COURSE BROCHURE

Beginner to Pro | Live | Practical | AI-Powered

skillcrafto

TRAINING | PRACTICE | DEVELOPMENT

DIGITAL MARKETING

with Generative AI

From Beginner to Pro: the complete course for a high-income digital career

- Live Interactive Classes
- Latest Gen AI Tools
- Real-World Projects
- Practical Training
- Certification
- Job Assistance

SEO | Social Media | Meta Ads | Google Ads | AI Tools

Training | Practice | Development

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00 About SkillCrafto

Training | Practice | Development

SkillCrafto is an education platform built for learners who want real, job-ready skills, not just certificates. Our flagship programme, Digital Marketing with AI, takes you from beginner to professional through live teaching, hands-on practice and real-world projects.

Every module is designed around what employers and clients actually need: SEO, social media, Meta Ads, Google Ads, content creation, website building, WhatsApp and email marketing, and the latest Generative AI tools that make modern marketers faster and more creative.

Learn it. Practice it. Get paid for it.

Our mission: make high-quality digital skills practical, affordable and career-focused.

1 TRAINING

Structured live classes with expert mentors, covering every digital marketing channel step by step.

2 PRACTICE

Assignments, quizzes, case studies and live projects so every concept is applied immediately.

3 DEVELOPMENT

Portfolio building, personal branding, communication and interview preparation.

4 CAREER SUPPORT

Resume help, mock interviews, freelancing guidance and job-assistance support.

Who is this programme for?

- Students and graduates looking for a high-demand career
- Job seekers and career switchers entering digital marketing
- Freelancers who want to add paid, in-demand services
- Business owners and entrepreneurs growing their own brand
- Marketing professionals who want to upskill with AI

00 Course Contents

Digital Marketing with AI: everything inside the programme

01	Fundamentals of Digital Marketing	Page 10
02	Canva Mastery & Canva AI	Page 11 - 13
03	Website Development with WordPress	Page 14 - 16
04	Content Writing Mastery	Page 17 - 19
05	SEO Mastery	Page 20 - 23
06	Social Media Organic Marketing & Email	Page 24 - 26
07	WhatsApp Business & Marketing	Page 27 - 28
08	Google Business Profile	Page 29 - 30
09	Meta Ads Mastery	Page 31 - 33
10	Google Ads Mastery	Page 34 - 36
11	Generative AI for Digital Marketers	Page 37 - 38
12	Real-World Projects	Page 39 - 40
13	Interview Preparation & Internship	Page 41
14	Tools You Will Master	Page 42
15	Certification & How to Enrol	Page 43

AI is built into every module, with a dedicated Generative AI masterclass on pages 37 - 38.

00 What is Digital Marketing?

Promoting brands, products and services through online channels

Digital marketing is the use of online platforms and digital channels to promote products, services and brands. It includes SEO, social media marketing, Google Ads, Meta Ads, email marketing, content creation and WhatsApp marketing, all designed to connect businesses with the right audience at the right time.

Unlike traditional marketing such as TV, radio and newspapers, digital marketing lets you reach precisely targeted audiences, track results in real time and measure return on investment down to the last rupee.

Traditional marketing

Broad, expensive reach

Hard to measure results

Slow to change or test

One-way communication

Digital marketing with AI

- Targeted, budget-friendly reach
- Real-time tracking and ROI
- Test, learn and optimise daily
- Two-way engagement and automation

Channels you will master

SEO | Social Media | Meta Ads | Google Ads | Content Marketing | Email Marketing | WhatsApp Marketing | Google Business Profile | Website & WordPress | Canva Design | YouTube | AI Tools

Great brands grow with great digital marketing. At SkillCrafto we do not just teach what it is. We train you to apply it, so you can build a brand, land a high-paying job or start freelancing.

00 Why Digital Marketing is the Ultimate Career

High demand, flexible paths and strong growth

Businesses of every size are shifting budgets from traditional advertising to measurable digital campaigns. That shift has created strong demand for people who can plan, run and optimise those campaigns, and many companies report a shortage of skilled digital marketers.

1 In-demand skills

SEO, content, paid ads, social media, analytics and AI-powered marketing are asked for in most job listings.

2 Many career paths

Try social media, SEO, ads or content, then specialise in what you enjoy most.

3 Work anywhere

Skills are universal, opening doors to jobs in India, abroad, remote roles and freelancing.

4 Faster growth

Results are measurable, so strong performers move up quickly in agencies, startups and brands.

5 Start your own thing

Run your own agency, consultancy, e-commerce store or personal brand with the same skills.

6 Future-proof

Online advertising keeps expanding across video, mobile, influencer and e-commerce channels.

"Your journey in digital marketing starts small, but with skills and dedication it can take you to extraordinary heights."

00 What Could Your Career Look Like?

Six high-growth roles you can step into

01 Digital Marketing Manager

Plans and runs all online marketing for a brand across SEO, social, ads and email to grow the business.

02 SEO Specialist

Helps websites rank higher on Google by improving content, fixing technical issues and building authority.

03 Social Media Marketer

Manages brand presence on Instagram, Facebook, LinkedIn and YouTube with engaging posts and campaigns.

04 Email Marketer

Builds email lists, writes personalised emails and runs automated campaigns that nurture customers.

05 Performance Marketer

Runs paid ads on Google and Meta, tracks performance and optimises for leads, sales and ROI.

06 Content Marketer

Creates blogs, videos and graphics that educate customers and build trust through storytelling.

07 AI Marketing Specialist

Uses generative AI and automation to create content, run workflows and deliver results faster.

08 Freelancer / Agency Owner

Offers marketing services to multiple clients and builds an independent business.

