

Module 1: Marketing Basics

1. What Marketing?
2. 4 P's of Marketing.
3. Types of Online Business and their Objectives.
4. Difference between Leads & Sales.
5. Definitions of Branding, Marketing, Advertising, Promotions and Sales.
6. Market Segmentation, Targeting and Positioning. (STP)
7. Real World Case Studies & Examples.

Module 2: Introduction to Digital Marketing

8. What is Digital Marketing?
9. Types of Digital Marketing
10. Digital Marketing Vs Traditional Marketing
11. Traditional Marketing Funnel
12. Digital Marketing Funnel
13. What are Impressions?
14. Brand/Product Visibility
15. What is CTR & How is it calculated?
16. What is Traffic?
17. Types of Traffic based on source
18. Types of Traffic based on Audience
19. Difference between targeted traffic & non-targeted traffic
20. What is the bounce rate? How to decrease bounce rate?
21. Tips to increase visitor engagement
22. How to convert Traffic into Leads or Sales.

Module 3: World of Web & Importance of website in Digital Marketing

23. What is a web Browser? & types of browsers
24. Difference between browsers and Search Engines.
25. What is a web page?
26. What is a website?
27. What do you need to create a website?
28. What are Domain names?
29. What are Domain extensions?
30. How to choose a domain name for your website?
31. How to buy a domain name?
32. What is a hosting space/server?
33. Different types of hostings
34. Which type of hosting to buy?
35. How to choose the best hosting provider?
36. Buying Hosting online.



Module 4: Introduction to AI Marketing [Prompt Engineering + Generative AI LLMS + AI Driven Marketing]

- 37. What is AI Marketing?
- 38. What is Generative AI?
- 39. Difference Between AI & Generative AI
- 40. What are LLMS?
- 41. What is a prompt?
- 42. What is a Token?
- 43. Prompts Vs Token Vs Outputs
- 44. Best AI Tools 2025 - [10+ Tools Covered]
- 45. Basics of Prompt Engineering
- 46. Different Types of Prompts
- 47. What are Negative Prompts and its Importance?
- 48. How to do Research with AI Tools
- 49. How to Create text content with these AI Tools
- 50. How to Create Images with AI Tools
- 51. How to create videos with AI tools
- 52. 100+ Prompt Templates - Prompt Library for AI Marketing

Module 5: Earning Money Using [Websites + Videos + AI Tools]

- 53. Passive vs. Active income
- 54. How to make money online?
- 55. What are digital Assets?
- 56. How to Earn from websites?
- 57. How to earn money using videos?
- 58. Popular Ad Networks
- 59. What is Google AdSense?
- 60. Website AdSense Vs YouTube AdSense Approval Process
- 61. Affiliate Marketing with AI
- 62. Freelancing with AI
- 63. Selling Physical Products - Ecommerce Marketing Basics
- 64. Creating & selling AI Content Online.
- 65. More ways to monetise video content online - Skill Share, Udemy & More.

Module 6: Designing with Canva

- 66. Introduction to Canva [Pro Vs Free]
- 67. Importance of images/Designing in Digital Marketing
- 68. Benefits of good design for branding, trust & conversions
- 69. Color Psychology & Meaning of Colors
- 70. Choosing the Right Colors Based on Niche/Industry
- 71. Colour Palettes & Brand Kit in Canva
- 72. Best websites to download copyright free images [Pexels, Unsplash, Pixabay, Freepik (free section)]
- 73. Canva Background Removal Tool - Pro, Free BG Removal options



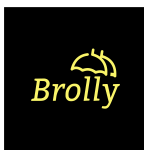
- 74. Introduction to Canva Dashboard
- 75. Understanding design workspace & elements
- 76. How to use templates in Canva
- 77. Customizing templates with text, colors, images, elements, frames, shapes & more.
- 78. Proofreading & different downloading options in Canva (Free Vs Pro)
- 79. Creating Logo with Canva
- 80. Creating Brand Assets - Letterhead, Visiting Cards, Business invoice using canva
- 81. Create Social Media Images
- 82. Create YouTube Thumbnails
- 83. Creating Images from Scratch - Custom size images
- 84. Design Principles for Professional-Looking Designs
- 85. Creating Brand/Design templates for your Business
- 86. Using Magic AI tools in Canva
- 87. Canva Automations, scheduling, & Integrations.

