



*Advanced* ●  
***Digital***  
***Marketing***  
*Professional*

Synnefo Solutions is an IT company-based academy guiding individuals to explore the digital world and advance their careers through industry-driven training

100% Placement Assurance

Job-Oriented, Agency - Focused Training

Real Client Pitching & Onboarding

Live Projects & Real-World Case Studies

Language and Communication Training

## Class Mode Details

Course Duration: 3 Months Foundation +  
3 months Agency Focused Training

ONLINE | OFFLINE | HYBRID

# Course Overview

AI-Integrated Digital Marketing Expert focuses on building high-impact digital marketing strategies using modern marketing techniques combined with artificial intelligence tools.

## What You Will Learn

Website creation & optimization

SEO, AEO, GEO

Search Engine Marketing (SEM & Google Ads)

Social Media Marketing & Paid Ads

AI tools for content, design & automation

Data Analytics and Performance Tracking

## Suitable for

Freshers | Traditional Marketers | Entrepreneurs | Brand & Communication Managers | Sales Professionals  
Freelancers | Housewives | Career Switchers

# **Features**

## **Training Features**

**Live projects & real-world campaigns**

**Hands-on practice with AI marketing tools**

**One-to-one training support**

**Online & offline batches**

**Challenge-based learning approach**

**Industry-experienced mentors**

## **Key Modules**

**Introduction to Digital Marketing**

**Branding, Market Research & Strategy**

**Website Development (WordPress / Shopify)**

**Search Engine Optimization (SEO)**

**Search Engine Marketing (Google Ads)**

**Social Media Marketing (Facebook, Instagram, LinkedIn)**

**Content Marketing & Email Marketing**

**Affiliate Marketing & E-commerce Strategies**

**AI in Digital Marketing**

**Performance Analysis & Optimization**

**Live Projects & Industry Readiness**

# Careers



## Career Opportunities

Digital Marketing Manager

SEO Specialist

SEM/ Google Ads Specialist

Social Media & Content Manager

Growth Marketer

Content Writer

Performance Marketing Executive

## Certifications

- > Google Search Ads Certification
  - > Synnefo Course Completion Certificate
- > Google Display & Video Ads Certifications
  - > Google Analytics Certification
- > Google AI-Powered Shopping Ads Certification
- > HubSpot Content, Social Media & Email Marketing Certifications
  - > SEMrush SEO Certifications
- > Microsoft Search & Display Ads Certifications
  - > Meta Blueprint Certification
- > Instagram & LinkedIn Digital Marketing Certifications





# About Us

Synnefo is an ISO 9001:2015 certified, IT company-based academy offering job-oriented programs supported by industry mentors and Placement Assurance. With 5000+ students trained, we focus on practical learning through live projects, real-world case studies, AI-enabled tools, and continuous career support to ensure complete job readiness.

**START YOUR DIGITAL MARKETING  
CAREER WITH AI-POWERED SKILLS**

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# ***Digital Marketing Syllabus***

# MODULE 1

## **MARKETING, WEBSITE CREATION, DEVELOPMENT AND SEO**

### Marketing and Types (Theory)

- Introduction to marketing
- Traditional vs digital marketing
- Traditional marketing types with eggs
- Digital marketing types with eggs
- Advantages and Disadvantages
- What's new in Digital marketing

### Internet & Web Basics (Theory)

- Internet
- Website and Webpage
- Web browser
- Search Engine
- Keywords

### Domain, Server, Hosting, CMS (Theory)

- **Domain**
  - What is a domain
  - Components of a domain:SLD (Second-Level Domain) – e.g., google in google.com, TLD (TopLevel Domain) – e.g., .com, .in, .org
  - Subdomains and their purpose (blog.example.com, shop.example.com)
  - Domain extensions: gTLDs, ccTLDs, new extensions (.tech, .ai)

## Server

- What is a server
- Role in hosting websites

## • Web Hosting

- What is web hosting and why it's needed
- Types of hosting: Shared Hosting, Virtual Private Server (VPS) Hosting, Dedicated Hosting, Cloud Hosting, Managed Hosting

## • CMS

- What is CMS
- Popular CMS platforms: WordPress, Shopify etc

## Domain, Server, Hosting (Practical)

### • Domain

- Search for available domain names using a domain registrar
- Purchase or register a domain
- Set up domain DNS (point domain to hosting)
- Practice managing domain settings (renewal, contact info, privacy)

