREATE FUTURE.
ACHIEVE SUCCESS.

MASTER SEO

Learn. Optimize. **Rank.**

Learn SEO strategies that drive traffic, improve rankings, and grow your online presence.

GLOBAL SEARCH ENGINES & MONTHLY USERS

 **Google**
8.5+ Billion
Monthly Users

 **Bing**
1.2+ Billion
Monthly Users

 **YouTube**
2.7+ Billion
Monthly Users

yahoo!
0.4+ Billion
Monthly Users

* Source: StatCounter GlobalStats (May 2025)

WHY LEARN **SEO**?



High Demand
Skills



Grow Organic
Traffic



Boost Business
Growth



Future-Proof
Career

COURSE CURRICULUM HIGHLIGHTS



Keyword
Research



On-Page
SEO



Off-Page
SEO



Technical
SEO



SEO Analytics
& Reporting



AI in SEO &
Automation

TOOLS YOU WILL WORK WITH



Google
Search Console



Google
Analytics



SEMrush



Ahrefs



Ubersuggest



5 DIGITAL MARKETING INTERNSHIPS

Experience Certificate from WebMatriks & Partner Companies



YOUR **LEARNING** JOURNEY

01



Core
Modules

02



Specialization
Modules

03



Website
Development
& Designing

04



Live Projects &
Internship
Experience

05



Get Placed with
the Right
Opportunity



LEARN • IMPLEMENT • GROW



BUILD SKILLS.
CREATE FUTURE.
ACHIEVE SUCCESS.



Core Modules



Search Engine Optimization **With AI**

1 Introduction to SEO



- What is Search Engine Optimization (SEO)?
- Importance of SEO in Digital Marketing
- Organic vs Paid Traffic
- Search Engine Market Overview
- Evolution of Search Engines
- Benefits of SEO for Businesses
- Types of SEO (On-Page, Off-Page, Technical, Local)
- SEO Career Opportunities
- Future of SEO with Artificial Intelligence
- Understanding User Search Behavior

2 Fundamentals of Search Engines



- How Search Engines Work
- Crawling Process Explained
- Search Engine Bots & Spiders
- Indexing Mechanism
- Ranking Factors Overview
- Understanding SERPs (Search Engine Result Pages)
- Google Ranking Signals
- Google Algorithms Overview
- Panda Algorithm
- Penguin Algorithm
- Hummingbird Algorithm
- RankBrain Introduction
- Helpful Content Updates
- E-E-A-T Concept
- Search Intent Analysis



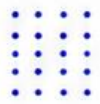
MODULE 3

Search Engine Optimization **with AI**

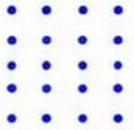
3. Keyword Research & Planning

- What are Keywords?
- Importance of Keyword Research
- Types of Keywords
 - Short Tail Keywords
 - Long Tail Keywords
 - » Transactional Keywords
 - » Informational Keywords
 - » Commercial Keywords
- Keyword Mapping Strategy
- Competitor Keyword Analysis
- Keyword Difficulty Analysis
- Search Volume Analysis
- AI-Based Keyword Research
- Google Keyword Planner
- SEMrush
- Ahrefs
- Ubersuggest
- Answer The Public
- Google Trends
- Creating Keyword Clusters





MODULE 4

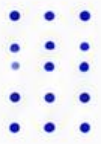


Search Engine Optimization **with AI**

4. On-Page SEO

- Title Tag Optimization
- Meta Description Optimization
- Header Tags (H1–H6)
- URL Structure Optimization
- Internal Linking Strategy
- Anchor Text Optimization
- Content Optimization Techniques
- Keyword Placement Strategy
- Image SEO
- Alt Tags Optimization
- Schema Markup Basics
- Featured Snippets Optimization
- Mobile-Friendly Optimization
- Page Speed Optimization
- Core Web Vitals
- User Experience Signals
- AI Content Optimization





MODULE 5

Search Engine Optimization with AI



5. Technical SEO

- Technical SEO Fundamentals
- XML Sitemap Creation
- Robots.txt Configuration
- Canonical Tags
- Redirect Management
- HTTPS & Website Security
- Crawl Budget Optimization
- Broken Link Analysis
- Structured Data Implementation
- Website Architecture Planning
- Mobile First Indexing
- Index Coverage Reports
- Website Performance Optimization
- Core Web Vitals Improvement
- Technical SEO Audits
- Google Search Console Technical Analysis
- Duplicate Content Detection & Resolution
- AI Content Optimization





Search Engine Optimization **with AI**

Off-Page SEO



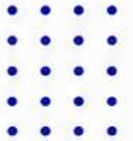
6. Introduction to Off-Page SEO

- Introduction to Off-Page SEO
- Authority Building Techniques
- High Quality Link Building
- Guest Posting Strategy
- Business Directory Submission
- Social Bookmarking
- Forum Submission
- Profile Creation
- Article Submission
- Press Release Distribution
- Influencer Outreach
- Competitor Backlink Analysis
- Backlink Quality Assessment
- Toxic Link Identification
- Link Building Campaign Planning





SEO Analytics & Reporting



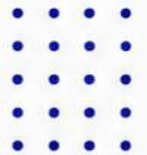
7. SEO Analytics & Reporting

- Google Analytics 4 (GA4)
- Google Search Console
- Performance Monitoring
- Keyword Ranking Tracking
- Traffic Analysis
- User Behavior Analysis
- Conversion Tracking
- SEO KPI Measurement
- Custom SEO Reports
- Client Reporting Techniques
- SEO Dashboard Creation