Module 7: Website Creation with Wordpress

- 88. What is CMS?
- 89. Why WordPress?
- 90. How to install wordpress on a server?
- 91. WordPress Dashboard Brief
- 92. What are Pages?
- 93. What are Posts?
- 94. Difference between pages and posts?
- 95. How to create a Page and a Post?
- 96. What are categories?
- 97. How to create categories?
- 98. Creating menus in WordPress
- 99. What is a Theme and Its Importance
- 100. How to install a theme and activate it?
- 101. How to choose the Right Theme for your website?
- 102. What are Plugins? and their Importance
- 103. Page Builder plugins for designing custom pages
- 104. How to design a home page?
- 105. How to create a blog?
- 106. How to create Contact forms and registration forms on your website?
- 107. How to Change URL structure for SEO purpose.
- 108. How to handle your website security?
- 109. Adding Live chat options to your website
- 110. List of very important plugins that are must for a website

Module 8: Introduction to {SEO - 2025} - AI POWERED

- 111. What is SEO?
- 112. What are the advantages of SEO?



- 113. Disadvantages of SEO
- 114. What is SERP?
- 115. Understand Search Results
- 116. Different Types of search Results - Including AI Overview & AI Mode
- 117. How does Google work in the backend?
- 118. What is Crawling?
- 119. What is Indexing?
- 120. Rank Math Algorithm and importance of relevance
- 121. What is Google Sandbox?
- 122. Does Google Sandbox Exist?
- 123. Google Algorithm updates.
- 124. Special note on Panda, Penguin, Hummingbird updates.
- 125. Latest 2025 Algorithm updates - HCU
- 126. What are Keywords?
- 127. Different types of Keywords for SEO purposes.
- 128. Differentiating keywords based on user intentions.
- 129. What is the search volume? and its importance.
- 130. What are LSI keywords?
- 131. Keyword Cluster - How to know your keyword cluster.
- 132. What are intent defining keywords
- 133. Difference between money making keywords and informational keywords
- 134. Step by Step process on how to do SEO for a new website - SEO Blueprint

Module 9: Keyword Research & Competitor Analysis

- 135. How to get new keyword Ideas - Using AI
- 136. Tools to use for more keyword ideas
- 137. How to find search volume and tools to use?
- 138. Keywords Research Process
- 139. How to find profitable keywords for your business?
- 140. How to analyse the difficulty of keywords?
- 141. How to analyse competitor keywords?
- 142. Using Uber Suggest, WriterZen, SEO Quake for competitor Analysis
- 143. Selecting Primary & Secondary keywords. Forming Keyword cloud
- 144. How to create strategies on how to outrank your competitors?

Module 10: Content Planning & Content Writing

- 145. Generating content ideas
- 146. Forming a content framework/blueprint - Using competitors & Using AI
- 147. Planning content based on competitors - Manual Methods & using tools
- 148. How to generate content using **AI**
- 149. How to create images using Canva?
- 150. How to create **AI images** using canva?



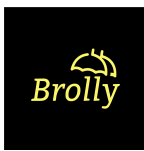
- 151. Essential elements that your content should contain.
- 152. How to proofread or check the content for grammatical errors
- 153. What is Plagiarism?
- 154. How to check the plagiarism of the content.
- 155. Best practices in content writing

Module 11: On- Page Optimization

- 156. Fundamental ON Page Factors.
- 157. How to write SEO optimized titles for your web Page/Post. - USING AI
- 158. How to write an attractive description to get more clicks.
- 159. Best practices in writing page/post URLs to rank better
- 160. How to optimise the different types of Headings
- 161. The core content optimisation principles.
- 162. How to use LSI keywords, synonyms and intent words for better rankings
- 163. Structuring your web page and prioritising content for SEO
- 164. How to optimize Images on the website for image rankings.
- 165. Importance of image file name, Image Alt tag and its size.
- 166. Optimising content for visual search appearance
- 167. Importance of questioning words & FAQs on your page/post.
- 168. Importance of videos and optimising videos on the page/post.
- 169. How proper internal linking can boost SEO ranking?
- 170. How to plan External links in a web page?
- 171. How to use SEO tools to cross check the on page factors implementation.

