

AI-ENHANCED DIGITAL MARKETING MASTERY COURSE

ELEVATE YOUR DIGITAL MARKETING WITH AI-POWERED INSIGHTS WITH CREATIVE WEB PIXEL







Become Professional in

DIGITAL MARKETING

- 3 Learning Quadrants
- 33 Courses Moduels
- 110 Learning Hours
- 16 Professional Certificates





WHO CAN TAKE THIS COURSE









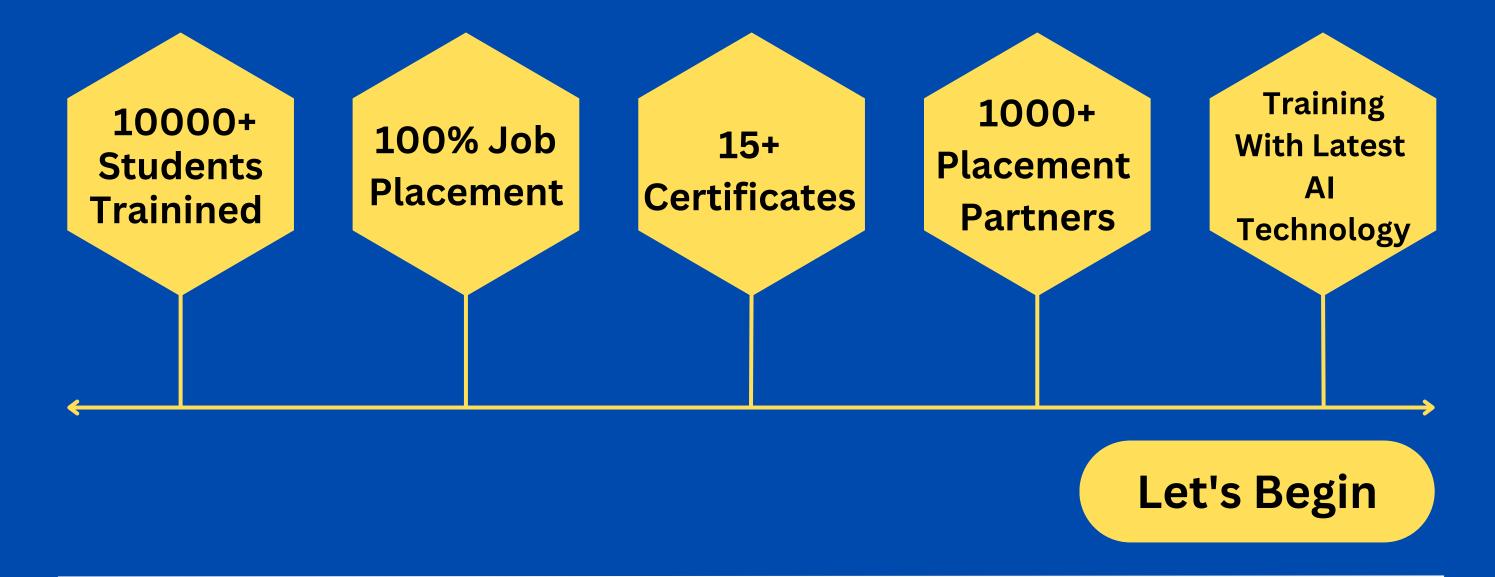






A COURSE FILLED WITH CAREER OPPORTUNITIES & BUSINESS ADVANTAGES

Unlock the door to endless possibilities with our AI-Enhanced comprehensive course on Digital Marketing and Branding





CREATIVE WEB PIXEL

NO. 1 Digital Marketing & IT Technology Institute In Jaipur

- Experience the epitome of digital marketing education with Creative Web Pixel, a leading institute offering the Al-Enhanced Digital Marketing Mastery Course in Jaipur. Our unique approach merges comprehensive theoretical learning with immersive internships, in collaboration with a prominent industry partner.
- This synergy ensures that students cultivate both insights and hands-on experience, laying a robust foundation for a successful career in the digital landscape.

