

ONTECH DIGITAL

TECHNOLOGIES PVT LTD

**AI-BASED
ADVANCED
DIGITAL
MARKETING
COURSE**

TRANSFORM YOUR CAREER WITH **AI-POWERED DIGITAL MARKETING**



Course Duration
3+3 Months

INTERNSHIP

3 Months with a Leading
Digital Marketing Agency



100% Placement
Assistance

Our Course Key Highlights



Website Editing

- ✓ WordPress Editing
- ✓ Shopify Editing
- ✓ Static Website Editing
- ✓ How to Create Your Own Blogging Website

AI-Powered Digital Marketing

- ✓ AI in Ad Creation & Optimization
- ✓ AI-Based Content Marketing & SEO
- ✓ AI-Driven Social Media Strategies

Graphic Designing & Ad Banners

- ✓ AI-Based Banner Creation
- ✓ High-Converting Ad Design Techniques

Live Case Studies & Projects

- ✓ Learn from 12 Real-World Case Studies
- ✓ Work on Live Digital Marketing Campaigns

WHO SHOULD JOIN THIS COURSE?

- ✓ Students & Graduates Looking for a Career in Digital Marketing
- ✓ Working Professionals Wanting to Upskill with AI Techniques
- ✓ Business Owners Looking to Scale Their Online Presence
- ✓ Freelancers & Entrepreneurs Wanting to Start a Digital Marketing Agency



DETAILED COURSE STRUCTURE WITH

200 MODULES

Basics of Internet & Digital Marketing

- *Introduction to the Internet*
- *Evolution of Digital Marketing*
- *Importance of Digital Marketing*
- *Digital Marketing vs. Traditional Marketing*
- *Understanding the Digital Marketing Funnel*
- *Understanding Different Online Platforms*
- *Role of AI in Digital Marketing*
- *AI-Based Marketing Strategies*
- *AI Tools for Digital Marketing*
- *Future Trends in Digital Marketing*

AI-Based Marketing

- *AI-Based Ad Creation Tools*
- *AI-Based Ad Copywriting*
- *AI-Based Ad Targeting*
- *AI-Based Ad Performance Analysis*
- *AI-Based Ad Budgeting*
- *AI-Based Content Creation Tools*
- *AI-Based Video Content Generation*
- *AI-Based Blog and Article Writing*
- *AI-Based SEO Strategies*
- *AI-Based Graphic Designing*

Market Research & Data Analysis

- *Basics of Market Research*
- *Importance of Data Analytics in Digital Marketing*
- *Understanding Customer Behavior*
- *Data Collection Methods*
- *Analyzing Market Trends*
- *Competitive Analysis*
- *Tools for Market Research*
- *Google Analytics Basics*
- *Google Analytics Advanced Features*
- *Creating Actionable Insights from Data*

SEARCH ENGINE OPTIMIZATION (SEO)



Technical SEO

- *Basics of Technical SEO*
- *Website Speed Optimization*
- *Mobile-Friendly Website Optimization*
- *URL Structuring and Optimization*
- *HTTPS and Website Security*
- *Crawlability and Indexing*
- *XML Sitemap Optimization*
- *Robots.txt Optimization*
- *Structured Data Markup*
- *Website Error Handling*



On-Page Optimization

- *Introduction to On-Page SEO*
- *Keyword Research and Selection*
- *Meta Tags Optimization*
- *Content Optimization for SEO*
- *Header Tags Usage*
- *Internal Linking Strategies*
- *Image SEO*
- *User Experience (UX) Optimization*
- *Schema Markup Implementation*
- *On-Page SEO Tools*



Off-Page Optimization

- *Introduction to Off-Page SEO*
- *Link Building Strategies*
- *Guest Blogging for SEO*
- *Social Bookmarking*
- *Forum Participation for SEO*
- *Influencer Outreach*
- *Online Reputation Management*
- *Press Release Submissions*
- *Directory Submissions*
- *SEO Outreach and Networking*

SEARCH ENGINE OPTIMIZATION (SEO)

★ **Local SEO**

- *Importance of Local SEO*
- *Google My Business Optimization*
- *Local Keyword Research*
- *Local Business Citations*
- *Local Link Building*
- *Customer Reviews and Ratings*
- *Voice Search Optimization for Local SEO*
- *Local SEO for Multi-Location Businesses*
- *Mobile Optimization for Local SEO*
- *Tracking Local SEO Performance*

