2026 Edition

Digital Marketing Course Syllabus

The full syllabus of Digital Brolly's AI-first digital marketing course in Hyderabad: 35 modules and 679 topics across 6 phases, with a video editing month, a supervised agency internship and 1 year of support for a one-time fee.

35 modules	**679** topics	**100+** AI tools	**1 year** support, unlimited batches
5,224 students enrolled since 2016	**169** batches completed	**315** companies asked to hire	**4.8/5** 375+ Google reviews

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Your 1-year learning plan

Online, classroom near JNTU Metro, or hybrid. Taught in Telugu or English. Fees: ₹20,000 online, ₹23,000 hybrid, ₹25,000 classroom (course with internship). Other programmes are priced for their added benefits.

Phase	Timeline	What you learn
1. AI Content & Social Media	Month 1 · Modules 1–12	Generative AI, prompt engineering, marketing and brand foundations, AI copywriting, Canva, AI images and video, Instagram, YouTube, LinkedIn, AI workspaces and MCPs
2. Website, SEO & AI Search	Month 2 · Modules 13–25	Funnels and measurement, WordPress, SEO from crawling to audits, structured data, local SEO and Google Business Profile, GEO, AEO and LLM visibility
3. Paid Media, Tracking & Conversion	Month 3 · Modules 26–35	Performance strategy, Google Tag Manager, GA4, Meta Ads, Google Ads, ChatGPT Ads, LinkedIn Ads, WhatsApp, email and CRM, AI automation
4. Video Editing	Month 4 · Included	Premiere Pro and CapCut editing for reels, ads and YouTube
5. Internship & Career Tracks	Months 5–6	Supervised agency internship on live projects, portfolio, certifications, interview preparation, freelancing and entrepreneurship guidance
6. Extended Support	Months 7–12	Extended support if not yet placed, unlimited access to running live batches, internship on live business and agency projects

Phase 1 · Month 1

AI Content & Social Media

Modules 1–12

MODULE 01 · 16 TOPICS

AI & Generative AI Foundations for Marketers

1. What Is Artificial Intelligence (AI)?
2. How Does Artificial Intelligence Work?
3. What Is Machine Learning?
4. How Is Machine Learning Different from Artificial Intelligence?
5. What Is Generative AI?
6. How Is Generative AI Different from Traditional AI?
7. What Are Large Language Models (LLMs)?
8. How Do Large Language Models Understand and Generate Content?
9. What Are Multimodal AI Models?
10. What Is AI Search and How Is It Different from Traditional Search?
11. Understanding Tokens, Context Windows and AI Memory
12. Understanding Files, Projects, Artifacts and Multimodal Inputs
13. Choosing the Right AI Tool for a Marketing Task
14. Understanding AI Limitations, Hallucinations and Human Review
15. Protecting Privacy, Copyright and Confidential Information When Using AI
16. Building a Personal AI Marketing Workspace and Daily Routine

MODULE 02 · 18 TOPICS

Prompt Engineering, Research & Output Control

1. What Is a Prompt and Why Does Prompt Quality Matter?
2. Writing a Clear Role, Goal and Task in a Prompt
3. Adding Audience, Context and Background Information to a Prompt
4. Using Constraints, Examples and Output Formats to Control AI Responses
5. Understanding Zero-Shot and Example-Based Prompting
6. Using Iterative Prompting to Improve an AI Response
7. Using Prompt Chains for Multi-Step Marketing Tasks
8. Using Critique-and-Revise Prompts for Better Quality
9. Writing Prompts for Customer and Market Research
10. Writing Prompts for Competitor Analysis and Customer Personas
11. Writing Prompts for Offers, Campaign Ideas and Marketing Strategy
12. Writing Prompts for Copy, SEO, Ads and Social Media
13. Writing Prompts for Creative Briefs, Analysis and Reports
14. Grounding AI Research in Reliable Sources and Citations
15. Fact-Checking AI Outputs and Separating Facts from Inferences
16. Creating, Organizing and Versioning a Reusable Prompt Library
17. Evaluating Prompts with Accuracy, Relevance, Tone and Usefulness Criteria
18. Building a Library of 100+ Marketing Prompt Templates

MODULE 03 · 17 TOPICS

Marketing Foundations, Customer Thinking & Brand Strategy

1. What Is Marketing and Why Do Businesses Need It?
2. How Is Marketing Different from Branding?
3. How Is Advertising Different from Marketing?
4. How Are Promotion, Selling and Marketing Different?
5. Understanding Product, Price, Place and Promotion: The 4Ps of Marketing
6. What Is Market Segmentation?
7. How Do Businesses Select the Right Target Audience?
8. What Is Brand and Product Positioning?
9. What Is an Ideal Customer Profile (ICP)?
10. How Is a Buyer Persona Different from an Ideal Customer Profile?
11. Understanding Jobs-to-Be-Done and Customer Motivations
12. Mapping the Customer Journey from Awareness to Advocacy
13. Setting Business Objectives and Marketing Objectives
14. Understanding Buying Triggers, Objections and Sales Psychology
15. Defining Brand Mission, Vision, Values and Promise
16. Creating a Brand Personality, Voice and Story
17. Using AI to Discover Customer Problems, Hooks, Offers and Proof