### • Server

- Log in to hosting server control panel (cPanel / Plesk)
- Explore server dashboard (storage, PHP version, databases)
- Access server via FTP or File Manager
- Upload a test file to the server
- Check server response (verify website is accessible)

## • Hosting

- Choose a hosting plan and set up an account
- Connect the purchased domain to hosting
- Install SSL certificate for HTTPS
- Set up email account (optional)
- Prepare hosting for WordPress installation (create database if needed)

## SEO Fundamentals (Theory)

- What is SEO
- Importance of SEO
- Advantages and Disadvantages
- How does Search engine work? (Crawling, Indexing, Ranking)
- Types : On-Page SEO, Off-Page SEO, Technical SEO and Local SEO
- Do's and Dont's of SEO
- Types of SEO Practices- White Hat, Grey Hat, Black Hat
- Google Algorithms : Discover Core Update-Discover feed (Feb Update), Spam Update, Panda Update, Penguin Update, Hummingbird Update, RankBrain, Core Web Vitals / Page Experience Update, Helpful Content Update etc- new update?
- Google Search Central: What is Google Search Central and what does it offer: SEO Documentation, Technical, Guidelines, Tools, Updates and News, Learning Resources
- E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)

## • SEO Audit (Theory)

- Definition
- Objectives:
  - Identify technical, on-page, and off-page SEO issues
  - Improve website ranking and visibility
  - Enhance user experience and conversion rates
- Components of SEO Audit:
  - On-Page SEO
  - Off-Page SEO
  - Technical SEO
  - User Experience (UX)
- Tools for SEO Audit:
  - Google Search Console
  - Google Analytics
  - Screaming Frog SEO Spider
  - SEMrush Site Audit
  - Ahrefs Site Audit
  - Moz Site Crawl

## • SEO Audit (Practical)

- Conduct a full SEO audit (Before and After)
- Prepare an SEO audit report with recommendations

## • On-Page SEO (Theory)

- Definition
- Title tags
- Meta descriptions
- Headings(H1 to H6)
- URL structure / permalinks
- Internal linking
- Content optimization
- Image optimization

## • Modern SEO Concepts (Theory)

- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)
- LLM Optimization

## • Keyword Research (Theory)

- Definition
- Search intent
- High intent vs low intent keywords
- Keyword types with egs: Short-Tail Keywords, Long-Tail Keywords, LSI Keywords, GeoTargeted Keywords, Transactional Keywords, Informational Keywords, Navigational Keywords, Commercial/Investigation Keywords, Branded Keywords, Non-Branded Keywords
- Keyword research tools(egs): Google Keyword Planner, Ubersuggest, AnswerThePublic, Keyword Surfer, Google Trends, SEMrush, Ahrefs, Moz Keyword Explorer

## • Keyword Research (Practical)

- Sign up for Keyword Research Tools
- Analyzing Keywords: Determine search intent, Identify high intent vs low intent keywords, Check keyword difficulty and competition
- Organizing Keywords: Prioritize keywords based on relevance, intent, and volume
- Competitor Keyword Analysis: Identify top competitor keywords
- Documentation and Reporting: Prepare a keyword list in Excel or Google Sheets and include columns for: Keyword, Search Volume, Intent, Difficulty, Source/Tool, Suggested Content Type

## • Unique selling proposition (USP)

- Definition
- Importance of differentiation in marketing
- Characteristics of a strong USP
- Examples of successful USPs

## • Competitor Analysis (Theory)

- Definition
- Objectives:
  - Identify direct and indirect competitors
  - Benchmark performance metrics
  - Discover opportunities and threats
- Components:
  - Product/service offerings
  - Pricing strategy
  - Marketing and promotion strategies

- Content and SEO strategy
- Social media presence and engagement
- Marketing Strategy & Customer Targeting (Theory)
  - Target Audience
    - Definition
    - Importance of identifying the right audience
    - Examples of target audience in different industries
  - ICP – Ideal Customer Profile
    - Definition
    - Difference between ICP and Target Audience
    - Characteristics of ICP:
      - Demographics
      - Industry / profession
      - Pain points
      - Budget / purchasing power
    - Example of ICP for:
      - Digital marketing agency
      - E-commerce store
      - Local business
  - Customer Persona
    - What is a buyer persona
    - Components of a persona:

- Age
- Job role
- Goals
- Challenges
- Preferred platforms
- Creating a sample persona

## • STP Strategy

Explain the classic framework:

- Segmentation
  - Geographic
  - Demographic
  - Psychographic
  - Behavioral
- Targeting
  - Selecting the most profitable segment
- Positioning
  - How the brand is positioned in the customer's mind