00 Digital Marketing: Scale & Scope

Every sector needs skilled digital marketers

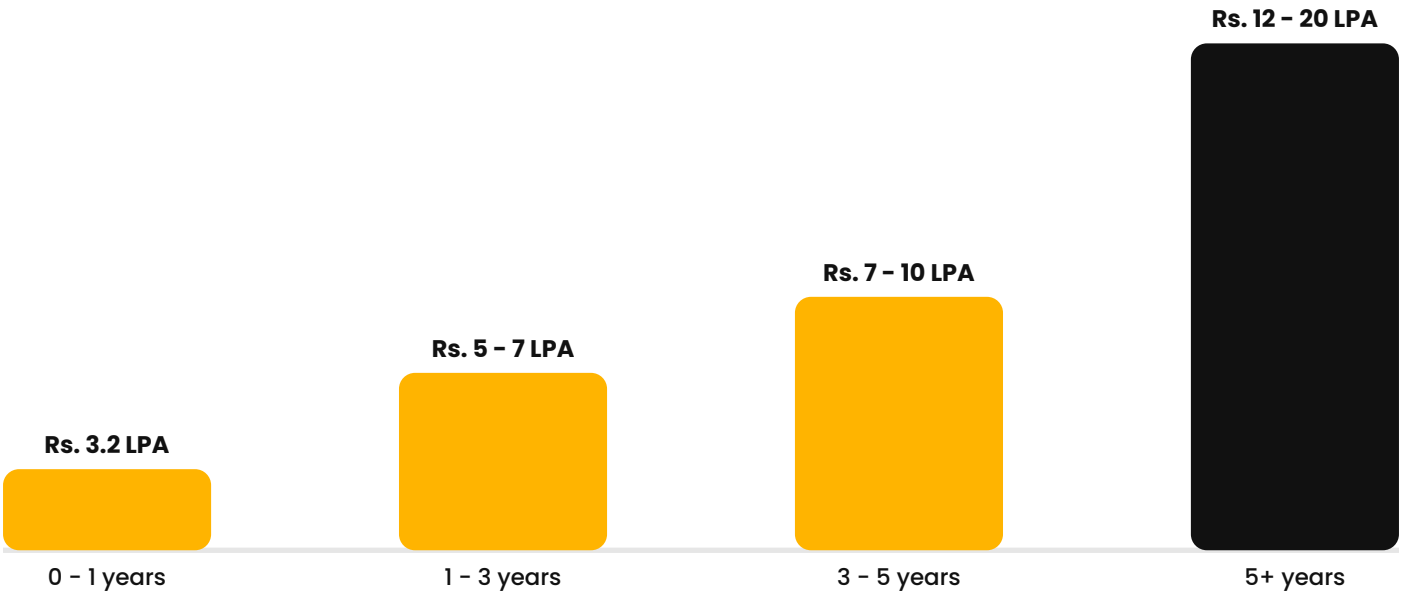
From e-commerce, healthcare and education to finance and entertainment, every industry now depends on SEO, social media, paid ads, content and analytics. Digital marketing also offers freelancing, remote work and entrepreneurship, making it one of the most flexible and future-proof careers available today.

Where digital marketing is used

- E-commerce
- Education
- Healthcare
- Finance
- Real Estate
- Travel
- Food & Hospitality
- Entertainment
- Start-ups
- Local Business

Salary growth in digital marketing (India, indicative per year)

Actual salaries vary by city, company, skills and portfolio.



As you gain skills and experience, you move into advanced roles with greater responsibility, bigger budgets and better pay. The right skills make the difference.

00 Why Choose SkillCrafto?

Practical learning approach built for results

01 Practical Learning Approach

Hands-on quizzes, assignments and real-world projects so you gain skills, not just theory.

02 Live Interactive Classes

Learn directly from industry experts in live sessions and clear doubts on the spot.

03 AI-First Curriculum

Latest Generative AI tools taught inside every module for faster, smarter marketing.

04 Portfolio-Building Projects

Work on live-style projects that strengthen your portfolio to show employers and clients.

05 Career Bootcamp

Technical knowledge, case studies, resume building and mock interviews for job readiness.

06 Job Assistance

Complete support from resume preparation and LinkedIn to interview guidance.

07 Industry-Relevant Certification

A SkillCrafto certificate that proves your training, practice and project work.

08 Doubt Resolution

Every doubt matters. Ask mentors directly and get concepts clear throughout your journey.

00

Programme Runway

Your step-by-step journey from beginner to job-ready

1

PHASE 1

Design, Social Media & AI Tools

Canva, social media campaigns on Instagram, Facebook, LinkedIn and YouTube, plus AI tools to boost creativity and productivity.

2

PHASE 2

Website Development & Content Writing

Build and manage WordPress websites and write SEO-friendly, engaging content that connects with audiences.

3

PHASE 3

SEO, Email & WhatsApp Marketing

Rank higher on Google, nurture and convert leads with email and WhatsApp, and win local search with Google Business Profile.

4

PHASE 4

Meta Ads & Google Ads

Specialise in paid advertising: create, optimise and manage campaigns on Meta platforms and Google.

5

PHASE 5

AI Masterclass & Projects

Automate and scale with AI, then complete real-world capstone projects for your portfolio.

6

FINAL

Interview Prep & Certification

7-day career bootcamp, mock placement drive and your SkillCrafto certificate.

01 Fundamentals of Digital Marketing

Orientation + the strategic foundation every marketer needs

Orientation & Kickoff

- Kickstarting your journey as a digital marketer
- Networking & collaboration session
- Meet your mentors, batch and learning roadmap

Core Foundations

- Introduction to Digital Marketing
- Scope of Digital Marketing & the latest industry trends
- Exploring career opportunities in Digital Marketing
- Understanding key channels in the digital ecosystem
- How to set marketing objectives that drive results
- Business models & competitor analysis
- The marketing funnel & customer journey explained
- Identifying and understanding the target audience

Digital Marketing in the AI Era

- How AI is changing search, social media and advertising
- Where AI helps (speed, ideas, scale) and where humans still win
- Building your personal AI toolkit from day one

Practical Work

- Brand teardown: analyse a real brand's digital presence
- Build a basic marketing plan with goals, audience and channels

BY THE END OF THIS MODULE

You will understand how every digital channel fits into one growth system, and be ready to plan campaigns with clear goals.

