



Learn2Earn
LABS

LEARN SKILLS. EARN SUCCESS.

AI Integrated Digital Marketing Training Program

CURRICULUM

Future-Ready Skills for *Smarter Marketing.*

12 Month Training Program



SEO



Analytics



Automation



Content
Marketing



Ads



Branding



AI
Integration



www.learntoearnlabs.com



+91-9548868337

AI INTEGRATED DIGITAL MARKETING TRAINING

Advanced Professional Program (12 Months)

Program Duration

12 Months Training + 12 Months Internship

Program Objective

To create highly skilled digital marketing professionals capable of handling advanced marketing strategies, enterprise-level campaigns, AI-powered workflows, automation systems, consulting projects, and leadership responsibilities.

Digital Marketing Foundations

Module 1: Digital Marketing Fundamentals

Topics Covered

- Introduction to Digital Marketing
- Traditional vs Digital Marketing
- Digital Marketing Ecosystem
- Customer Journey
- Marketing Funnel
- Consumer Behaviour
- Market Research
- Competitor Analysis
- Business Models
- Brand Positioning

Practical Activities

- Competitor Research Report
- Customer Persona Creation
- Marketing Funnel Mapping

Module 2: Website Development & Landing Pages

Topics Covered

- Domain & Hosting
- Website Architecture
- WordPress Installation
- Themes & Plugins
- Landing Page Design
- Conversion-Focused Design
- Forms & Lead Collection
- Website Security

- Website Performance Optimization

Practical Activities

- Create Business Website
- Design Landing Pages
- Lead Generation Form Setup

Module 3: Content Marketing Foundations

Topics Covered

- Content Strategy
- Content Planning
- Blogging Fundamentals
- Content Calendar Creation
- Audience Research
- Storytelling Techniques
- Copywriting Fundamentals
- Content Distribution

Practical Activities

- Blog Writing
- Content Calendar Development
- Content Strategy Document

Marketing Execution & Campaign Management

Module 4: Search Engine Optimization (SEO)

Topics Covered

- Search Engine Fundamentals
- Keyword Research
- Search Intent Analysis
- On-Page SEO
- Technical SEO
- Off-Page SEO
- Local SEO
- SEO Audits
- Link Building
- Google Search Console
- SEO Reporting

Practical Activities

- SEO Audit
- Keyword Research Project
- Website Optimization Project

Module 5: Social Media Marketing

Topics Covered

- Social Media Strategy
- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- Content Planning
- Community Management
- Influencer Marketing
- Engagement Strategies

Practical Activities

- Social Media Content Calendar
- Platform Optimization
- Social Campaign Planning

Module 6: Google Ads & Performance Marketing

Topics Covered

- Google Ads Fundamentals
- Search Campaigns
- Display Campaigns
- Video Campaigns
- Performance Max
- Conversion Tracking
- Audience Targeting
- Keyword Planning
- Remarketing
- Campaign Optimization

Practical Activities

- Google Ads Campaign Setup
- Keyword Planning Project
- Conversion Tracking Setup

Module 7: Meta Ads & Lead Generation

Topics Covered

- Facebook Ads Manager
- Campaign Objectives
- Audience Research
- Custom Audiences
- Lookalike Audiences

- Lead Generation Campaigns
- Retargeting Campaigns
- Conversion Optimization

Practical Activities

- Lead Generation Campaign
- Audience Targeting Project
- Funnel Development

AI Marketing & Industry Readiness

Module 8: AI for Digital Marketing

Topics Covered

- Introduction to AI
- ChatGPT for Marketing
- Gemini AI
- Claude AI
- Prompt Engineering
- AI Content Generation
- AI Research
- AI Marketing Workflows
- AI Campaign Planning

Practical Activities

- AI Content Creation
- Prompt Library Development
- AI Marketing Workflow Design

Module 9: Marketing Automation

Topics Covered

- Marketing Automation Fundamentals
- CRM Concepts
- Lead Nurturing
- Email Marketing
- Email Automation
- Chatbot Fundamentals
- Workflow Automation
- Customer Lifecycle Automation

Practical Activities

- Email Automation Workflow
- Lead Nurturing Sequence
- Marketing Automation Project



60+ POWERFUL TOOLS



COVERED IN OUR **AI INTEGRATED** DIGITAL MARKETING COURSE



We cover **60+** industry-leading tools across all digital marketing domains.

Here are some **important tools** you will learn in this course:



Practical Learning



Industry-Relevant Tools



Hands-on Training



Career-Ready Skills

DOMAIN & WEBSITE



Bluehost



Hostinger

SEO TOOLS



Google Search Console



SEMRUSH



Ubersuggest

KEYWORD & RESEARCH



Google Keyword Planner



Answer The Public



AlsoAsked



KeywordTool.io

ANALYTICS & TRACKING



Google Analytics 4



Google Tag Manager



Microsoft Clarity



Hotjar

SOCIAL MEDIA MANAGEMENT



Later



Metricool

SOCIAL MEDIA PLATFORMS



Facebook



Instagram



LinkedIn



YouTube

EMAIL MARKETING



Mailchimp



Sendinblue



Convertkit



MailerLite

CONTENT WRITING & SEO



Grammarly



QuillBot



Surfer SEO



Frase

GRAPHIC DESIGN



Canva



Adobe Photoshop



Adobe Illustrator



Figma

AI CONTENT & COPYWRITING



ChatGPT



Jasper



Copy.ai



Writesonic

AI IMAGE GENERATION



Midjourney



DALL-E



Leonardo AI



Adobe Firefly

VIDEO CREATION & EDITING



InVideo



Pictory



Canva Video



CapCut

ADVERTISING PLATFORMS



Google Ads



Meta Ads Manager



Ads



Snapchat Ads

LANDING PAGE & FUNNELS



WordPress



Elementor



Unbounce



Instapage

CRM & AUTOMATION



HubSpot



Zoho CRM



Pabbly Connect



ActiveCampaign

PRODUCTIVITY & OTHERS



Google Workspace



Trello



Notion



Slack



Master **60+** Tools.
Build In-Demand Skills.
Boost Your Career!