★ **Content Marketing**

- *Introduction to Content Marketing*
- *Types of Content Marketing*
- *Content Marketing Strategies*
- *Blogging for Marketing*
- *Video Content Marketing*
- *Social Media Content Strategy*
- *Email Marketing Content*
- *Case Studies and Whitepapers*
- *Infographics for Marketing*
- *Storytelling in Content Marketing*

SEO

A 3D illustration of a rocket ship launching from a cloud, with the letters 'SEO' in the background. The rocket is white with orange accents and is emitting a bright yellow and orange flame. The cloud is white and fluffy. The letters 'SEO' are large, white, and bold, set against a dark blue background.

SOCIAL MEDIA MARKETING

Social Media Optimization (SMO)

- *Introduction to SMO*
- *Profile Optimization for Businesses*
- *Social Media Content Planning*
- *Audience Engagement Strategies*
- *Hashtag Optimization*
- *Social Media Analytics*
- *Community Building on Social Media*
- *Social Media Automation Tools*
- *Managing Online Reputation on Social Media*
- *Crisis Management in Social Media*

Facebook Marketing

- *Facebook Business Page Setup*
- *Facebook Organic Growth Strategies*
- *Facebook Ads Manager Overview*
- *Facebook Audience Targeting*
- *Facebook Ad Types and Formats*
- *Facebook Ad Budgeting*
- *Facebook Retargeting Ads*
- *Facebook Analytics*
- *Facebook Group Marketing*
- *Monetizing Facebook Pages*



SOCIAL MEDIA MARKETING

★ **Instagram Marketing**

- *Instagram Business Profile Setup*
- *Instagram Growth Strategies*
- *Instagram Stories for Marketing*
- *Instagram Reels Marketing*
- *Instagram Shopping Features*
- *Instagram Ads Best Practices*
- *Influencer Marketing on Instagram*
- *Hashtag Strategies for Instagram*
- *Instagram Algorithm Insights*
- *Instagram Analytics Tools*

★ **LinkedIn Marketing**

- *LinkedIn Business Profile Setup*
- *LinkedIn Content Strategy*
- *LinkedIn Lead Generation*
- *LinkedIn Networking Strategies*
- *LinkedIn Ads Best Practices*
- *LinkedIn Groups for Business*
- *LinkedIn Article Writing*
- *LinkedIn Employee Advocacy*
- *LinkedIn Analytics Tools*
- *B2B Marketing on LinkedIn*



PERFORMANCE MARKETING

Google Ads

- *Google Ads Introduction*
- *Search Ads Creation*
- *Display Ads Strategy*
- *YouTube Ads Setup*
- *Google Ads Retargeting*
- *Google Ads Budgeting and Bidding*
- *Google Ads Audience Targeting*
- *Google Ads Performance Optimization*
- *Conversion Tracking in Google Ads*
- *Google Ads Advanced Strategies*

Meta Ads (Facebook & Instagram)

- *Meta Ads Manager Overview*
- *Creating Facebook and Instagram Ads*
- *Meta Pixel Implementation*
- *Audience Targeting for Meta Ads*
- *Retargeting with Meta Ads*
- *Meta Ad Budgeting Strategies*
- *Meta Ad Creative Best Practices*
- *Meta Ad Performance Metrics*
- *Scaling Meta Ads Campaigns*
- *Common Mistakes in Meta Ads*