## • SWOT Analysis (Theory)

- Definition
- Explain : Strengths, Weaknesses, Opportunities, Threats

## • AIDA Framework (Theory)

- Explain: Attention, Interest, Desire, Action

Marketing



Segmentation Targeting Positioning



## • Famous Brand Marketing Strategies

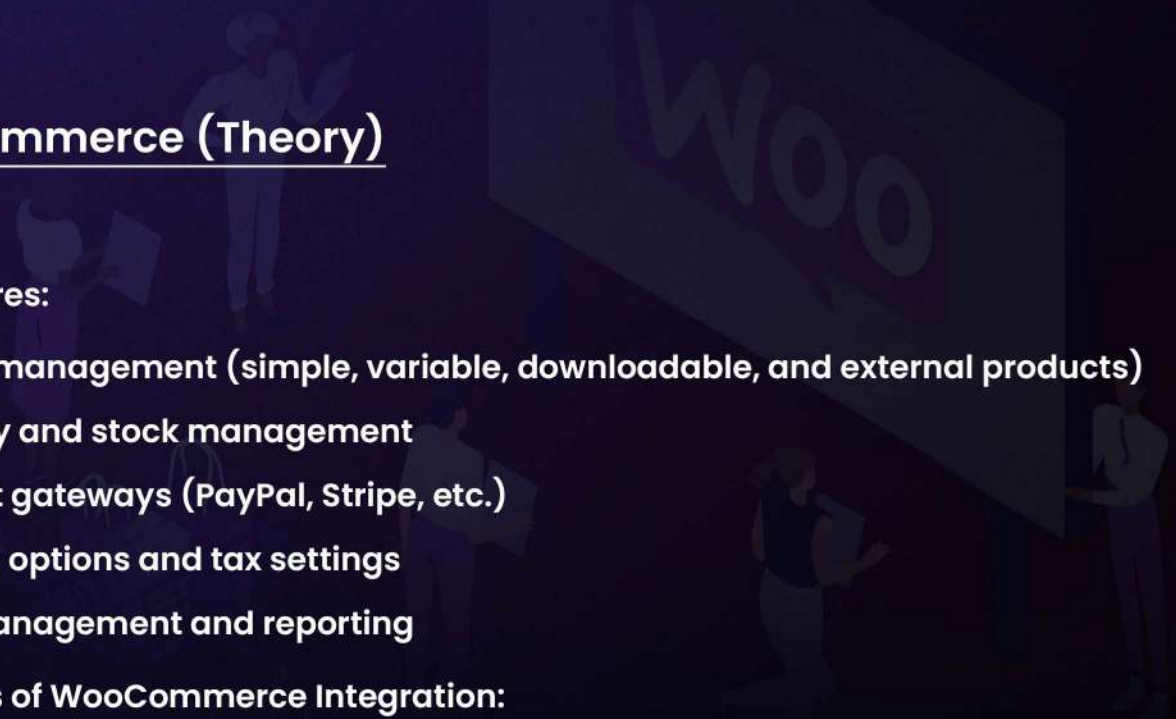
- Netflix – Data-Driven Personalization: Keep viewers engaged through tailored recommendations
- Nike – Emotional Branding & Storytelling: Inspire through sports, determination, and social impact
- Apple – Brand Loyalty through Premium Experience: Focus on minimalist design, intuitive user experience, and premium pricing
- Tesla – Innovation & Scarcity Marketing: Position as a cutting-edge, sustainable tech brand

## • Competitor Analysis (Practical)

- Prepare a Competitor Analysis Presentation

## • Website Creation (Practical)

- Setting up
  - Install WordPress
- Designing
  - Select and install a theme
  - Customize theme appearance (colors, fonts, logo, header/footer)
  - Create and configure menus
  - Install essential plugins (SEO, security, caching, forms)
  - Add widgets and sidebar elements

- **Creating Content and Visual**
    - Create key pages: Home, About, Services, Contact
    - Insert images, videos
    - Use Canva to resize and design images for logos, banners, sliders, and icons
    - Source images from Freepik, Pinterest etc
    - Optimize images for speed (compress images without quality loss) and add Alt text
    - Format content and add links
  - **AI tools to include:**
    - ChatGPT / Jasper AI / Writesonic / Copy.ai → Generate blog posts, website copy, meta descriptions.
    - Grammarly / Hemingway → Improve readability and SEO-friendly writing.
    - Canva AI / Midjourney → Create banners, graphics, and hero images for websites
  - **WooCommerce (Theory)**
    - Definition
    - Key Features:
      - Product management (simple, variable, downloadable, and external products)
      - Inventory and stock management
      - Payment gateways (PayPal, Stripe, etc.)
      - Shipping options and tax settings
      - Order management and reporting
    - Objectives of WooCommerce Integration:
      - Enable online sales
      - Provide a seamless shopping experience
      - Integrate with existing website design and content
- 

