BASIC TO ADVANCED DIGITAL MARKETING AI COURSE WITH **CERTIFICATION**

Ampliclicks Academy

Why Learn **Digital** Marketing ?

India's digital economy is projected to cross $1 Trillion by 2025!

The demand for digital marketers is growing at 25-30% annually

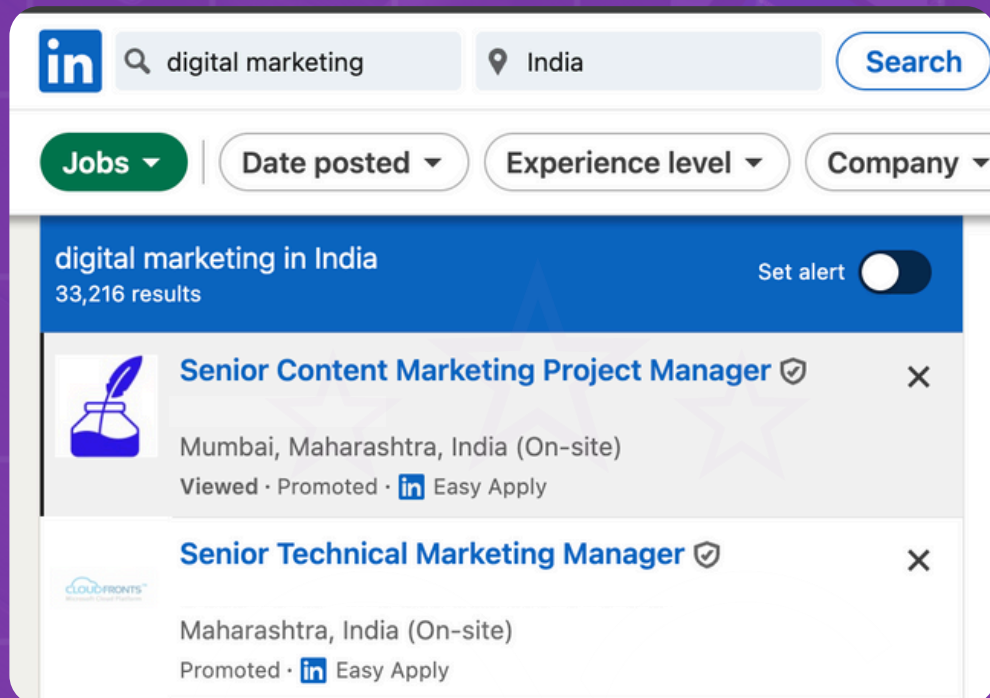Flexible career options: Freelancing, full-time jobs, or starting your own business.

