

Digital Marketing Course With A.I.

About QuickXpert Infotech

Best institute for IT training and placements for classroom and online training for students and corporates. We are an ISO certified institute and in the industry since 2014. Our strong training and placement team have helped thousands of students build their career.

Courses - JAVA, Dot Net, Software Testing, Web Development, Full Stack Development, MERN, MEAN, Oracle, Digital Marketing, Python, Data Analytics, Data Science & A.I., Cyber Security, Salesforce, Service Now, Tableau, Power BI, Excel, React, Angular etc.

Live Projects - MarriageKing, theVibrantBirdie, CRM etc

Corporate Trainings - GeBBS Healthcare, NVest Solutions, Infogix, PDG Software, GMV India etc.

Syllabus mentioned below.

Learn 50+ Tools



& more ...

Syllabus

Introduction of digital marketing

- What is Digital Marketing?
- Scope & Importance of Digital Marketing
- Online vs Offline Marketing
- Understanding Digital Consumer Behavior
- Types of Digital Platforms (Owned, Earned, Paid)

Graphic Creation with A.I.

- Canva PRO (Design Tool)
- Box Designing
- Mockups Creation
- Video Creatives
- ChatGPT Prompt Writing
- Resume Creation
- Creative Making
- Hacks & Best Practices
- Tools - Canva AI, Watermark Remover.io, ElevenLabs, Pictory, Leonardo AI, Pexels, Pixabay, Freepik, Unsplash, Mixkit etc

Google Gemini PRO & ChatGPT (A.I. Image & Video Creation)

- Introduction to AI in Marketing
- AI Content Creation (Posts, Blogs, Ads)
- Prompt Writing
- AI Image Creation for Marketing
- AI Video Creation for Campaigns
- AI-Powered Infographic Creation
- Ethical Use of AI in Digital Marketing
- Video & Image Creation Hacks

Blogs / Content Writing with A.I.

- Blogger Platform Setup
- Create Blog & Social Media Content Writing
- Blog Writing Hacks
- Blog Optimization Techniques
- Case Study Writing
- AI Tools: Jasper, Plagiarism Checker, Humanize AI

Social Media Optimization (SMO) With A.I.

- Facebook Page Creation
- Instagram Business Profile Creation
- LinkedIn Profile & Company Page Setup
- Twitter (X) Account Setup
- YouTube Channel Setup

- Profile Optimization
- Hashtag Strategies
- Platform-wise Strategy
- When & Where to Post
- Post Formats (Reels, Stories, Carousels, Shorts, Polls, Live)
- Using Buffer for Post Scheduling
- AI Tools: RiteTag, ChatGPT

Social Media Marketing (Paid Campaigns) with A.I.

- Meta Ads Manager
- Running Paid Campaigns on Meta ADs for Facebook & Instagram
- LinkedIn ADs
- YouTube ADs (covered in Google ADs section)
- Twitter (X) ADs
- Types of Campaigns - A/B Testing, Leads, Conversions, Reach, Awareness or Branding, Traffic etc
- Remarketing
- Privacy Policy Page Setup
- AI Tools: AdCreative.ai, Copy.ai

Google Ads

- Google Ads Setup & Structure
- Google AdSense
- Search Campaign
- Display Campaign

- Local Campaign
- Remarketing Ads
- YouTube Ads
- Geo Targeting Techniques
- Understanding CTR, CPC, CPM
- Keyword Match Types
- Conversion Tracking & Goals
- AI Tools: Performance Max AI, Smart Bidding

Local SEO, GEO & AEO

- Local SEO - search engine optimization
- GEO – generative engine optimization
- AEO – answer engine optimization
- Google My Business (GMB)
- Citation Submission
- Directory Submission
- Social Bookmarking
- Google Search Console
- Keyword Research
- Keyword Planner Tool
- Chrome Extension: Infomonitor, SERP Trends
- Quora
- DA/PA/Spam Score Checker Tools
- Ubersuggest

SEO – Search Engine Optimization

- Introduction
- Web Crawlers (Search Engine Bots)
- On-Page SEO:
 - *Meta Title & Description*
 - *Header Tags (H1–H6)*
 - *Image Alt Text*
 - *Internal Linking*
 - *URL Structure*
 - *Mobile Responsiveness*
 - *Schema Markup*
 - *Breadcrumbs*
 - *Anchor Text*
 - *Keyword Placement & Density*
 - *Content-Length Strategy*
 - *Landing Page Optimization*
- Off-Page SEO:
 - *Backlink Building*
 - *Guest Posting*
 - *Social Sharing*
- Technical SEO:
 - *Sitemap & Robots.txt*
 - *Redirection*
 - *Canonical Tags*
 - *Site Speed Optimization*
 - *Mobile-Friendliness*
 - *Core Web Vitals*
 - *Orphan Pages*
 - *Fixing Web Errors (404, 301, 500 etc.)*

- Keyword Ranking Techniques
- Google Algorithm Updates (Panda, Penguin, Hummingbird)
- SEO Auditing
- SEOquake
- UI/UX Basics
- Black Hat, White Hat & Grey Hat SEO Techniques

Analytics & Reporting

- Google Web Master Tool
- Analyze ad, content & keyword performance
- Use Google Analytics, Meta Insights, YouTube Studio
- Traffic Reports & Ranking Reports
- Landing Page Performance
- Create custom SEO & Social Media reports in Google Sheets
- Use data to build stronger marketing strategy
- Black Hat, White Hat & Grey Hat SEO Techniques

Basic Web Design

- Website Structure & Navigation
- Mobile Responsiveness
- WordPress Setup & Themes
- Hosting with Hostinger, Domain Search etc

Email, WhatsApp & SMS Marketing

- Introduction to Email Marketing
- WhatsApp Marketing (Broadcast & Business API)
- SMS Campaigns Basics
- Mailchimp Overview
- Email Automation
- Tools: Mailchimp, WhatsApp Business Tools, SMS Gateway Providers

Affiliate Marketing

- What is Affiliate Marketing
- Types of Affiliate Programs
- Affiliate Platforms Overview

Influencer Marketing

- What is Influencer Marketing?
- Reach & Collaboration
- Quotation

Global Certifications

- Google Certificate (guidance on how to get it)
- Our Institute's Certificate

Internship

- Free internship with Internship Certificate (when you work for min 1 month on part time basis on our live projects)

Portfolio Building & Interview Preparation

- Creating a Personal Portfolio Website or PDF
- Showcasing Practical Work (SEO, Ads, Design, Analytics)
- Interview Preparation / Mock Interviews / Q&A etc.

Duration

- Weekdays (MTTF, Wed is practice break)
 - Option 1 – 3 months - 1.5 to 2 hrs/day
 - Option 2 – 2 months - 2 to 2.5 hrs/day
- Weekends (S S)
 - Option 1 – 3.5 to 4 months - 2 to 2.5 hrs/day
 - Option 2 – 2.5 months - 2.5 to 3 hrs/day

Please Note – Internship to be done along with and after the course, hence internship duration is not calculated here

more info - <https://quickxpertinfotech.com/digital-marketing-course>

training samples – [download video \(mp4, 4 mins, 31mb only\)](#) or watch on course page

Our Recruiters (1000+ Companies)



etc.

Our 5 Steps Process for Success



Contact Us

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Website - <https://quickxpertinfotech.com>



Message

Join us today !!