## • WooCommerce (Practical)

### • Installation and Setup:

- Install WooCommerce plugin
- Configure store settings (currency, location, tax, shipping)

### • Product Management:

- Add and categorize products
- Add product descriptions, images, prices, and SKUs
- Set up stock and inventory tracking

### • Payment and Shipping Setup:

- Configure payment gateways
- Set up shipping zones, methods, and rates

### • Store Pages and Navigation:

- Create Shop, Cart, Checkout, and My Account pages
- Add product categories to menus

### • Optimizing for Sales:

- Enable product reviews
- Set up featured products and banners
- Test purchase flow from product selection to checkout

## • SEO Plugins ( Theory and Practical)

### • RankMath Seo Plugin

- General : Snippet, Focus Keywords, Basic SEO, Additional SEO, Title Readability, Content Readability

- **Advanced: Robots Meta, Advanced Robots Meta, Canonical Url**
- **Schema : Schema Generator**
- **Socials: Facebook, Twitter – Title, Description**
- **Yoast Seo Plugin**
  - **General / Content Optimization**
  - **Advanced / Technical SEO**
  - **Schema / Structured Data**
  - **Social**
- **Off-Page SEO (Theory)**
  - **Backlinks**
  - **Link juice / SEO Authority**
  - **Do follow and No follow Links**
  - **Guest blogging, Blog Commenting Platforms, Directory submission, Web 2.0 Blogging Platforms, Forum/ Q & A Posting, Partnership and Collaboration, Influencer Outreach, Image/Video Submission Platforms, Document Submission Platforms with examples**
- **Off-Page SEO (Practical)**
  - **Guest blogging**
    - **Find guest blogging opportunities in your niche**
    - **Draft a guest post linking to your website**
    - **Submit and track approval/links**
  - **Blog Commenting Platforms**
    - **Identify relevant blogs in your niche**
    - **Add meaningful comments with your website link where allowed**
    - **Track comments that generate engagement**

- **Directory submission**

- Identify reputable directories
- Submit the student website with accurate NAP (Name, Address, Phone) details
- Track accepted submissions

- **Web 2.0 Blogging Platforms**

- Create accounts on Web 2.0 platforms (e.g., WordPress.com, Blogger, Medium, Weebly)
- Publish 1–2 blog posts linking to the student website
- Optimize posts with target keywords

- **Forum/ Q & A Posting**

- Find niche forums or Q&A platforms
- Ask and answer relevant questions
- Include website link naturally in answers or profile

- **Image/ Video Submission Platforms**

- Upload website-related images or infographics to platforms like Pinterest, Flickr, or Instagram
- Upload videos to YouTube, Vimeo with backlinks in description
- Optimize content with keywords and ALT tags

