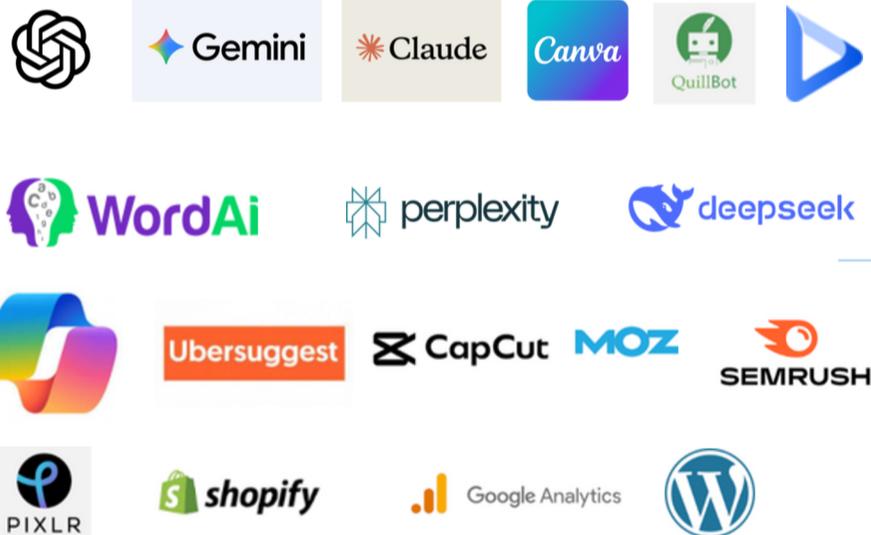


# AI-POWERED DIGITAL MARKETING

Join the 30-Day Digital Marketing Challenge – From Beginner to Pro!

## What We Offer:



## More Information

-  [www.easylearnuae.com](http://www.easylearnuae.com)
-  Mustafavi Business Center 702,  
Bur Dubai, UAE

## COURSE OVERVIEW

The AI-Powered Digital Marketing Course is an innovative and holistic training program designed for individuals eager to master both the art and science of online marketing. Leveraging the latest advancements in artificial intelligence, this course covers core digital channels, cutting-edge AI-driven execution strategies, optimization techniques, and interactive, hands-on workshops. Participants will gain the skills and confidence needed to drive business growth and foster personal development, all while harnessing the transformative power of AI in their digital marketing journey.



## COUSE OBJECTIVES

- Understand core digital marketing principles and current industry trends.
- Develop and implement impactful digital marketing strategies across various platforms.
- Master campaign creation, management, and optimization using modern tools.
- Analyze and interpret marketing data for continuous improvement.

## COURSE CONTENT STRUCTURE

The course is organized into eight comprehensive parts, each focusing on a key domain of digital marketing:

### PART 1: SOCIAL MEDIA MARKETING



#### UNIT 1 META ADS

- Setting up and optimizing Meta campaigns.
- Audience targeting and segmentation techniques.
- Creative ad design and copywriting essentials.
- Campaign analytics and reporting.



#### UNIT 2 LINKEDIN ADS

- LinkedIn platform fundamentals and ad setup.
- B2B targeting and networking strategies.
- Lead generation and sponsored content creation.
- Measuring campaign effectiveness.



#### UNIT 1 TIKTOK MARKETING

- TikTok demographics and engagement trends.
- Content creation and viral strategies.
- Running in-app ad campaigns.
- Influencer collaborations and analytics.



#### SNAPCHAT MARKETING

- Brand engagement tactics with Snapchat.
- Story ads and audience reach methods.
- Snapchat analytics and optimization.
- Integrating Snapchat into cross-platform campaigns.

## PART 2: SEARCH ENGINE & VIDEO ADS



### UNIT 1 GOOGLE ADS

- Google Ads platform and features overview.
- Campaign creation and budgeting.
- CPC, CPA, CPM strategies and targeting.
- Conversion tracking and ROI analysis.



### UNIT 2 YOUTUBE ADS

- YouTube ad formats and targeting options.
- Video content creation for marketing.
- Running and managing YouTube campaigns.
- Video performance metrics and optimization.

## PART 3: SEO OPTIMIZATION



### UNIT 1 ON-PAGE SEO

- Keyword research and SEO-friendly content.
- Meta tags, site structure, and design optimization.
- SEO audit tools and implementation.
- Measuring on-page SEO results.



