

# Become AI-Powered Digital Marketing PRO in 6 Months With Amit Tiwari

*Learn from Industry Experts & Build Real-World Skills That Companies Actually Hire For*

**72 Live Sessions**

**Placement Support**

**30+ Industry Tools**

**6 Month Program**



**Fresh Batch Starts**

**1st of Every Month**

# Index

<b>01</b>	<b>Who Are We?</b> <hr/>	01-02
<b>02</b>	<b>What Are We Offering</b> <hr/>	03-08
<b>03</b>	<b>Who Is This For?</b> <hr/>	09
<b>04</b>	<b>Why Choose Us?</b> <hr/>	10
<b>05</b>	<b>Modules</b> <hr/>	11-14
<b>06</b>	<b>AI Tools We Are Covering</b> <hr/>	15
<b>07</b>	<b>Placement Partners</b> <hr/>	16
<b>08</b>	<b>Testimonials</b> <hr/>	17
<b>09</b>	<b>Connect With Us</b> <hr/>	last page

Who Are We?

# DMLearning – Skill Training & Career Readiness Platform

Powered by *DigiMantra*, *DMLearning* is a future-focused skilling platform designed to bridge the gap between academic learning and industry expectations through practical, project based, and career-oriented programs.

Structured offerings include 270-hour industrial training programs, Microsoft Certifications, summer bootcamps, internship-integrated learning, and placement-focused initiatives.



## Training Domains

*Artificial Intelligence • Data Science • Full Stack Development • DevOps & Cloud • UI/UX Design • Mobile App Development • Quality Assurance & Testing • Generative AI & Agentic AI*

## Learning Experience

*Live Instructor-Led Training • Hands-on Projects • Industry Mentorship • Internship Opportunities • Career Readiness • Placement Support*

# Meet Your Mentor – Amit Tiwari



Amit Tiwari is a leading digital marketing and SEO expert known for simplifying complex marketing concepts through practical, industry-focused learning. His engaging teaching style, real-world case studies, and easy-to-understand approach make learning digital marketing both effective and enjoyable for students.

## Highlights

- 15+ Years of Industry Experience
- Trained 10,000+ Students Across India
- Worked with 100+ Brands & D2C Businesses
- 312K+ YouTube Subscribers
- 19M+ YouTube Views
- Expert in SEO, Performance Marketing & Growth Strategy
- Practical, Hands-on & Outcome-Driven Teaching Approach
- Known for Simplifying Complex SEO & Marketing Concepts
- Founder – ClickLocal Digital Advertising LLP

What Are We Offering

# 6- Months Course Curriculum

## Month 1 · FOUNDATION · Level: Beginner

- Introduction to **Digital Marketing & career scope**

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- How the **internet works** — domains, hosting, DNS

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- **WordPress** website building basics

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- Introduction to **SEO** — how Google ranks pages

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- Keyword Research using **free tools**

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- **On-Page SEO** — titles, meta, headings, internal links

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- **Content writing** for SEO (E-E-A-T)

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- Month project: **Blog + SEO audit**

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**Tools:** Ubersuggest, WordPress, Yoast SEO, Google Search Console, Canva, Google Docs

## Month 2 · ORGANIC GROWTH · Level: Beginner+

■ **Technical SEO** — site speed, Core Web Vitals, sitemaps

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■ **Google Search Console setup & analysis**

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■ **Backlink building** — white hat strategies

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■ **Instagram Marketing** — Reels, hashtags, algorithm

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■ **Facebook Page & Group marketing**

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■ **YouTube channel setup & video SEO**

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■ **LinkedIn** for personal branding & B2B

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■ **Content Calendar** creation (30-day plan)

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**Tools:** Google Search Console, SEMrush (free), Meta Business Suite, YouTube Studio, Buffer, Canva Pro, Notion





## Month 3 · PAID MEDIA · Level: Intermediate

- Introduction to PPC — how ad auctions work

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- Google Search Ads — structure, match types, extensions

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- Google Display & YouTube Ads

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- Meta Ads Manager — Facebook & Instagram campaigns

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- Custom audiences, lookalike, and retargeting

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- Ad copywriting — hook, body, CTA frameworks

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- Landing pages for lead generation

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- Budget planning, bidding strategies, ROAS

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**Tools:** Google Ads, Meta Ads Manager, Canva, Carrd, Unbounce, Google Analytics