02 Canva Mastery - Getting Started

Design confidently for social media, ads and branding

Interface & Basics

- Introduction to Canva
- Difference between Free and Pro versions
- Introduction to the home screen and interface
- Canva design sizes explained
- Free vs premium elements in Canva
- Quick Magic Search box for easy designing

Layout & Alignment

- Positioning and spacing elements in Canva
- Working with rulers and grids
- Use of grids to create powerful layouts
- Working with text alignments efficiently
- Selection and grouping benefits
- Sending text and shapes backward and forward (object stacking)
- Locking and snapping

Fonts, Photos & Elements

- Using and choosing font strategies
- Working with backgrounds in Canva
- Working with photos
- Elements tab - shapes, frames and graphics
- Text customizations (effects, curve, animate)
- The More tab explained

Speed & Templates

- Saving time with templating
- Using Canva for PDF imports and edits
- Resizing the template for all platforms with a single click
- Working with filter codes and colour grading
- Changing colour scheme for all projects in a click
- Color helper tools in Canva
- Using search filters in Canva

Practice Projects

- LinkedIn banner creation project
- Facebook post creation project
- Challenge exercise 1 and 2 (practice tasks)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

02 Canva Mastery - Projects & Video

From social creatives to video, presentations and mockups

Creative Projects

- Creating a Facebook cover photo from scratch
- Creating a resume in Canva
- Creating social media designs quickly
- Creating a movie poster in Canva
- Creating a pop-out frame effect
- Creating a drop shadow (with and without background)
- Being creative beyond Canva templates
- Creative ideas for Canva projects

Animation & Video

- How to animate your designs in Canva
- Working with the video editor in Canva
- Working with audio in video projects

Presentations

- Introduction to presentation modes
- Presenter mode additional features
- Using the Present and Record feature
- Presenting synced audio with video or presentation

Organisation & Delivery

- How to organize your elements and assets for projects
- Canva project download formats and customizations
- Sharing options in Canva

BY THE END OF THIS MODULE

You will produce a complete set of professional brand creatives, posts, banners, resumes, posters and short videos.

02 Canva AI & Magic Studio

Use AI to design faster, smarter and at scale

Canva AI Tools

- Introduction to Canva AI
- Magic Design for text
- Magic Design for videos
- Magic Presentations in Canva
- Magic Switch options
- Magic Media (AI images and videos)
- Magic Morph
- Magic Grab
- Magic Text
- Magic Expand
- Magic Edit
- Magic Animate
- Magic Write
- Canva AI apps and conclusion

AI Design Workflow for Marketers

- Writing prompts that produce on-brand visuals
- Building a brand kit (colours, fonts, logos) for consistent output
- Turning one idea into 10 formats using Magic Switch and resize
- AI-assisted ad creatives, thumbnails and carousel design
- Reviewing AI output: quality, copyright and brand safety checks

Mini Project

- Create a 30-day social media creative pack for a brand using AI

BY THE END OF THIS MODULE

You will cut design time dramatically while keeping every creative on-brand and ready for campaigns.

03 Website Development with WordPress

Build and manage business websites without writing code

WordPress Foundations

- What is WordPress? WordPress.com vs WordPress.org
- Domain, hosting & SSL basics (shared, VPS, cloud; nameservers; DNS)
- One-click install vs manual install (cPanel, Softaculous, PHP, MySQL)
- First-time WP setup (site title, permalinks, timezone, language)
- Understanding the WP dashboard (Posts, Pages, Media, Users, Tools, Settings)

Themes & Page Builders

- Themes: how to choose (speed, support, updates, Elementor compatibility)
- Install and activate a lightweight theme (Block theme, Astra, GeneratePress)
- Page builders vs block editor (Gutenberg vs Elementor vs Bricks)
- Menus, headers, footers and global styles
- Create a child theme (why and how)

Pages & Content

- Create core pages: Home, About, Services, Contact, Blog
- Create a professional Home page layout (hero, USPs, social proof, CTA)
- About page storytelling (mission, team, trust badges)
- Services page layout (benefits, packages, FAQs, enquiry CTA)
- Create a blog post structure (categories, tags, featured image)

Plugins, Media & Forms

- Installing essential plugins safely (ratings, updates, conflicts)
- Media library best practices (WebP, compression, folders, naming)
- Forms: Contact Form 7 / WPForms (spam protection, reCAPTCHA)
- Add Google Maps and WhatsApp chat button
- Basic on-page SEO setup (RankMath / Yoast, titles, meta, breadcrumbs)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

03 Website Essentials & E-commerce

Make the site fast, secure, trackable and ready to sell

Site Essentials

- Contact page with form, map, business info and schema essentials
- Install a security plugin (Wordfence / iThemes); basic hardening
- Speed basics (LiteSpeed Cache / WP Rocket: page cache, minify, preload)
- Image optimization (WebP, lazy load; ShortPixel / Imagify)
- SMTP setup for email deliverability (WP Mail SMTP)
- Add Google Analytics 4 (GA4) and Search Console
- Pixel integration (Meta Pixel / Conversions API)
- Create 404 and maintenance / coming-soon pages
- Backup strategy (UpdraftPlus / JetBackup - schedule and restore test)
- Staging site setup and safe update workflow

E-commerce (WooCommerce) Flow

- Install WooCommerce and run the setup wizard (currency, tax, shipping)
- Create Shop, Product, Cart, Checkout, My Account pages
- Product types: simple, variable, digital / downloadable, grouped
- Product images, gallery and size guide best practices
- Attributes and variations (colour / size) + variation images
- Inventory and stock management
- Payment gateways (Razorpay / Stripe / PayPal / UPI); test mode checkout
- Shipping zones, methods and table rates; free / flat shipping logic
- Tax configuration (inclusive / exclusive)
- Coupons and discounts (percentage, fixed, BOGO)
- Email templates and order status customization
- Checkout optimization (address autocomplete, phone validation)
- Thank-you page and post-purchase upsell / cross-sell
- Wishlist / compare and product filters (faceted search)
- Reviews, Q&A and star-ratings schema
- Product SEO (titles, slugs, schema, internal links)
- Store performance (ajax cart, fragments, object cache)
- Abandoned cart recovery (email / WhatsApp)
- Payment, refund and shipping policy pages

HANDS-ON PRACTICE

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03 LMS Websites & AI for Web

Launch an online-course platform and speed up builds with AI

LMS (LearnDash / TutorLMS) Flow

- Choose an LMS plugin (TutorLMS / LearnDash) and install
- Create course structure (course, modules, lessons, topics)
- Add video lessons (self-hosted vs Vimeo / YouTube unlisted)
- Create quizzes (MCQ, true / false, time limit, pass marks)
- Assignments and grading workflow
- Certificate design and auto-issue on completion
- Enrollment types: free, paid, one-time vs subscription
- Payment integration for courses (WooCommerce bridge / direct gateway)
- Drip content and course prerequisites
- Student dashboard, progress tracking and notifications
- Discussion / Q&A (bbPress / BuddyBoss / community)
- Zoom / Google Meet integration for live classes
- LMS reporting and exports (progress, quiz scores, completion)
- Course SEO (course archive, schema, categories, tags)
- LMS performance (video CDN, caching rules, heartbeat control)

AI for Website Building

- Using AI to draft page copy, FAQs and meta descriptions
- AI chatbots and live-chat assistants for lead capture
- AI image generation and optimization for web pages
- AI-assisted code snippets for small customizations (with human review)

Mini Project

- Build a complete responsive business website with lead forms and tracking

BY THE END OF THIS MODULE

You will be able to plan, build, launch and maintain a conversion-focused WordPress website, store or course platform.