Income potential: Start at ₹50,000/month and grow to ₹2,00,000+
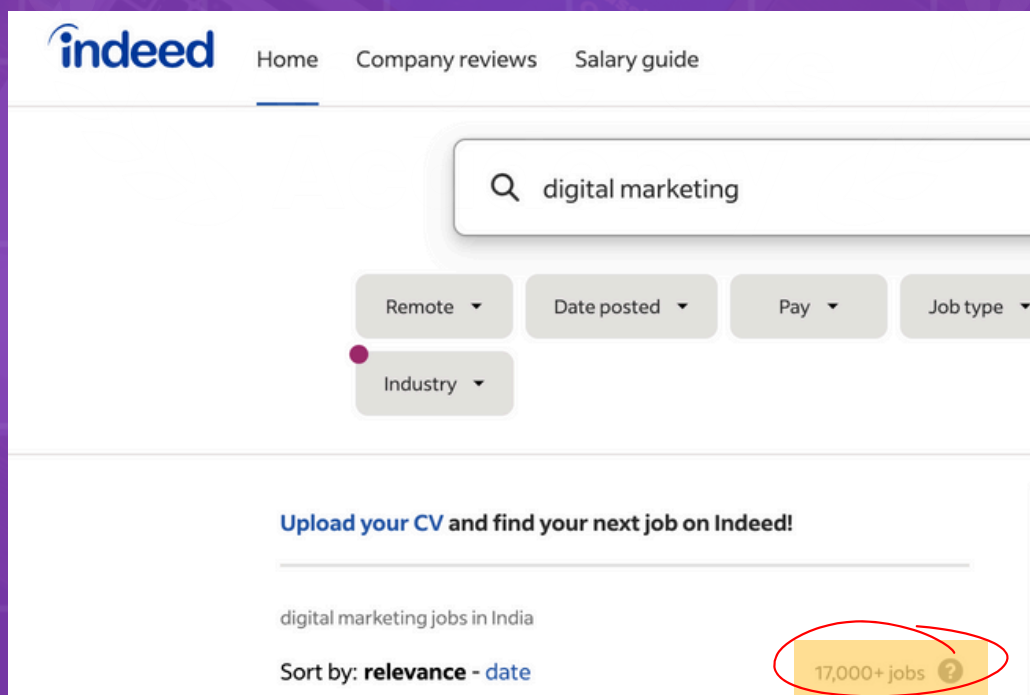
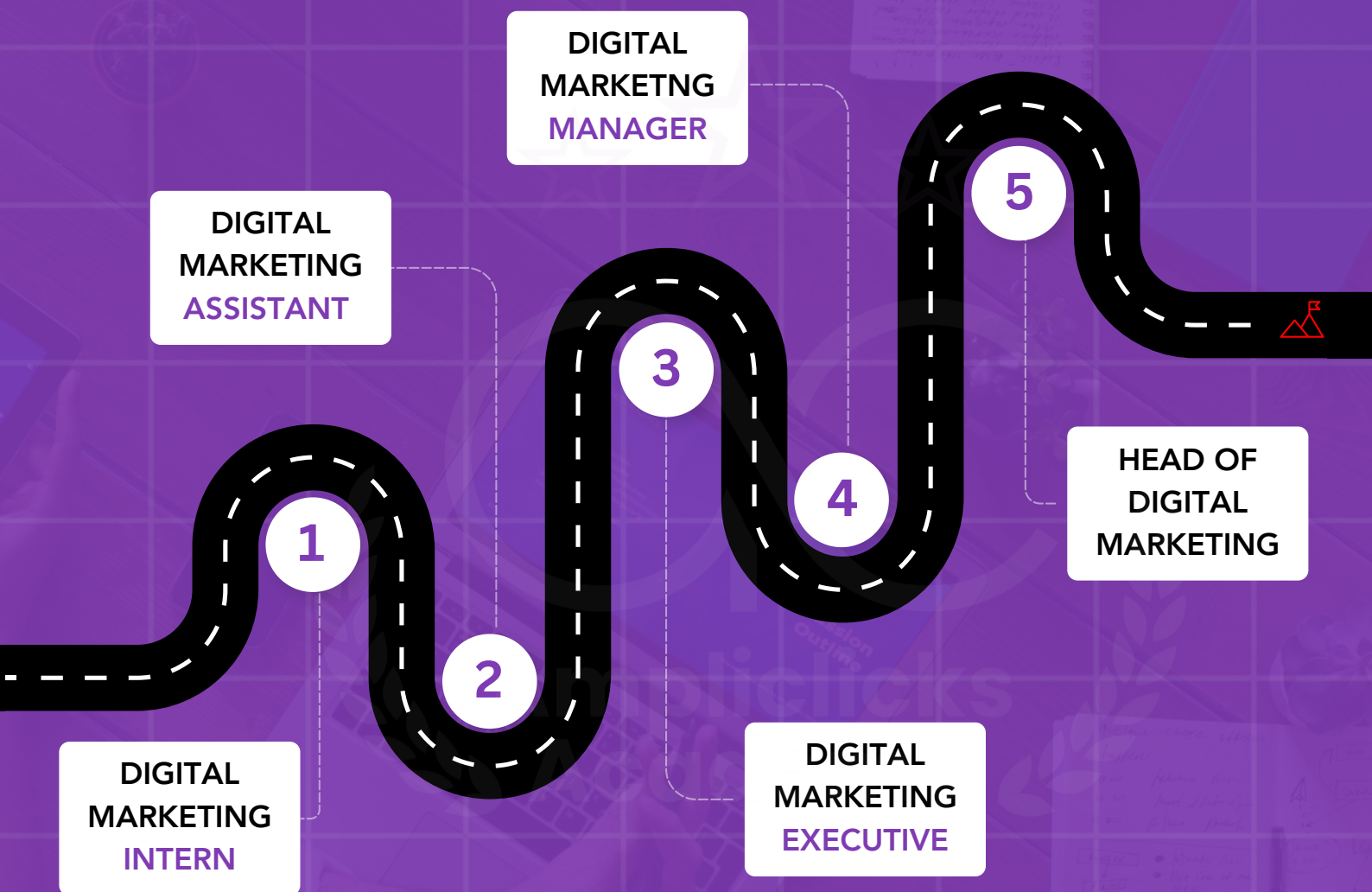**DIGITAL MARKETING IS ALREADY IN DEMAND**