## Month 4 · ANALYTICS & EMAIL · Level: Intermediate+

- **Google Analytics 4** — setup, events, goals

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- **Google Tag Manager** basics

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- **Email marketing** — list building, segmentation

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- **Campaign creation** — subject lines, CTAs, design

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- **Email automation** & drip sequences

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- **Conversion Rate Optimisation (CRO)** & heatmaps

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- **Marketing funnel mapping** (TOFU/MOFU/BOFU)

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- **Google Data Studio** dashboards & reporting

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- **Mobile Marketing**

**Tools:** GA4, Google Tag Manager, Mailchimp, HubSpot Free, Hotjar, Looker Studio, WhatsApp Business





## Month 5 · E-COMMERCE & AI · Level: Advanced

- **E-Commerce** landscape in India — Amazon, Flipkart, Shopify

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- **Product listing optimization** — titles, images, A+ content

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- Performance marketing for **e-commerce** (Shopping Ads)

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- **Meta Catalog** & dynamic product ads

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- **Influencer marketing** — micro vs macro, ROI

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- **AI tools** — ChatGPT, Canva AI, Jasper, Copy.ai

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- **Video marketing** & Reels strategy

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- Online **Reputation Management** (ORM)

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- **App Marketing** & ASO basics

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**Tools:** Tools: Shopify, Amazon Seller Central, Meta Catalog, ChatGPT, Canva AI, Jasper, CapCut, Google My Business

## Month 6 · PRO & PLACEMENT · Level: PRO

- Full-funnel 360° campaign strategy

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- Digital marketing for local businesses

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- Freelancing — platforms, pricing, proposals

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- Portfolio building — case studies, personal brand

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- Agency model — client management, retainers

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- Resume + LinkedIn optimization for DM jobs

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- Interview preparation — mock rounds

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- Emerging trends 2025 — AI, voice, short video

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- CAPSTONE: Full campaign presentation

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**Tools:** All tools + Upwork, Fiverr, Notion, LinkedIn, Canva, Google Slides



Who Is This For?

# Who Is This Course Perfect For?



Working Professionals



Students /  
Freshers / Job Seekers



Teachers / Trainers  
Exploring Career Transition



Entrepreneurs /  
Startups / Small Business Owners



Freelancers  
Looking to Grow Their Client Base



Housewives /  
Homemakers



Marketing & Sales Executives



Career Changers  
Wanting to Enter the Digital Marketing Field



YouTubers /  
Influencers /  
Content Creators

Why Choose Us?

6-Month Curriculum

# Why choose DMLearning?

Feature	DMLearning
Live Mentor-Led Classes	✔ 72 Live Sessions With Amit
Hands-On Projects With Mentor Review	✔ 6 Projects + Capstone
Real Ad Budget Campaigns	✔ Live ₹500 Campaigns
AI Tools Deeply Integrated	✔ ChatGPT, Canva AI, Jasper, Copy.AI
Placement & Freelance Support	✔ Resume, Mock Interviews, Network
Industry Certificate	✔ DMLearning + Google/Meta Paths
EMI & Money-Back Guarantee	✔ 0% EMI + 7-Day Refund
Community + Alumni Network	✔ Private Slack, Alumni Hires

# Modules

## Introduction To Digital Marketing

What is Digital Marketing?

Traditional Marketing vs Digital Marketing

STP Model

Consumer Behaviour

Sales Funnel & Customer Journey

Branding & Positioning

4Ps of Marketing

Growth Marketing Basics

AI in Digital Marketing

Organic vs Paid Marketing

7Ps of Marketing

Career Scope in Digital Marketing

Consumer Behaviour

## Module 1: Fundamentals Of Digital Marketing

Digital Marketing Orientation

Digital Ecosystem

Types of Marketing Channels

Marketing Fundamentals

Consumer Psychology

Marketing KPIs & Metrics

AI Foundations

Career Opportunities

## Module 2: Graphic Design & Website Development

Graphic Design Basics

Social Media Designing

Website Planning

WordPress Website Development

Elementor Website Design

UX & UI Basics

Website Plugins & Integrations

## Module 3: Search Engine Optimization (SEO)

Introduction to Search Engines

Keyword Research

On-Page SEO

Technical SEO

Content Writing for SEO

Google Search Console

Backlink Building

AI SEO & Generative Search

Local SEO

Google Analytics for SEO

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## Module 4: Social Media Optimization & Personal Branding

