

MARKETING EDGE WITH AI

Powered by AI

Duration : 4 Months

No Code Website Designing

- ✦ What is Domain, Hosting & Server
- ✦ WordPress Installation (Live)
- ✦ Elementor for Website Designing
- ✦ UI/UX Basics for Marketers

AI Smart Toolkit

- ✦ Using ChatGPT for Content, Email, and Ads
- ✦ AI Image & Video Tools (Pictory, Midjourney, etc.)
- ✦ AI Tools for SEO, Writing, and Social Media
- ✦ SOP Creation & Team Planning using Notion (Basics Only)

Search Engine Optimization (SEO)

- ✦ What is SEO? Types of SEO
- ✦ Google Algorithm Basics
- ✦ Keyword Research (Free + Paid Tools)
- ✦ On-Page SEO (Title, Meta, Content)
- ✦ Off-Page SEO (Backlinks, Directories, etc.)
- ✦ Technical SEO (Sitemap, Robots.txt, Page Speed)
- ✦ Google Search Console Setup & Reports
- ✦ Local SEO + Google My Business Optimization
- ✦ Voice SEO & Local Guide Program

Graphic & Video Editing for Marketers

- ✦ Basics of Canva (Thumbnail, Posters, Ads, Reels)
- ✦ VN App for Video Editing (Shorts, Reels)
- ✦ Social Media Templates
- ✦ Ad Creatives + Product Mockups

Social Media Marketing (All Platforms)

- ✦ Platform Overview (FB, Insta, LinkedIn, Twitter, Pinterest)
- ✦ Profile Optimization for All Platforms
- ✦ Facebook Page & Marketplace Selling
- ✦ Instagram Reels & Story Hacks
- ✦ LinkedIn Strategy for Professionals
- ✦ Post Optimization Techniques
- ✦ Hashtag Research & Strategy
- ✦ Meta Business Suite (Scheduling + Chat Automation)
- ✦ Engagement Strategy & Growth Algorithms

Paid Ads (Meta + Google + YouTube)

- ✦ Setting up Meta Ads Manager
- ✦ Campaign Objective Selection
- ✦ Ad Copy, Creative & Design Best Practices
- ✦ Retargeting & Lookalike Audiences
- ✦ Google Ads Overview
- ✦ Google Search & Display Campaigns
- ✦ YouTube Ads Basics
- ✦ Keyword Match Types & Bidding
- ✦ Conversion Tracking (Pixel, GTM, Events)

Email Marketing

- ✦ Email Tools (Mailchimp, Sender.net, BeeFree)
- ✦ Lead Magnet Strategy + List Building
- ✦ Email Template Design
- ✦ Newsletter Campaigns

Google AdSense & Monetization

- ✦ What is Google AdSense?
- ✦ How to Get Approved
- ✦ Content Policies & Monetization Hacks

Freelancing (Your First Salary Guide)

- ✦ How to Create Profile on Upwork, Fiverr, Freelancer
- ✦ Proposal Writing & Client Communication
- ✦ Portfolio Building Using Real Work
- ✦ Payment Gateways (Payoneer, Wise)

Google Trends

- ✦ Compare search trends for keywords and competitor brands
- ✦ Identify seasonal spikes and user interest fluctuations
- ✦ Analyze competitor performance across regions and time frames
- ✦ Discover rising and falling topics relevant to

Wayback Machine

- ✦ View archived versions of competitor websites
- ✦ Track design changes, content evolution, and messaging strategies
- ✦ Study competitor landing pages, promotions, and product offerings from past years
- ✦ Understand how competitor SEO strategies and website layout have evolved

Digital Marketing Spy Tools (Competitor Analysis)

- ✦ Examples: SEMrush, Ahrefs, Ubersuggest, SimilarWeb
- ✦ Keyword Analysis: Identify high-ranking keywords and SEO strategies
- ✦ Backlink Insights: Discover competitor backlinks and link-building techniques
- ✦ Website Traffic: Analyze traffic sources (organic, paid, social, referral)
- ✦ Website Traffic: Analyze traffic sources (organic, paid, social, referral)
- ✦ Content Gaps: Uncover content and keyword gaps where competitors may be lagging
- ✦ PPC Analysis: Monitor competitors' PPC

Online Reputation Management (ORM)

- ✦ Managing Google Reviews + Social Feedback
- ✦ Brand Response Strategy
- ✦ ORM Tools & Local Guide