33,216+ VACANCIES ON Linked in

digital marketing | India | Search

Jobs ▾ | Date posted ▾ | Experience level ▾ | Company ▾

digital marketing in India
33,216 results
Set alert

Senior Content Marketing Project Manager
Mumbai, Maharashtra, India (On-site)
Viewed · Promoted · in Easy Apply

Senior Technical Marketing Manager
Maharashtra, India (On-site)
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digital marketing

Remote ▾ | Date posted ▾ | Pay ▾ | Job type ▾
Industry ▾

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Digital Marketing Career Roadmap

DIGITAL MARKETNG MANAGER

DIGITAL MARKETING ASSISTANT

5

3

1

4

2

DIGITAL MARKETING INTERN

HEAD OF DIGITAL MARKETING

DIGITAL MARKETING EXECUTIVE

Average Salary (1-3 year of Experience)

₹11,60,000 (Per Annum)

Our Digital Marketing Courses are for you If you are:

College/School Student

Job Seekers

Who should Learn Digital Marketing?

Housewife

Business Owner

ABOUT US

AmpliClicks Academy is founded by a seasoned digital marketing agency owner with over 7 years of experience in the field. We offer hands-on training that mirrors real-world agency work, preparing you for freelancing, job roles, or launching your own business.

With our unique Live Online Earning Challenge, Lifetime mentorship, and, 100% placement assistance, AmpliClicks Academy ensures you have all the tools to succeed without ever leaving Jabalpur

WHY CHOOSE US?

100% JOB ASSISTANCE

GUARANTEED INTERNSHIP

INDUSTRY-RECOGNIZED CERTIFICATE

LECTURE 1

LIFETIME CLASS RECORDINGS

COURSE MODULES

Module 1: Foundations of Digital Marketing

- What is Marketing?
- What is Digital Marketing?
- Difference Between Traditional and Digital Marketing.
- Overview of Digital Marketing Ecosystem.
- Meme Marketing: Why It Works
- Viral Campaigns (Case Studies: Zomato, Swiggy)
- SEO, Social Media, Content Marketing, Email Marketing, and Paid Ads
- Industry Trends and Career Opportunities
- **Practical Task:** Create a digital marketing strategy for a local business

Module 2: Introduction to ChatGPT

- What is ChatGPT and How Does It Work?
- Understanding its Capabilities and Limitations
- Prompt Engineering Basics
- Techniques to Refine ChatGPT Responses
- ChatGPT for Research and Strategy
- Productivity Hacks for Marketers
- Practical Task: Create Buyer Persona For a Product

Module 3: Introduction to Websites and WordPress

- What is a Website and Why do people spend thousands on it?
- Domain, Hosting, and Server Basics
- How to Choose and Purchase a Domain.
- Setting Up Hosting and Understanding Server Types.
- Securing Websites with SSL.
- WordPress Basics
- Installing and Configuring WordPress.
- Themes and Plugins: How to Choose and Use Them.
- Design and Functionality
- Creating Web Pages and Blog Posts.
- Practical Task: Build a basic business website with WordPress.

