

Complete Digital Marketing & AI Growth Mastery 2026

Official Course Blueprint, Module Breakdown & Placement Roadmap

Course Duration: 12 Weeks (Live + Lab)	Mode: Live Online + Recordings
Tools Mastered: 20+ Modern AI & Ad Tools	Average CTC: 6.5 LPA - 12 LPA
Certifications: Meta, Google & Averiq	Projects: 5 Live Industry Projects

Complete Curriculum Breakdown

Module 1: Foundations & Funnel Architecture

Understanding customer journey, buyer persona, high-converting landing page structure, copywriting principles, and domain/hosting fundamentals.

Module 2: Meta Ads Domination (Facebook & Instagram)

Setting up Meta Business Suite, Pixel & Conversions API (CAPI), custom & lookalike audiences, creative testing, A/B ad scaling to 10x ROAS.

Module 3: Google Ads & YouTube Video Marketing

Search campaigns, high-intent keyword match types, Performance Max (PMax), YouTube video ads, remarketing, and negative keyword filtering.

Module 4: Search Engine Optimization (SEO) & Content Strategy

Technical SEO, Core Web Vitals, On-page keyword optimization, Programmatic SEO, backlink outreach, and Google Search Console analysis.

Module 5: AI Marketing, Automations & WhatsApp Growth

Leveraging ChatGPT & Midjourney for ad creatives, Zapier & Make for automated workflows, WhatsApp API (WATI) broadcasting & chatbots.

Module 6: Web Analytics & CRO (Conversion Rate Optimization)

Google Analytics 4 (GA4), Google Tag Manager (GTM) event tracking, Hotjar heatmaps, bounce rate reduction, and funnel leaks diagnosis.

Module 7: Freelancing, Agency Operations & Interview Prep

How to get international clients on Upwork/LinkedIn, agency pitch decks, client retention, resume building, and mock technical interviews.