Module 12: Technical SEO

- 172. Basics of Technical SEO
- 173. Website Structure & navigation optimisation for SEO
- 174. Robots.txt creation
- 175. Sitemap.xml creation.
- 176. Impact of Page Speed on SEO
- 177. Core web vitals and their importance
- 178. Using GTMetrix & Lighthouse for speed reports.
- 179. Importance of UX Signals for SEO
- 180. HTTPS & Website Security
- 181. Tracking and fixing broken links
- 182. Custom 404 page
- 183. Importance of mobile responsiveness & mobile compatibility.
- 184. Touch friendly factors to boost UX and site rankings.
- 185. Canonical links & their importance
- 186. Orphan Pages & How to avoid them
- 187. Favicon
- 188. Tools for Technical SEO Audit



Module 13: Advanced SEO Techniques

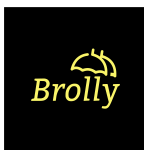
- 189. What are rich snippets?
- 190. Different types of rich snippets.
- 191. How to optimize content for different types of featured snippets.
- 192. How to create site link snippet
- 193. how to create product, rating, review snippets
- 194. FAQ Snippets and their benefits
- 195. Importance structured data tables on web pages/posts.
- 196. Other types of snippets and their optimisation techniques

Module 14: Off Page Optimization - EEAT Strategy

- 197. What is OFF Page SEO?
- 198. Difference between ON Page and OFF Page
- 199. Why is OFF Page SEO important?
- 200. Backlinks and their importance
- 201. What are backlinks
- 202. Types of backlinks
- 203. Do.s & Don'ts in Link Building
- 204. Importance of Anchor text in link building
- 205. What is domain authority?
- 206. How to check a website's domain authority?
- 207. How to increase a website's domain authority?
- 208. What is spam score
- 209. How to check for your websites spam score
- 210. Getting High quality Backlinks
- 211. Email marketing for backlinks
- 212. Link Building strategies
- 213. Advanced techniques in Link building
- 214. Monitoring Link Profile of your website
- 215. Maintaining Link health to avoid penalties
- 216. Process to remove spam links using disavowing tool

Module 15: Local SEO - Location Based SEO

- 217. Basics of Local SEO
- 218. The Map Pack – Understanding the local seo results.
- 219. Keyword Research for Local SEO
- 220. Create a listing on Google My Business (GMB)
- 221. Key optimisation factors in GMB
- 222. Product listing, Services listing in GMB
- 223. Importance of images optimisation and posts in GMB
- 224. What are NAP Citations
- 225. Importance of citations in Local SEO
- 226. Key local SEO Ranking factors



- 227. Importance of Social Presence & check-in's for local seo
- 228. Importance of Online reputation Management for Local SEO.

Module 16: Google Search Console (Former Webmaster Tools)

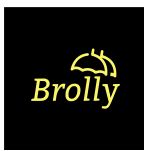
- 229. What is Google Search Console?
- 230. Importance and uses of Google Search Console (GSC)
- 231. How to integrate your website with GSC?
- 232. Different types of website verification methods?
- 233. Analysing keywords, their positions and CTR's
- 234. Comparing results over time of different keywords
- 235. Filtering keyword analysis over countries, devices and more.
- 236. Check for indexability
- 237. How to request for page indexing
- 238. How to check for snippets and errors.
- 239. Fixing crawl errors.
- 240. Monitor and fix mobile responsive errors.
- 241. How to use GSC for more keyword opportunities and ideas.

Module 17: SEO BONUS MODULE

- 242. How to earn money from SEO - 3 Case Studies
- 243. New website SEO step by step process
- 244. SEO Optimisation checklist
- 245. Creating SEO Performance reports
- 246. SEO Site Audits
- 247. SEO Interview Questions
- 248. Free SEO tools list
- 249. Paid SEO tool exposure
- 250. SEO Book & Material
- 251. AI Tools needed for SEO
- 252. Latest AI Powered Techniques 2025

Module 18: Search Engine Marketing / Google Ads (Formerly Adwords)

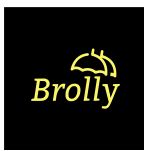
- 253. What is SEM?
- 254. Difference between SEO & SEM?
- 255. Inorganic Search Results
- 256. Introduction to Google Ads & PPC Advertising
- 257. Types of Google Ads Account - Express Account & Expert Account
- 258. Setting up a Google Ads Account
- 259. Google Ads Dashboard overview & Walkthrough
- 260. Types of networks in Google Ads
- 261. What is a Campaign & Different types of campaigns
- 262. Types of Ads in Google Ads
- 263. Text Ads Overview
- 264. Different types of text ad extensions.
- 265. Do's and Don'ts in text Ads - Text Ads Approval Policies