Search Engine Optimization **with AI**

Practical Assignments & Projects



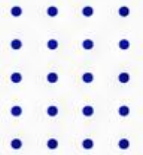
8. Practical Assignments & Projects

- Website SEO Audit Project
- Competitor Analysis Project
- Keyword Research Project
- On-Page SEO Optimization Project
- Technical SEO Audit
- SEO Strategy Creation
- Local SEO Campaign
- E-Commerce SEO Project
- Ed-Tech Website SEO Strategy
- Final SEO Case Study Presentation



Search Engine Optimization **with AI**

Practical Assignments & Projects



8. Practical Assignments & Projects

- Website SEO Audit Project
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- SEO Strategy Creation
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- Ed-Tech Website SEO Strategy
- Final SEO Case Study Presentation





Search Engine Optimization **with AI**



Tools Covered

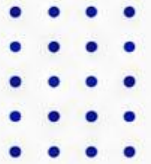
9. Tools Covered

- Google Search Console
- Google Analytics 4
- Google Keyword Planner
- SEMrush
- Ahrefs
- Ubersuggest
- Screaming Frog
- ChatGPT
- Gemini
- PageSpeed Insights
- GTmetrix
- Answer The Public



Search Engine Optimization **with AI**

AI-Powered SEO



10. AI-Powered SEO

- AI for Keyword Research
- AI Content Planning
- AI Content Optimization
- AI SEO Audits
- ChatGPT for SEO
- Gemini for SEO
- AI-Based Competitor Analysis
- AI-Powered SEO Workflows
- Prompt Engineering for SEO
- SEO Automation Tools



SEO COURSE

LEARN. OPTIMIZE. **RANK**. SUCCEED.

Master **SEO Strategies**. **Rank Higher**. **Grow Faster**.

GLOBAL SEARCH ENGINES & MONTHLY USERS



8.5+ Billion
Monthly Users



1.2+ Billion
Monthly Users



2.7+ Billion
Monthly Users



Yahoo!
0.4+ Billion
Monthly Users

* Source: StatCounter GlobalStats (May 2025)



**PRACTICAL
LEARNING**



**REAL-WORLD
PROJECTS**



**INDUSTRY RECOGNIZED
CERTIFICATE**



**CAREER
OPPORTUNITIES**



BECOME AN SEO EXPERT

**AND BUILD YOUR
SUCCESSFUL CAREER**

YOUR **LEARNING** JOURNEY

01



**Core
Modules**

02



**Specialization
Modules**

03



**Website
Development
& Designing**

04



**Live Projects &
Internship
Experience**

05



**Get Placed with
the Right
Opportunity**



**BUILD SKILLS.
CREATE FUTURE.
ACHIEVE SUCCESS.**

School of **Ai** Digital Marketing

WMIDM
Powered by Web**Matriks**

Social Media Optimization (SMO) With AI

**Learn. Optimize.
Grow Your Brand.**

Master Social Media Optimization with AI-driven strategies and take your brand to the next level.



PLATFORMS YOU WILL MASTER



Instagram



Facebook



LinkedIn



Twitter (X)



YouTube



Pinterest

WHAT YOU WILL LEARN

- ✓ Social Media Strategy & Planning
- ✓ Profile & Page Optimization
- ✓ Content Creation & Optimization
- ✓ Audience Growth Techniques
- ✓ Engagement & Community Building
- ✓ Analytics & Performance Tracking
- ✓ AI Tools for Social Media
- ✓ Best Practices & Latest Trends



EXPERT
TRAINERS



PRACTICAL
TRAINING



INDUSTRY RECOGNIZED
CERTIFICATE



INTERNSHIP &
PLACEMENT SUPPORT



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Social Media Optimization (SMO) With AI

1. Introduction to Social Media Optimization

- What is Social Media Optimization (SMO)
- Difference Between SMO & SMM
- Organic vs Paid Social Media
- Social Media Marketing Funnel
- Latest Social Media Trends 2026
- AI in Social Media Optimization



2. Social Media Strategy Planning

- Business Goal Setting
- Brand Positioning
- Target Audience Research
- Buyer Persona Creation
- Competitor Social Analysis
- Content Strategy Planning
- Social Media Roadmap
- Platform Selection Strategy



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube



Pinterest

Social Media Optimization (SMO) With AI

3. Facebook Optimization

- Facebook Business Page Setup
- Professional Page Optimization
- Username & Branding
- About Section Optimization
- CTA Button Setup
- Featured Section
- Services & Product Setup
- Facebook SEO
- Page Verification
- Page Quality Optimization
- Facebook Algorithm



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube



Pinterest

Social Media Optimization (SMO) With AI

4. Instagram Optimization

- Professional Account Setup
- Bio Optimization
- Username Strategy
- Profile Branding
- Story Highlights
- Highlight Covers
- Content Categories
- Instagram SEO
- Explore Page Optimization
- Instagram Algorithm
- Reel Optimization
- Hashtag Optimization



