nexus™
TECLAB

AGENCY BASED

Advanced Digital Marketing Course

WEB

SEO

ADS

CONTENT

AUTOMATION

AI

Course Overview & Modules

PRACTICAL

Industry Based Curriculum

Curriculum designed to meet current agency standards and real-world marketing requirements.

FACULTY

Experienced Faculties

Gain insights and mentorship directly from seasoned industry practitioners.

PROJECTS

Live Projects

Work on real client scenarios, live campaigns, and hands-on practical setups.

COURSE INTRODUCTION

This Advanced Digital Marketing course provides in-depth, hands-on training covering modern digital marketing channels, website development, search engine optimization, paid advertising, multi-channel automations, and AI integrations.

MODULE 1

- Introduction to marketing
- Market Research Tools
- Branding Concepts
- Buyer Persona
- Full Funnel Architecture

MODULE 2

- Digital Marketing Introduction
- Major Channels in Digital Marketing
- Inbound & Outbound Marketing
- Media Buying & Planning

MODULE 3

- Web Development Architecture
- UI Research
- Mock Up Creation Using AI
- Introduction To WordPress
- Web Development Using WordPress
- Live Project (Niche Based Website)

MODULE 4

- Introduction to SEO
- Benefits of SEO
- SERP
- How Search Engine Works
- SEO Elements
- Type of Keywords
- Keyword Research
- Researching Tools
- Competitor Research
- Types of SEO
- SEO Strategies
- Website Audit Using AI

Course Modules

MODULE 5

- Content Writing
- Types of Content
- Entity Research
- Entity & Semantic SEO
- Topical Authority
- Content Optimization for AI Search
- Content Writing Guidelines
- AEO,GEO Content Optimization
- Topic Research
- Content Generation Using AI

MODULE 6

- On- Page SEO
- On-Page SEO Checklist
- On-Page SEO Implementation

MODULE 7

- Technical SEO
- Key Elements
- SEO Matrics
- Sitemap
- Robots.txt creation
- Google Search Console Setup & Analysis
- Metadata
- Cannonicalisation
- Schema Markup

MODULE 8

- Reporting Tools
- Analytics
- Tag manager
- Microsoft Clarity
- Looker Studio

MODULE 9

- Off Page SEO
- Key Elements
- Link Building Strategies

MODULE 10

- EComm SEO Basics

MODULE 11

- Google Business Profile Setup
- GMB Ranking Factors
- GMB Optimization

Course Modules

MODULE 12

- Google Ads
- Account Creation
- Campaign Objectives
- Campaign Setup - Search,PMax, YouTube,Shopping
- Landing Page Design using AI
- Bidding Strategies
- Campaign Optimization & Scaling Strategies
- Conversion Tracking
- Google Merchant Center
- UTM Parameter
- Reporting

MODULE 13

- Social Media Marketing (Facebook & Insta)
- Social Media Platforms
- Business Portfolio & Ad Account Creation
- Different Types of campaigns - Awareness, Engagement, Lead,Sales
- Audience Segmentation
- ABO Vs CBO
- Copywriting Framework
- Copywriting Using AI
- Poster Design Using AI
- Video Generation Using AI
- Pixel Installation
- A/B Testing Concepts
- Campaign Optimization & Scaling Strategies
- Social Media Calendar Setup using AI

MODULE 14

- CRM Automation

MODULE 15

- Email Marketing

MODULE 16

- Whatsapp Automation

MODULE 17

- Intro to AI & Agentic AI
- Prompt Engineering Concepts
- Agentic AI Workflow Creation
- Important AI Tools

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