266. Types Of Video Ads & Overview of Video Ads
267. Google Ads Account Structure
268. Types of cost models in Google Ads
269. Different types of keywords in Google Ads.
270. How Google Ads define Ad positions - Overview of Quality Score & Ad Rank
271. Factors that influence Quality Score.
272. How to increase your Ads Quality score.
273. Creating High Quality Landing pages
274. How does Google Auction/bidding Work
275. Different types of bidding strategies
276. Campaign Terminology, Important Terms & Formulas
277. What is Conversion? Types of conversions
278. How to set up different types of conversion Tracking?
279. Using Google Keyword Planner for Keyword research
280. Getting your budgets right for a campaign
281. How to launch a search campaign
282. Choosing Campaign objective, Campaign and Ad Types.
283. Naming a Campaign
284. Choosing a network
285. Choosing Target audience – Language targeting, Location Targeting, Demographics, **Retargeting**, interest based targeting
286. Creating Ad Groups.
287. Creating Ad Copies.
288. Types of Display Ads
289. Launching a display campaign
290. Launching a video campaign
291. Ad optimisation score and tips to improve
292. Google Ads Reports & Insights
293. Google Ads Audience Manager
294. Creating **data Segments** for retargeting
295. Billing Setting & Payment terms in Google Ads
296. Google Ads Material, case Studies, Interview Questions & Mock Interviews.

Module 19: Google Tag Manager (GTM)

297. What is Google Tag Manager?
298. Benefits of Google Tag Manager
299. Integrating the Website with Google Tag Manager
300. Creating container in a Google tag Manager
301. What are Tags
302. What are Variables
303. What are triggers
304. Creating a Tag in GTM
305. Types of Triggers in GTM
306. How to configure triggers in GTM
307. Conversion Tracking Using GTM



308. Event tracking using GTM

Module 20: Google Analytics 4 (GA4)

- 309. What is Google Analytics 4 ?
- 310. How do Google Analytics work 4 ?
- 311. What is a Data Stream?
- 312. Integrating your website with Google Analytics 4
- 313. Tracking Real time data with Google Analytics 4
- 314. Analysing website traffic Sources/Channels
- 315. Analysing Audience Demographics
- 316. Analysing traffic Behavioural flow
- 317. Analysing traffic location & Languages
- 318. Goals and Conversions
- 319. How to set up Goals?
- 320. Types of Goals
- 321. How to Integrate Google Ads & Analytics 4 ?
- 322. How to set up Filters?
- 323. How to generate custom reports in Google Analytics 4

Social Media Optimisation (SMO) & Social Media Marketing (SMM)

Module 21: Introduction to Social Media & Facebook

- 324. Social Media and Its Importance in Digital Marketing.
- 325. SMM Vs SMO.
- 326. Facebook for Personal Account and Its Elements.
- 327. Creating a Facebook business Page
- 328. Customizing Facebook page
- 329. Types of Posts.
- 330. Page management options.
- 331. Linking Facebook Page with Instagram Account
- 332. Linking Facebook Page with Whatsapp Account [Business Account]
- 333. Scheduling Posts in Pages/Meta
- 334. Bulk Content Creation with AI Tools
- 335. Facebook Events creation.
- 336. Facebook Groups & Types of Groups.
- 337. Creating a facebook group
- 338. Generating Leads from facebook groups
- 339. Community building & engagement using Fb Groups
- 340. Importance and Advantages of running a community on Facebook.

Module 22: Facebook Advertising

- 341. Introduction to Meta Ads.
- 342. Difference between Meta Ads & Google Ads.
- 343. Facebook Ad Components



- 344. Spying on Competitors Facebook Ads - Ad Library
- 345. Facebook Ads Funnels
- 346. Different Types of Funnels in Fb Ads with Examples
- 347. Setting Up Meta Ads Account
- 348. Understanding Meta ads account structure.
- 349. Understanding Campaign Structure and their objectives.
- 350. Running Different types of campaigns on Meta
- 351. What are Ad Sets?
- 352. Different types of targeting options on Facebook
- 353. Saved Audience Vs Custom Audience Vs Look Alike Audience
- 354. Age, Gender, Location, Behaviour, interest and other demographics
- 355. What is Facebook Pixel?
- 356. Integrating Facebook Pixel with your website
- 357. Conversion Tracking.
- 358. Facebook Ads Budgeting
- 359. Different Types of Ad Formats.
- 360. Creating Ads with the Help of AI
- 361. Launching a Lead Ad Campaign
- 362. Launching a Conversion Campaign
- 363. Launching a Carousel Campaign
- 364. Launching a Video Ad Campaign
- 365. Tracking & Optimizing Ads
- 366. Ad Copy Creation techniques & Types
- 367. Ad Creatives design & Types
- 368. Remarketing with Custom Audience
- 369. Remarketing with Lookalike Audience
- 370. Creating a campaign with look alike audience
- 371. Metrics & Optimisations.
- 372. How to handle negative comments on Facebook Ads
- 373. Scaling Facebook Ads
- 374. How to work as Freelancer running facebook Ads for clients