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube

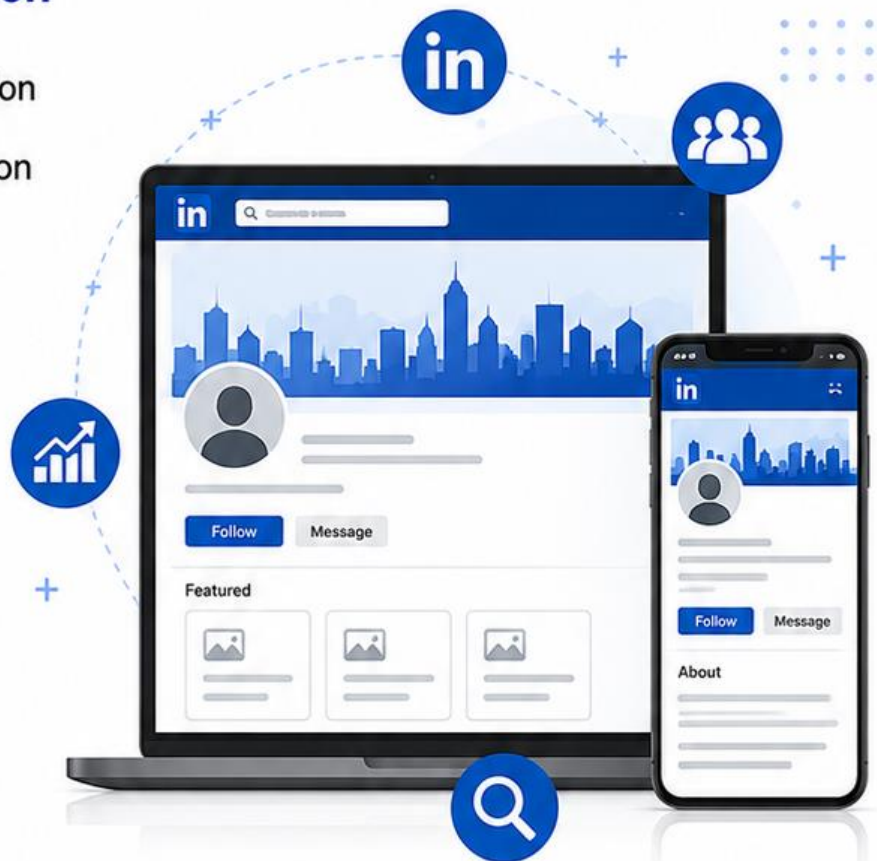


Pinterest

Social Media Optimization (SMO) With AI

5. LinkedIn Optimization

- Personal Profile Optimization
- Company Page Optimization
- Banner Design
- About Section Writing
- Featured Section
- Creator Mode
- LinkedIn SEO
- Keyword Placement
- Profile Authority Building
- Employee Advocacy



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube



Pinterest

Social Media Optimization (SMO) With AI

6. X (Twitter) Optimization

- Profile Setup
- Bio Optimization
- Pinned Tweet
- Hashtag Strategy
- Community Building
- Trending Topics
- X SEO
- Organic Reach Strategy



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube

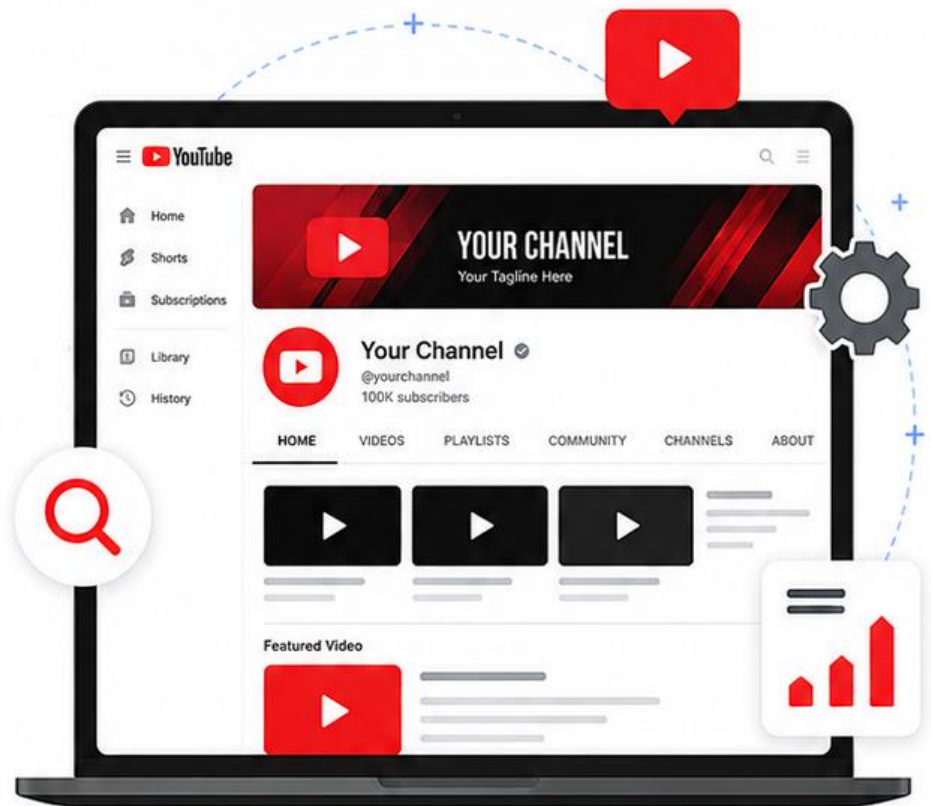


Pinterest

Social Media Optimization (SMO) With AI

7. YouTube Channel Optimization

- Channel Branding
- Channel SEO
- About Section
- Playlist Optimization
- Thumbnail Optimization
- Video SEO
- Channel Keywords
- YouTube Algorithm
- End Screen
- Cards Optimization



