Dakshankan

Naye Skills, Nayi Pehchaan

AI-Driven
Digital Marketing Program

An exciting 3-month journey into the future of marketing! Learn to blend creativity, performance, and AI through 12 dynamic modules packed with hands-on projects, real campaigns, and automation tools that turn you into a next-gen digital marketer.

Course Duration
3 months / Internship

Mode
Online (Live Classes) /

22
Modules Covered

Career support

Dakshankan is a premier online education and upskilling platform, dedicated to equipping learners with industry-relevant skills for the digital era. Our programs blend creative thinking, digital innovation, and hands-on technology to help students, professionals, and entrepreneurs excel in the fast-evolving digital world. Through practical, AI-driven learning experiences, Dakshankan bridges the gap between traditional education and the dynamic demands of the modern workplace.

Vision

To build the world's most trusted platform for digital upskilling—empowering continuous growth, professional excellence, and lifelong learning.

Mission

To make quality digital education accessible to everyone, we equip learners with practical, industry-ready skills that fuel real-world success and career advancement.

The Evolution of Marketing From Traditional to AI-Driven Success

Traditional Marketing
Where It All Began

Traditional marketing focused on broad reach through print, TV, and radio. It built brand awareness but lacked precision, real-time feedback, and measurable ROI.

Awareness Without Analytics.

Digital Marketing
The Era of Engagement

Digital marketing introduced measurable campaigns, audience targeting, and two-way communication through social media, email, and search engines. It made marketing faster, smarter, and data-driven.

Reach. Engage. Convert.

AI-Driven Marketing
The Future of Intelligence

AI-powered marketing blends creativity with intelligence automating campaigns, personalizing experiences, and predicting audience behavior in real time. It's marketing that learns, adapts, and delivers better every day.

Smart. Predictive. Powerful.

Master the Shift — Learn Digital, Work Smart, Lead with AI.

Value of AI-Driven Marketing for Learners and Professionals

For aspiring marketers, mastering AI tools and automation is no longer optional; it's a competitive advantage.

- It ***enhances employability***, as organizations increasingly seek AI-literate marketers

- It ***improves decision-making***, enabling professionals to rely on data-driven insights rather than guesswork.

- It **accelerates growth**, allowing freelancers, entrepreneurs, and marketing teams to scale campaigns with less effort and higher ROI.

> ***AI-driven marketing is not replacing humans — it's empowering them to think strategically, act creatively, and deliver results faster.***

Empowering the Next Generation

For learners and professionals, AI-driven marketing is the key to staying future-ready. It enables you to combine creativity with technology, turning data into strategy and ideas into measurable success.

At **Dakshankan**, we equip you with the knowledge, tools, and confidence to thrive in this new era where **AI fuels creativity, performance, and growth**.

Transforming Creativity and Performance with AI

Welcome to the Future of Digital Marketing

In today's fast-paced digital landscape, marketing combines creativity, data, and AI-powered automation to reach audiences more effectively than ever before. This comprehensive course equips you with practical skills in creative strategies, performance optimization, and advanced AI tools to thrive in modern marketing roles.

You Will Learn To:

- **Master core digital tools and marketing channels**
- **Analyze data to make smarter marketing decisions.**
- **Build real-world experience through live projects.**
- **Create engaging, brand-focused campaigns.**
- **Use AI and automation to boost creativity and performance.**

Career Opportunities:

Step into exciting roles such as:

- Digital Marketing Executive
- Content Strategist
- SEO/SEM Specialist
- Performance Marketer.
- Social Media Manager
- AI-Driven Marketing Consultants

Elevate Your Career with Our 3-Month Digital Marketing & AI Program!

3-Month Live Online Program
Interactive live classes with expert trainers to help you master Digital Marketing & AI in a practical way.

LMS-Based Learning
Access all course materials anytime, track your progress, and learn at your own pace.

Expert Mentorship
Learn from industry professionals with years of real-world experience.

Access to 100+ Marketing & AI Tools
Use industry-standard tools to analyze, strategize, and execute campaigns like a pro.

Hands-On Practical Learning
Work on real-life campaigns and AI-driven projects for immediate skill application.

1:1 Doubt Solving
Personalized mentoring to clear every doubt and strengthen your skills.

20+ Global Certificates
Boost your resume with multiple recognized certifications to showcase your expertise.

Internship Opportunities
Gain professional experience and apply your learning in real-world scenarios.

Recorded Sessions
Missed a class? Access recordings anytime for seamless learning and revision.