### UNIT 2 OFF-PAGE SEO

- Backlinks, anchors, and domain authority.
- Citation building and off-page engagement.
- Social signals and SEO outreach.
- Monitoring and improving off-page score.



### UNIT 3 TECHNICAL SEO

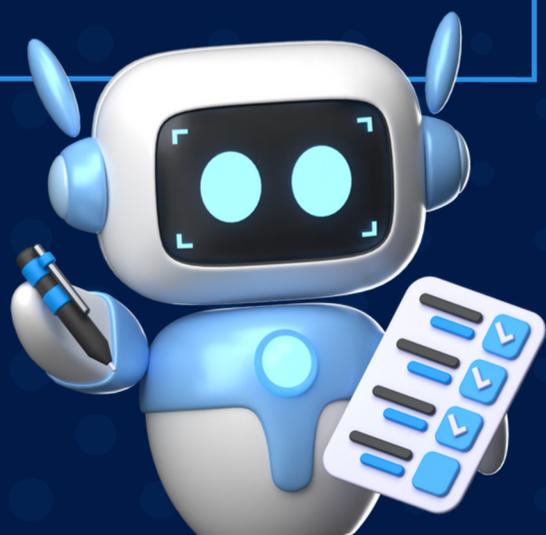
- Website performance and mobile optimization.
- Hosting, SSL, and site security measures.
- Crawlability and indexation.
- Technical audit tools.

## EMAIL MARKETING



### EMAIL MARKETING

- Principles and strategy crafting for email campaigns.
- Audience segmentation and personalized messaging.
- Email design, automation, and scheduling.
- Campaign analytics and improvement.



## PART 5 : SHOPIFY STORE SETUP



### SHOPIFY STORE

- Shopify platform introduction and store configuration.
- Product upload, inventory, and order management.
- Payment gateways and shipping settings.
- Store SEO and marketing integrations.



## PART 6 : WORDPRESS



### WORDPRESS

- WordPress setup and dashboard navigation.
- Theme selection and site customization.
- Plugin management for marketing and SEO.
- Optimizing WordPress sites for performance and visibility.

## PART 7: WEB ANALYTICS



### WEB ANALYTICS

- Introduction to Web Analytics
- Importance of Analytics in HR & Business
- Tracking Website Traffic & User Behavior
- Conversion Goals & Campaign Performance
- Tools for Web Analytics (e.g., Google Analytics)
- Creating and Interpreting Reports

## PART 8 INTRODUCTION TO VIDEO EDITING & CONTENT CREATION

- Overview of popular platforms (YouTube, TikTok, Instagram, LinkedIn)
- Understanding video formats, resolutions, and aspect ratios
- Introduction to beginner-friendly tools (CapCut, iMovie, Filmora, Canva Video Editor)
- Cutting, trimming, and splitting clips
- Merging multiple clips into one sequence
- Adjusting speed (slow motion/fast motion)
- Adding text, captions, and titles
- Applying simple transitions (fade in/out, cross dissolve)
- Adding background music and sound effects
- Adjusting audio levels
- Applying filters and color correction
- Using simple animations and stickers
- Voice-over recording
- Export settings for different platforms (HD, 4K, vertical, square)
- File size and quality optimization





# WHY CHOOSE PRIME EASY LEARN TRAINING INSTITUTE FOR DIGITAL MARKETING?

## **Comprehensive Curriculum**

Covers all major areas of digital marketing including SEO, Social Media, Google Ads, Email Marketing, and Content Strategy.

## **Practical, Hands-on Training**

Real projects, live case studies, and campaign practice to ensure skill application.

## **Expert Trainers**

Learn from industry professionals with proven experience in digital marketing

## **Latest Tools & Techniques**

Training includes exposure to trending platforms, analytics, and marketing automation tools.

## **Flexible Learning Options**

Weekend, evening, and online classes to suit working professionals and students.

## **Industry-Relevant Certifications**

Gain certifications that add credibility and enhance your career prospects.

## **Career Support**

Guidance on building a strong digital marketing portfolio, interview preparation, and job placement assistance.

## **Affordable Fee**

Competitive pricing with installment options to make learning accessible.

## **Strong Track Record**

Trusted by learners and professionals who have advanced their careers with us.

## **More Information**

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