



(DEEMED TO BE UNIVERSITY)

**KLH**

**GBS**

GLOBAL BUSINESS SCHOOL



**ONLINE**

COURSE CODE : OE0201

**BUILDING WORLD LEADERS**

**45 YEARS OF**  
EDUCATIONAL  
LEADERSHIP

**BAND**  
**EXCELLENT**

SELF-FINANCED  
UNIVERSITIES CATEGORY  
**ARIIA**  
ASSOCIATION OF INSTITUTE  
OF INNOVATION ARCHITECTS

RECOGNISED AS **1 UNIVERSITY**  
BY UGC, STATUTORY  
CATEGORY **1** BODY OF MHRD

**nirf 22** AMONG ALL  
UNIVERSITIES

# CENTRE FOR EXCELLENCE IN MARKETING INSIGHTS



## CERTIFICATE PROGRAM IN DIGITAL MARKETING WITH AI

The program focuses on equipping individuals with the essential skills to leverage AI in digital marketing campaigns

### WHO SHOULD ATTEND

This program is ideal for students, marketing professionals, entrepreneurs, freelancers, and content creators who are responsible for developing and implementing digital marketing tools and strategies, and who seek to leverage AI tools for improved campaign performance, audience targeting, and career advancement.

### WHAT YOU WILL LEARN

You will learn to use AI tools for content creation, campaign automation, audience targeting, and data-driven marketing decision-making.

### THIS PROGRAM WILL HELP YOU TO

- ✓ Creating smarter campaigns
- ✓ Targeting the right audiences
- ✓ Auto mating tasks
- ✓ Making data-driven decisions
- ✓ Digital marketing strategies
- ✓ Enhance campaign performance
- ✓ Improve customer targeting
- ✓ Drive measurable business outcomes



This program is part of the Certificate of Management Excellence. To earn the certificate, participants must complete selected topic-focused programs within one month.

<b>Date</b>	<b>Classes Commence from 21<sup>st</sup> July 2025 by Experienced Faculty</b>
<b>Fees</b>	<b>Rs.30, 000/-</b>
<b>Duration</b>	<b>one month</b>
<b>Venue</b>	<b>GBS Campus, Kondapur, Hyderabad</b>
<b>Mode</b>	<b>Hybrid, 4 Days Campus immersion</b>
<b>Eligibility</b>	<b>18 +years</b>
<b>Benefits</b>	<b>Certificate from GBS, GBS Alumni Status</b>

## DIGITAL MARKETING WITH AI

### DAY 1 INTRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Importance and scope in 2025
- Traditional Marketing vs Digital Marketing
- Platforms in Digital Marketing (Search, Social, Email, etc.)
- Types: SEO, SEM, SMM, Email, Content, Affiliate, Influencer, etc.
- Creating a digital marketing strategy

### DAY 2 WEBSITE, DOMAIN & HOSTING BASICS

- What is a website? Types of websites
  - What is a domain?
  - What is hosting?
  - How domains and hosting work together
- How to buy a domain and hosting (Live demo with GoDaddy/Hostinger)

### DAY 3 DESIGNING WITH MINIMIZE THEME

- Introduction to WordPress Dashboard
- Installing Minimize Theme
- Creating basic pages: Home, About, Services, Contact
- Creating a menu
- Customizing header

#### Practice Work:

- Install the Minimize theme and create Home, About, and Contact pages.
- Customize header and footer sections.

### DAY 4 DESIGNING WITH ASTRA THEME + STARTER TEMPLATES

- Installing Astra Theme
  - Importing Starter Templates
  - Modifying pre-designed templates
- Editing layout, fonts, and colours

#### Practice Work:

- Install Astra Theme and import a starter template.
- Replace the content and images of the template with your own.

**DAY 5**  
**BUILDING A COMPLETE**  
**WEBSITE WITH AI**

- Using Starter Template AI tools for designing
  - Using ChatGPT for website content writing
- Practice Work:
- Design a Complete Website Using AI.
  - Use ChatGPT website content.