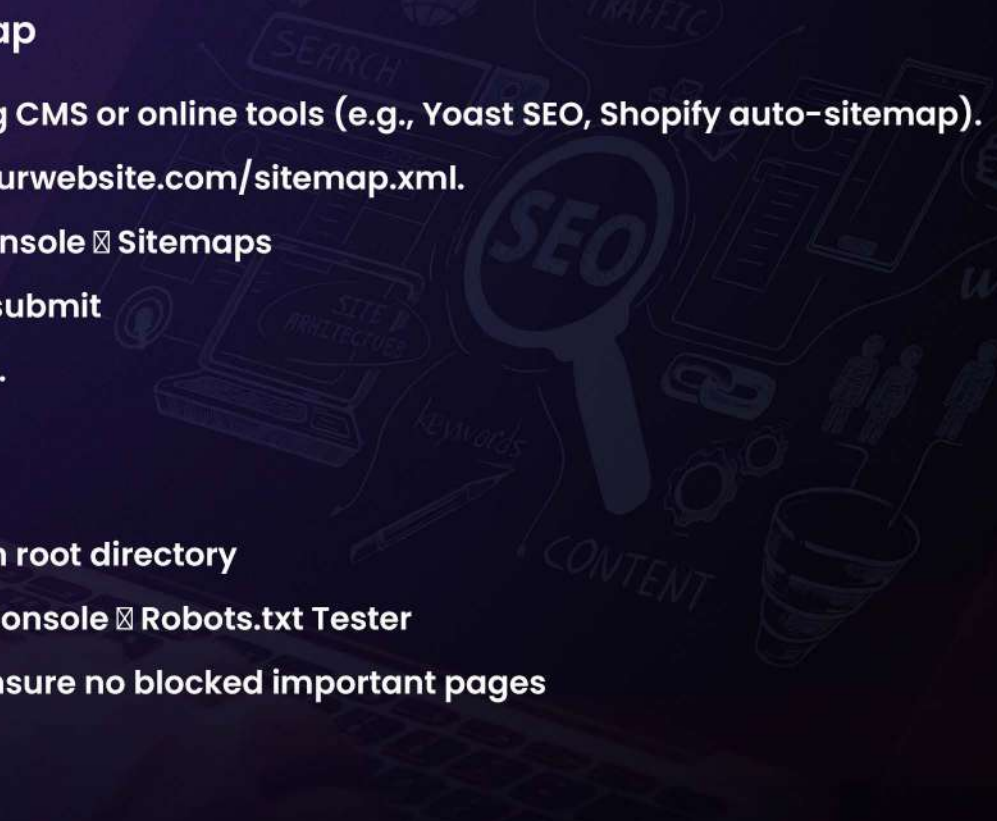
- **Document Submission Platforms**

- Create documents like PDF guides, eBooks, or infographics
- Submit to platforms like Slideshare, Scribd with website links embedded
- Track views and referral traffic

## • Technical SEO (Theory)

- XML Sitemap and AI Powered Sitemap
- Robots.txt
- Canonical URLs
- Schema markup
- Page speed: Page Load Time, Time to First Byte (TTFB), First Contentful Paint (FCP), Largest Contentful Paint (LCP), Cumulative Layout Shift (CLS), Total Blocking Time (TBT), Speed Index, Render-Blocking Resources, Browser Caching, Minification (HTML, CSS, JS), Compression, Image Optimization, Content Delivery Network (CDN), Mobile Page Speed

## • Technical SEO (Practical)

- Submission of sitemap
    - Generate sitemap using CMS or online tools (e.g., Yoast SEO, Shopify auto-sitemap).
    - Access sitemap URL: `yourwebsite.com/sitemap.xml`.
    - Go to Google Search Console  Sitemaps
    - Enter sitemap URL and submit
    - Monitor indexing status.
  - Robots.txt
    - Create/edit robots.txt in root directory
    - Test in Google Search Console  Robots.txt Tester
    - Upload to server and ensure no blocked important pages
  - Page Speed Insights
    - Introduction to Page Speed
    - Importance of Page Speed for SEO and UX
    - Using PageSpeed Insights Tool
    - Analyzing Desktop and Mobile Scores
- 

- Identifying Issues
  - Implementing Recommended Fixes
  - Re-testing and Monitoring Improvements
- 
- **Adding Structured data / Schema markup**
    - Generate JSON-LD schema (products, FAQs, articles) via Schema.org or online generator
    - Add code to <head> of your pages
    - Test and fix errors
- 
- **Local SEO (Theory)**
    - Definition and Importance of Local SEO
    - Google Business Profile
    - Local keywords
    - Reviews and ratings
    - Local Citations and Listings
- 
- **Local SEO (Practical)**
    - Google Business Profile Setup
      - Create a business listing in Google Business Profile
      - Add business details, category, address, phone number
      - Add photos, working hours, and services
      - Verify the business listing

## **MODULE 2**

# **WEB ANALYTICS & TRACKING TOOLS**

- **Google Analytics (Theory)**

- Definition
- Purpose: Track website traffic, user behaviour, conversions, and engagement
- Key Concepts: • Users vs Sessions • Pageviews and Events • Engagement Metrics
- Conversion Tracking • Traffic Sources (Organic, Direct, Paid, Referral, Social)
- Introduction to Demo Data: Google Analytics Demo Account, Google Merchandise Store
- Benefits of using demo account

- **Google Analytics (Practical)**

- Setting Up Google Analytics (GA 4)
- Installing GA on Website (Tracking Code / Plugin)
- Real-Time Reporting
- Audience Reports (Users, Sessions, Demographics, Interests)
- Acquisition Reports (Traffic Sources, Channels)
- Behaviour Reports (Pages, Events, Site Content)
- Conversion Tracking & Goals
- Custom Dashboards & Reports
- Alerts & Insights

