



Learn2Earn
LABS

LEARN SKILLS. EARN SUCCESS.

AI Integrated Digital Marketing Training Program

CURRICULUM

Future-Ready Skills for *Smarter Marketing.*

6 Month Training Program



SEO



Analytics



Automation



Content
Marketing



Ads



Branding



AI
Integration



www.learntoearnlabs.com



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AI INTEGRATED DIGITAL MARKETING TRAINING

Detailed Syllabus – 6 Month Professional Program

Program Duration

6 Months Training + 6 Months Internship

Program Objective

To develop industry-ready digital marketing professionals with practical expertise in SEO, Performance Marketing, Social Media Marketing, Content Marketing, Analytics, Automation, and AI-powered marketing workflows.

PHASE 1

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

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

Online Live Classes Available | AI Integrated Curriculum
For More Information Visit – <https://www.Learntoearnlabs.com>





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.

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

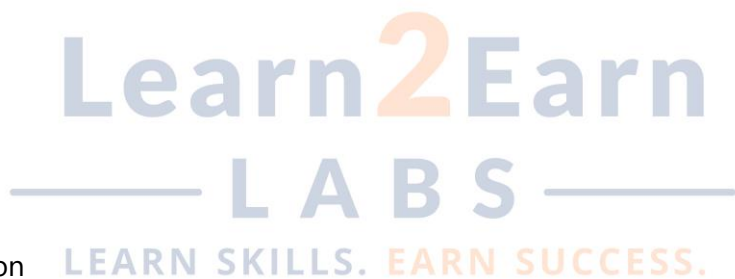
Practical Activities

- 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

PHASE 3

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

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

PROJECTS INCLUDED

- Business Website Development
- SEO Audit Project
- Content Marketing Project
- Google Ads Campaign
- Meta Ads Campaign
- AI Content Strategy Project
- Marketing Automation Project
- Analytics Dashboard Project

CERTIFICATION

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



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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