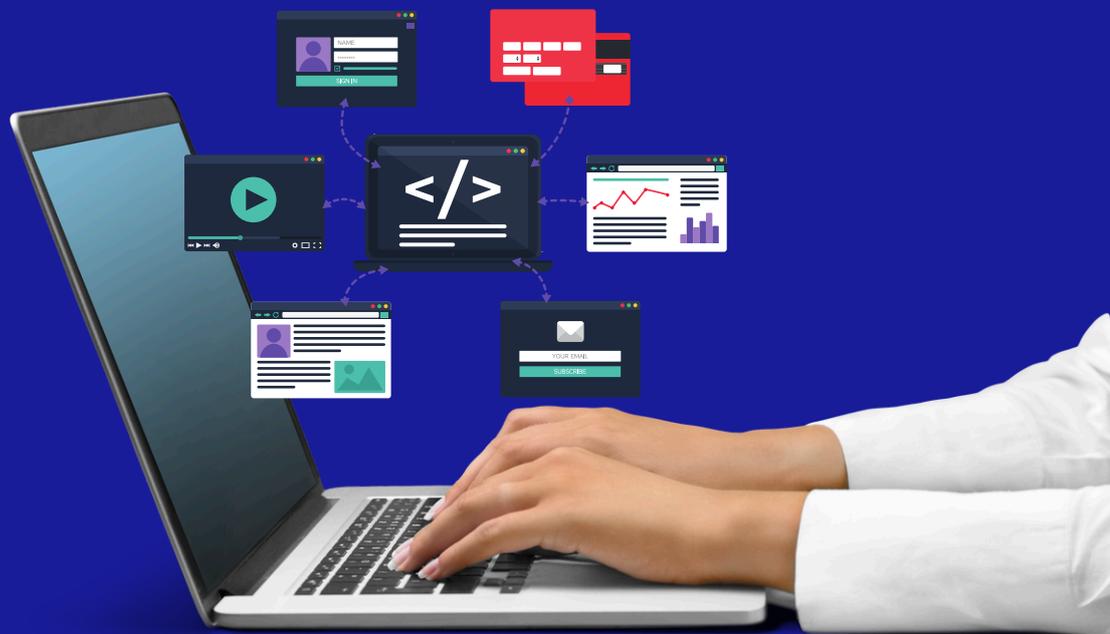
PERFORMANCE MARKETING

Lead Generation

- *Introduction to Lead Generation*
- *Types of Lead Generation Strategies*
- *Landing Page Optimization*
- *Lead Magnets and Freebies*
- *Email Marketing for Lead Nurturing*
- *Chatbot Marketing for Lead Generation*
- *Webinars and Online Events*
- *Paid Ads for Lead Generation*
- *Organic Lead Generation Strategies*
- *Lead Tracking and CRM Tools*

Video Marketing

- *Introduction to Video Marketing*
- *Types of Video Content*
- *Creating Engaging Video Content*
- *Video SEO Techniques*
- *YouTube Channel Optimization*
- *Video Ads on YouTube*
- *Live Streaming for Engagement*
- *Video Editing Basics*
- *Monetizing Video Content*
- *Measuring Video Performance*



BUSINESS GROWTH STRATEGIES



Growing Online Businesses

- *Setting Up an Online Store*
- *E-commerce Marketing Strategies*
- *Selling on Marketplaces*
- *Dropshipping Strategies*
- *Subscription-Based Business Models*
- *Personal Branding for Business Growth*
- *Building an Email List for Sales*
- *Referral Marketing Strategies*
- *Affiliate Marketing Basics*
- *Scaling an Online Business*



Service-Based Businesses

- *Digital Marketing for Service Businesses*
- *Generating Leads for Service Businesses*
- *SEO for Service-Based Websites*
- *Client Retention Strategies*
- *Pricing Strategies for Service Businesses*
- *Personal Branding for Service Businesses*
- *Google My Business for Service-Based Businesses*
- *Paid Ads for Service-Based Businesses*
- *Referral Programs for Service Businesses*
- *Customer Service Strategies*