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube

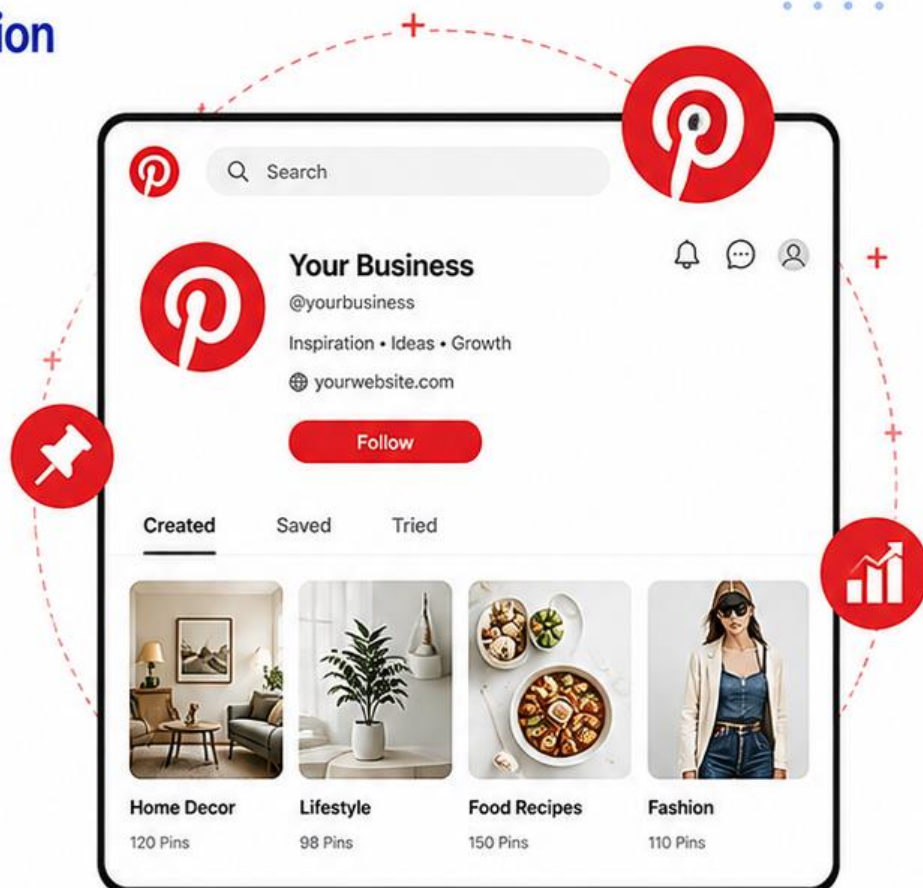


Pinterest

Social Media Optimization (SMO) With AI

8. Pinterest Optimization

- Business Account Setup
- Profile SEO
- Board Creation
- Pin Optimization
- Rich Pins
- Pinterest Keyword Research
- Pinterest Trends



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube

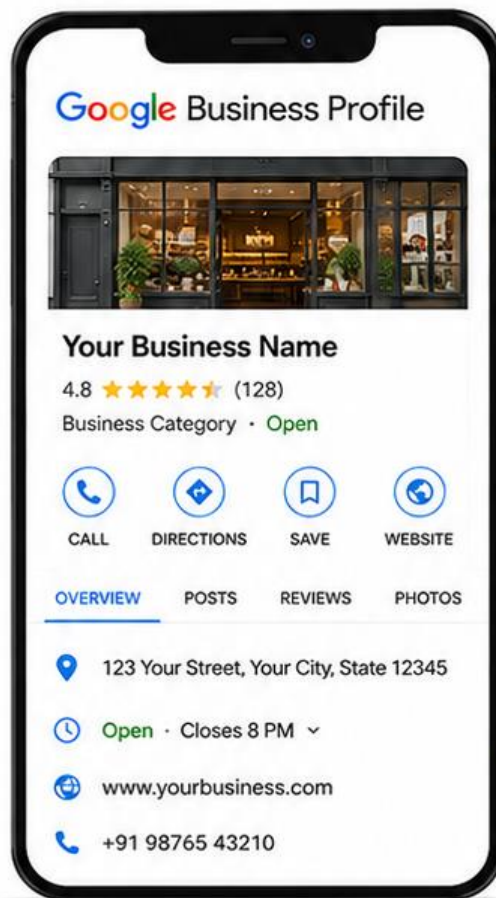


Pinterest

Social Media Optimization (SMO) With AI

9. Google Business Profile Optimization

- Profile Setup
- Business Categories
- Products & Services
- Images Optimization
- Posts Optimization
- Review Management
- Local SEO Integration
- GBP Insights



Master SMO with **AI-driven** strategies
and **grow** your brand online.