• The Course we offer 100 % practical and helps you unlock the latest Digital Marketing Innovations.











BECOMEA

- Certified Professional
 - Don't waste your time in providing yourself, just let your certificates do the talking. These Recognized and Valuable certificates can fetch you better career opportunities.
- Don't miss the opportunity Just Do it

- Unlock
 - 16 Certificates
 - Valued certificates with a training programme design by the experts



Sultan Nagar, Gujar Ki Thadi, Jaipur

CERTIFICATES





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OUR INNOVATIONS

What's

UNIQUE

ABOUT CREATIVE WEB PIXEL

YOU WON'T JUST BE A DIGITAL MARKETER. YOU WILL BE AN

EXPERT PROFESSIONAL

RIGHT AFTER THE TRAINING

No Boring Lectures , 100 % Practical Training Master 40+ Various AI & Digital Marketing Tools

Practical case studies & exercise after every module Weekday batches From: Monday to Friday

Full Trainer
Support during
the entire : course
duration



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3 QUADRANTS

1

DIGITALMARKETING ESSENTIAL

This Quadrants causes you ponder the ideas and systems that are vital in Digital Marketing. Get skill in chipping away at different social stages and Google Algorithms..

2

ADVANCE STRATEGY AND OPTIMIZATION

After you are knowledgeable with the essentials of Digital Marketing, this quadrant takes you to the de velopment level. Open the develop ment business rehearses and get a profound comprehension of en hancing discussion

3

MONEY MAKING TECHNIQUES

In the wake of stacking the whole information, figure out how to make millions from the picked up information. Gain from the special ists and become more acquainted with how to augment the ROI alongside investigating the uni verse of outsourcin



MARKETING COURSE SYLLABUS

Module 1

INTRODUCTION OF DIGITAL MARKETING

- What is marketing?
- What is digital marketing?
- Why are people going online?
- Key concepts of digital marketing
- Benefits of digital marketing
- How digital marketing evolved
- What are inbound and outbound marketing?
- Understand the future of digital marketing
- What is the Internet and how it works?
- How the internet evolved?

- What is a search engine?
- What is marketing ?Types of search engine
 How does the search engine work ?
- Ranking factors of google Tools required in digital marketing
- What is advertising?
- What is online advertising?
- What is AdWords?
- Career scope in Digital Marketing



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MARKETING COURSE SYLLABUS

Module 2

WEBSITE DESIGN GUIDELINES

- What is the Website?
- What are the different types of websites?
- Web page vs website
- Difference between blog vs website
- Components of the website
- Purpose of creating websites
- How to build a web page?
- Web design vs web development
- What makes a website user friendly?
- Dynamic vs Static website

- What are responsive websites?
- Build your own portfolio website





MARKETING COURSE SYLLABUS

Module 3

DOMAIN REGISTRATION AND HOSTING

- What is domain & sub domain name?
- Parts of domain name
- How to choose a domain name?
- What is the Protocol?
- What is IP address
- What is web hosting?
- What is Uptime Types of Web Hosting
- How to buy domain and hosting?
- Costs of a domain name Buying and managing domains

- Importance of server security
- What is SSL certification?
- When your site goes down what will happen?
- What is the page authority and domain authority?



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MARKETING COURSE SYLLABUS

Module 4

WORDPRESS WEBSITE CREATION

- What is WordPress?
- Understanding WordPress and it's functioning?
- Features of WordPress
- Advantages and disadvantages of WordPress
- Sites built with WordPress.
- How to Install WordPress?
- Editing the page and change the site title
- Add and edit a menu
- Blog page design
- Add social sharing buttons

- Working with dashboard
- What are Plugins and their uses?
- What is the widget and how to use it
- Creation of Pages and Menus
- The importance of homepage
- Terms , Privacy , and Disclaimers
- Difference between Posts and Pages
- Adding a video to your website
- Integrating google analytics
- Adding a site to webmaster tools



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MARKETING COURSE SYLLABUS

Module 5

AI TOOLS & THEIR DIFFERENT USES

- Introduction and Understanding of AI?
- How does Al work?
- Basics of New Al Technology
- Al Enhanced Digital Marketing vs. Digital Marketing
- What is the main purpose of using Al In Digital Marketing?
- Some important AI tools
- Why does Al matter?
- What are the Different uses Of Al Tools?