Lifetime Query Support
Even after course completion, get lifetime guidance to stay updated and grow continuously.

Career Guidance & Placement Assistance
Get expert support with resumes, interviews, and placement opportunities to launch your career.

Industry-Based Projects & Portfolio
Build a strong portfolio with hands-on projects that demonstrate your capabilities.

Course Overview

Creative Marketing

Develop innovative branding strategies and craft compelling content that builds lasting emotional connections with audiences.

Performance Marketing

Master data-driven strategies, advanced analytics, and paid media planning to deliver quantifiable results in digital campaigns.

GEN-AI & Automation

Utilize cutting-edge AI technologies to generate high-impact content, automate marketing campaigns, and streamline business workflows driving greater efficiency and redefining the future of marketing performance.

Creative Marketing

Learn to tell stories, design brands, and create content that connects.

Module 1: Introduction to Digital Marketing

- Understand how digital marketing works and its importance today.
- Explore customer journeys, marketing funnels, and online platforms.
- Learn how AI and automation are reshaping the future of marketing.

Module 2: Brand Building & Visual Design

- Discover the essentials of brand identity and communication.
- Learn color psychology, layout design, and creative thinking.
- Create eye-catching designs using Canva, Leonardo AI, and other AI tools.

Module 3: UI/UX & Website Design

- Build professional, conversion-ready websites with WordPress and Elementor (no coding needed).
- Learn basics of user experience, layout, and mobile responsiveness.
- Integrate chatbots and AI assistants for smarter engagement.

Module 4: Video Creation & Storytelling

- Plan, shoot, and edit videos for YouTube, Reels, and Shorts.
- Learn storytelling techniques and editing tools like CapCut.
- Use AI tools for auto-editing, voiceovers, and script generation.

Module 5: Copywriting & Content Strategy

- Write blogs, ads, and social posts that grab attention and drive action.
- Master frameworks like AIDA and PAS.
- Use ChatGPT, Jasper, and Writesonic to speed up content creation.

Module 6: Social Media Marketing

- Learn how to grow on Instagram, Facebook, LinkedIn, and YouTube.
- Build content calendars, manage communities, and use trends effectively.
- Understand influencer marketing and brand collaborations.

PERFORMANCE MARKETING

Learn to plan, run, and optimize data-driven campaigns that deliver results.

Module 7: SEO & Organic Growth

- Discover how search engines work and how to rank higher on Google.
- Learn on-page, off-page, and local SEO techniques.
- Explore the latest AI SEO trends for 2025.

Module 8: Google Ads Mastery

- Create and manage ad campaigns across Search, Display, Shopping, and YouTube.
- Understand budgets, targeting, and conversion tracking.
- Learn AI-powered features like Smart Bidding and Performance Max.

Module 9: Social Media Advertising

- Run and optimize paid campaigns on Facebook, Instagram, and LinkedIn.
- Learn audience targeting, remarketing, and ad analytics.
- Use AI tools for ad design and performance optimization.

Module 10: Email & WhatsApp Marketing

- Build and manage email lists.
- Create high-converting email sequences and automated workflows.
- Set up WhatsApp Business, chatbots, and broadcast campaigns.

Module 11: Lead Generation & Funnels

- Build lead magnets, landing pages, and automated sales funnels.
- Learn how CRMs like HubSpot and Zoho manage customer data.
- Use AI scoring to identify and convert the best leads.

Module 12: E-commerce & Marketplace Marketing

- Learn to set up and promote online stores on Shopify, Amazon, and Flipkart.
- Manage ads, SEO, and abandoned cart recovery.
- Use AI for product descriptions and personalized recommendations.

Module 13: Affiliate & Influencer Marketing

- Understand affiliate marketing models and earning methods.
- Identify profitable niches and create conversion-focused content.
- Collaborate with brands and influencers using AI research tools.

Module 14: Analytics & Conversion Optimization

- Track performance using Google Analytics 4, GTM, and Data Studio.
- Learn A/B testing, heatmaps, and CRO techniques.
- Use AI insights for smarter marketing decisions.

Module 15: Consumer Psychology & Neuromarketing

- Understand how customers think, feel, and make decisions.
- Explore persuasion techniques, color psychology, and buying triggers.
- See how AI analyzes behavior to predict customer needs

Module 16: Mobile & App Marketing

- Learn mobile-first strategies and app store optimization (ASO).
- Explore Google App Campaigns, push notifications, and mobile analytics.
- Understand mobile user journeys and engagement tactics.

GEN-AI & Automation

Use Artificial Intelligence to automate, optimize, and scale your marketing.