MODULE 04 · 17 TOPICS

AI Copywriting, Content Ideation & Editorial Systems

1. What Is Content Marketing and How Does It Support Business Goals?
2. Choosing Content Pillars for a Brand
3. Selecting Content Formats for Different Platforms and Audiences
4. Mapping Content to Awareness, Consideration and Conversion Stages
5. Finding Content Ideas from Customer Questions and Research
6. Writing Attention-Grabbing Hooks and Headlines
7. Writing Clear Captions and Calls to Action
8. Writing Social Media and Advertisement Copy with AI
9. Writing Landing Page and WhatsApp Copy with AI
10. Writing Short-Form Video and Reel Scripts
11. Writing Long-Form Video, Newsletter and Email Content
12. Creating and Applying a Consistent Brand Voice Guide
13. Repurposing One Content Idea Across Multiple Channels
14. Editing AI Content for Clarity, Accuracy and Originality
15. Editing Content for Empathy, Persuasion and Conversion
16. Creating an Editorial Calendar and Approval Workflow
17. Organizing Assets with Naming, Versioning and Documentation Standards

MODULE 05 · 16 TOPICS

Canva, Design Fundamentals & Brand Creative Systems

1. Why Does Visual Design Matter in Digital Marketing?
2. Understanding Visual Hierarchy and Layout
3. Using Alignment, Spacing and Contrast Effectively
4. Understanding Typography and Font Pairing
5. Using Colour Psychology in Brand Communication
6. Choosing a Practical Brand Colour Palette
7. Understanding Canva Free and Canva Pro
8. Setting Up a Brand Kit in Canva
9. Creating Reusable Brand Templates and Design Systems
10. Designing Social Media Posts, Carousels and Stories
11. Designing Advertisement Creatives and YouTube Thumbnails
12. Creating Presentations and Visual Stories with Gamma
13. Designing Logos, Visiting Cards, Letterheads and Basic Brand Assets
14. Using Copyright-Safe Images, Icons, Fonts and Other Creative Assets
15. Checking Designs for Accessibility and Brand Consistency
16. Scheduling, Collaborating and Managing Approvals in Canva

MODULE 06 · 19 TOPICS

AI Image Creation & Brand-Safe Visual Production

1. What Is AI Image Generation and How Does It Work?
2. Understanding Text-to-Image Generation
3. Understanding Image-to-Image Generation
4. Understanding Inpainting, Outpainting and Generative Editing
5. Using Reference Images and Style References Correctly
6. Writing a Clear AI Image Prompt
7. Describing the Subject, Scene and Background in an Image Prompt
8. Controlling Composition, Camera Angle and Lens Style
9. Controlling Lighting, Colour, Mood and Visual Style
10. Choosing the Correct Aspect Ratio and Image Format
11. Creating AI Images with ChatGPT and Gemini/Imagen
12. Creating AI Images with Adobe Firefly and Ideogram
13. Generating Text-Based Posters and Brand Creatives
14. Creating Product Mockups and Campaign Key Visuals
15. Creating Consistent Characters and Brand Identities
16. Editing, Upscaling and Removing Backgrounds from AI Images
17. Finishing and Branding AI Images in Canva
18. Understanding Consent, Likeness, Logos, Trademarks and Disclosure
19. Reviewing AI Images for Accuracy, Quality and Brand Safety

MODULE 07 · 19 TOPICS

AI Video, Avatars & Cinematic Storytelling

1. Why Is Video Important in Modern Digital Marketing?
2. Setting the Objective and Audience for a Marketing Video
3. Writing a Strong Video Hook and Call to Action
4. Building a Story Arc for Short and Long Videos
5. Creating a Shot List and Storyboard
6. Understanding Reels, Shorts and Short-Form Video Formats
7. Understanding Long-Form, Explainer and Product Demo Videos
8. Creating Testimonial, Avatar and Presenter-Led Videos
9. Understanding Text-to-Video Generation
10. Understanding Image-to-Video and Reference-to-Video Workflows
11. Writing Prompts for Camera Framing, Movement and Continuity
12. Writing Prompts for Action, Dialogue, Sound and Visual Style
13. Creating AI Avatar and Voice Videos with HeyGen
14. Creating Cinematic Videos with Veo, Gemini Omni, Flow and Runway
15. Editing Videos with YouTube Create and Mobile Editing Tools
16. Adding Captions, Music, Voice, Sound Effects and B-Roll
17. Creating Video Thumbnails and Publishing Assets
18. Selecting Export Settings for Different Platforms
19. Reviewing AI Videos for Consent, Copyright and Brand Safety

MODULE 08 · 15 TOPICS

Social Media Strategy, Community & Publishing Operations

1. What Is Social Media Marketing?
2. How Are Social Media Marketing and Social Media Optimization Different?
3. Choosing Social Platforms Based on Audience and Business Goals
4. Defining the Role of Each Social Media Platform in a Marketing Plan
5. Creating Platform-Specific Content Pillars
6. Adapting Brand Behaviour and Storytelling for Each Platform
7. Understanding Reach, Engagement, Saves and Shares
8. Understanding Watch Time, Retention and Social Conversions
9. Creating a Monthly Social Media Content Calendar
10. Planning Batch Production, Scheduling and Content Approvals
11. Building and Managing an Online Community
12. Managing Negative Feedback and Online Reputation
13. Planning Influencer and Creator Collaborations
14. Using User-Generated Content Responsibly
15. Understanding Ethical Organic Growth Practices