Module 4: Search Engine Optimization (SEO)

- SEO Fundamentals
- On-Page SEO: Titles, Meta Descriptions, and Internal Linking.
- Off-Page SEO: Backlink Building and Outreach.
- Technical SEO: Sitemap, Robots.txt, and Speed Optimization.
- Keyword Research
- Google Search Console
- Importance of Local SEO
- Google My Business Optimization.
- Practical Task: Optimize a webpage for SEO

Module 5: Analytics and Tracking Tools

- What is Google Analytics
- Tracking Website Traffic and User Behavior.
- Understanding Key Metrics (Bounce Rate, Conversion Rate).
- What is Microsoft Clarity
- How to check users heatmaps
- What is GTM
- How to install GTM
- What is Meta Pixel
- How to install Meta Pixel
- Practical Task: Set up Google Analytics and analyze traffic for a demo website.

Module 6: Content Writing Mastery

- What is Content Writing?
- Types of Content: Blogs, Articles, Social Media, Product Descriptions.
- Role of a Content Writer in Digital Marketing
- SEO Writing
- Storytelling on Social Media
- Introduction to Copywriting
- Tools for Content Writers
- Practical Task: Write Product Descriptions for an E-commerce Store

Module 7: Social Media Marketing

- Introduction to Social Media Marketing
- Understanding Platform Algorithms
- Creating a Social Media Content Plan
- Content Calendar Creation
- Designing Social Media Content
- Social Media Campaign Management
- Social Media Analytics
- Platform-Specific Strategies
- Crisis Management and Online Reputation
- Social Media Automation
- Practical Task: Create and schedule a week-long social media calendar

Module 8: Basics Of Graphic Design

- Understanding Design Principles
- Introduction to Canva
- Color Theory and Typography
- Branding and Identity Design
- Designing for Marketing and Advertising
- Social Media Design
- Digital Advertising Design
- User Interface and Experience Design (UI/UX Basics)
- Practical Task: Design a series of social media posts for a marketing campaign

Module 9: Basic To Advanced Facebook Ads(Meta Ads)

- What are Meta Ads and Their Importance in Digital Marketing?
- Introduction to Meta Business Suite
- What is Business Manager?
- What is an Ad Account?
- Ad Campaign Basics
- Ad Set and Targeting
- Ad Creation and Optimization
- Understanding Buyer Persona
- How to Research and Create Personas With ChatGPT
- Meta Pixel and Analytics
- Remarketing
- Practical Task: Create a facebook ad sales campaign

Module 10: Basic To Advanced Google Ads & PPC

- What is Google Ads
- Setting Up Google Ads
- Creating Search and Display Campaigns
- Bidding Strategies
- Keyword Research and Campaign Planning
- Remarketing
- Advanced PPC Techniques
- Analytics and Reporting
- Practical Task: Create a google search campaign for Best Digital Marketing Institute In Jabalpur

Module 11: Email and Affiliate Marketing

- Introduction to Email Marketing
- Setting Up Email Marketing Tools
- Creating Effective Email Campaigns
- Measuring Email Marketing Success
- Introduction to Affiliate Marketing
- Setting Up as an Affiliate Marketer
- Driving Traffic to Your Affiliate Offers
- Tracking, Optimization, and Growth
- Practical Task: Set up an email campaign for a product launch

Module 12: Selling Digital Products

- Introduction to Digital Products
- Why Digital Products Are a Booming Industry.
- Benefits of Selling Digital Products:
- Digital Product Ideas for Beginners.
- How to Identify Market Demand:
- Target Audience Research:
- Competitor Analysis:
- Creating Digital Products
- Selling Digital Products Using Facebook Ads
- Building Sales Funnels for Digital Products
- Practical Task: Design a sales page for a digital product.

Module 13: Introduction to Freelancing

- What is Freelancing?
- Why Freelancing is a Growing Career Option.
- Understanding the Freelance Economy and Trends.
- Benefits and Challenges of Freelancing.
- Common Freelance Career Paths:
- Building Your Freelance Profile
- Setting Up a Freelance Profile on Platforms
- Finding and Winning Clients
- Managing Freelance Projects
- Growing Your Freelance Career
- Practical Task: Create a gig on Fiverr and pitch to potential clients.

