45 YEARS OF EDUCATIONAL LEADERSHIP | **BAND EXCELLENT** SELF-FINANCED UNIVERSITIES CATEGORY ARIIA ATAL RANKING OF INSTITU' ON INNOVATION ACHIEVES | **RECOGNISED AS CATEGORY 1 UNIVERSITY** BY UGC, STATUTORY 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.

Date	**Classes Commence from the 15th June 2025 by Experienced Faculty**
Fees	**Rs.30, 000/-**
Duration	**one month**
Venue	**GBS Campus, Kondapur, Hyderabad**
Mode	**Hybrid, 4 Days Campus immersion**
Eligibility	**18 +years**
Benefits	**Certificate from GBS, GBS Alumni Status**

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, Up fluence) **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 fore front 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.

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.

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.