MODULE 09 · 19 TOPICS

Instagram Growth, Reels & Instagram SEO

1. Setting Up an Instagram Professional Account
2. Choosing a Clear Instagram Niche and Profile Positioning
3. Writing a Search-Friendly Instagram Name and Bio
4. Using Links, Highlights and Profile Action Buttons
5. Creating Effective Feed Posts and Carousels
6. Using Instagram Stories, Live and Broadcast Channels
7. Understanding How Instagram Reels Work
8. Finding Reel Ideas That Match Audience Interests
9. Writing Strong Reel Hooks and Scripts
10. Improving Reel Retention with Pacing, Captions and Editing
11. Selecting Audio, Covers and Publishing Settings for Reels
12. What Is Instagram SEO and Why Does It Matter?
13. Optimizing Profiles, Captions and On-Screen Text for Instagram Search
14. Growing Followers Through Repeatable Content Series
15. Growing Followers Through Collaborations and Conversations
16. Distributing Instagram Content Beyond Existing Followers
17. Reading Instagram Insights and Measuring Content Performance
18. Running Content Experiments and Monthly Account Reviews
19. Understanding Instagram Account Health, Policies and Restrictions

MODULE 10 · 22 TOPICS

YouTube Growth, YouTube SEO & Channel Operations

1. Creating and Setting Up a YouTube Channel
2. Choosing a YouTube Niche and Audience
3. Defining a Clear Channel Promise and Content Positioning
4. Designing Channel Branding and Homepage Sections
5. Understanding Long-Form Videos, Shorts, Live Streams and Podcasts
6. Finding Video Topics from Audience Demand and Search Intent
7. Conducting YouTube Keyword and Competitor Research
8. Writing Search-Friendly and Click-Worthy Video Titles
9. Writing Useful Video Descriptions and Chapters
10. Using Tags, Hashtags and Subtitles Appropriately
11. Designing Thumbnails That Improve Click-Through Rate
12. Organizing Videos with Playlists
13. Using End Screens and Cards to Increase Viewing Sessions
14. Uploading and Publishing Videos Correctly
15. What Is YouTube SEO and How Do Videos Rank?
16. Understanding Click-Through Rate, Watch Time and Audience Retention
17. Understanding Traffic Sources, Returning Viewers and Subscriber Conversion
18. Using YouTube Studio to Review Channel Performance
19. Moderating Comments and Building a YouTube Community
20. Understanding YouTube Copyright, Policies and Content Restrictions
21. Understanding YouTube Monetisation and Partner Program Readiness
22. Creating a Consistent YouTube Publishing and Growth System

MODULE 11 · 16 TOPICS

LinkedIn Organic Growth & Personal Branding

1. Understanding LinkedIn as a Professional and B2B Platform
2. Choosing a Personal Brand Positioning on LinkedIn
3. Optimizing the Profile Photo, Banner, Headline and About Section
4. Optimizing Experience, Skills, Featured Content and Contact Information
5. Improving LinkedIn Profile Search Discovery and Credibility
6. Choosing Expertise Themes and Content Pillars
7. Using Proof, Stories and Professional Voice in LinkedIn Content
8. Writing Effective LinkedIn Text Posts
9. Creating LinkedIn Documents, Carousels and Videos
10. Using LinkedIn Articles and Newsletters
11. Building a Relevant Connection Network
12. Using Comments and Conversations to Build Relationships
13. Managing a LinkedIn Company Page
14. Creating a LinkedIn Editorial Calendar
15. Reading LinkedIn Analytics and Running Content Experiments
16. Using AI for LinkedIn Content Without Losing Authenticity

MODULE 12 · 17 TOPICS

AI Workspaces, Apps, Plugins, MCPs & Content Automation

1. What Are Reusable AI Workspaces and Why Do Marketers Need Them?
2. Creating and Using Custom GPTs for Marketing Tasks
3. Using ChatGPT Projects to Organize Marketing Work
4. Using Gemini Gems for Repeatable Instructions
5. Using Claude Projects and Artifacts for Marketing Workflows
6. What Are AI Apps, Plugins, Connectors and Integrations?
7. What Is a Model Context Protocol (MCP)?
8. How Can MCPs Help Marketing Teams Access Approved Tools and Data?
9. Connecting AI to Google Drive, Sheets, Notion, Canva and Team Tools
10. Designing Safe Read-Only Research Workflows
11. Understanding the Risks of Action-Enabled AI Workflows
12. Building a Content Pipeline from Brief to Draft
13. Connecting Review, Design, Scheduling and Reporting Stages
14. Managing Permissions, Privacy and Confidential Data
15. Understanding Prompt Injection and Connected-Tool Risks
16. Creating Audit Trails, Approval Gates and Human Oversight
17. Documenting an AI Workflow as a Repeatable SOP

Phase 2 · Month 2

Website, SEO & AI Search Visibility

Modules 13–25

MODULE 13 · 18 TOPICS

Digital Marketing Ecosystem, Funnels & Measurement Basics

1. What Is Digital Marketing?
2. How Is Traditional Marketing Different from Digital Marketing?
3. What Is AI-Assisted Digital Marketing?
4. Understanding Owned, Earned, Shared and Paid Media
5. Understanding the Major Digital Marketing Channels
6. Choosing the Right Channel for a Business Goal
7. Understanding Awareness, Consideration and Conversion Stages
8. Understanding Retention and Advocacy Stages
9. What Is a Marketing Funnel?
10. Understanding Traffic Sources and User Intent
11. Understanding Impressions, Reach, Clicks and Click-Through Rate
12. Understanding Sessions, Leads, Conversions and Sales
13. How Is a Lead Different from a Qualified Lead?
14. How Are Opportunities and Customers Tracked in a Funnel?
15. Identifying Funnel Leakage and Team Handoffs
16. Connecting Business Goals to Marketing KPIs
17. Understanding Basic Unit Economics for Marketing
18. Creating a Campaign Measurement Plan