Content Marketing

- ✦ Content Strategy Creation
- ✦ Blog Writing on WordPress
- ✦ SEO Content Writing Techniques
- ✦ Copywriting Frameworks (AIDA)
- ✦ Content Calendar Creation
- ✦ Using Google Trends + Alerts

AI-POWERED MARKETING MASTERY

Powered by **AI**

Duration : 6 Months

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Influencer Marketing

- ✦ Types of Influencers (Nano, Micro, Macro)
- ✦ Influencer Outreach & Collaboration Methods
- ✦ Barter & Paid Promotions
- ✦ Promotion Types (Live, Stories, Static, Product Tag)

Paid Ads (Meta + Google + YouTube)

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Email Marketing

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- ✦ Email Template Design
- ✦ Newsletter Campaigns

Affiliate Marketing

- ✦ What is Affiliate Marketing?
- ✦ Best Niches & Products for India
- ✦ Amazon, Flipkart, Meesho Basics
- ✦ Passive Income Strategies

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- ✦ Portfolio Building Using Real Work
- ✦ Payment Gateways (Payoneer, Wise)

Shopify Store Mastery

- ✦ What is Shopify? (Beginner Overview)
- ✦ Theme Setup + Product Upload
- ✦ Logo, Legal Pages & Policy Setup
- ✦ App Store Intro + Basic Sales Plugin

Amazon Seller Central

- ✦ Setting up Amazon Seller Account
- ✦ Product Listing + Variants
- ✦ Basic A+ Content + Images
- ✦ Pricing, Returns & Commission Understanding

Flipkart Seller Hub

- ✦ Flipkart Seller Account Setup
- ✦ Uploading Products
- ✦ Delivery & Commission Models

Zomato + Swiggy Store Setup

- ✦ Restaurant Partner Onboarding (Basics)
- ✦ Menu Listing + Photos
- ✦ Daily Order Flow & Promotions

Mini Seller (Mobile Commerce)

- ✦ What is Mini Seller Platform?
- ✦ Local Setup for Swiggy Minis & Shopify Minis
- ✦ Low Ticket Digital Sales

International Marketing

- ✦ Understanding Global Consumer Behavior
- ✦ Cross-border Branding Strategies
- ✦ Localization vs. Globalization
- ✦ Tools for Managing International Campaigns

50+ Case Studies (Redbull, Google, Amul, Zomato, etc.)

- ✦ Campaign Strategy Breakdown
- ✦ Audience Targeting & Results
- ✦ Key Takeaways & Marketing Lessons
- ✦ Application in Real-time Projects

Portfolio Creation

- ✦ Building a Digital Resume
- ✦ Showcasing Projects & Campaigns
- ✦ Using Behance & LinkedIn Effectively
- ✦ Creating Mock Campaigns for Practice

SOW (Scope of Work) Creation

- ✦ Components of an SOW
- ✦ Timeline & Deliverables
- ✦ Pricing & Payment Terms
- ✦ Client Communication Best Practices

Business Proposal Writing

- ✦ Market Research & Insight Integration
- ✦ Structuring a Winning Proposal
- ✦ Customizing Proposals for Clients
- ✦ Tools & Templates for Proposals

Performance Marketing

- ✦ ROI-driven Strategy Planning
- ✦ Metrics & KPIs to Track
- ✦ Multi-Channel Campaign Optimization

Black Hat SEO – Ethical Understanding

- ✦ Cloaking, Keyword Stuffing & Link Farms
- ✦ Google's Penalties Explained
- ✦ Ethical Use of Competitive Techniques
- ✦ Recovery from Penalties

Dropshipping

- ✦ Finding Winning Products & Suppliers
- ✦ Building a Store with Shopify/WooCommerce
- ✦ Order Fulfillment Process
- ✦ Legal & Payment Gateway Setup

50+ Essential WordPress Plugins

- ✦ SEO & Analytics Plugins (Yoast, RankMath, GA)
- ✦ Speed & Security Plugins (LiteSpeed, Wordfence)
- ✦ Design Enhancers (Elementor, WPForms)
- ✦ E-commerce & Marketing Tools (WooCommerce, Mailchimp)

Brand Manual

- ✦ Brand Mission, Vision & Values
- ✦ Logo Usage Guidelines & Color Palette
- ✦ Typography, Icons & Visual Style
- ✦ Voice, Tone & Content Style Guide