Module 14: Mastering Drop-servicing

- What is Dropservicing, and How Does It Work?
- Why Dropservicing is a Profitable Business Model.
- Services You Can Offer in Dropservicing:
- Key Tools and Platforms for Dropservicing.
- How to Select a Profitable Niche for Dropservicing.
- How to Build a Portfolio Without Previous Work.
- Setting Up an Effective Workflow:
- Outsourcing Work to Freelancers:
- Marketing Your Dropservicing Business
- Managing Clients and Delivering Services
- Practical Task: Launch a demo dropservicing project.

Module 15: Paid LIVE Projects

- **Understanding real client work and expectations**
- How to plan a live project step-by-step.
- Learning to research about competitors and audience.
- Finding the best keywords for Google Ads and SEO.
- Creating simple ads that attract customers
- Writing catchy social media posts for live campaigns.
- Making a small budget work for online ads.
- How to improve ads by testing different ideas (A/B testing).
- Fixing website problems for better search rankings.
- Using tools like Google Analytics to check performance.
- Making reports that are easy for clients to understand.
- Managing real-time changes during a live project.
- How to explain your work and results to clients.
- How to adjust your ads if they are not working.
- Using tools like Canva to design simple ad creatives.
- Handling client feedback professionally.
- Understanding how live projects can help you get jobs or freelancing clients.
- Getting tips to improve your work for better results.
- Managing time and deadlines during live projects.
- How to ask for payment and manage client agreements.
- Working with freelancers to outsource parts of the project.
- Understanding how to create a marketing funnel for live projects.
- Collaborating with designers, developers, and writers during projects.
- Identifying trends from live campaign data and applying improvements.
- Learning how to write and optimize email campaigns for real clients.
- Creating video ads that engage and convert customers.
- Tracking leads and conversions through CRM tools like HubSpot or Zoho.
- Turning live project results into certifications and portfolio work.

Module 16: Interview Skills

- Understanding Interviews
- Types of interviews (face-to-face, virtual, group, panel, etc.).
- Understanding the recruiter's perspective: What are they looking for?
- Common interview formats: Behavioral, technical, situational, and case-based.
- Decoding job descriptions to understand the role better.
- Researching the company, its culture, and the job role.
- How to dress appropriately for interviews (formal vs. semi-formal).
- Preparing an elevator pitch to introduce yourself confidently.
- Crafting responses to common interview questions (e.g., "Tell me about yourself").
- Practicing STAR method for answering behavioral questions (Situation, Task, Action, Result).
- Body language tips: Posture, eye contact, and hand gestures.
- Answering tricky questions confidently (e.g., "What are your weaknesses?").
- How to handle unexpected or difficult questions calmly.
- Presenting your portfolio or work samples effectively.
- Using storytelling techniques to make answers engaging.
- Writing a thank-you email to the interviewer.
- Handling multiple job offers professionally.
- Understanding feedback from unsuccessful interviews.
- Negotiating salary and benefits with confidence.
- **How to Apply for Jobs in Digital marketing**

DIGITAL MARKETING TOOLS

ChatGPT	Meta	Canva	Google Ads
Google Analytics	ahrefs	Clarity by Microsoft	Midjourney
WordPress	mailchimp	envato	Hootsuite
Trello	IIElevenLabs	Buffer	perplexity
Jasper	Pabbly Connect	ZOHO	ANSWER THE PUBLIC

CERTIFICATIONS

CERTIFICATE
OF ACHIEVEMENT

THIS CERTIFICATE IS PRESENTED TO

In honor of the successful completion of the **Basic to Advanced Digital Marketing AI Course on 5th November 2024.** You have achieved this milestone through your hard work, dedication, and eagerness to learn. We are proud to acknowledge your accomplishment and celebrate your success in this journey.

SHASHANK KHARE
Founder & CEO

FEE STRUCTURE

Course Duration:
2 Months (60 Days)

~~₹30,000/-~~

₹15,000/-

Flexible EMI Option Available

1st Month: ₹7,500/-

2nd Month: ₹7,500/-

Invest in your future today and learn the most in-demand skills in Digital Marketing!

Ampliclicks Academy

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