MODULE 14 · 13 TOPICS

Web Foundations: Domains, Hosting & Website Planning

1. What Is a Web Browser?
2. How Is a Search Engine Different from a Web Browser?
3. What Is a Web Page and What Is a Website?
4. What Are Web Servers and DNS?
5. What Is a Domain Name?
6. Understanding Domain Extensions and Their Uses
7. Choosing a Memorable and Brand-Safe Domain Name
8. Buying, Renewing and Protecting Domain Ownership
9. What Is Web Hosting?
10. Comparing Shared, Managed, Cloud and VPS Hosting
11. Understanding SSL, Business Email and Website Backups
12. Creating a Basic Website Wireframe
13. Preparing a Website Launch Checklist

MODULE 15 · 22 TOPICS

WordPress Website Creation & Management

1. What Is a Content Management System (CMS)?
2. What Is WordPress and How Does It Work?
3. Installing and Configuring WordPress
4. Understanding the WordPress Dashboard
5. Creating Users and Assigning Role Permissions
6. Choosing and Installing a WordPress Theme
7. Using the WordPress Block Editor
8. Using Page Builders, Templates and Global Styles
9. Creating Responsive Pages for Desktop, Tablet and Mobile
10. Creating and Managing Pages and Blog Posts
11. Using Categories, Tags, Menus and Reusable Blocks
12. Uploading and Optimizing Images and Media
13. Creating Contact and Lead Generation Forms
14. Adding Live Chat, Click-to-Call and WhatsApp Features
15. Adding Maps, Registration and Other Business Integrations
16. Choosing Safe and Necessary WordPress Plugins
17. Managing Plugin, Theme and WordPress Updates
18. Setting Up Backups, Security, Caching and Staging
19. Creating SEO-Friendly URLs and Page Structures
20. Checking Website Accessibility and Mobile Usability
21. Testing and Launching a WordPress Website
22. Creating a WordPress Maintenance Checklist

MODULE 16 · 19 TOPICS

SEO Foundations & How Search Works

1. What Is Search Engine Optimization (SEO)?
2. How Can SEO Help a Business?
3. Understanding SEO Limitations and Realistic Timelines
4. Understanding Ethical and Responsible SEO Practices
5. How Do Search Engines Discover Web Pages?
6. What Is Crawling?
7. What Is Rendering?
8. What Is Indexing?
9. How Do Search Engines Rank and Serve Results?
10. What Is Search Intent?
11. Understanding Organic Results and Paid Results
12. Understanding Local Packs, Rich Results and AI Search Experiences
13. Understanding White-Hat, Grey-Hat and Black-Hat SEO
14. Understanding Search Spam Policies and SEO Risks
15. How Do Site Architecture and Internal Links Support Discovery?
16. How Does Topical Coverage Support Search Visibility?
17. Understanding Google Search Essentials
18. Creating Helpful, People-First Content
19. Setting Measurable SEO Objectives

MODULE 17 · 20 TOPICS

Keyword Research, Competitor Analysis & Topic Clustering

1. What Is a Keyword and Why Does It Matter?
2. Understanding Seed, Primary and Secondary Keywords
3. Understanding Semantic and Entity Keywords
4. Understanding Local, Branded and Long-Tail Keywords
5. Understanding Informational Search Intent
6. Understanding Commercial and Transactional Search Intent
7. Understanding Navigational Search Intent
8. Evaluating Keyword Search Volume and Trends
9. Evaluating Keyword Difficulty and Competition
10. Evaluating SERP Composition and Ranking Opportunities
11. Identifying the Correct Search Competitors
12. Conducting Competitor Keyword and Content Gap Analysis
13. Recognizing Patterns in Search Results
14. What Is a Topic Cluster?
15. Planning Pillar Pages and Supporting Content
16. Mapping Keywords to the Correct Website Pages
17. Using AI to Cluster Keywords
18. Manually Validating AI-Generated Keyword Clusters
19. Preventing Keyword Cannibalisation
20. Using Keyword Planner, Ubersuggest, Semrush, Ahrefs and Similar Tools

MODULE 18 · 19 TOPICS

SEO Content Strategy & AI-Human Copywriting

1. Setting a Clear Goal for an SEO Content Asset
2. Understanding the Audience Questions Behind a Search Query
3. Creating an Evidence-Based SEO Content Brief
4. Creating a Clear and Complete Content Outline
5. Writing an Answer-First Introduction
6. Improving Content Scannability and Readability
7. Using Definitions, Examples and Comparisons Effectively
8. Writing Useful Frequently Asked Questions
9. Demonstrating First-Hand Experience in Content
10. Demonstrating Expertise, Authority and Trust
11. Adding Clear Author and Editor Attribution
12. Selecting Reliable Sources and Fact-Checking Claims
13. Displaying and Maintaining Content Update Dates
14. Using AI to Draft SEO Content Responsibly
15. Reviewing AI Drafts for Originality and Usefulness
16. Creating Human Review and Approval Gates
17. Planning an SEO Editorial Calendar
18. Identifying Content Decay and Refresh Opportunities
19. Consolidating Overlapping or Outdated Content

MODULE 19 · 18 TOPICS

On-Page SEO, Internal Linking & Content Optimization

1. Writing an Effective SEO Title Tag
2. Writing a Useful Meta Description
3. Structuring Pages with Clear Headings
4. Using Primary and Secondary Topics Naturally in Copy
5. Avoiding Keyword Stuffing and Unnatural Writing
6. Creating Simple, Descriptive and SEO-Friendly URLs
7. Optimizing Images, File Names and Alternative Text
8. Planning an Internal Linking Strategy
9. Choosing Clear and Useful Internal Link Anchor Text
10. Using Breadcrumbs to Improve Navigation and Context
11. Finding and Repairing Orphan Pages
12. Optimizing Media Metadata and Video Embeds
13. Improving Content Accessibility
14. Writing Answer-Ready Passages for Featured Snippets
15. Using FAQs Only When They Help the User
16. Adding Conversion Elements to Organic Landing Pages
17. Conducting a Page-Level SEO Audit
18. Documenting SEO Changes and Measuring Their Impact