- **Google Search Console (Theory)**

- Purpose: Monitor website's search performance, indexation, and technical SEO

## • Google Search Console (Practical)

- Setting Up GSC
- Submitting Sitemap
- Monitoring Website Performance
- Index Coverage
- URL Inspection Tool
- Mobile Usability
- Core Web Vitals
- Enhancements & Rich Results
- Manual Actions & Security Issues

## • Bing Webmaster Tools (Theory)

- Bing Webmaster Tools is a free platform from Microsoft that helps you:
  - Submit your website to Bing
  - Monitor how your site performs in search results
  - Fix SEO issues and improve visibility
- Key features
  - Site Submission – Add your website to Bing's index
  - Search Performance Reports – See clicks, impressions, keywords
  - URL Inspection Tool – Check if a page is indexed
  - SEO Reports – Get suggestions to improve rankings
  - Backlink Data – See who links to your site
  - Sitemap Submission – Help Bing crawl your site faster

## • Bing Webmaster Tools (Practical)

- Go to Bing Webmaster Tools website
- Sign in with a Microsoft account
- Add your website
- Verify ownership (via HTML file, meta tag, DNS, etc.)
- Submit your sitemap

## • Google Tag Manager (Theory)

- Definition
- Purpose: Manage and deploy tracking codes without editing website code

## • Google Tag Manager (Practical)

- Setting up a GTM account and container
  - Adding tags: GA tracking, Facebook Pixel, Ad tracking
  - Triggers and variables: When and where tags fire
  - Testing and previewing tags
  - Integrating GTM with WordPress
- 
- AI tools to include:
    - Notion AI → Generate analytics reports or summarise insights.
    - YouScan / Brand24 → Social listening & sentiment analysis.
    - Albert.ai → Automated campaign reporting & optimization suggestions.

## **MODULE 3**

# **SOCIAL MEDIA MARKETING, ADS & BRAND GROWTH**

### **• Paid Advertising (Theory)**

- Definition of Paid Advertising
  - Difference between organic vs paid marketing
  - Importance of paid advertising for driving traffic and conversions
  - Platforms for paid advertising (Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads)
  - Overview of campaign objectives (Awareness, Consideration, Conversion)
  - Key metrics: CTR, CPC, CPA, ROAS

### **• Most Successful Marketing Campaigns**

- Nike: "Just Do It" Campaign
- Dove: "Real Beauty" Campaign
- Snickers: "You're not you when you're hungry" Campaign
- Apple: "Creativity Goes On" Campaign
- Volkswagen "Think Small" Campaign
- Coca-Cola "Share a Coke" Campaign
- Surreal's "Fake celebrity" Campaign

### **• Performance Marketing (Theory)**

- Definition of Performance Marketing
- Difference between organic and paid campaigns
- Marketing funnel: Awareness → Consideration → Conversion
- Key KPIs: CTR, CPC, CPA, ROAS
- Audience targeting, segmentation, and remarketing strategies
- Tracking, analyzing, and reporting campaign performance

## • Google Ads (Theory)

- Introduction to Google Ads
- What is Pay-Per-Click (PPC)
- Benefits of Google Advertising
- Google Ads Account Structure (Campaign, Ad Group, Ads)
- Types of Google Ads Campaigns
  - Search Ads
  - Display Ads
  - Video Ads
  - Shopping Ads
  - Performance Max
- Ad Rank and Quality Score
- Bidding Strategies (CPC, CPM, CPA)
- Keyword Match Types (Broad, Phrase, Exact)
- Negative Keywords
- Google Ads Policies and Guidelines
- Ads Transparency Center

## • Google Ads (Practical)

- Creating a Google Ads Account
- Campaign Creation and Setup
- Keyword Research for Ads – Google Keyword Planner
- Creating Ad Groups
- Writing Ad Headlines and Descriptions
- Adding Keywords and Negative Keywords
- Setting Targeting (Location, Device, Audience)
- Setting Budget and Bidding Strategy

- Adding Ad Extensions
- Launching the Campaign
- Monitoring Campaign Performance
- Optimizing Ads (CTR, Quality Score, Conversions)

## • Social Media Marketing (Theory)

- Introduction to Social Media Marketing
- Importance of social media for business growth
- Platforms overview: Instagram, Facebook, LinkedIn, YouTube
- Content strategy, Content calendar planning and branding
- Social media engagement and algorithms