Module 23: Instagram Marketing

- 375. Introduction to Instagram
- 376. Elements in Instagram – Hashtags, Captions, Posts, Reels, Stories
- 377. Creating Instagram Business Account
- 378. Personal Account vs Business Account vs Creator Account
- 379. How to optimize instagram profile
- 380. Instagram account growth secrets
- 381. Instagram content creation ideas, tips & tricks
- 382. Introduction to Instagram Reels
- 383. Instagram Reels Features & Strategies
- 384. Instagram Highlights



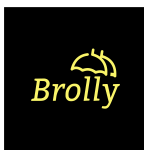
- 385. Instagram Insights
- 386. Making Money with Instagram Business Account
- 387. Making Money with Instagram Creator Account
- 388. Examples & Case Studies

Module 24: LinkedIn Marketing

- 389. Introduction to LinkedIn.
- 390. Facebook vs LinkedIn
- 391. LinkedIn Profile Creation.
- 392. Optimizing the profile. - Profile & Cover pictures, Designation - Headline
- 393. Importance of adding work experience to your profile
- 394. Importance of adding Projects & tagging team-mates to the projects
- 395. Skills and Endorsements.
- 396. Recommendations on LinkedIn.
- 397. Adding new connections.
- 398. LinkedIn Posts.
- 399. LinkedIn Groups.
- 400. Writing Articles on LinkedIn for SEO
- 401. Finding Jobs on LinkedIn.
- 402. Researching Companies Profiles
- 403. Connecting with HR & Existing Employees.
- 404. Applying for Jobs on LinkedIn.
- 405. LinkedIn for B2B Businesses.
- 406. Creating a business page on LinkedIn.
- 407. LinkedIn business page customization.
- 408. LinkedIn Page Posts.
- 409. Different Types of Premium Accounts in LinkedIn
- 410. Learning Skills from LinkedIn
- 411. Hiring from LinkedIn
- 412. LinkedIn Advertising
- 413. Different types of campaigns/Types of Objectives in LinkedIn
- 414. Audience Targeting - LinkedIn Special targeting options
- 415. AdFormats & Placements - LinkedIn Special Ad Types
- 416. Budget & Scheduling
- 417. Conversion Tracking
- 418. USING AI in LinkedIn

Module 25: YouTube Marketing

- 419. YouTube Introduction.
- 420. Creating a Channel on YouTube.
- 421. Different types of Videos.
- 422. How to create different types of videos



- 423. Screen Recording Tools
- 424. Video Making Tools
- 425. Video Editing tools
- 426. AI Video Creation
- 427. How to Upload Videos to Youtube
- 428. YouTube SEO Ranking Factors
- 429. keyword Research for YouTube
- 430. YouTube Title, description, Tags optimisation
- 431. How to design attractive thumbnails
- 432. End Screens & cards
- 433. How to use Playlists.
- 434. YouTube SEO Tools for Ranking
- 435. Understanding Copyrights and Spam.
- 436. Making Money From YouTube
- 437. YouTube Adsense Monetisation Tricks & Tips
- 438. How to get 4000 hours watch time & 1000 Subsribers
- 439. YouTube Partner Program YPP approval
- 440. Revenue sources other than Adsense
- 441. YouTube Creator Studio Dashboard.
- 442. YouTube Analytics.
- 443. YouTube comment moderation.
- 444. YouTube channel Suspension, Policy Violation rules.