- What are the uses of Chat GPT & Bard Al
- Choosing right AI tool for task
- How AI made Digital Marketing easy
- Business growth using Al





MARKETING COURSE SYLLABUS

Module 6

SEARCH ENGINE OPTIMIZATION SYLLABUS

- Introduction and Understanding of SEO?
- How does Search Engine work?
- Basics of SEO
- On Page SEO vs Off Page SEO
- What is the main purpose of using keywords in SEO?
- Some important SEO tools
- What is link building and why does it matter?
- What are backlinks?
- What is an outbound link?
- Difference between do follow and no follow links

- What are meta tags
- What is an anchor text?
- What is robots.txt?
- What is the landing page?
- Latest updates in Google search algorithm
- What is Sitemap?
- What is social networking?
- What are google sitelinks?
- What is google my business?
- What is Alexa Ranking?
- How AI Can Help In SEO
- SEO Practices Using AI Technology



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MARKETING COURSE SYLLABUS

Module 7

KEYWORD RESEARCH & PLANNING

- What are Keywords?
- Types of Keywords
- Keyword based on length
- History of Keyword Research
- Why is keyword research important?
- LSI Keywords
- What is the keyword research process?
- Understanding your target market
- What is Keyword Density, and does it matter?
- Know what your people want

- How to use google keyword planner?
- How to do the business analysis?
- How AI can make this easy?
- Keyword research using Al





MARKETING COURSE SYLLABUS

Module 8

CONTENT WRITING

- What is content writing
- Introduction to the different types of Contents
- How to improve writing skills?
- How to write SEO optimized content?
- Use of proper Tags (h1,h2,h3)
- Attractive Title and Headings
- Anchor Texts
- How to count words
- Understanding your audience
- Write for users , not for google

- What makes good content?
- Genrate or Write Content Using Al
- How to bypass plagrism of AI genrated content?







MARKETING COURSE SYLLABUS

Module 9

SOCIAL MEDIA OPTIMIZATION SYLLABUS

- What is Social Media Optimization?
- What is Social Media Marketing (SMM)?
- Search Engine Optimization vs Social Media
 Optimization
- Importance of social media
- How Social Media Affects SEO?
- How to promote business through SMO
- Social Media Growth Strategy
- Grow Social Media Using Al
- Al-Enhanced Social Media Strategies

- What is Viral Marketing
- Social media success tracking tools?
- What type of social media content converts best?
- What is the responsibility of a social media manager?
- Top social media marketing tools to consider?
- Some common social media mistakes



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Module 10

FACEBOOK MARKETING SYLLABUS

- Facebook Insights
- Facebook Algorithms
- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange
- Facebook Page Management
- Facebook's Meta Suite
- Facebook Pixel & Data Sources
- Conversion Tracking Using Pixels
- Facebook Catalouge Ads

Module 11

TWITTER MARKETING

- Introduction to Twitter Marketing
- Do's and Don'ts of Twitter Marketing
- Twitter Ads Content & Targeting
- Influencer Marketing
- Power of Twitter and use of hash tags
- What is AdWords?
- Tools and Measurement



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Module 12

LINKEDIN MARKETING

- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns
- Conversion Traking Using Linkedin BusinessManager

Module 13

INSTAGRAM MARKETING

- Creating a Business Page
- Marketing Tools and Ads
- Influencer Marketing on Instagram
- Strategy How to Drive Engagement
- Switching Accounts
- Lead Generation through Instagram



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Module 14

QUORA MARKETING

- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns

Module 15

TRUE CALLER MARKETING

- Introduction of True Caller
- True Caller Campaigns
- How to Create Ads
- Remarketing in True Caller



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Module 16

YOUTUBE MARKETING SYLLABUS

- YouTube Channel Creation
- Video Creation, Uploading and Optimization
- Video Content and story line up
- Channel Monetization
- How to earn like a boss
- Case Study