PLATFORMS YOU WILL MASTER



Facebook



Instagram



LinkedIn



Twitter (X)



YouTube

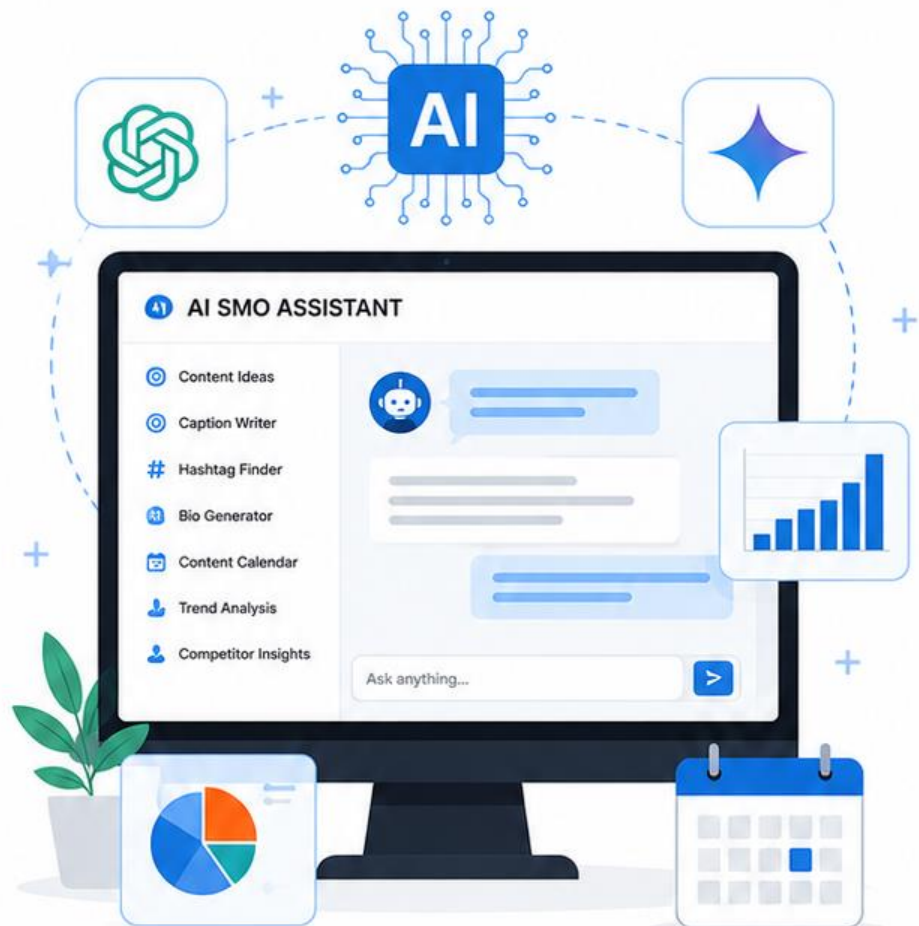


Pinterest

Social Media Optimization (SMO) With AI

10. AI for Social Media Optimization

- ChatGPT for SMO
- Gemini for SMO
- AI Content Planning
- AI Caption Writing
- AI Hashtag Research
- AI Bio Writing
- AI Content Calendar
- AI Trend Analysis
- AI Competitor Analysis
- AI Prompt Engineering



Master SMO with **AI-driven** strategies
and **grow** your brand online.

Social Media Optimization (SMO) With AI

11. Social Media SEO

- Keyword Research for Social Media
- Social Search Optimization
- Social Profile SEO
- Social Content SEO
- Alt Text Optimization
- Image SEO
- Video SEO
- Social Indexing



Master SMO with **AI-driven** strategies
and **grow** your brand online.

Social Media Optimization (SMO) With AI

12. Content Planning & Optimization

- | | |
|--------------------------|---|
| • Content Pillars | Define core themes that align with your brand goals |
| • Content Bulk Strategy | Plan and create content in bulk to maintain consistency |
| • Educational Content | Share valuable knowledge to educate and build trust |
| • Promotional Content | Promote products/services with valuable offers and updates |
| • Storytelling | Use stories to connect emotionally and build stronger relationships |
| • User Generated Content | Encourage customers to create content and build social proof |
| • Carousel Optimization | Design engaging carousels that inform, educate and convert |
| • Reel Content Planning | Plan short, impactful reels to increase reach and engagement |
| • Video Content Strategy | Create valuable video content that builds trust and authority |
| • Visual Branding | Maintain consistent visuals, colors, and style across all platforms |



Master SMO with **AI-driven** strategies
and **grow** your brand online.

Social Media Optimization (SMO) With AI

13. Hashtag & Keyword Strategy

- | | |
|--------------------------|---|
| • Hashtag Research | Identify high-performing hashtags relevant to your industry and audience. |
| • Branded Hashtags | Create unique hashtags to build brand identity and awareness. |
| • Niche Hashtags | Use niche-specific hashtags to target the right audience and improve reach. |
| • Trending Hashtags | Leverage trending hashtags to increase visibility and engagement. |
| • Keyword Mapping | Map targeted keywords with content to improve discoverability. |
| • Social Search Keywords | Optimize content with keywords people search for on social platforms. |

14. Community Management

- | | |
|------------------------|---|
| • Comment Management | Respond to comments quickly and build meaningful conversations. |
| • DM Management | Handle direct messages professionally and provide timely support. |
| • Brand Reputation | Monitor brand mentions and maintain a positive online reputation. |
| • Crisis Management | Address negative situations quickly and protect your brand image. |
| • Customer Engagement | Engage with your audience through polls, Q&A, and interactive content. |
| • Community Guidelines | Set clear guidelines to maintain a safe, respectful and active community. |



Master SMO with **AI-driven** strategies and **grow** your brand online.