Finalize and present a 4–5–page website  
(Home, About, Services, Blog, Contact)

**DAY 6**  
**BLOGGING IN**  
**WORDPRESS USING**  
**SEO TECHNIQUES**

- Writing an SEO-friendly blog post  
(Title, Meta Description, Keywords)
- Adding internal/external links
- Optimizing images for SEO

**Using all-in-one SEO plugins Practice Work:**

- Write a 500–word SEO-friendly blog on any topic.

**DAY 7**  
**INTRODUCTION TO**  
**SEO & KEYWORD**  
**RESEARCH**

- What is SEO? Importance of SEO
- How Search Engines Work: Crawling, Indexing, Ranking
- Types of SEO: On-page, Off-page
- Understanding keywords
- Free and paid tools for keyword research (Google Keyword Planner, Uber Suggest, etc.)

**Practice Work:**

Use Google Keyword Planner or Uber Suggest to find  
10 keywords for your blog/business.

**DAY 8**  
**ON-PAGE SEO**

- Title Tag, Meta Description, and Header Tags
- Content Optimization and Readability
- Internal linking structure

**Practice Work:**

Optimize your previous blog with Title, Meta Description,  
H1, and internal links.

**DAY 9**  
**OFF-PAGE SEO**

- What is Off-page SEO?
- Link building techniques
- Social bookmarking, blog commenting, guest posting
- Backlink analysis tools (Ahrefs, SEMrush, etc.)
- Creating a backlink strategy

**Practice Work:**

Submit your blog or website to at least 3 social book-  
marking sites (like Reddit, Medium, Quora).

**DAY 10**  
**CANVA BASICS**  
(LOGO, VISITING CARD,  
MENU CARD)

- Intro to Canva dashboard
- Designing a simple logo with icons and text
- Creating a business card design
- Designing a basic restaurant menu card

**Practice Work:**

Design 5 logos for different businesses

**DAY 11**  
**CORPORATE & SOCIAL**  
**MEDIA DESIGN**

- Designing letterheads and envelopes
- Invitation card design (events, seminars)
- Instagram post design basics (1080x1080)
- Creating festival greeting templates

**Practice Work:**

Design one letterhead and one invitation card.

**DAY 12**  
**CREATIVE + AI FEATURES**  
**IN CANVA**

- Using Magic Design and Magic Write
- Animation and video features
- AI-generated content and templates

Canva Apps

**Practice Work:**

Use Magic Write to generate 1 caption or ad copy.

**DAY 13**  
**GOOGLE MY**  
**BUSINESS SETUP**

- What is Google My Business (GMB)?
- Creating a GMB profile
- Adding business info, photos, and services
- Managing posts, offers, and events
- Gathering and responding to reviews

Reading GMB insights/analytics

**Practice Work:**

Create a Google My Business account for a sample business (or simulate one).

**DAY 14**  
**CREATING INSTAGRAM &**  
**FACEBOOK PAGES**

- Difference between personal, business, and creator accounts
- Creating an Instagram business profile
- Creating a Facebook page for business
- Setting up bio, categories, profile & cover photo
- Linking FB & Instagram

Practice Work: Create a Facebook Page and Instagram Business profile.

**DAY 15**  
**META BUSINESS**  
**SUITE SETUP**

- Intro to Meta Business Suite
- Adding pages and accounts to the suite
- Content calendar, scheduling posts & stories
- Analyzing insights and engagement metrics

**Practice Work:**

Connect Instagram and Facebook to Meta Business Suite

**DAY 16**  
**INTRODUCTION TO**  
**META ADS MANAGER**

- Overview of Meta Ads ecosystem
- Understanding campaign structure (Campaign > Ad Set > Ads)
- Objectives: Awareness, Consideration, Conversion
- Audience types: Core, Custom, Lookalike
- Ad placements overview

**Practice Work:**

Create a dummy campaign in Ads Manager (without publishing)

**DAY 17**  
**META ADS SETUP & STRUCTURE**

- Creating a Business Manager & Ads Manager account
- Adding payment methods
- Audience creation: Location, age, interests
- Campaign structure live demo
- Overview of Ad Library

**Practice Work:**

Set up a campaign draft: Choose objective, audience, placement, and creatives.