04 Content Writing Mastery

Foundations: write with clarity, research and structure

Writing Foundations

- Introduction to content writing and its importance
- Difference between content writing and copywriting
- Different types of content (blog, social media, SEO, technical, creative, email, ads)
- Fundamentals of good writing (grammar, vocabulary, tone and voice)
- Writing styles (formal, informal, conversational, persuasive)
- Storytelling basics for content writers

Audience & Research

- Understanding audience and buyer persona
- On-page SEO checklist for writers
- How to research topics effectively (Google, Quora, Reddit, AnswerThePublic)
- Competitor content research and gap analysis
- Building content outlines and structures
- Crafting attention-grabbing headlines and hooks

SEO Writing Basics

- Introduction to SEO in content writing
- Keyword research basics (free and paid tools: Ubersuggest, SEMrush)
- Writing SEO-friendly blogs (H1, H2, meta description, internal linking)
- Blog writing workflow (topic, research, draft, edit, publish)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

04 Content Writing - Copy That Converts

Web, ads, email and social copy for real business results

Website & Landing Pages

- Writing website pages (Home, About, Services, Contact)
- Writing landing page copy (conversion focused)
- Writing case studies and whitepapers
- Writing call-to-actions (CTAs) that convert

Copywriting Psychology

- Copywriting frameworks: AIDA, PAS and FAB
- Writing ad copies (Meta, Google, LinkedIn Ads)
- Writing product descriptions that sell (e-commerce focus)
- Writing email marketing copy (subject lines, body, CTA)

Social & Video Content

- Writing social media captions (Instagram, Facebook, LinkedIn, Twitter / X)
- Writing scripts for Reels, Shorts and YouTube videos
- Creative writing for branding and storytelling
- Technical writing (tutorials, guides, documentation)
- Ghostwriting for personal branding (LinkedIn articles, blogs)

AI-Assisted Writing

- Prompt frameworks for blogs, ads, emails and scripts
- Training AI on your brand voice with style guides and examples
- Fact-checking, editing and humanising AI drafts

BY THE END OF THIS MODULE

You will write persuasive, search-friendly copy for every channel and use AI as a drafting partner, not a crutch.

04 Content Writing - Editing, Tools & Freelancing

Polish your work and turn writing into income

Editing & Quality

- Proofreading and editing techniques (self-editing hacks)
- Tools for writers: Grammarly, Hemingway, Quillbot, SurferSEO
- Formatting for readability (bullet points, short paragraphs, lists)
- Plagiarism checking and maintaining originality

Repurposing & Portfolio

- Repurposing content (blog to social media to email to infographic)
- Building a writer's portfolio (samples, case studies, testimonials)

Freelancing & Business

- Freelancing opportunities (Fiverr, Upwork, LinkedIn outreach)
- How to price your content writing services
- Cold emailing and pitching to clients
- Selling digital products (ebooks, templates, checklists)
- Scaling as a content writer (agency / freelancing growth plan)

Practical Assignment

- Write SEO blogs, service pages, social captions, ad copies and a newsletter for a live brief
- Create a 5-piece writing portfolio ready to share with clients and employers

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

05 SEO Mastery - Foundations & On-Page

Rank higher on Google with a complete SEO system

Introduction to SEO

- Introduction to SEO
- How search engines work (crawling, indexing, ranking)
- Types of SEO: on-page, off-page, technical, local
- Difference between SEO and SEM (paid ads)
- Understanding Google ranking factors

Keyword Research & Planning

- What is keyword research and why it matters
- Types of keywords (short-tail, long-tail, LSI, transactional, informational)
- Tools: Google Keyword Planner, Ubersuggest, SEMrush, Ahrefs
- Finding content gaps and competitor keyword analysis
- Building a keyword strategy (primary, secondary, supporting)

On-Page SEO

- Basics of on-page SEO
- Optimizing title tags, meta descriptions and URLs
- Header tags (H1, H2, H3) best practices
- Keyword placement and density (natural writing)
- Internal linking strategy
- Image optimization (alt text, compression, WebP)
- Content optimization (readability, structure, E-E-A-T)
- Schema markup and rich snippets (FAQ, reviews, products, courses)
- Creating SEO-friendly blogs and landing pages
- Tools: SurferSEO, Yoast, RankMath

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

05 SEO Mastery - Technical & Off-Page

Fix the engine, then build authority

Technical SEO

- Introduction to technical SEO
- Site speed optimization (Core Web Vitals, caching, minification)
- Mobile friendliness and responsive design
- XML sitemaps and robots.txt
- Canonical tags and duplicate content fixes
- Crawl budget optimization
- HTTPS and SSL importance
- Structured data implementation
- Tools: Google PageSpeed Insights, GTmetrix, Screaming Frog

Off-Page SEO (Link Building)

- What is off-page SEO?
- Backlink basics (do-follow vs no-follow)
- Guest posting and blogger outreach
- Directory submissions and citations
- Social bookmarking and forum submissions
- HARO (Help a Reporter Out) for backlinks
- Broken link building strategy
- Backlink analysis tools (Ahrefs, SEMrush, Moz)

BY THE END OF THIS MODULE

You will be able to audit a website, fix technical issues and build a safe, steady backlink profile.