Social Media Optimization (SMO) With AI

15. Social Media Analytics

- | | |
|-----------------------|--|
| • Meta Insights | Track performance of posts, stories, reels and ads across Meta platforms. |
| • LinkedIn Analytics | Analyze page views, engagement, followers and content performance. |
| • Instagram Insights | Monitor reach, impressions, profile visits, and audience activity. |
| • Facebook Insights | Measure page engagement, likes, shares, reach and audience demographics. |
| • YouTube Studio | Track views, watch time, subscribers, traffic sources and video performance. |
| • Pinterest Analytics | Evaluate pin performance, saves, clicks, and monthly audience insights. |
| • KPI Measurement | Track key metrics that align with your business goals and growth. |
| • Engagement Analysis | Analyze likes, comments, shares, saves and overall engagement rate. |
| • Audience Analysis | Understand audience demographics, interests, behavior and growth. |
| • Content Performance | Evaluate content performance to identify what works best and optimize. |
| • Monthly Reporting | Generate clear, data-driven monthly reports for better decision-making. |



Master SMO with **AI-driven** strategies
and **grow** your brand online.

Social Media Optimization (SMO) With AI

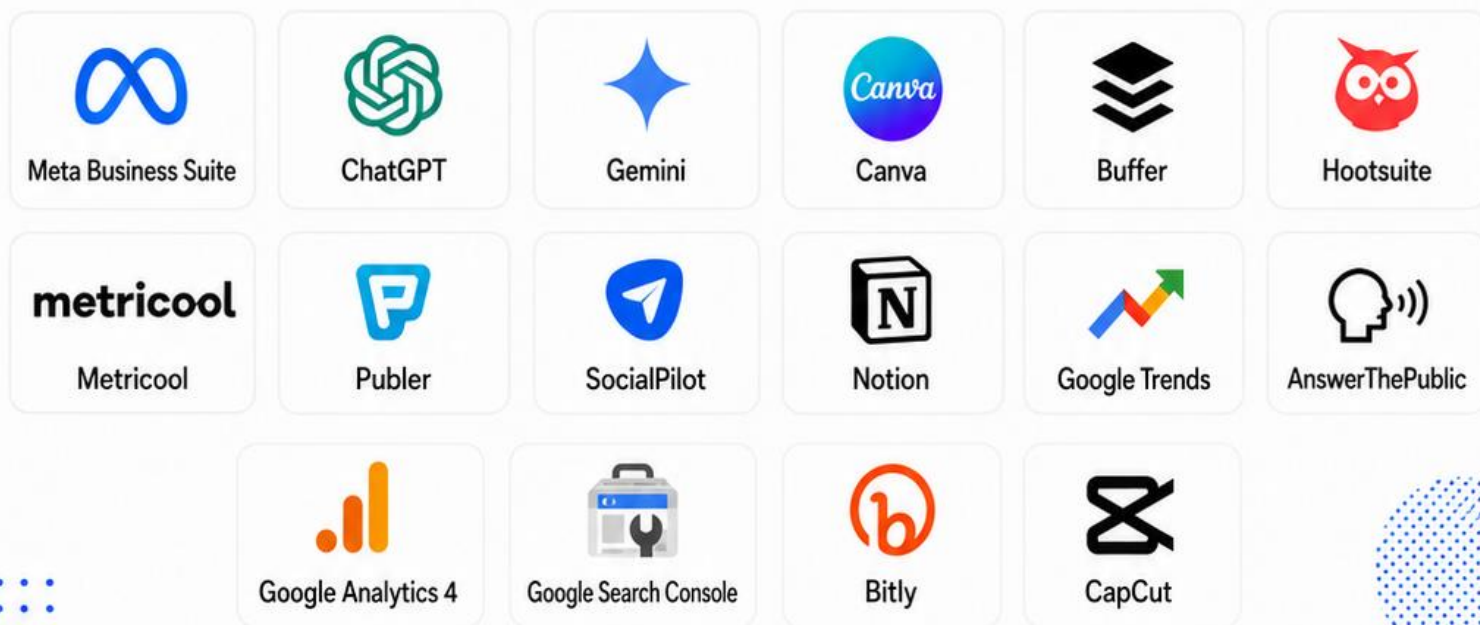
16. Tools Covered

- Meta Business Suite
- ChatGPT
- Gemini
- Canva
- Buffer
- Hootsuite
- Metricool
- Publer
- SocialPilot
- Notion
- Google Trends
- AnswerThePublic
- Google Analytics 4
- Google Search Console
- Bitly
- CapCut



Master SMO with **AI-driven** strategies
and **grow** your brand online.

Social Media Optimization (SMO) With AI



Social Media Optimization (SMO) With AI

■ 17. Practical Assignments & Live Projects

- Facebook Page Optimization Project
- Instagram Business Optimization
- LinkedIn Personal Branding Project
- YouTube Channel SEO
- Google Business Profile Optimization
- 30 Days Content Calendar Creation
- AI Content Planning Project
- Organic Growth Strategy
- Competitor Analysis
- Brand Audit
- Social Media SEO Audit
- Final Portfolio Project



Master SMO with **AI-driven** strategies
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School of **Ai** Digital Marketing

Learn. Practice. Grow.

Get Certified!

Our students get
Meta Ads Certification
and build a
successful career in
digital marketing.



Learn from
Industry Experts



100% Practical
Training



Meta Ads
Certification



Placement
Assistance



Master **Meta Ads** with **AI-driven** strategies
and **grow** your brand online.



12+
Batches
Completed



500+
Students
Trained



95%
Practical
Training



100%
Career
Support

JOIN WMIDM TODAY!

Build Skills. Get Certified. Get Hired.