MODULE 20 · 21 TOPICS

Technical SEO, Site Performance & Index Control

1. Understanding HTTP Status Codes
2. Using 301 and Other Redirects Correctly
3. Understanding Canonical Tags
4. Using Noindex Directives Correctly
5. Understanding Robots.txt
6. Creating and Maintaining XML Sitemaps
7. Checking Website Crawlability and Indexability
8. Managing Duplicate Content
9. Checking Mobile Usability
10. Understanding Core Web Vitals
11. Optimizing Images and Other Page Resources
12. Understanding JavaScript Rendering for SEO
13. Creating Crawl-Friendly Website Navigation
14. Managing HTTPS, Security, Backups and Uptime
15. Finding Broken Links and 404 Pages
16. Finding Redirect Chains and Technical Hygiene Issues
17. Checking Favicons and Essential Launch Settings
18. Running a Technical SEO Crawl
19. Prioritizing Technical Issues by Business Impact
20. Writing Clear SEO Tickets for Developers
21. Using Search Console, PageSpeed Insights, Lighthouse and Crawlers

MODULE 21 · 17 TOPICS

Structured Data, SERP Features & Rich Results

1. What Is Structured Data?
2. What Is Schema.org Vocabulary?
3. What Is JSON-LD?
4. How Does Structured Data Help Search Engines Understand Content?
5. Implementing Organization and LocalBusiness Structured Data
6. Implementing Article and Breadcrumb Structured Data
7. Implementing Product, Course and Other Relevant Structured Data
8. Matching Structured Data to Visible Page Content
9. Understanding Rich Result Eligibility and Limitations
10. Testing Markup with the Rich Results Test
11. Finding Structured Data Errors and Warnings
12. Monitoring Structured Data in Search Console
13. Understanding Featured Snippets and Other SERP Features
14. Understanding Image, Video and Knowledge Panel Results
15. Conducting a SERP Feature Analysis
16. Using Entity Identifiers and sameAs Links
17. Maintaining Consistent Organization Information Across the Web

MODULE 22 · 17 TOPICS

Off-Page SEO, E-E-A-T Signals & Digital PR

1. What Is Off-Page SEO?
2. What Is a Backlink and Why Can It Matter?
3. Understanding Citations, Mentions and Co-Occurrence
4. Understanding Referral Traffic and Authority Signals
5. Understanding Different Types of Backlinks
6. Evaluating Link Relevance and Editorial Control
7. Evaluating Link Placement, Traffic and Risk
8. Creating Linkable Assets That Earn Attention
9. Planning Ethical Outreach for Backlinks and Mentions
10. Using Partnerships, Directories and Digital PR
11. Building Author and Organization Entity Proof
12. Using Reviews, Case Studies and Third-Party Validation
13. Understanding Paid-Link Risks and Spam Patterns
14. Understanding Toxic-Link Myths and Disavow Awareness
15. Monitoring Backlinks and Lost Links
16. Conducting Competitor Link-Gap Analysis
17. Reporting the Results of an Off-Page SEO Campaign

MODULE 23 · 19 TOPICS

Local SEO & Google Business Profile

1. What Is Local SEO?
2. Understanding Local Search Intent
3. Understanding Proximity, Relevance and Prominence
4. Understanding Local Pack and Map Results
5. Setting Up a Google Business Profile
6. Verifying a Google Business Profile
7. Choosing the Correct Business Categories
8. Adding Services, Products and Business Attributes
9. Maintaining Consistent Name, Address and Phone Information
10. Creating Local and Service-Area Landing Pages
11. Building and Correcting Local Citations
12. Creating a Review Generation and Response Process
13. Using Photos, Posts and Q&A on Google Business Profile
14. Managing Local Reputation and Customer Feedback
15. Building Local Links and Community Signals
16. Identifying Local Spam and Competitor Issues
17. Using GBP Insights and UTM Tracking
18. Measuring Calls, Directions and Local Conversions
19. Creating a 30-Day Local SEO Improvement Plan

MODULE 24 · 20 TOPICS

GEO, AEO, AI Overviews, AI Mode & LLM Visibility

1. What Is Generative Engine Optimization (GEO)?
2. What Is Answer Engine Optimization (AEO)?
3. What Is AI Search Visibility?
4. How Are GEO, AEO and Traditional SEO Connected?
5. Understanding the Limits of AI Search Optimization Claims
6. How Do Answer Engines Retrieve Web Information?
7. How Do Answer Engines Synthesize and Summarize Information?
8. How Do AI Systems Cite and Attribute Sources?
9. Why Is People-First SEO the Foundation of AI Visibility?
10. Why Is There No Guaranteed AI Ranking Markup or Shortcut?
11. Creating Clear Entity Facts and Consistent Brand Information
12. Writing Answer-Ready Passages
13. Using Original Research, Proof and First-Hand Evidence
14. Using Comparisons and Expert Attribution
15. Ensuring Crawl Access and Indexability for AI Discovery
16. Using Preview Controls and Structured Data Correctly
17. Creating Citation-Worthy Sources and Supporting Assets
18. Monitoring Brand Citations in Google AI Features
19. Monitoring Visibility Across ChatGPT, Gemini, Claude and Perplexity
20. Creating an AI Search Visibility Tracking Sheet