**DAY 18**  
**RUNNING AWARENESS AD**

- Choosing the right objective (Brand Awareness/Reach)
- Setting the budget and schedule
- Designing the ad (image/video, copywriting)
- Previewing and publishing
- Reviewing results in Ad Manager

Canva Apps

**Practice Work:**

Launch a basic awareness ad with ₹100 (if possible).

**DAY 19**  
**MEME MARKETING**

- What is meme marketing?
- Why memes go viral: Psychology and relatability
- Tools for meme creation (Canva, Imgur)
- Using memes for brand engagement
- Do's & Don'ts of meme marketing

**Practice Work:**

Create 3 memes related to digital marketing or a trending topic

**DAY 20**  
**INFLUENCER MARKETING**

- What is influencer marketing?
- Micro vs Macro influencers
- How to find the right influencer
- Collaboration types: Barter vs Paid
- Tools for influencer outreach (Collabstr, Upfluence)

**Practice Work:**

Identify 5 micro-influencers in any niche

**DAY 21**  
**EMAIL MARKETING**

- What is Email Marketing?
- Types: Promotional, Transactional, Newsletter
- Email marketing tools: Mailchimp
- Creating a mailing list
- Writing effective subject lines & CTAs

**Practice Work:**

Create a free Mailchimp account.

**DAY 22**  
**WHATSAPP MARKETING**

- WhatsApp Business App vs API
- Setting up business profile & auto replies
- Broadcast lists and labels
- Tools for bulk WhatsApp marketing
- Using catalogs, quick replies, and status for promotion

**Practice Work:**

Set up a WhatsApp Business profile with business details

## **DAY 23**

### **LINKEDIN MARKETING**

- Optimizing your LinkedIn Profile (for business or personal brand)
- Company page creation
- LinkedIn content types (posts, carousels, articles)
- Connection strategies
- LinkedIn Ads (intro and overview)

#### **Practice Work:**

Optimize your LinkedIn profile (professional photo, headline, summary).

## **DAY 24**

### **TWITTER/X MARKETING**

- Introduction to Twitter/X for businesses
- Understanding hashtags and trends
- Tweeting strategy: frequency, tone, and engagement
- Using Twitter Ads (overview)

#### **Practice Work:**

Create a Twitter account for business.

**A learning experience that energizes a spiring and established change makers.**

#### **BREAK THROUGH LEARNING**

Stimulating classes led by faculty at the forefront of their fields. Topics that will define the future of business. Discussions that transform perspectives and ways of thinking. Access to the brightest business minds on the planet. In short, learning experiences that only Global Business School can provide.

#### **SUPPORT**

Premium amenities and purpose-built accommodations for all participants on the GBS campus. Astonishingly attentive staff. Classrooms designed to foster collaboration. Virtual, in-person, and blended learning formats tailored to your terms. Here, every detail is carefully calibrated to nurture your growth.

#### **ADMISSIONS**

Candidates are admitted on a rolling, space-available basis and typically receive their admissions decisions within four to six weeks. Select programs have application deadlines, as noted on the program page of our website. For all programs, early application is strongly encouraged.

#### **POWERFUL CONNECTIONS**

Our programs strengthen organizations and individuals by deepening relationships and fostering new ones. Participants leave with lifelong friends, new potential business partners, and a powerful, globe-spanning network of fellow change makers.

#### **INTENTIONAL DIVERSITY**

We curate a truly diverse classroom for good reason. Exposure to different perspectives sharpens our thinking and better equips us to lead in today's business landscape. Expect to learn with— and from—peers who come from around the world, representing a variety of industries, and all walks of life.

For More Information: [www.gbs.klh.edu.in](http://www.gbs.klh.edu.in)

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