Module 26: Affiliate Marketing Powered with AI

- 445. Introduction to Affiliate Marketing.
- 446. How Affiliate Marketing Works?
- 447. Earning Money from Affiliate Marketing.
- 448. Affiliate Marketing Networks.
- 449. Affiliate Marketing Niches research
- 450. Amazon Affiliate Network - Physical Products - India & US
- 451. Impact Affiliate Network - Digital Products & Services
- 452. Other Popular Affiliate Networks - Click bank, JVZoo, Commission Junction
- 453. Affiliate Marketing execution & Tips
- 454. Affiliate Marketing Tools.
- 455. Best proven strategies to make money from Affiliate Marketing.
- 456. Live Case Studies.

Module 27: Email Marketing

- 457. What is Email Marketing?
- 458. Advantages of Email Marketing.
- 459. Types of Email Marketing
- 460. Difference between Bulk mailing and List building
- 461. Best tools for Email Marketing - Brevo, Mail Chimp, Pabbly Email Marketing



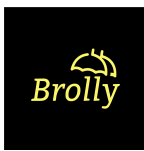
- 462. Lead generation for List Building
- 463. Auto-Responders Mails.
- 464. Designing Newsletters.
- 465. Creating Mailing sequences
- 466. Mail Blast
- 467. Email Automations on conditional basis
- 468. Generating sales from Email Marketing - Product sales, Affiliate Sales.
- 469. Avoiding spam folders - Double Option.
- 470. Writing Subject lines for high CTR
- 471. Reports, Metrics and Analysis.

Module 28: WhatsApp Marketing

- 472. What is WhatsApp Marketing?
- 473. Why It Works: Open Rates, CTR, Personalization
- 474. WhatsApp vs. Email vs. SMS Marketing
- 475. Types of Whatsapp Accounts & Differences
- 476. Overview of WhatsApp Business App
- 477. Step-by-step Setup of WhatsApp Business
- 478. Adding Profile Photo, Description, Catalog, Location
- 479. Best Practices for Naming, Branding, and Trust
- 480. Key Features: Catalog, Quick Replies, Labels, Automated Greeting & Away Messages
- 481. Creating Broadcast Lists vs. Groups
- 482. Design Your WhatsApp Catalog
- 483. Bulk Whatsapp Messaging Tool
- 484. Whatsapp API & Whatsapp Marketing Automation
- 485. Running Ads from Whatsapp on Meta

Module 29: Freelancing

- 486. What is Freelancing
- 487. Job vs Freelancing
- 488. Building a Personal Brand for Freelancing
- 489. Secret Tips for Freelancing
- 490. How to Find Clients
- 491. How to get In-bound Clients
- 492. How to Get Projects
- 493. How to Charge Clients based on Different Projects
- 494. Project Cost Negotiation Tips
- 495. Gathering Project Requirements
- 496. Project Management & Tools Required
- 497. How to Communicate & Handle Clients
- 498. Weekly & Monthly Project Reports
- 499. Delivering the Project
- 500. How to Retain Clients



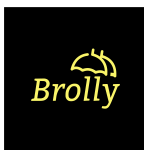
- 501. Scaling your Freelancing Business
- 502. International Freelancing Platforms

Module 30 Entrepreneurship

- 503. Who is an Entrepreneur?
- 504. Types of Entrepreneurship (Solopreneur, Tech, Social, Lifestyle, etc.)
- 505. Entrepreneur vs. Business Owner vs. Freelancer
- 506. How to Generate Profitable Business Ideas
- 507. Market Gap Identification
- 508. How to Validate Your Business Idea (Market Research)
- 509. SWOT Analysis for Startups
- 510. Different Business Models (Product, Service, Subscription, Platform)
- 511. Lean Startup Methodology
- 512. B2B vs. B2C vs. D2C Models
- 513. Revenue Generation Strategies
- 514. Understanding MVP (Minimum Viable Product)
- 515. Legal Basics: Sole Proprietor vs. Pvt Ltd vs. LLP
- 516. GST, MSME, Business Bank Account
- 517. Naming Your Business & Buying a Domain
- 518. Tools for Bootstrapped Founders (No-code, AI tools, Google Workspace, etc.)
- 519. Funding & Finance Basics
- 520. Bootstrapping vs. Raising Funds
- 521. Basics of Angel Investors & VCs
- 522. Understanding Equity, Valuation, Cap Table
- 523. Managing Cash Flow in Early Days
- 524. Creating a Pitch Deck
- 525. Resources - Startup India, Inc42, Y Combinator, ProductHunt
- 526. How to Build a Business with Just AI Tools