MODULE 25 · 19 TOPICS

Search Console, SEO Audits, Reporting & Monetisation

1. Setting Up a Google Search Console Property
2. Understanding Domain and URL-Prefix Properties
3. Verifying Website Ownership in Search Console
4. Managing Search Console Users and Permissions
5. Submitting and Monitoring XML Sitemaps
6. Using the URL Inspection Tool
7. Analyzing Queries and Search Positions
8. Analyzing Pages and Landing Page Performance
9. Analyzing Countries, Devices and Search Appearance
10. Comparing Search Performance Across Date Ranges
11. Monitoring Indexing and Coverage Issues
12. Checking Manual Actions and Security Issues
13. Interpreting Generative AI Visibility Data When Available
14. Understanding the Limits of Search Console Data
15. Planning a Complete SEO Audit
16. Documenting Evidence, Impact, Effort and Priority
17. Assigning Ownership and Validating SEO Fixes
18. Creating Client and Management SEO Reports
19. Packaging SEO Work as Retainers and Projects

Phase 3 · Month 3

Paid Media, Tracking & Conversion

Modules 26–35

MODULE 26 · 19 TOPICS

Performance Marketing Strategy & Media Planning

1. What Is Performance Marketing?
2. How Is Performance Marketing Different from Brand Marketing?
3. How Is Growth Marketing Different from Performance Marketing?
4. Connecting Campaign Objectives to Funnel Stages
5. Choosing Offers for Paid Campaigns
6. Matching Audiences, Messages and Channels
7. Understanding CPM, CPC and Click-Through Rate
8. Understanding Cost per Lead and Cost per Acquisition
9. Understanding Conversion Rate and Return on Ad Spend
10. Understanding Customer Acquisition Cost and Lifetime Value
11. Understanding Payback Period and Break-Even Analysis
12. Allocating Budgets Across Campaigns and Channels
13. Understanding Learning Periods and Campaign Forecasting
14. Creating a Paid Media Creative Strategy
15. Aligning Advertisements with Landing Pages
16. Preparing Sales Teams to Handle Paid Leads
17. Writing a Complete Campaign Brief
18. Creating Campaign Naming and Governance Standards
19. Creating a Campaign Optimization Schedule

MODULE 27 · 21 TOPICS

Google Tag Manager, Google Tag & Conversion Tracking

1. What Is Google Tag Manager and Why Is It Used?
2. Understanding GTM Accounts and Containers
3. Understanding GTM Workspaces and Publishing
4. What Are Tags, Triggers and Variables?
5. Using Preview Mode and Tag Assistant
6. Setting Up the Google Tag
7. Tracking Button and Link Clicks
8. Tracking Forms and Successful Submissions
9. Tracking Phone and WhatsApp Clicks
10. Tracking Video and Custom Events
11. What Is a Data Layer?
12. Planning Event Names and Event Parameters
13. Debugging and Validating Tracking Events
14. Setting Up Google Ads Conversion Tracking Through Google Tag Manager
15. Setting Up Remarketing Tags and Conversion Linker
16. Understanding Consent Mode
17. Implementing Privacy-Aware Data Collection
18. Understanding Data Minimisation
19. Understanding Server-Side Tagging
20. Understanding First-Party Gateway Concepts
21. Creating a Complete Website Tracking Specification

MODULE 28 · 21 TOPICS

Google Analytics 4, Attribution & AI-Assisted Insights

1. What Is Google Analytics 4 (GA4)?
2. Setting Up a GA4 Account and Property
3. Creating and Configuring a Web Data Stream
4. Understanding the GA4 Event-Based Measurement Model
5. Understanding Automatically Collected Events
6. Understanding Enhanced Measurement Events
7. Understanding Recommended and Custom Events
8. Using Event Parameters and User Properties
9. Marking and Managing Key Events
10. Creating Audiences and Custom Dimensions
11. Understanding Channel Groups and Campaign Tagging
12. Using Acquisition Reports
13. Using Engagement and Retention Reports
14. Using Monetisation Reports
15. Building Explorations, Funnels and Path Reports
16. Using Segments and Attribution Reports
17. Checking GA4 Data Quality
18. Connecting Search Console and Google Ads to GA4
19. Creating Reports in Looker Studio
20. Using AI to Analyze GA4 Data Responsibly
21. Turning Analytics Findings into Marketing Actions

MODULE 29 · 27 TOPICS

Meta Ads: Facebook & Instagram Advertising

1. Understanding Meta Business Portfolio and Advertising Assets
2. Setting Up Meta Ads Manager Access and Permissions
3. Configuring Billing, Security and Account Quality
4. Choosing the Correct Meta Campaign Objective
5. Understanding Campaign, Ad Set and Ad Structure
6. Choosing Placements for Facebook and Instagram Ads
7. Setting Campaign and Ad Set Budgets
8. Understanding Meta Bidding and Delivery
9. Creating Core Audiences
10. Creating Custom and Lookalike Audiences
11. Creating Retargeting Audiences
12. Using First-Party Audience Data Responsibly
13. Choosing Meta Advertisement Formats
14. Creating Reels-First Advertisements
15. Writing Meta Ad Copy, Offers and Calls to Action
16. Creating a Systematic Creative Testing Plan
17. What Is the Meta Pixel?
18. Using Events Manager to Check Tracking
19. Understanding Conversions API and Offline Events
20. Understanding Meta Attribution
21. Understanding Advantage+ and AI-Assisted Delivery
22. Creating Meta Lead Advertisement Campaigns
23. Creating Meta Sales Campaigns
24. Using Meta Ad Library for Competitor Research
25. Handling Negative Comments on Advertisements
26. Reading Meta Advertising Reports
27. Optimizing and Scaling Meta Campaigns