05 SEO Mastery - Local, Content & Analytics

Win local searches and prove results with data

Local SEO

- Introduction to local SEO
- Optimizing Google Business Profile (GBP)
- Local citations and directories
- Reviews and reputation management
- Local keywords and "near me" SEO
- Google Maps SEO ranking factors
- WhatsApp and local lead funnel via SEO

Content Strategy for SEO

- Creating content clusters and topic authority
- Blogging strategy for SEO
- Using FAQs for long-tail keywords
- Repurposing content for SEO (blog, video, infographic, social media)
- Voice search optimization
- AI content and SEO - do's and don'ts

Analytics & Reporting

- Google Search Console setup and insights
- Google Analytics (GA4) basics
- SEO reporting framework (monthly reports)
- Tracking KPIs (CTR, impressions, bounce rate, average position)
- SEO audit checklist

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

05 SEO Mastery - Advanced SEO & AI

Specialised SEO and AI-powered workflows

Advanced SEO

- International SEO (hreflang, multilingual sites)
- E-commerce SEO (product pages, filters, reviews)
- YouTube SEO (titles, tags, CTR, retention)
- Pinterest SEO (boards, pins, keywords)

AI Tools for SEO

- AI tools for SEO (ChatGPT, Surfer, Jasper)
- AI keyword clustering and content briefs
- AI-assisted content audits and refresh plans
- Optimizing for AI search experiences and answer engines
- Quality control: avoiding thin, duplicate or unhelpful AI content

SEO Practical Lab

- Run a full SEO audit on a live website
- Build a keyword map and a 90-day content plan
- Write and optimize a ranking-ready blog article
- Create a local SEO checklist and a monthly client report

BY THE END OF THIS MODULE

You will complete a full SEO project, from audit to monthly report, that you can show to employers and clients.

06 Social Media Marketing - Instagram & Facebook

Grow organically with strategy, not guesswork

Introduction to Social Media Marketing

- What is social media marketing and its importance for businesses
- Organic vs paid marketing (pros and cons)
- Buyer persona and customer journey (awareness, engagement, conversion)
- Content types: educational, engaging, entertaining, emotional, empowering
- Overview of major platforms (Instagram, Facebook, Pinterest, YouTube, LinkedIn)

Instagram Organic Marketing

- Set up and optimize an Instagram business profile (username, bio, DP, highlights, link)
- Understanding the Instagram algorithm (feed, Explore, Reels)
- Content types: posts, carousels, stories, Reels, guides
- Hashtag strategy (niche, local, ranking)
- Content hooks and storytelling for Reels
- Engagement tactics: polls, Q&A, collabs, lives
- Competitor research and trend analysis
- Building trust (testimonials, behind-the-scenes, UGC)
- Organic monetization (affiliate, collabs, leads)

Facebook Organic Marketing

- Facebook Page vs Profile vs Group: when to use what
- Facebook Page optimization (category, About, CTA button, cover)
- Content strategy: posts, Reels, stories, lives
- Using Facebook Groups for organic reach
- Driving engagement with polls, quizzes, discussions
- Cross-posting Instagram to Facebook efficiently
- Local SEO on Facebook (check-ins, reviews, location tags)
- Organic monetization (community growth, affiliate, services)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

06 Social Media Marketing - Pinterest & YouTube

Evergreen traffic and long-form video growth

Pinterest Organic Marketing

- Pinterest business account setup and optimization
- Profile bio and keyword optimization
- Creating boards and sub-boards (niche clusters)
- Designing viral pins (idea pins, infographics, carousels)
- SEO for Pinterest (titles, descriptions, alt text)
- Repurposing blog content into Pinterest pins
- Driving website traffic through Pinterest
- Pinterest analytics and growth hacks
- Monetization via affiliate, e-commerce and digital products

YouTube Organic Marketing

- Setting up a YouTube channel (name, logo, banner, About section)
- Niche selection and content research (trending + evergreen topics)
- Video scripting and storytelling techniques
- Recording and editing (free vs pro tools)
- YouTube SEO (titles, descriptions, tags, hashtags, playlists)
- Thumbnail design and CTR hacks
- Shorts strategy for quick growth
- Community tab engagement (polls, posts)
- Analyzing YouTube analytics (CTR, watch time, retention)
- Organic monetization (AdSense, sponsorships, affiliate, digital products)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

06 LinkedIn, Cross-Platform & Email Marketing

Build authority, a content system and an owned audience

LinkedIn Organic Marketing

- LinkedIn profile optimization (headline, banner, About, featured)
- Content strategy (posts, articles, carousels, polls)
- Building thought leadership and personal branding
- Expanding connections (targeted networking)
- Engaging with recruiters and professionals
- LinkedIn company page setup and growth
- LinkedIn SEO (keywords in profile and content)
- Organic lead generation using LinkedIn
- Monetization (consulting, freelancing, high-ticket services)

Cross-Platform Strategy & Tools

- Repurposing content across platforms (1 idea to 5 formats)
- Creating a 30-day content calendar (consistency hacks)
- Tools: Canva, CapCut, Buffer, Meta Business Suite
- Analytics and tracking KPIs (reach, engagement, conversions)
- Personal brand vs business brand on social media

Email Marketing

- Building an email list and lead magnets
- Choosing an email platform and designing templates
- Subject lines, preview text and copy that gets opened
- Segmentation, personalization and automated sequences
- Deliverability, spam rules and consent
- Measuring open rate, CTR and conversions; A/B testing

BY THE END OF THIS MODULE

You will manage a brand's presence across platforms with a clear calendar, analytics and a lead-generating email system.

07 WhatsApp Business & Marketing

Turn conversations into customers

Setup & Fundamentals

- Introduction to WhatsApp marketing and its importance
- Difference between WhatsApp, WhatsApp Business and WhatsApp API
- Downloading and setting up the WhatsApp Business app
- Creating a business profile (name, logo, About, category, website, email, hours)
- Adding business location and contact details
- Setting up a catalog (products / services with images, price and description)
- Using labels and tags for managing leads and customers

Messaging Tools

- Setting greeting messages and away messages
- Creating and using quick replies for FAQs
- Understanding broadcast lists and limitations
- WhatsApp Groups vs WhatsApp Communities
- Building engagement through WhatsApp Communities
- Using WhatsApp Status as a marketing tool (daily story content strategy)

Content & Follow-up

- Crafting high-converting WhatsApp messages (CTA-based writing)
- Designing WhatsApp creatives (posters, short videos, offers, testimonials)
- Follow-up strategy for leads and students (reminders, urgency, scarcity)
- Repurposing Instagram / Facebook content into WhatsApp-friendly format