Module 17

SOCIAL MEDIA AUTOMATION

- How to Automate Social Media
- Tools to Automate Social Media
- What you Can and Can't Automate
- Automating Social Media Reporting and Analytics
- Find the best Time to share
- Rules of smart Social Media Automation



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Module 18

GOOGLE ALGORITHMS

- Intro to Google Algorithms
- Type to Google Algorithms
- How Algorithms Work
- How to adjust Algorithms
- Check if You have been hit by Any of them
- Major Google Algorithm changes and Penalties

Module 19

GOOGLE SEARCH CONSOLE

- Understanding of Google search Console
- Using Google Search Console to Increase Traffic
- Crawl states vs Crawl Error
- Removing Spam Backlinks from Website
- Index Pages in Google Search Console
- Technical SEO Using Google Search Console



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Module 20

FREELANCE GUIDLINES

- Freelance Overview
- Types of Freelancing Work
- Finding Clients : Freelance Website
- How to Grab freelancing Projects
- How Upwork, Fiverr & Freelancers Work

Module 21

GOOGLE ANALYTICS

- Introduction of Google Analytics
- Data Analysing with Google Analytics
- Checking User Behaviour
- Tracking Traffic from Different Source
- Using Analytics Date for Retargeting
- Different Path Exploration Techniques
- Custom Events Setup
- Conversion Tracking Using GA & GTM
- Advanced Google Analytics 4 Uses





MARKETING COURSE SYLLABUS

Module 22

GOOGLE ADS SYLLABUS

- What is Google Ads?
- How to get approval for Google Ads?
- How to get Ads on your Blog / YouTube
- Content and traffic strategy
- Guidelines and requirements
- Google Ads Campaign Types
- Google Ads Types
- Difference Between Bidding Strategies
- Campaign Selection According to Business
- Tools Available In Google Ads

- Advanced Google Ads Reporting
- Reporting using Data studio
- Google Ads Conversion Tracking Using GTM
- Google Ads Conversion Tracking Using GA
- Google Ads Behaviour Observation
- Methods We Use To Rank Ads Higher On SERP
- How Google Ads Can Help in Grow Businesses?
- Google Ads Scripted Rules & Their Uses
- Marketing Funnel Cretion Using Google Ads



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Module 24

Module 25

AMAZON/FLIPKART/ MEESHO MARKETING

- Account Health Management
- Campaigning
- Sales Boost
- Review Management
- Aware about Amazon Policies
- Keyword Optimizing
- Create Bullet Points
- Inventory Price Check

ONLINE DISPLAY ADVERTISING

- Marketing Objectives to Display Advertisement
- Display Ad Formats & Tools
- Audience Targeting
- Remarketing and Advanced Audience Selection
- Dynamic Display Ads
- Payment Modules



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MARKETING COURSE SYLLABUS

Module 26

Module 27

E-COMMERCE MARKETING SYLLABUS

- What is Ecommerce Website
- E Commerce Marketing concepts
- The online purchasing decision
- Top Motivators for Shopping Online
- Advantages of E Commerce
- Use affiliate marketing for E Commerce strategy

EMAIL MARKETING

- Understanding & Benefits of Email Marketing
- How to write Effective content and subject line?
- Why Email automation is required?
- Designing an Effective Email Campaign
- Tracking Email Marketing Reports
- Email Guidelines
- Email marketing using Al Methods



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Module 28

APP STORE OPTIMIZATION

- Why it's important?
- How is App SEO done?
- Character Limit in Title and description
- Why rating and reviews are important factors
- Advertise your application

Module 29

REMARKETING

- How do Remarketing Ads work ?
- How much does Remarketing Cost
- What is Remarketing Campaign
- How to target non converting audience segments
- How to Boost Conversions with Remarketing
- Strategies for Better Remarketing



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Module 30

AFFILIATE MARKETING SYLLABUS

- An introduction to affiliate Marketing
- Types of Affiliate Programmes
- When do you use Affiliate Marketing?
- Top Affiliate Earners in India
- Choose best affiliate networks
- Grow your Business with Affiliate Marketing?