MODULE 1

Introduction to Meta Ads

01. What is Meta Ads?
02. Facebook Ads vs Instagram Ads
03. Meta Ads Ecosystem
04. Benefits of Meta Advertising
05. Organic vs Paid Marketing
06. Meta Business Suite Overview
07. Meta Ads Manager Introduction
08. Latest Meta Ads Updates (2026)



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 2



Meta Business Manager Setup



- Business Manager Creation
- Facebook Business Page Setup
- Instagram Business Account Setup
- Add Ad Account
- Business Verification
- User Roles & Permissions
- Asset Management
- Security Settings



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.





MODULE 3



Meta Ads Campaign Objectives



- Understanding Campaign Objectives
- Awareness Campaign
- Traffic Campaign
- Engagement Campaign
- Leads Campaign
- App Promotion Campaign
- Sales (Conversion) Campaign
- Objective Selection Strategy
- Business Goals vs Campaign Objectives
- Real Business Examples



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 4



Meta Pixel & Conversion API



- What is Meta Pixel?
- Pixel Installation
- Events Manager
- Standard Events
- Custom Events
- Conversion API (CAPI)
- Domain Verification
- Aggregated Event Measurement
- Event Testing
- Pixel Troubleshooting



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 5



Audience Research & Targeting



- Buyer Persona
- Audience Research
- Demographic Targeting
- Interest Targeting
- Behavioral Targeting
- Geographic Targeting
- Custom Audience
- Lookalike Audience
- Audience Expansion
- Competitor Audience Research



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 6



Meta Ads Creative Strategy



- Creative Psychology
- Image Ads
- Video Ads
- Carousel Ads
- Reels Ads
- Story Ads
- Creative Best Practices
- Creative Testing



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 7

Campaign Creation



- Campaign Setup
- Ad Set Creation
- Ad Creation
- Budget Setup
- Schedule Ads
- Placements
- Optimization Goals
- Publishing Campaign
- Campaign Naming Structure
- Draft & Duplicate Campaign



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 8

Budget & Bidding Strategy



- Daily Budget
- Lifetime Budget
- Campaign Budget Optimization (CBO)
- Ad Set Budget Optimization (ABO)
- Bid Strategy
- Cost Control
- Scaling Budget
- Learning Phase
- Budget Optimization



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 9



Lead Generation Ads



- Instant Forms
- High Quality Lead Forms
- CRM Integration
- Thank You Screen
- Lead Qualification
- Lead Nurturing
- WhatsApp Leads
- Call Ads
- Messenger Ads



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 10



Website Conversion Ads



- Conversion Campaign
- Landing Page Strategy
- Purchase Campaign
- Add To Cart Campaign
- Checkout Campaign
- Conversion Tracking
- Funnel Strategy
- ROAS Optimization



Master Meta Ads with **AI-driven** strategies
and **grow** your brand online.



MODULE 11



AI in Meta Ads



- ChatGPT for Meta Ads
- Gemini for Meta Ads
- AI Audience Research
- AI Ad Copy
- AI Image Ideas
- AI Video Script
- AI Creative Planning
- AI Prompt Engineering
- AI Campaign Optimization
- AI Performance Analysis



Leverage AI tools and strategies
to create smarter, high-performing
Meta Ads.



MODULE 12



Tools Covered

- Meta Business Suite
- Meta Ads Manager
- Meta Business Manager
- Events Manager
- Meta Pixel
- ChatGPT
- Gemini
- Canva
- Google Analytics 4
- Google Tag Manager
- Google Search Console
- Google Trends
- AnswerThePublic



Master the right tools to manage, track and grow your **Meta Ads** campaigns like a pro.



MODULE 13



Practical Assignments



- Facebook Lead Generation Campaign
- Instagram Lead Campaign
- Website Traffic Campaign
- Conversion Campaign
- Remarketing Campaign
- Engagement Campaign
- WhatsApp Campaign
- Video Views Campaign
- AI Ad Copy Project
- Creative Design Assignment



Apply your skills with real campaigns and
AI-powered projects to become job-ready.

ADVANCED COURSE

Google Ads

With **AI**

Learn. Implement. Grow



GOOGLE ADS OBJECTIVES



Sales



Leads



Website
Traffic



Product & Brand
Consideration



Brand Awareness
& Reach



App
Promotion



Local Store Visits
& Promotions



Create a Campaign
Without a Goal



Custom Marketing
Objectives



In-Depth Training
From Basics to Advanced
with AI Strategies



Objective Targeting
Reach the Right Audience
with Smart Targeting



Hands-on Practice
Live Projects & Real
Campaign Experience



Industry Recognized
Google Ads Certification
Boost Your Career



MODULE 1



Introduction to Google Ads



What is Google Ads



Google Ads Ecosystem



Google Ads Account Structure



Google Ads Auction System



Ad Rank Explained



Quality Score



CPC, CPM, CPA, CPV



Search Intent



AI in Google Ads



Latest Google Ads Updates (2026)



Understand the fundamentals of **Google Ads** and build a strong foundation for success.



Learn Core Concepts
Step-by-Step



Build Strong
Ad Strategies



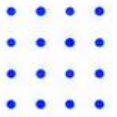
Improve Performance
with AI



Stay Updated with
the Latest Trends



MODULE 2



Google Ads Campaign Types



Search Ads



Display Ads



Video Ads (YouTube)



Shopping Ads



Performance Max Ads



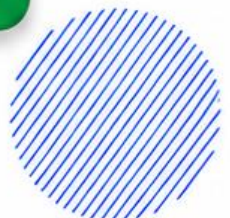
Demand Gen Ads



App Promotion Ads



Local Ads



Explore different **Google Ads** campaign types
to reach the right audience and get better results.