Product SEO

- ✦ Title & Meta Optimization for Products
- ✦ Image SEO & Alt Tags
- ✦ Schema Markup for Product Listings
- ✦ Creating SEO-optimized Product Descriptions

Funnel Marketing

- ✦ Awareness → **Consideration** ⇒ **Conversion Model**
- ✦ **Lead Magnets & Landing Pages**
- ✦ **Retargeting Strategies**
- ✦ **Conversion Optimization Techniques**

Vendor Relationship Management

- ✦ Onboarding & Evaluation of Vendors
- ✦ Negotiation & Communication Best Practices
- ✦ Payment Terms & Conflict Resolution
- ✦ Long-term Strategic Partnerships

Neuromarketing

- ✦ Psychology of Consumer Behavior
- ✦ Eye Tracking, Heatmaps & Decision Triggers
- ✦ Emotional Branding Strategies
- ✦ Case Studies in Neuro-driven Marketing

Faceless Channel

- ✦ Building Anonymous Personal Brands
- ✦ Content Strategy without Identity Exposure
- ✦ Tools for Voiceovers, Avatars & AI Creators
- ✦ Monetization Techniques for Faceless Channels

MS Clarity

- ✦ Introduction to Microsoft Clarity
- ✦ Heatmaps & Session Recordings
- ✦ User Behavior Analysis
- ✦ Improving UX Using Clarity Insights

AI TOOLS

Wordpress

- ◉ Hostinger AI Website Builder
- ◉ Bertha.ai

AI Image & Video Tools

- ◉ Pictory
- ◉ Midjourney

SEO

- ◉ Pictory
- ◉ Midjourney

Content Writing

- ◉ Copy.ai
- ◉ Rytr
- ◉ QuillBot

Graphic Generation & Video Editing

- ◉ Adobe Express
- ◉ Runway ML
- ◉ Descript
- ◉ Designs.ai

Social Media Marketing

- ◉ Later
- ◉ Metricool
- ◉ SocialBee
- ◉ Lumen5
- ◉ Social Blade

Google + Meta Ads

- ◉ Writesonic
- ◉ AdCreative.ai
- ◉ Neural.love
- ◉ Google Keyword Planner
- ◉ Adzooma

Email Marketing

- ◉ Flowrite
- ◉ Lavender
- ◉ Mailchimp
- ◉ Benchmark Email
- ◉ SubjectLine.com

Affiliate Marketing

- ◉ ThirstyAffiliates
- ◉ Short.io

International Marketing

- ◉ DeepL Translator
- ◉ Google Trends

Google AdSense

- ◉ Ubersuggest
- ◉ Google Keyword Planner
- ◉ AnswerThePublic

Online Reputation Management

- ◉ Talkwalker Alerts
- ◉ Social Searcher
- ◉ Replai.so
- ◉ Brand24

Shopify Store Mastery

- ◉ Shopify Magic
- ◉ TinyEinstein
- ◉ Tidio

Amazon Seller Central / Flipkart Seller Hub

- ◉ AISEO
- ◉ ZonGuru
- ◉ SmartScout

SOW Creation

- Taskade AI
- Scribe

Zomato + Swiggy Store Setup

- Notion AI
- Pexels + Canva

Business Proposal Writing

- Hypotenuse AI
- Beautiful.ai
- Glide Apps
- PandaDoc



TIMINGS



7:00 am to 8:30 am | 8:30 am to 10:00 am | 10:00 am to 11:30 am
11:30 am to 1:00 pm | 1:30 pm to 3:00 pm | 3:00 pm to 4:30 pm
4:30 pm to 6:00 pm | 6:00 pm to 7:30 pm

CERTIFICATIONS



MICROSOFT | TALLY | CERTIFICATE | NIELIT | MARG

FEES STRUCTURE



ADMISSION FEES

INSTALLMENT

EXAM FEES

LUMPSUM FEES

Extra Benefits

**JOB ASSISTANCE | INTERVIEW SESSION | MOCK INTERVIEW | PRESENTATION
ASSIGNMENTS | PERSONALITY DEVELOPMENT SEMINAR | DOUBT CLASSES | VOUCHERS | BILL BOOK**

DELHI SCHOOL OF SKILL DEVELOPMENT CONTACT DETAILS

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Sec-7, Rohini Delhi-85

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Our Branches

Green Park | Moti Nagar | Nangloi | Rohini | Tagore Garden

TRAINING & ASSESSMENT PARTNERS