Social Media Optimization

Facebook & Instagram Optimization

Quora & Pinterest Optimization

YouTube SEO

Content Strategy

Personal Branding

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## Module 5: Google Ads & Performance Marketing

Google Ads Introduction

Search Campaigns

Display Campaigns

Video Campaigns

Conversion Tracking

Search Optimization

Remarketing

Performance Tracking

## Module 6: Meta Ads & Social Advertising

Meta Ads Introduction

WhatsApp Campaigns

Lead Generation Campaigns

Pixel & Tracking Setup

Remarketing Campaigns

Event Ads Campaigns

Performance Tracking

## Module 7: Marketing Analytics & Tracking

GA4 Advanced Tracking

Google Tag Manager

Looker Studio

Conversion Rate Optimization

Data-Driven Marketing

## Module 8: Marketing Automation & Growth Strategy

Marketing Funnels

Email Marketing

Mobile Marketing

Video Marketing

Influencer Marketing

ORM

LinkedIn Growth

Full Funnel Strategy

## Module 9: E-Commerce & Growth Marketing

E-Commerce Performance Marketing

Shopify Store Creation

Product Listing Optimization

Meta Commerce Ads

App Marketing & ASO

## Module 10: AI & Emerging Marketing Technologies

AI Tools in Marketing

AI Content Creation

AI Automation

Prompt Engineering

AI Video, Voice & Song Tools

AI Campaign Creation

## Module 11: Career Development & Agency Training

Freelancing

Portfolio Building

Agency Training

Client Management

Resume Building

LinkedIn Optimization



























































Interview Preparation

Industry Certifications



AI Tools We Are Covering

# AI Tools You Will Learn

 Seller Central	 AppFollow	 Buffer	 Canva	 CapCut	 Carrd	 ChatGPT
 Claude	 Copy.ai	 Elementor	 Facebook	 Fiverr	 Gemini	 GoDaddy
 Google	 GoogleAds	 Google Alerts	 Google Alerts	 GMB	 Google Docs	 Google Form
 Keyword Planner	 Merchant Center	 PageSpeed	 Console	 Slides	 Tag Manager	 Trends
 GTmetrix	 Hostinger	 Hotjar	 HubSpot	 InShot	 Instagram	 Internshala
 Jasper	 LinkedIn	 Looker Studio	 Mailchimp	 Meta Ads	 Meta	 Meta Suite
 Miro	 Moz	 Notion	 Pinterest	 Quora	 SEMrush	 Screaming Frog
 Shopify	 Ubersuggest	 Unbounce	 Upwork	 WhatsApp	 WhatsApp B	 WordPress
 Yoast	 YouTube					

# Placement Partners

Razorpay

**zomato**

cult.fit

mamaearth™

boAt

MYGLAMM

SLEEPY  
OWL  
COFFEE

**DUNZO**

cure.fit

WebEngage®  
#RETENTIONSIMPLIFIED

**upGrad**

+100 More

Testimonials

# What our students are saying

"I found this class to be an excellent learning opportunity, and I would highly recommend it to anyone looking to improve their GA4 skills. I appreciate the effort he put into making the class a valuable experience. Thank You Amit, sir"

 **S Santosh Jha**  
★★★★★

"Highly recommend this course, I really appreciated Amit Sir and their team making this possible. Most of SEO do not know, how to use Google tag manager in the right way or even the purpose of this tool."

 **Abid Khan**  
★★★★★

"Amit Sir's way of teaching and the simplicity in teaching makes very unique, especially mems and NFT part is favourite part. Overall I learned a lot and now I'm clearly confident and ready for the new GA4 after enrolling in this course."

 **Chandra Prakash**  
★★★★★

"This is the best course available all across the SEO industry in Hindi/English language. Cover every aspects which will be more than enough for beginners. I highly recommend this and you wont regret taking this course from Amit sir."

 **Sankalp Choudhary**  
★★★★★

"Amit sir explain everything so simple and logical way. I hope he will do more videos and online class on other topics in SEO. This course is very helpful for me"

 **R Ruchi Jain**  
★★★★★

# Let's Build the Future *Together*

Empowering institutions through industry-integrated learning, innovation ecosystems, and future-ready technology education.



Industry-Integrated  
Training Programs



AI & Emerging  
Technology Learning



Startup &  
Incubation Support



Innovation & Hackathon  
Ecosystems



Internship & Placement  
Enablement



Faculty Development  
Programs

*"Transforming education through innovation, technology, and  
industry collaboration"*

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