MODULE 3



Campaign Objectives & Targeting



- Sales Campaign
- Leads Campaign
- Website Traffic
- Brand Awareness & Reach
- Audience Targeting
- Demographic Targeting
- Location Targeting
- Ad Scheduling





MODULE 4



Search Ads Optimization



- Keyword Research
- Match Types
- Responsive Search Ads
- Dynamic Search Ads
- Ad Copywriting with AI
- Ad Assets (Extensions)
- Negative Keywords





MODULE 5



Conversion Tracking & Analytics



- Google Tag Manager
- Google Analytics 4
- Enhanced Conversions
- Conversion Tracking
- Search Console
- Looker Studio
- ROAS Analysis



MODULE 6



AI Automation



- ChatGPT for Google Ads
- Gemini for Google Ads
- AI Keyword Research
- AI Ad Copy Creation
- AI Landing Pages
- Prompt Engineering
- Smart Bidding
- Automation Rules





MODULE 7



Landing Page & Campaign Optimization

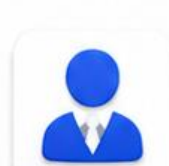
- Landing Page Design
- CRO
- Quality Score Optimization
- Bid Strategies
- Budget Management
- Campaign Scaling
- Performance Optimization



MODULE 8

Google Ads Tools & Live Projects

- Google Ads
- Google Keyword Planner
- Google Analytics 4
- Google Tag Manager
- SEMrush
- Live Project Ads
- Campaign Audit
- Client Reporting
- Google Ads Certification
- Interview Preparation





MODULE 4



Search Ads Optimization



- Keyword Research
- Match Types
- Responsive Search Ads
- Dynamic Search Ads
- Ad Copywriting with AI
- Ad Assets (Extensions)
- Negative Keywords



MASTER LINKEDIN ADS

Learn. Apply. Grow.



Learn LinkedIn Ads
Step-by-Step



Practical Learning
with Live Projects



Get Certified &
Boost Your Career

Target Audience



Lead Gen Form



Campaign Analytics



EXPERT TRAINERS

Learn from industry
professionals



LIVE PROJECTS

Work on real-world
LinkedIn campaigns



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for business growth



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ENROLL NOW →



LEARN



APPLY



GROW

MODULE 9



LinkedIn Ads



- Introduction to LinkedIn Advertising
- LinkedIn Campaign Manager Setup
- Audience Targeting & Matched Audiences
- LinkedIn Ad Formats (Image, Video, Carousel, Document, Message Ads)
- Campaign Objectives & Campaign Creation
- Budget, Bidding & Campaign Optimization
- Lead Generation Strategy
- Lead Generation Forms & B2B Marketing Strategy
- LinkedIn Insight Tag & Conversion Tracking
- Analytics & Performance Reporting
- Live Projects, Certification & Interview Preparation



MASTER EMAIL MARKETING



Learn. **Apply.** Grow.



Learn Email Marketing
Step-by-Step



Build Campaigns
that Convert



Get Certified &
Boost Your Career

Email Campaigns



Target Audience



Performance
Analytics



EXPERT TRAINERS
Learn from industry
professionals



PRACTICAL LEARNING
Work on real campaigns
& live projects



CERTIFICATION
Get certified & enhance
your career



CAREER GROWTH
High demand skills
for better opportunities



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MODULE 10

Email Marketing

- Introduction to Email Marketing
- Email Marketing Strategy & Planning
- Building & Managing Email Lists
- Creating Professional Email Templates
- Writing High-Converting Email Content
- Email Campaign Setup & Scheduling
- Audience Segmentation & Personalization
- Automation & Drip Email Campaigns
- Email Analytics & Performance Tracking
- Live Campaigns, Best Practices & Certification



WHAT YOU WILL ACHIEVE

- ✓ Drive engagement and conversions
Create emails that connect and convert.
- ✓ Nurture leads and build relationships
Build trust and long-term customer loyalty.
- ✓ Become an Email Marketing Expert
Gain in-demand skills and advance your career.

Digital Marketing Tools



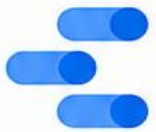
Google Analytics



rankwatch



Screamingfrog



Data Studio



SEMRUSH

Ubersuggest

MOZ



Rytr.me

AI WRITER, CONTENT GENERATOR



Keyword Tool

#1

Canva



Social Media Marketing Tools



Search Engine Marketing Tools



Web Analytics Tools



PageSpeed Insights



Campaign URL Builder



WMIDM
Powered by WebMatriks



Analyze



Optimize



Improve



Grow

Our Corporate Partners

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**Tech
Mahindra**

HCL

Delhi Infotech

TATA
TATA CONSULTANCY
SERVICES

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Bulk
SMS MART

IBM

आज तक

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IMPLEMENT
Practical Strategies



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STRATEGY



CREATIVITY



RESULTS



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LIVE PROJECTS
Work on Real Time Projects



INDUSTRY RECOGNIZED
Certification



100% PLACEMENT
Assistance



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- SEO
- GOOGLE ADS
- SOCIAL MEDIA MARKETING
- CONTENT MARKETING
- EMAIL MARKETING
- ANALYTICS



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