Module 17: AI Content Creation Studio

- Generate blogs, captions, videos, and images using top AI tools.
- Learn prompt engineering and AI ethics.
- Explore tools like ChatGPT, Midjourney, and Synthesia.

Module 18: Voice, Podcast & Audio Marketing

- Launch your own podcast and build brand presence through voice.
- Learn text-to-speech tools, audio ads, and AI voice creation.
- Explore Spotify Ads and smart speaker marketing.

Module 19: Marketing Automation & Workflows

- Automate email, social media, and lead nurturing tasks.
- Build custom chatbots and AI workflows — no coding required.
- Integrate tools like Zapier, ManyChat, and Make.

Module 20: Personal Branding & Freelancing Mastery

- Build a powerful personal brand on LinkedIn and social media.
- Learn how to pitch clients, set pricing, and manage projects.
- Use AI tools for proposals, contracts, and scaling your freelance or agency business.

Program Outcome

By the end of this 3-month journey, you will:
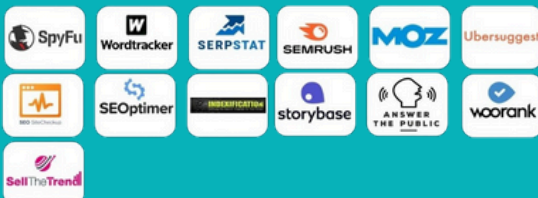
✅ Understand the complete digital marketing ecosystem
✅ Create content, ads, and campaigns that perform
✅ Confidently use AI for creation, analysis, and automation
✅ Build your own website, portfolio, and digital brand
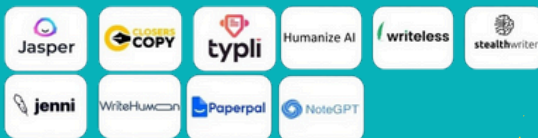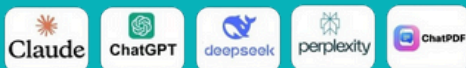✅ Be fully job-ready or launch your own digital marketing venture

Tools you will Learn

SEO & Keyword Research Tools
- SpyFu
- Wordtracker
- SERPSTAT
- SEMRUSH
- MOZ
- Ubersuggest
- SEO SiteCheckup
- SEOptimer
- INDEXIFICATION
- storybase
- ANSWER THE PUBLIC
- woorank
- Sell The Trend

Content Writing & Copywriting AI
- Jasper
- CLOSERS COPY
- typli
- Humanize AI
- writeless
- stealthwriter
- jenni
- WriteHuman
- Paperpal
- NoteGPT

AI Assistants, Chatbot & Smart Search
- Claude
- ChatGPT
- deepseek
- perplexity
- ChatPDF

Grammar & Paraphrasing Tools
- grammarly
- QuillBot
- wordtune
- ProWritingAid
- quetext

Content, Research & Trends
- BuzzSumo
- Sell The Trend
- slideshare
- PIKTOCHART
- Prezi

Video & Audio Creation
- runway
- invideo AI
- submagic
- Speechify
- Boolvideo
- CapCut
- captions
- VID CHAPTER
- Motion Array
- Epidemic Sound

Ecommerce, Dropshipping, & Produtct Research
- Helium 10
- Jungle Scout
- VIRAL LAUNCH
- Dropship
- MINEA
- ADSPY

Certifications

20+ Global Certifications

- **Google Ads Search Certifications**
- **Google Ads Display Certifications**
- **Google Ads Video Certifications**

- **Shopping Ads Certifications**
- **Google Ads App Certifications**
- **Google Ads Measurement Certifications**

- **Google Analytics Certification**
- **Content Marketing Certification**
- **Social Media Marketing Certification**

- **Email Marketing Certification**
- **Inbound Marketing Certification**
- **Hubspot Marketing Software**

- **Bing Certifications**
- **Content Marketing Foundation**
- **Marketing with Ahrefs**

- **Blogging for Business**
- **Facebook Certified Digital Marketing Associate**
- **Facebook Certified Media Planning Professional**

- **Digital Skills**
- **SEO Fundamentals**

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CERTIFICATE OF COMPLETION

This is to certify that

Manish Patel

Has completed the certification in

GEN-AI & Digital Marketing

10-04-2025
DATE

Naye Skills, Nayi Pehchaan

DAKSHANKAN PRIVATE LIMITED

Unlock Roles with Industry Leaders

Dakshankan

Your gateway to next-level digital expertise

Get Enrolled today

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