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

07 WhatsApp API, Funnels & Compliance

Automate, scale and stay policy-safe

WhatsApp API & Automation

- Introduction to WhatsApp API (WATI, Interakt, Zoko, Twilio)
- Benefits of API over the Business app (automation, scaling, CRM)
- Setting up automation with chatbots and flows (lead capture, reminders, payments)
- Integrating WhatsApp with Google Sheets, CRM and Zapier
- Using click-to-chat links and QR codes (ads, flyers, websites)

Funnel Examples

- Meta Ads to WhatsApp to webinar to sale
- E-commerce store to catalog to checkout to repeat buyer
- Coaching institute to free class to paid course
- Building engagement plans for communities (polls, tasks, challenges)

Policy, Privacy & Measurement

- WhatsApp policy and spam rules (do's and don'ts)
- Opt-in methods (forms, links, QR codes)
- Avoiding spam blocks (safe frequency and content balance)
- Privacy, GDPR and consent rules
- Measuring success (delivery rate, open rate, CTR, conversion rate)
- Tracking ROI of WhatsApp campaigns

Practical Work

- Case studies: WhatsApp marketing for local business, coaching, e-commerce
- Final practice: create a full WhatsApp funnel with profile, catalog, messages and follow-ups

BY THE END OF THIS MODULE

You will build an automated WhatsApp funnel that captures, nurtures and converts leads within platform rules.

08 Google Business Profile - Setup & Optimization

Dominate local search and Google Maps

Getting Started

- Introduction to Google Business Profile (GBP) and its importance in local SEO
- Difference between GBP and website SEO
- Creating / claiming your business profile on Google
- Verifying your business (phone, postcard, video verification)
- Adding complete business information (name, address, phone, website, NAP consistency)

Profile Optimization

- Choosing the right primary and secondary business categories
- Writing an SEO-optimized business description (750 characters)
- Adding products with descriptions, price and images
- Adding services with detailed explanations
- Uploading logo, cover photo and interior / exterior photos
- Adding a 360 degree virtual tour / Street View (if available)
- Setting accurate business hours (regular and holiday)

Leads & Engagement

- Adding appointment / booking links
- Adding WhatsApp / contact buttons for leads
- Creating offers and promotions using "Add Update"
- Posting regular content (posts, events, announcements, photos, videos)
- Understanding local SEO keywords and adding them to posts, services and products

HANDS-ON PRACTICE

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08 Google Business Profile - Reviews & Growth

Reputation, citations, insights and ranking

Reviews & Reputation

- Geo-tagging images for better local ranking
- Managing customer reviews (positive, negative, neutral)
- Professional reply templates for reviews (SEO + trust-building)
- Asking for reviews ethically (QR code, SMS, WhatsApp, email)
- Adding FAQs in GBP and answering them
- Using the messaging feature to chat with customers directly

Visibility & Citations

- Enabling call tracking and measuring leads
- Local citations and directory listings for consistency (Justdial, Sulekha, IndiaMart, Yelp)
- Embedding Google Map on website and local landing pages
- Local backlink building for GBP ranking
- Competitor analysis (tracking the top 3 competitors in the local pack)

Analytics

- Using Google Search Console and Analytics with GBP
- Understanding the Insights dashboard (views, searches, actions, direction requests)
- Tracking CTR and call-to-action performance

Practical Work

- Optimize a live business profile from scratch and plan 30 days of GBP posts
- Create a review-generation system and a monthly local performance report

BY THE END OF THIS MODULE

You will be able to take any local business from invisible to the top of the map pack.

09 Meta Ads Mastery – Setup, Tracking & Targeting

Facebook and Instagram advertising from zero to expert

Meta Ads Foundations

- Introduction to Meta Ads (Facebook and Instagram advertising)
- Difference between Boost Post and Ads Manager
- Understanding the Meta Ads ecosystem (Facebook, Instagram, Audience Network, Messenger)
- Setting up Business Manager (Meta Business Suite)
- Creating and verifying a business account
- Adding ad account, Page and Instagram to Business Manager
- Setting up roles and permissions for team access

Pixel & Tracking

- Setting up Meta Pixel (code, Google Tag Manager, WordPress plugin)
- Setting up events (Lead, Purchase, Add to Cart, View Content)
- Testing events in Events Manager
- Custom conversions setup for tracking goals
- Domain verification and Aggregated Event Measurement (iOS 14+)

Campaign Structure & Audiences

- Campaign structure (campaign, ad set, ad)
- Campaign objectives (awareness, traffic, engagement, leads, sales)
- Choosing the right objective for business goals
- Budget options: ABO vs CBO
- Audience types: core, custom and lookalike
- Saved audiences (age, gender, location, interest, behavior)
- Custom audiences (website visitors, email list, app users, video viewers)
- Lookalike audiences (1% to 10%)
- Placements: automatic vs manual (feeds, Reels, stories, Messenger)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

09 Meta Ads Mastery - Creatives, Budgets & Scaling

Create winning ads and scale what works

Creatives & Copy

- Creative types: image, video, carousel, collection, instant experience
- Ad copywriting frameworks (AIDA, PAS, FAB) for Meta Ads
- Designing creatives for ads (Canva, Photoshop, Premiere Pro)
- Best practices for ad thumbnails and CTAs
- Importance of A/B testing (creative, copy, audience, placement)

Budget, Bidding & Metrics

- Daily budget vs lifetime budget
- Bid strategy (lowest cost vs bid cap vs ROAS)
- Learning phase and ad delivery system explained
- Ad metrics (CPC, CTR, CPM, reach, impressions, frequency)
- Conversion metrics (cost per lead, cost per purchase, ROAS)
- Reading reports in Ads Manager (age, gender, placement, device)
- Using Experiments (split testing) to compare strategies

Retargeting, Funnels & Scaling

- Retargeting strategy (website visitors, add to cart, 75% video viewers)
- Retargeting with Dynamic Product Ads (e-commerce)
- Funnel strategy: TOFU, MOFU, BOFU campaigns
- Scaling ads: vertical (increase budget), horizontal (duplicate)
- Rules automation (pause high-CPL ads, scale low-CPL ads)
- Creative refresh strategy to fight ad fatigue
- Importance of frequency and how to control it
- Using Advantage+ campaigns (sales, app, leads)