Learn.
Implement.
Grow.
Succeed.



Become a
JOB-READY
DIGITAL MARKETER



We will cover **60+** tools in total during the course.
These are some **important tools** you will learn and work with.

Module 10: Analytics & Reporting

Topics Covered

- Google Analytics 4
- Google Tag Manager
- Looker Studio
- KPI Tracking
- Dashboard Development
- Attribution Models
- Conversion Analysis
- Marketing Reporting

Practical Activities

- Analytics Dashboard
- KPI Reporting Project
- Marketing Performance Analysis

Module 11: Freelancing & Personal Branding

Topics Covered

- Freelancing Platforms
- Personal Branding
- LinkedIn Optimization
- Proposal Writing
- Client Communication
- Pricing Strategies
- Portfolio Development

Practical Activities

- LinkedIn Profile Optimization
- Portfolio Creation
- Proposal Development

Module 12: Career Development & Interview Preparation

Topics Covered

- Resume Development
- Interview Preparation
- Mock Interviews
- Professional Communication
- Career Planning
- Workplace Ethics

Practical Activities

- Resume Building



- Mock Interviews
- Career Readiness Assessment

ADVANCED MODULES

Module 13: Advanced SEO & Growth Strategies

Topics Covered

- Advanced Technical SEO
- Enterprise SEO
- Programmatic SEO
- International SEO
- Advanced Link Building
- SEO Automation
- Advanced Competitor Intelligence

Project

Complete SEO Growth Strategy for a Business.

Module 14: Advanced Performance Marketing

Topics Covered

- Multi-Channel Campaign Management
- Advanced Google Ads Optimization
- Media Planning
- Budget Forecasting
- Customer Acquisition Strategies
- Performance Scaling

Project

Multi-Channel Advertising Strategy.

Module 15: AI-Powered Content Systems

Topics Covered

- Advanced Prompt Engineering
- AI Content Workflows
- Content Automation
- AI Research Systems
- AI Personalization
- AI-Assisted Campaign Development

Project

AI Content Production Framework.

Module 16: E-Commerce Marketing

Topics Covered

- Shopify Fundamentals
- WooCommerce Marketing
- Product Marketing
- Shopping Campaigns
- E-Commerce SEO
- Conversion Optimization

Project

E-Commerce Marketing Plan.

Module 17: Marketing Automation & CRM Implementation

Topics Covered

- Advanced CRM Workflows
- Lead Scoring
- Customer Segmentation
- Sales Funnels
- Customer Retention Systems
- Advanced Automation Platforms

Project

CRM Automation System.

Module 18: Data Analytics & Business Intelligence

Topics Covered

- Advanced Analytics
- Marketing Attribution
- Data Visualization
- Forecasting
- Predictive Marketing
- Business Intelligence Dashboards

Project

Executive Marketing Dashboard.

Module 19: Agency Operations & Client Management

Topics Covered

- Agency Workflow
- Project Management
- Team Collaboration

- Client Onboarding
- Client Retention
- Reporting Systems

Project

Agency Simulation Project.

Module 20: Consulting & Entrepreneurship

Topics Covered

- Digital Marketing Consulting
- Business Development
- Proposal Creation
- Service Packaging
- Sales Strategies
- Building a Marketing Agency

Project

Digital Marketing Business Plan.

ADVANCED INTERNSHIP COMPONENT

Students work on:

- Real Business Websites
- SEO Campaigns
- Advertising Campaigns
- Client Projects
- AI Marketing Systems
- Marketing Automation Workflows

CAPSTONE PROJECT

Students must complete one major project:

Choose Any One:

- Complete Digital Marketing Strategy for a Business
- E-Commerce Growth Plan
- Lead Generation System
- AI Marketing Automation Framework
- Agency Development Blueprint

ADDITIONAL CERTIFICATIONS

- Advanced Digital Marketing Certification
- Training Completion Certificate

- Project Completion Certificate
- Prompt Engineering Certificate
- Work Experience Recognition

CAREER OUTCOMES

- Digital Marketing Specialist
- SEO Strategist
- Performance Marketing Specialist
- Marketing Automation Specialist
- Growth Marketer
- Digital Marketing Manager
- Marketing Consultant
- Agency Owner
- Entrepreneur



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— LABS —
LEARN SKILLS. EARN SUCCESS.



Learn2Earn
L A B S
LEARN SKILLS. EARN SUCCESS.

Empowering Learners for **Real-World Success**

Learn2Earn Labs is a future-focused training institute dedicated to practical learning, industry relevance, and career growth. Our programs are designed to help learners build in-demand skills, gain confidence, and move toward real-world success.



OUR **VISION**

To create a generation of skilled, confident, and future-ready learners who can thrive in industry, careers, business, and innovation.



OUR **MISSION**

To deliver practical, high-impact training that bridges the gap between learning and earning through industry-oriented, job-oriented, skill-based, and innovation-driven programs.

BENEFITS & PERKS



Project Guidance



Work Experience



Work Incentives



Job Recommendations

Why Learn2Earn Labs



Practical Learning



Expert Guidance



Career Focused



Innovation Driven

“**Learn Skills. Earn Success.**”



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