## • Influencer Marketing (Theory)

- What is Influencer Marketing
- Importance and benefits
- Types: Mega, Macro, Micro, and Nano influencers
- Platform selection: Instagram, YouTube, TikTok, LinkedIn
- Campaign strategy, KPIs, and ROI tracking

## • Social Media Marketing (Practical)

- Create and configure social media business accounts/pages
- Optimize profile information (bio, contact details, website link)
- Create branded posts for the student website/business
- Develop a monthly content calendar
- Publish posts and analyze engagement using platform insights

- **AI tools to include:**

- **Predis.ai / Hootsuite OwlyAI** → Social media post generation, scheduling, trend suggestions.
- **Canva AI / Pictory AI / Synthesia / Creatify** → Create social media videos, reels, ads, and visuals.
- **Google Performance Max / Albert.ai / Omneky** → AI-driven ad optimization and bid automation.
- **ChatGPT / Jasper AI** → Write ad copies, CTAs, email sequences for social campaigns.
- **YouScan** → Track brand sentiment & campaign effective

- **Meta Business Suite (Theory)**

- **Definition:** All-in-one platform to manage Facebook & Instagram pages, messages, posts, and ads
- **Key Features:** Scheduling posts, inbox management, content insights, ad account management
- **Objectives:** Streamline social media management, monitor engagement, and centralize reporting

- **Meta Business Suite (Practical)**

- **Connect Facebook and Instagram accounts**
- **Schedule posts and manage content calendar**
- **Respond to messages and comments from a unified inbox**
- **Analyze engagement metrics and insights**
- **Generate reports for page performance**

## • Meta Pixel (Theory)

- Definition
- Key Benefits:
  - Conversion tracking
  - Retargeting website visitors
  - Audience building for Lookalike and Custom Audiences
- How it complements Meta Business Suite and Ads campaigns

## • Meta Pixel (Practical)

- Create a Meta Pixel in Business Suite / Ads Manager
- Install Pixel on WordPress/WooCommerce website
- Verify Pixel using Meta Pixel Helper
- Set up standard events (e.g., PageView, Add to Cart, Purchase)
- Test Pixel firing and ensure data collection for ad campaigns

## • Meta Ads (Theory)

- Introduction to Meta Platforms Advertising
- Overview of Meta Ads Manager
- Importance of Social Media Advertising
- Meta Ads Account Structure (Campaign, Ad Set, Ad)
- Campaign Objectives in Meta Ads:

### 1. Awareness Objectives

- Brand Awareness Ads
- Reach Ads

## 2. Consideration Objectives

- Traffic Ads
- Engagement Ads
- App Installs Ads
- Video Views Ads
- Lead Generation Ads
- Messages Ads

## 3. Conversion Objectives

- Conversions Ads – (purchases, sign-ups)
- Catalog Sales Ads
- Store Traffic Ads
- Types of Meta Ads: Image Ads, Video Ads, Carousel Ads, Story Ads, Reel Ads, Collection Ads
- Audience Targeting in Meta Ads
  - Demographics
  - Interests
  - Behaviours
- Saved Audiences, Custom Audiences and Lookalike Audiences
- Budget and Bidding Strategies
- Meta Advertising Policies and Guidelines
- Andromeda Update – Overview and Key Features:
  - Automated Campaign Recommendations
  - AI-Powered Budget Allocation
  - Enhanced Multi-Platform Insights
  - AI Ad Format Suggestions
  - Faster Policy Enforcement
- Ad Library

## • Meta Ads (Practical)

- Creating Ads using Meta Ads Manager
- Setting Campaign Objectives
- Creating Ad Sets
- Audience Targeting (Location, Age, Interests)
- Placement Selection (Automatic / Manual)
- Budget and Schedule Setup
- Creating Ad Creatives (Image / Video / Carousel)
- Writing Ad Copy and Adding Call-to-Action
- Launching the Ad Campaign
- Monitoring Ad Performance (Reach, Impressions, Engagement)
- Ad Optimization and A/B Testing

## • E-commerce (Theory)

- Definition and types: Own products, digital products, and dropshipping.
- Benefits of Shopify as an e-commerce platform: Easy setup, themes, apps, and payment integration.
- Key metrics: Conversion rate, average order value, traffic sources, and customer lifetime value.

