DIVY DIGITAL HUB

BUILD SKILLS BUILD BRANDS

Duration 3 Month

Digital Marketing + AI Course in Ladwa

MONTH 1 – Digital Marketing Foundation + Website + SEO

Module 1 – Introduction to Digital Marketing

- What is Digital Marketing?
- Scope of Digital Marketing in India
- Career opportunities in Digital Marketing
- Types of Digital Marketing
- Difference between Traditional & Digital Marketing
- Digital Marketing Channels Overview
- Understanding Marketing Funnel
- Buyer Journey concept

Module 2 – Website Fundamentals

- What is Website?
- Types of Websites
- Domain Name kya hota hai?
- Hosting kya hoti hai?
- Domain & Hosting kaise purchase kare
- Website structure planning
- Pages planning (Home, About, Services, Contact)
- Introduction to CMS

Module 3 – WordPress Website Development

- WordPress installation
- Dashboard overview
- Theme installation
- Plugins installation
- Page creation
- Menu setup
- Website design basics
- Image optimization
- Mobile friendly website
- Contact form setup
- Blog post creation

Module 4 – Search Engine Optimization (SEO)

- What is SEO?
- How Google works
- Keyword research basics
- Keyword types
- Competitor keyword analysis
- On Page SEO factors
- Title tag optimization
- Meta description
- Heading tags
- Image SEO
- URL structure optimization
- Internal linking
- Sitemap creation
- Robots.txt basics
- Google Search Console setup
- Google Analytics setup

AI Basics

- AI kya hota hai
- AI tools ka use kaise kare
- Prompt writing basics
- ChatGPT basics
- AI content creation basics

MONTH 2 – Social Media Marketing + Ads

Module 5 – Social Media Marketing

- Introduction to Social Media Marketing
- Facebook marketing basics
- Instagram marketing basics
- Business page creation
- Profile optimization
- Content planning strategy
- Types of content
- Engagement strategy
- Hashtag strategy
- Reel marketing basics
- Branding basics
- Social media tools introduction

Module 6 – Canva Graphic Design

- Canva introduction
- Social media post design
- Banner design
- Thumbnail design
- Color combination basics
- Font selection basics
- Poster design practice
- Story design practice

AI Content Tools

- AI post creation
- AI caption writing
- AI hashtag generation
- AI image creation basics
- AI design tools use

Module 7 – Facebook & Instagram Ads

- Introduction to Meta Ads
- Ads account setup
- Campaign structure
- Audience targeting
- Location targeting

- Budget setting
- Lead generation ads
- Message ads
- Ad creative structure
- Ad copywriting basics
- Campaign publishing
- Ads performance analysis

MONTH 3 – Google Ads + Freelancing + Career

Module 8 – Google Ads

- Introduction to Google Ads
- Google Ads account setup
- Campaign types overview
- Search Ads
- Keyword selection
- Keyword match types
- Ad copy creation
- Budget setup
- Campaign optimization basics

Module 9 – Freelancing Training

- What is freelancing?
- Freelancing platforms overview
- Fiverr account setup
- Upwork account setup
- Profile optimization
- Gig creation strategy
- Pricing strategy
- Portfolio creation
- Client communication basics
- Proposal writing basics

Module 10 – Career Preparation

- Resume creation
- Portfolio website creation
- Interview questions preparation
- LinkedIn profile setup
- Job search platforms
- Personal branding basics
- Live project practice
- Internship guidance

AI TOOLS COVERED

Prompt Writing Techniques
AI Content Writing
AI Image Generation
AI Video Creation
AI Script Writing
AI Voiceover Tools
Script to Audio Tools

Tools Introduction

ChatGPT
Google Gemini
Google Flow
Google Whisk
Hera AI
AI Image Tools
AI Video Tools

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