HANDS-ON PRACTICE

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09 Meta Ads Mastery - Lead Gen, Policy & Case Studies

Messaging ads, compliance and real campaign blueprints

Lead Generation & Messaging Ads

- Lead generation campaigns (instant forms vs website leads)
- Best practices for instant forms (headline, questions, thank-you screen)
- WhatsApp ads setup (click to WhatsApp, message ads)
- Messenger ads setup (chat ads, leads via Messenger)

Policy & Troubleshooting

- Common mistakes in Meta Ads and how to avoid them
- Policy and compliance (ad disapprovals, restricted content, bans)
- Getting ads approved: writing safe copy and avoiding trigger words
- Meta Ads support and appeal process (when an account is disabled)

Case Studies

- Lead gen for a coaching institute (orientation funnel)
- E-commerce sales campaign (product ads + retargeting)
- Local business ads (restaurant "near me" campaign)

Reporting & Agency Skills

- Reporting ROI and client reports (CPL, CAC, LTV, ROAS)
- Building a standard ad SOP for agencies
- Future of Meta Ads (AI, Advantage+ Shopping, automation)

AI in Meta Ads

- Using AI to generate hooks, headlines and creative variations
- Testing AI-generated creatives responsibly

BY THE END OF THIS MODULE

You will plan, launch, optimise and report on profitable Meta campaigns with confidence.

10 Google Ads Mastery - Search Campaigns

Capture customers at the exact moment they search

Google Ads Foundations

- Introduction to Google Ads (how Google advertising works)
- Difference between SEO and SEM (organic vs paid)
- Understanding the Google Ads ecosystem (Search, Display, Video, Shopping, App)
- Setting up a Google Ads account (billing, dashboard overview)
- Understanding Google Ads auction and Quality Score

Keywords & Structure

- Keyword match types (broad, phrase, exact, negative)
- Keyword research tools (Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest)
- Campaign structure (campaign, ad group, ads)
- Campaign objectives (sales, leads, website traffic, awareness)

Search Campaigns

- Search campaign setup (step-by-step)
- Writing effective search ads (headlines, descriptions, final URL)
- Ad extensions (sitelinks, callout, structured snippets, call, location)

Other Campaign Types

- Display campaign setup (banners, responsive display ads)
- YouTube video campaigns (in-stream, discovery, Shorts ads)
- Shopping campaign setup (for e-commerce)
- Performance Max campaigns (AI-based multi-channel ads)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

10 Google Ads Mastery - Targeting & Optimization

Reach the right people and lower your cost per lead

Audience & Targeting

- Audience targeting basics (demographics, affinity, in-market, life events)
- Remarketing campaigns (website visitors, abandoned cart, YouTube viewers)
- Custom audiences (custom intent, custom affinity)
- Location targeting and geo-targeting strategies
- Device targeting (mobile vs desktop optimization)
- Ad scheduling and dayparting (run ads at the best times)

Tracking & Testing

- Conversion tracking setup (Google Tag Manager, conversion tags, event tracking)
- Landing page optimization for Google Ads (speed, relevance, CTA)
- A/B testing ads (ad copies, landing pages, extensions)

Optimization

- Negative keywords strategy to save budget
- Search term report analysis and optimization
- Optimizing ad rank and lowering CPC
- Display ads placement targeting and exclusions
- YouTube ads optimization (CTR, retention, targeting)
- Remarketing funnel strategy (TOFU, MOFU, BOFU with Google Ads)

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

10 Google Ads Mastery - Scaling & Case Studies

Advanced campaigns, compliance and real-world blueprints

Scaling & Advanced Campaigns

- Scaling campaigns (budget scaling, location expansion, audience expansion)
- Performance Max optimization (asset groups, audience signals, reporting)
- Local campaigns for local businesses (maps, calls, store visits)
- Smart campaigns vs Expert Mode (when to use what)
- Dynamic Search Ads (DSA) setup and optimization
- App campaigns (install, engagement, value)

ROI & Risk Management

- Tracking ROI of campaigns (CPL, CAC, LTV, ROAS)
- Common Google Ads mistakes and how to avoid them
- Google Ads policy and compliance guidelines
- Avoiding suspensions (ad disapprovals, billing issues, restricted niches)

Case Studies

- Lead generation campaign (education institute)
- E-commerce sales campaign (Shopping + retargeting)
- Local business campaign (restaurant / gym / clinic)

Agency Skills & Future

- Building a Google Ads SOP for agencies
- Future of Google Ads (AI, Performance Max, automation)
- Using AI to build keyword lists, ad variations and search-term reviews

BY THE END OF THIS MODULE

You will manage Google Ads budgets with a clear ROI mindset, from first search ad to scaled performance campaigns.

11 Generative AI for Digital Marketers

Prompting, content creation and creative production with AI

Gen AI Foundations

- What is generative AI? LLMs, images, audio and video models in simple words
- The AI marketing stack: ChatGPT, Claude, Gemini, Perplexity, Canva AI
- Prompt engineering: role, context, task, format and constraints
- Building reusable prompt libraries and brand-voice prompts
- Hallucinations, bias and verification: how to fact-check AI

AI for Research & Strategy

- Audience research, buyer personas and competitor analysis with AI
- Trend and topic research with AI search tools
- Creating content calendars and campaign plans with AI
- Turning data and reviews into insights and messaging angles

AI for Content Creation

- AI copywriting for ads, landing pages, emails and captions
- AI blog workflow: outline, draft, edit, optimize, publish
- Reel / Shorts script writing and hook generation
- AI image creation and editing for social and ads
- AI video, voice-over and subtitle tools for fast production
- Repurposing one idea into many formats with AI

HANDS-ON PRACTICE

Every topic is taught live with demonstrations, assignments and mentor feedback, so you practise each skill before moving on.

