

ADVANCE DIGITAL MARKETING WITH AI



AN ISO 9001:2015 CERTIFIED ACADEMY

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What Is Digital Marketing?

The Advance Digital Marketing With AI Course By Ociuz Academy Helps You Become A New-Generation Marketer Equipped With Both Traditional Digital Skills And Modern Artificial Intelligence (AI) Tools.

This Program Is Designed For Students, Graduates, And Professionals Who Want To Build A Career In Marketing, Freelancing, Or Entrepreneurship. You'll Start By Learning How Online Marketing Works And Gradually Move To Advanced Concepts Like Google Ads, Meta Ads, SEO, Analytics, Content Marketing, And AI Automation.

By The End Of The Course, You'll Not Only Understand How To Market A Brand Online — You'll Be Able To Run, Optimize, And Analyze Complete Marketing Campaigns Using Real-World Tools And AI-Powered Strategies



Course Structure

- ➔ 3 Months Course
- ➔ 3 Months Internship
- ➔ 100% Placement Assistance

By The End Of This Course, You'll Learn

- Fundamentals Of Digital Marketing And How Businesses Grow Online
- How AI Is Changing The Way Marketing Works Globally
- Understanding Customers, Target Audience, And Buying Behavior
- Website Creation And Optimization For Better User Experience
- Search Engine Optimization (SEO) Using AI Tools
- Running Google Ads — Search, Display, Video & Performance Max Campaigns
- Setting Up And Optimizing Meta (Facebook & Instagram) Ads For Lead Generation And Sales

- Creating Automated Email Marketing Campaigns Using AI
- Using AI Tools Like Chatgpt, Jasper, Surferseo, And Notion AI To Save Time
- Social Media Management, Branding, And Storytelling
- Measuring Results Using Google Analytics (GA4) And AI-Based Dashboards
- Generating Leads For Businesses Through Paid And Organic Channels
- Building Full Digital Marketing Strategies For Real Brands
- Freelancing, Personal Branding, And Client Management Skills

Syllabus



INTRODUCTION TO DIGITAL MARKETING

1. What is digital marketing and why it matters in 2025
2. Evolution: Traditional → Digital → AI-Powered
3. Online vs offline marketing
4. Understanding the customer journey and funnel
5. Overview of major marketing channels
6. Real-world uses of AI in marketing

7. Career roles: SEO expert, PPC executive, social-media manager

WEBSITE PLANNING & CREATION

1. What makes a good business website
2. Domains, hosting, and CMS (WordPress / Shopify)
3. Step-by-step website creation
4. Website structure, UI / UX basics
5. SEO-friendly design & content placement
6. Plugins for analytics, security, and contact forms

UNDERSTANDING CONSUMERS & MARKET RESEARCH

1. How to define a target audience
2. Building customer personas
3. Analyzing competitors using AI tools
4. Understanding user intent & behavior

INTRODUCTION TO AI TOOLS FOR MARKETERS

1. ChatGPT, Jasper, Notion AI overview
2. Generating ad copies, blog ideas & social-media captions
3. How AI supports marketers in saving time & improving quality

SEO BASICS

1. What is SEO and how search engines rank sites
2. Types of SEO: On-Page, Off-Page, Technical
3. Using Google Search Console and Analytics

AI-POWERED SEO

1. Keyword research with SEMrush AI, Surfer SEO, NeuronWriter
2. Optimizing titles, meta tags, URLs
3. Understanding backlinks and link-building
4. Google's AI updates (SGE overview)

LOCAL & VOICE SEO

1. Setting up Google My Business
2. Voice Search & Mobile SEO optimization
3. Creating local SEO strategies for small businesses

CONTENT MARKETING WITH AI

1. Importance of storytelling
2. Creating blogs, reels, and infographics
3. AI tools for ideation, writing & design (ChatGPT, Jasper, Canva AI)
4. Headline & A/B testing with AI
5. Content scheduling & analytics

SOCIAL MEDIA MARKETING

1. Understanding major platforms: Facebook, Instagram, LinkedIn, YouTube, X
2. Building business profiles and content calendars
3. Using ChatGPT + Canva AI for post creation
4. Scheduling & engagement tools

META ADS (FACEBOOK & INSTAGRAM)

1. Business Manager setup
2. Campaign objectives: Awareness | Leads | Conversions
3. Budget & bidding strategies
4. Audience targeting: Custom, Lookalike, Retargeting
5. Meta Pixel integration
6. Using Meta Advantage + AI optimization

GOOGLE ADS (PAY-PER-CLICK ADVERTISING)

1. Setting up Google Ads account
2. Campaign types: Search, Display, Video, Shopping, Performance Max
3. Keyword match types & quality score
4. Ad copywriting & extensions
5. Manual vs Smart Bidding
6. Conversion tracking & AI optimization

YOUTUBE & VIDEO MARKETING

1. YouTube channel setup & SEO
2. AI tools for video scripting and captioning
3. Running YouTube ad campaigns
4. Performance analysis using GA4 + YouTube Studio

LEAD GENERATION

1. What is a lead and types of leads

2. Creating high-converting landing pages
3. Lead magnets (eBooks, offers, webinars)
4. AI in lead scoring and qualification
5. CRM management (HubSpot, Zoho, Google Forms)

EMAIL MARKETING (AI-ENABLED)

1. Using Mailchimp and Brevo
2. Creating automated email flows
3. Personalization and segmentation with AI
4. Predictive subject lines & A/B testing
5. Tracking email performance metrics

GOOGLE ANALYTICS & AI ANALYTICS

1. What is GA4 and why it matters
2. Key metrics: Users, Sessions, Conversions
3. AI-powered predictive metrics & trend forecasting
4. Creating custom dashboards in Looker Studio
5. Interpreting reports for decision making

DATA DRIVEN DECISION MAKING

1. Using analytics to improve SEO and ads
2. Measuring ROI and budget optimization
3. Presenting campaign reports professionally

E-COMMERCE MARKETING

1. Overview of Shopify & WooCommerce

2. AI plugins for dynamic pricing & retargeting
3. Cart abandonment automation
4. Using AI chatbots for customer support
5. Case studies of successful AI-based e-commerce brands



ADSENSE & BLOGGING

1. How to start a blog on WordPress
2. Writing SEO-friendly articles using AI
3. Ad placement strategies & earnings optimization
4. AdSense approval process & policies
5. Building a monetized blog — case study



AI TOOLS & MARKETING AUTOMATION

1. ChatGPT for content strategy & automation
2. Jasper AI for ads & copywriting
3. SurferSEO for optimization
4. Canva AI for design
5. HubSpot CRM & Zapier integration



ADVANCED AUTOMATION & INTEGRATION

1. Connecting multiple marketing apps with Make.com
2. Building automatic report systems
3. Smart workflows for campaign management

MAJOR PROJECT SETUP

1. Choose a real business / brand to market
2. Plan a full-funnel strategy (SEO + Google Ads + Meta Ads + Email Marketing)
3. Prepare budget plan & timeline

CAPSTONE EXECUTION

1. Run live campaigns under mentor guidance
2. Collect and analyze performance data
3. Optimize ads using AI recommendations
4. Prepare campaign report and presentation

CAREER & SOFT SKILL TRAINING

1. Resume & portfolio creation
2. LinkedIn optimization
3. Mock interviews and technical evaluations
4. Freelancing & client acquisition tips
5. Final certificate distribution & placement orientation



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