## • Shopify (Theory)

- Definition
- Key Features
- Objectives of Shopify Integration

## • Shopify (Practical)

- Create a Shopify account
- Select a theme optimized for e-commerce
- Set up payment gateways (Stripe, PayPal, Shopify Payments)
- Add your own products with images, descriptions, and pricing

# **MODULE 4**

## **CRM, AUTOMATION & EMAIL MARKETING**

### **• CRM : Customer Relationship Management (Theory)**

- Introduction to CRM
- CRM Basics and Importance
- Lead Management Techniques
- Understanding the Customer Lifecycle
- Overview of Popular CRM Tools

### **• CRM : Customer Relationship Management (Practical)**

- Set up a CRM tool (e.g., HubSpot free version).
- Import existing contacts and leads into the CRM.
- Segment leads by stage: new, engaged, hot leads.
- Set reminders & follow-ups for each lead stage.
- Track interactions: calls, emails, meetings, and notes.
- Analyze performance: lead conversion rate, customer retention metrics

### **• E-mail Marketing (Theory)**

- Definition
- Importance of email marketing
- Email Marketing Strategy and Goals
- Building and Segmenting Email Lists
- Designing Effective Newsletter Campaigns
- Email Automation and Workflows
- Personalization and Targeted Messaging
- Benefits for businesses
- Examples of email marketing campaigns

## • **Lead Generation & Lead Magnets**

- **Definition of Lead Generation**
- **What is a Lead Magnet**
- **Importance of Lead Magnets in email list building**
- **Characteristics of a good lead magnet**
- **Types of Lead Magnets: Free ebooks, Checklists, Templates, Free trials, Discount coupons, Webinars, Free tools**
- **Examples: HubSpot – marketing templates and ebooks, Canva – free design resources**

## • **E-mail Marketing (Practical)**

- **Choose an email marketing platform (e.g., Mailchimp, Sendinblue, Klaviyo).**
- **Build an email list:**
  - **Add opt-in forms on website/blog**
  - **Collect emails via social media or lead magnets**
- **Segment your audience: new subscribers, active customers, inactive users.**
- **Create newsletter campaigns:**
  - **Design template with branding**
  - **Include relevant content and promotions**
- **Set up email automation:**
  - **Welcome series for new subscribers**
  - **Abandoned cart emails for e-commerce**
  - **Re-engagement emails for inactive users**
- **Personalize emails:**
  - **Use first name, location, past purchases**
  - **Dynamic content blocks based on behavior**
- **Analyze metrics: open rate, click-through rate, conversions**
- **A/B test subject lines, content, and CTAs for optimization**

- **AI tools to include:**
  - HubSpot AI CRM / Optimove / Omneky → AI segmentation, lead scoring, personalized campaigns.
  - Mailchimp AI / ActiveCampaign AI → AI email subject line suggestions, send-time optimization.
  - ChatGPT / Jasper AI → Draft automated email sequences, nurture campaigns, chat responses.
  - Notion AI / Zapier AI → Workflow automation & campaign SOP generation

## **MODULE 5**

# **E-COMMERCE, DROPSHIPPING AND AFFILIATE MARKETING**

### • **Dropshipping (Theory)**

- What is dropshipping and how it differs from traditional inventory-based stores
- Benefits: Low upfront investment, easy scalability
- Risks: Supplier reliability, shipping delays, low margins
- Commission tracking
- How to select dropshipping products: Market trends, competition analysis, and profit margins

### • **Dropshipping (Practical)**

- Install a dropshipping app
- Search for trending products in your niche
- Import products into your store
- Set pricing and shipping rules

## • Affiliate marketing (Theory)

- **Definition:** Promoting other people's products for commission
- **Benefits:** Passive income, no inventory needed
- **Affiliate vs dropshipping:** Dropshipping fulfills orders; affiliate earns from clicks/sales
- **How affiliate products complement your Shopify store:** Upselling, cross-selling, or content-based recommendations

## • Affiliate marketing (Practical)

- **Join affiliate programs** (Amazon Associates, ClickBank, ShareASale, niche-specific programs)
- **Create product pages or blog posts for affiliate items**
- **Add CTA buttons or banners linking to affiliate offers**
- **Ensure FTC disclosure is visible**
- **AI tools to include:**
  - **Shopify AI / Creatify / Pictory AI** → Product images, ads, and video content for e-commerce listing
  - **ChatGPT** → Write product descriptions, email campaigns, affiliate content.
  - **Albert.ai / Google Performance Max** → Automate paid ad campaigns for product launches.
  - **Omneky** → AI for multi-channel ad creatives and optimization
  - **Google, Hubspot, Bing, LinkedIn etc Certification**