MODULE 30 · 28 TOPICS

Google Ads & Search Engine Marketing

1. What Is Search Engine Marketing (SEM)?
2. How Are SEO and SEM Different?
3. Setting Up Google Ads Account Access and Billing
4. Planning Google Ads Account and Campaign Structure
5. Setting Up Google Ads Conversion Tracking
6. Understanding Google Search Campaigns
7. Researching Keywords for Search Advertisements
8. Understanding Keyword Match Types
9. Creating and Managing Negative Keywords
10. Writing Responsive Search Advertisements
11. Creating and Managing Google Ads Assets
12. Understanding Quality Score and Ad Rank
13. Understanding Search Campaign Bidding Strategies
14. Setting Campaign Budgets and Forecasts
15. Analyzing Search Terms
16. Improving Landing Page Experience
17. Understanding Google Display Campaigns
18. Understanding YouTube Advertising Campaigns
19. Understanding Shopping and Merchant Center Campaigns
20. Understanding Performance Max Campaigns
21. Understanding Demand Gen Campaigns
22. Understanding AI Max for Search
23. Using AI-Assisted Assets with Human Control
24. Creating Google Ads Remarketing Campaigns
25. Running Google Ads Experiments
26. Understanding Google Ads Attribution
27. Reading and Presenting Google Ads Reports
28. Optimizing and Scaling Google Ads Campaigns

MODULE 31 · 26 TOPICS

ChatGPT Ads

1. What Are ChatGPT Ads and Where Do They Appear?
2. Understanding Paid Ads and Organic ChatGPT Recommendations
3. Checking Advertiser Eligibility and Available Features
4. Setting Up Ads Manager, Verification, Billing and Team Access
5. Understanding Campaign, Ad Group and Ad Structure
6. Choosing Views, Clicks and Conversions Objectives
7. Understanding CPM, CPC and Conversion-Optimized Bidding
8. Setting Campaign Budgets, Schedules and Spend Controls
9. Using Available Location, Platform and Audience Targeting
10. Understanding Conversation Intent and Ad Relevance
11. Organizing Ad Groups by Product, Service and Customer Need
12. Writing Context Hints and Understanding Their Limits
13. Writing Benefit-Focused Ad Titles, Copy and Calls to Action
14. Creating Relevant Images and Distinct Creative Variations
15. Aligning Ads, Offers and Landing Pages
16. Checking Landing Page Access for OpenAI Advertising Crawlers
17. Adding UTM Parameters and Tracking Paid Traffic in GA4
18. Setting Up the Measurement Pixel and Understanding Conversions API
19. Selecting Conversion Events and Validating Measurement
20. Understanding Attribution, Reporting Delays and Data Differences
21. Following Ad Policies, Privacy and Brand Safety Requirements
22. Reviewing Ads, Launching Campaigns and Resolving Delivery Issues
23. Analyzing Impressions, Clicks, CTR, CPC, CPM and Conversions
24. Evaluating Lead Quality, Acquisition Cost and Return on Ad Spend
25. Testing Creatives and Optimizing Budgets, Bids and Relevance
26. Building a Campaign Project and Presenting an Optimization Report

MODULE 32 · 20 TOPICS

LinkedIn Ads & B2B Demand Generation

1. Understanding LinkedIn Campaign Manager
2. Setting Up Billing, Access and Permissions
3. Choosing the Correct LinkedIn Campaign Objective
4. Planning LinkedIn Campaign Account Structure
5. Targeting by Job Function, Title and Seniority
6. Targeting by Company, Industry and Skills
7. Creating and Using Matched Audiences
8. Understanding Sponsored Content Formats
9. Using Document, Video and Conversation Advertisements
10. Using Text and Dynamic Advertisement Formats
11. Creating LinkedIn Lead Gen Forms
12. Aligning LinkedIn Advertisements with Landing Pages
13. Designing B2B Lead Nurture Journeys
14. Installing and Using the LinkedIn Insight Tag
15. Understanding LinkedIn Conversions API Concepts
16. Creating Retargeting and Conversion Tracking
17. Understanding B2B Metrics and Long Sales Cycles
18. Evaluating Pipeline and Lead Quality
19. Running LinkedIn Advertising Experiments
20. Reporting and Optimizing LinkedIn Campaigns

MODULE 33 · 22 TOPICS

WhatsApp Marketing, Business Platform, CRM & Flows

1. Understanding WhatsApp Business App and Business Platform
2. Choosing WhatsApp Use Cases for Marketing, Sales and Support
3. Setting Up a WhatsApp Business Profile
4. Creating Catalogues and Organizing Products or Services
5. Using Labels and Quick Replies
6. Creating Greeting and Away Messages
7. Understanding Broadcast Lists and Groups
8. Planning Team Operations and Human Handoffs
9. Understanding WhatsApp Consent and Opt-In
10. Understanding Message Categories and Templates
11. Maintaining Message Quality and Safe Frequency
12. Following WhatsApp Policies and Avoiding Spam
13. Creating Click-to-WhatsApp Advertisement Funnels
14. Using QR Codes and Website Entry Points
15. Qualifying and Tracking WhatsApp Leads
16. Understanding WhatsApp Flows
17. Creating Interactive Calls to Action and Forms
18. Creating Appointment, Reminder and Feedback Workflows
19. Integrating WhatsApp with a CRM
20. Understanding Webhooks and API Concepts
21. Segmenting and Automating WhatsApp Follow-Up
22. Measuring WhatsApp Leads and Conversions