Module 31

LEAD GENERATION

- Lead Capture
- Lead Magnets
- Landing Page Conversion Techniques
- Lead Scoring



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Module 32

GOOGLE ADSENSE

- Money Making With AdSense
- Easy Steps for AdSense
- How to Approve AdSense Account
- Placing Ads to Website

Module 33

INTERVIEW PREPARATION

- Interview Preparation Essentials
- Essential Tools and Resources to Help you succeed
- How to Crack Any Interview?
- Industry Secrets
- Written Test Preparation
- Mock Interview Session





Wait there is more to it!



Missed a class?

Don't worry , our back - up classes will back up with the missed lectures



Have a Doubt?

1 hours doubt clearing session every week to throughly clear your concepts.



Earn Online

Learn how to mutilply the followers and earn money easy online .



Google certified

15+ Cerificatation including Google and facebbok has one of the premi um ones



Practical Knowledge

DWe provide real time execution on the ongoing projects for a better practical approcah



Get Job Ready

Resume Building and Interview Preparation .



Need flexible Batch?

Don't worry , our back - up classes will back up with the missed lectures



Traning for All

Job seeker , Enterpreneur , business owner , no matter who you are , we will hel you get crazy money - making opportunities



110 Hours of Lectures

Grow business Online with Scratch Freelance Digital Marketer



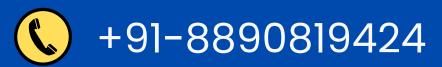
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Let's Discuss the numbers

MOST IN-DEMAND JOBS * IIN DIGITAL MARKETING

Job Profile	No. of jobs available at	No. of jobs available at Linked in	No. of jobs available at indeed	No. of jobs available at shine.	Average salary (per annum)
Content Marketer	2132	7000	55,150	5380	4,60,000
Digital Marketig Executive	2687	1000+	3410	6692	3.5-4 lacs
Email Marketig	6043	3000+	7761	6128	3.5-6 lacs
Social Media Marketig	15,958	17,369	49,845	5829	2-4 lacs
Search Engine Optimion	12,192	10,000+	7495	5902	2-4 lacs
Digital Marketig Manager	2337	5000+	3393	6633	7-12 lacs



A Student or A Job Seeker?

MARKETING COURSE SYLLABUS

Are the endless job interviews tiring you off?

Cut through the long interview queue with your sharpened digital marketing skills.

Are you clueless about what you are lacking?

Get trained with Advide and get hired for your update Digital skills .

Looking for A Job that pays you a decent pay?

Take a step Today, for a bright career that you dream of.







A Working Professional?

Are the endless job interviews tiring you off?

Cut through the long interview queue with your sharpened digital marketing skills.



Get trained with Advide and get hired for your update Digital skills . Looking for A Job that pays you a decent pay?

Take a step Today , for a bright career that you dream of .







A Business Owner?

Are the endless job interviews tiring you off?

Cut through the long interview queue with your sharpened digital marketing skills.



Get trained with Advide and get hired for your update Digital skills . Looking for A Job that pays you a decent pay?

Take a step Today, for a bright career that you dream of.









Still in Dilemma?

You have reached this page , Which means you are halfway there .

Just Set up,

Take a Demo!



You are Never too old to set another goal or to dream a New dream



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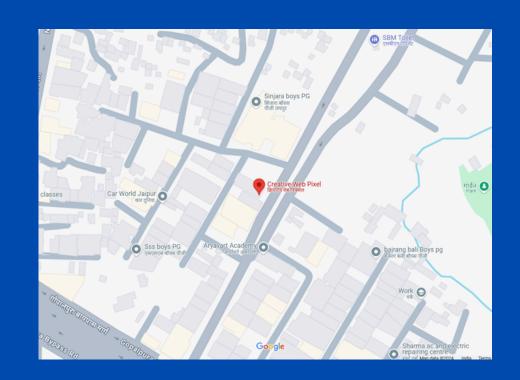
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THANKYOU