Store and Clinic Business Growth

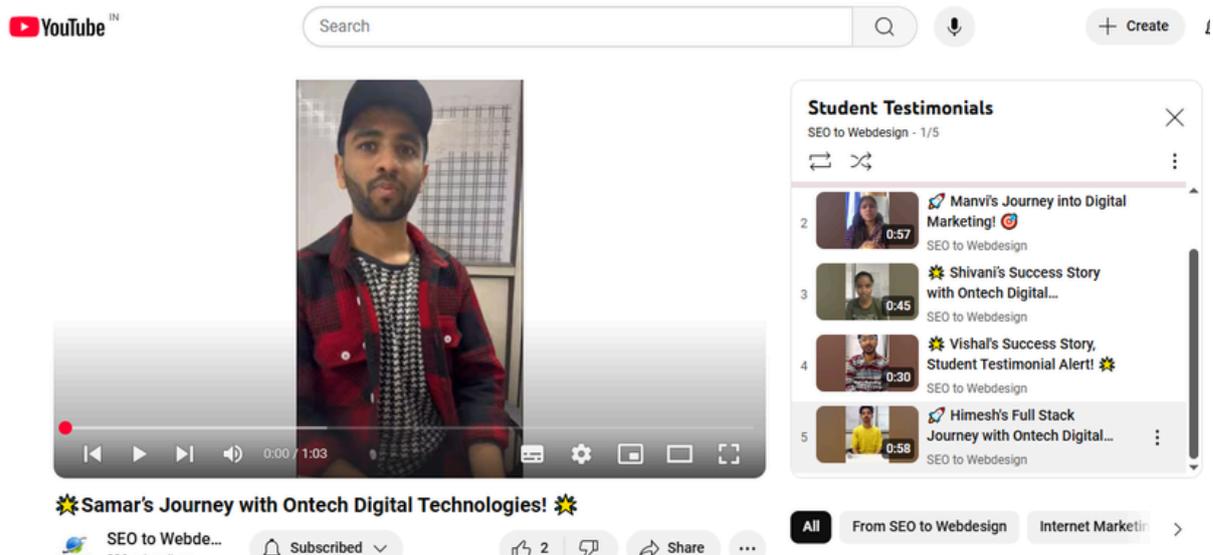
- *Local Store Marketing*
- *Omni-Channel Marketing for Stores*
- *Healthcare Digital Marketing Strategies*
- *Clinic SEO Strategies*
- *Online Appointment Booking Optimization*
- *Reputation Management for Clinics*
- *Social Media Marketing for Clinics*
- *Email Marketing for Healthcare Businesses*
- *Paid Ads for Local Businesses*
- *Retargeting Strategies for Local Businesses*



Hospitality Business Growth

- Digital Marketing for Hospitality Industry
- Hotel SEO Strategies
- Social Media for Hotels and Restaurants
- Booking Platform Optimization
- Paid Ads for Hospitality Industry
- Influencer Marketing for Hospitality
- Content Strategies for Hospitality
- Customer Engagement in Hospitality
- Measuring Hospitality Marketing Success
- Future Trends in Digital Marketing

Visit The Link To View Our Students Video Testimonials



Our client testimonial

<https://www.youtube.com/watch?v=337DIXEy0Rg&list=PLsYGAxhp5d0aWGlmWLyL2ylNO2Bw4ujT>

How We Are Different



“Real-World Experience, Not Just Theory”

- ◆ Unlike traditional institutes, we are a leading web design & digital marketing agency with 11+ years of hands-on industry experience.

◆ Proven Strategies That Work

We have multiple active clients, so everything we teach is tested and results-driven—no outdated textbook methods!

◆ **Expert-Led Training**

Learn from an industry expert Er. Rahul Rana ,with 12+ years of experience, a B.Tech graduate & AI practitioner who has worked with 1000+ clients across industries.

◆ **Hands-On, Client-Based Learning**

You'll work on real client campaigns—Google Ads, Facebook Ads, SEO & more.

◆ **Job-Ready Skills That Employers Want**

While others teach outdated techniques, we focus on AI-driven marketing strategies that businesses actually hire for today.

◆ **Portfolio & Career Growth**

By the end of the course, you'll have real project experience, industry certifications & the confidence to freelance, land a high-paying job, or start your own agency!

ABOUT OUR TRAINER - ER. RAHUL RANA



- ✔ 12+ Years of Experience in Web Development & Digital Marketing
- ✔ B.Tech Graduate & AI Practitioner
- ✔ Founder of a Leading Digital Marketing & Web Development Agency
- ✔ Worked with 1000s of Clients Across Various Industries
- ✔ Expert in Google Ads, SEO, Social Media, and AI-Driven Marketing
- ✔ A Mentor Who Knows What Works—Learn from Someone Who Actually Runs Campaigns & Grows Businesses!





INTERNSHIP & PLACEMENT ASSISTANCE

- ✦ 3-Month Internship with Real-World Experience
- ✦ Work on Live Projects & Campaigns
- ✦ Certification upon Completion
- ✦ 100% Placement Assistance
- ✦ Resume Building, Interview Preparation & Career Guidance



Our Clients



HOW TO REACH US

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