MODULE 34 · 20 TOPICS

Email Marketing, CRM & Lifecycle Automation

1. What Is Email Marketing?
2. Building a Permission-Based Email List
3. Creating Lead Magnets and Email Sign-Up Forms
4. Understanding Single and Double Opt-In
5. Segmenting an Email Database
6. Understanding Newsletters and Broadcast Emails
7. Creating Autoresponders and Nurture Sequences
8. Creating Onboarding and Reactivation Sequences
9. Writing Effective Email Subject Lines and Preview Text
10. Writing Clear and Persuasive Email Copy
11. Designing Mobile-Friendly and Accessible Emails
12. Using Personalization Correctly
13. Understanding Email Authentication and Deliverability
14. Maintaining Consent, List Hygiene and Spam Safety
15. Creating Automation Triggers and Conditional Branches
16. Understanding Lead Scoring and CRM Stages
17. Creating Sales Team Handoffs
18. Measuring Open, Click and Conversion Rates
19. Running Email Marketing Experiments
20. Connecting Email Activity to Revenue and Attribution

MODULE 35 · 22 TOPICS

AI Marketing Automation & Cross-Channel Orchestration

1. What Is Marketing Automation?
2. Choosing Between Manual, Rules-Based and AI-Assisted Automation
3. Understanding Automation Triggers and Actions
4. Using Routers, Filters and Conditional Logic
5. Using Delays, Schedules and Webhooks
6. Mapping Data Between Marketing Tools
7. Automating Lead Capture and CRM Entry
8. Automating Lead Enrichment and Assignment
9. Automating Follow-Up and Marketing Reports
10. Using AI for Campaign and Competitor Research
11. Using AI to Create and Review Creative Variants
12. Using AI for Quality Assurance and Analysis
13. Using AI as Decision Support, Not Unsupervised Decision-Making
14. Connecting Advertisements, Forms and Google Sheets
15. Connecting CRM, WhatsApp and Email Workflows
16. Connecting Marketing Data to Dashboards
17. Handling Automation Errors and Failed Steps
18. Managing Permissions, Privacy and Sensitive Data
19. Creating Logs and Audit Trails
20. Adding Human Approval Gates
21. Writing Operational SOPs for Automations
22. Testing an Automation Before Production Use

Phases 4–6 · Months 4–12

Video editing, internship, career tracks and support

Video editing (Month 4, included)

1. Video editing with Adobe Premiere Pro and CapCut
2. Editing reels, short-form ads and YouTube videos
3. Captions, music, sound and pacing
4. Exporting for Instagram, YouTube and ad platforms

Track 1 · Freelancing, client acquisition & delivery

1. Finding and winning your first clients
2. Pricing, proposals and client delivery
3. Freelancing guidance after the course

Track 2 · AI-first entrepreneurship & digital income models

1. Entrepreneurship and freelance success guidance
2. Tips and support to launch your own digital agency
3. Digital income models built with AI

Track 3 · Portfolio, certifications & interview readiness

1. Portfolio from live projects and assignments
2. LinkedIn profile optimisation and resume creation
3. Internship certificate, course completion certificate and interview preparation

Track 4 · Internship, live projects & placement support

1. Supervised agency-level internship
2. Work on live businesses and run ads with your own ad budget
3. Placement support, with unlimited interviews

Extended support (Months 7–12)

1. Extended support if you are not yet placed
2. Access to running live batches, as many times as you need
3. Internship work on live businesses and agency projects

100+ AI tools you will use

AI assistants and research

ChatGPT, Claude, Gemini, Microsoft Copilot, Perplexity, Grok, Meta AI, DeepSeek, Sarvam AI, Mistral Le Chat, NotebookLM

AI agents and automation

Manus, ChatGPT Agent, Genspark, Zapier, Make, n8n, Pabbly Connect, Lindy

AI website, app and code builders

Lovable, Bolt.new, Cursor, Claude Code, OpenAI Codex, Replit, v0 by Vercel, Google AI Studio, Framer AI, Elementor AI

AI images and design

Nano Banana (Gemini), ChatGPT Images, Claude Design, Canva AI, Adobe Firefly, Adobe Express, Midjourney, Ideogram, Leonardo AI, Flux, Recraft, Photoroom

AI video and avatars

Google Flow, Veo, Google Vids, Kling, Seedance, Runway, Sora, Luma Dream Machine, HeyGen, Synthesia, invideo AI, OpusClip, CapCut, Descript

AI voice and music

ElevenLabs, Suno, Murf AI, Adobe Podcast

Presentations, writing and productivity

Gamma, Napkin AI, Notion AI, Grammarly, QuillBot, Otter.ai, Fireflies.ai, Google Workspace with Gemini

SEO and AI search visibility

Semrush, Ahrefs, Surfer SEO, Frase, Rank Math Content AI, Writesonic, Ubersuggest, AlsoAsked, Screaming Frog, Otterly.AI

Ads and performance marketing

Google Ads AI Max and Performance Max, Meta Advantage+, ChatGPT Ads, Microsoft Advertising Copilot, LinkedIn Accelerate, AdCreative.ai, Madgicx

Social media and content operations

Buffer AI Assistant, Hootsuite OwlyWriter AI, Metricool, Predis.ai, Taplio

Analytics and conversion

Google Analytics 4 insights, Gemini in Google Sheets, Microsoft Clarity Copilot, Hotjar, Julius AI

WhatsApp, CRM and email

WATI, AiSensy, Interakt, HubSpot Breeze AI, Zoho CRM Zia, Brevo

Attend a free demo class

Batch 170 demo: 16 November 2026, 9:00 AM. Online or at our campus near JNTU Metro.

Call 96969 63446 · WhatsApp 81869 44555 · digitalbrolly.com

Full syllabus online: digitalbrolly.com/digital-marketing-syllabus/

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