Module 31 Branding: Personal Brand & Organizational Branding Covered

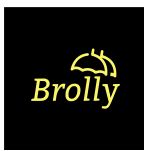
- 527. What is Branding?
- 528. Why Branding Matters in Digital Marketing
- 529. Key Elements of a Brand (Name, Logo, Colors, Fonts, Tagline, Tone)
- 530. Personal Branding
- 531. Organizational / Business Branding
- 532. Product Branding
- 533. What is Personal Branding & Why it Matters
- 534. How to Craft Your Personal Brand Identity
- 535. Building a Strong Online Presence (LinkedIn, Instagram, Website, etc.)
- 536. Tools to Build and Monitor Personal Brand
- 537. Case Studies of Famous Personal Brands (Ex: Elon Musk, Gary Vee, etc.)
- 538. How Companies Create & Maintain Brands



- 539. Brand Mission, Vision, and Core Values
- 540. Visual Identity & Brand Guidelines (Logo, Color, Typography, etc.)
- 541. Brand Storytelling: Creating an Emotional Connection
- 542. Role of Consistency in Branding
- 543. AI for Branding
- 544. How to Use AI Tools to Create Brand Elements (ChatGPT, Midjourney, Looka)
- 545. AI-Powered Brand Identity Generators
- 546. How to Test Brand Names, Logos, and Messaging with AI Tools

Module 32: Tools Covered

- 547. Chat GPT
- 548. Gemini
- 549. Grok
- 550. Co-pilot
- 551. Canva - Canva AI
- 552. DALL·E
- 553. Remove.bg
- 554. Elementor
- 555. Uber Suggest Pro
- 556. WriterZen
- 557. Frase.io
- 558. SEM Rush
- 559. Ahrefs
- 560. Grammarly
- 561. Labrika
- 562. Screpy
- 563. Publer
- 564. VidIQ & Tube Buddy - Video Marketing
- 565. Brevo, Mail Chimp, Pabbly Email Marketing
- 566. Google Keyword planner
- 567. Google Search Console
- 568. Google My Business
- 569. Google Analytics 4
- 570. Google Tag Manager
- 571. Pabbly Connect - Automations
- 572. Microsoft Clarity - User Behaviour
- 573. Loom - Screen Recorders
- 574. Pictory
- 575. Runway ML
- 576. Synthesia
- 577. Lumen5
- 578. InVideo AI
- 579. Descript



Module 33: Certifications

- 580. Google Ads Search Certification
- 581. Google Ads Display Certification
- 582. Google Ads Video certification
- 583. Google Ads Measurement certification
- 584. Hubspot Certifications
- 585. Brolly Course completion certificate
- 586. Brolly Internship Certificate* (3 Months)

Module 34: Communication & Soft Skill Classes

- 587. Confidence Building Activities
- 588. Short speaking challenges (introduce yourself)
- 589. Group Discussions
- 590. Building stage presence
- 591. How to speak in client meetings
- 592. Email writing essentials: subject lines, tone, format
- 593. Drafting professional WhatsApp / LinkedIn messages
- 594. Basics of communication etiquette (tone, timing, clarity)
- 595. Structuring a professional presentation
- 596. Body language, eye contact & delivery tips
- 597. Interview Communication Practice
- 598. How to answer "Tell me about yourself"
- 599. Answering confidently: Strengths, Weaknesses, Career goals
- 600. Mock HR rounds with real-time feedback
- 601. Communicating within a team (Slack, Email, Google Meet)
- 602. Time management and task reporting
- 603. Conflict handling and politeness in disagreements
- 604. Virtual meeting etiquette

Module 35: Special Placement & Internship Program

- 605. Resume & Portfolio Building
- 606. Creating a professional digital marketing resume
- 607. LinkedIn profile optimization for visibility
- 608. One - One Mentoring for doubts
- 609. Assigning internship Projects
- 610. Mock interview rounds (technical + HR)
- 611. Top 100+ frequently asked interview Q&As
- 612. Module wise job review / guidance session
- 613. Interview update sharing
- 614. Personal mentorship for stuck students
- 615. PLACEMENT SUPPORT TILL PLACED



Module 36: Deliverables to Students

- 616. Notes/Material
- 617. Interview Questions
- 618. Sample Resumes
- 619. List of the websites to follow for updates
- 620. List of Websites for SEO Backlinks
- 621. Checklists & templates for various SOPs
- 622. Access to Digital Brolly's Private WhatsApp Group
- 623. Job Openings updates
- 624. Class Video Recordings
- 625. Live project/Internship certificate (on completion)