11 AI Automation, Analytics & Ethics

Work faster with workflows, chatbots and smart reporting

AI Automation

- No-code automation with Zapier / Make: triggers, actions and workflows
- Lead capture to Google Sheets / CRM to WhatsApp / email follow-up
- AI chatbots for websites, Instagram and WhatsApp
- AI lead qualification and instant response systems
- Personalised email sequences using AI

AI for Analytics & Reporting

- Using AI to summarise GA4, Search Console and ads data
- Spotting patterns, anomalies and optimization ideas
- Auto-generating client reports and dashboards
- Using AI inside ad platforms (Advantage+, Performance Max)

Ethics, Safety & Compliance

- Copyright, disclosure and brand safety when using AI content
- Data privacy: what you should never paste into AI tools
- Keeping the human in the loop: review checklists and approval flows

AI Career & Freelancing

- Building AI-powered SOPs for an agency or freelance business
- Packaging AI-enabled services and pricing them
- Capstone: design a complete AI-powered marketing workflow for a brand

BY THE END OF THIS MODULE

You will confidently use AI across research, creative, ads, automation and reporting to deliver more in less time.

12 The Real-World Projects

Apply every skill on practical, portfolio-ready assignments

Marketing Strategy

Brand analysis for a leading streaming brand

- Research: audience, habits and competitors
- Segmentation: by age, location and behavior
- Positioning: personalised on-demand platform
- Product: originals, genres and local content
- Pricing: tier plans and market-based rates
- Promotion: social media, influencers and ads

Social Media Management

Plan the content calendar and strategy

- Research: customer, trends and engagement
- Content: offers, launches and trending moments
- Platforms: Instagram, Facebook, X, YouTube
- Engagement: queries, reviews and polls
- Campaigns: hashtags, tie-ups and deals
- Analytics: reach, conversions and sentiment

Search Engine Optimization

Create a complete SEO plan for an e-commerce store

- Audit: speed, indexing and mobile check
- Keywords: product and category research
- On-page: tags, titles and category pages
- Content: blogs and buying guides
- Off-page: backlinks from blogs and forums
- Technical: sitemap, crawl fixes, Core Web Vitals

Performance Marketing

Strategise a media plan for ads

- Research: audience, competitors and demand
- Setup: Meta and Google Ads targeting
- Creatives: banners and videos
- Landing pages: optimized for conversions
- Budget: managed spend for best ROI
- Reporting: tracked CTR, CPL and ROAS

Every project is reviewed by mentors, so you finish with work you can proudly add to your portfolio, resume and LinkedIn profile.

12 The Real-World Projects

Apply every skill on practical, portfolio-ready assignments

Content Writing

Design a content writing project

- Research: courses, audience and competitors
- Blogs: SEO blogs on digital marketing
- Website: service pages and success stories
- Social media: captions, posts and ad copies
- Emails: newsletters and engagement mails
- Proofreading: SEO and grammar optimization

Graphic Designing

Design a brand creative project

- Posts: Instagram and Facebook creatives
- Thumbnails: eye-catching YouTube designs
- Cards: professional, brand-aligned designs
- Profile: clean, corporate-style company PDF
- Ebook: visual layouts with icons and branding
- Mockups: digital and print asset previews

Website Development

Design and launch a business website

- Analysis: client needs and business goals
- Design: UI / UX layout and wireframe setup
- Development: responsive WordPress site
- E-commerce: product pages and payment setup
- Content flow: SEO content and CTAs for leads
- SEO: speed, mobile and on-page optimization

AI Capstone

Build an AI-powered marketing system

- Brand voice and prompt library
- AI content and creative pack
- Automated lead capture and follow-up
- AI chatbot or WhatsApp flow
- AI-assisted analytics report
- Final presentation and portfolio review

Every project is reviewed by mentors, so you finish with work you can proudly add to your portfolio, resume and LinkedIn profile.

13 Interview Preparation & Internship

Power-packed 7-day career bootcamp

Day 1	Orientation + Resume Building
Day 2	LinkedIn & Personal Branding
Day 3	Personality Development & Confidence Building
Day 4	Communication Skills (Written & Spoken)
Day 5	Preparation (HR + Technical)
Day 6	Job Portals & Application Strategies
Day 7	Mock Placement Drive

Internship & real-world exposure

Get real-world exposure with a power-packed internship: apply your learning to live projects such as social media management, content creation, blog writing, SEO optimisation and campaign execution. Show employers that you are not only trained but also have practical experience.

- Practical assignments on real brand briefs
- Mentor feedback on every deliverable
- Portfolio and case-study building
- Freelancing and client-handling guidance

14 Tools You Will Master

The modern marketer's toolkit, with AI at the centre

AI Tools

ChatGPT | Claude | Gemini | Perplexity | Canva AI | Surfer SEO | Jasper | AI Image & Video Tools

Design & Video

Canva | Photoshop | Premiere Pro | CapCut | Figma Basics

Website

WordPress | Elementor | WooCommerce | TutorLMS / LearnDash | Google Tag Manager

SEO & Analytics

Google Search Console | Google Analytics 4 | SEMrush | Ahrefs | Ubersuggest | Screaming Frog | Yoast / RankMath | PageSpeed Insights

Paid Advertising

Meta Ads Manager | Meta Business Suite | Meta Pixel | Google Ads | Keyword Planner | Performance Max

Social & Messaging

Instagram | Facebook | LinkedIn | YouTube Studio | Pinterest Business | WhatsApp Business | WATI / Interakt | Buffer

Writing & Automation

Grammarly | Hemingway | Quillbot | Google Sheets | Zapier / Make | Email Marketing Platforms

Tool names belong to their respective owners. Tool versions and features may change over time.

15 Certification & How to Enrol

Prove your skills and begin your journey

A SkillCrafto Training Certificate

After completing the programme, every learner receives a Digital Marketing with AI certificate from SkillCrafto. It recognises your dedication, learning and practical expertise across SEO, social media, ads, content and AI.

B Internship / Project Certificate

Complete your practical training and project work to earn an internship completion certificate that shows hands-on experience in campaign execution, content creation and optimisation.

How to enrol in 4 simple steps

1 Enquire
Call, email or message us on Instagram.

2 Attend a demo
Join a free demo class and meet the mentors.

3 Register
Choose your batch and complete enrolment.

4 Start learning
Join live classes and begin projects.

Questions? Talk to us

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+91 63965 83582

@skillcraftoofficial

Batch dates, duration and fees: please contact SkillCrafto for the latest details.

THANK YOU

We are glad you are here

skillcrafto

TRAINING | PRACTICE | DEVELOPMENT

Thank You

for choosing our Digital Marketing with AI course.



FOUNDER & CEO, SKILLCRAFTO

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