

AACARA

Digital Marketing Marketing



Welcome to AACara

The AACara family operates as a harmonious and diverse collective where individuals from various backgrounds, languages, and cultures come together as collaborative forces. Our team comprises digital wizards, innovators, researchers, and career strategists, each contributing unique talents to our growth story.

Our Vision & Commitment

To be the trusted lifelong learning partner for individuals across the globe, helping them achieve their career aspirations and succeed in their professional endeavors.

At AACara, our mission is to help our learners achieve their desired outcomes through high-quality, interactive online courses designed by industry experts. We strive to create an immersive learning experience that combines the latest technology with world-class pedagogy.



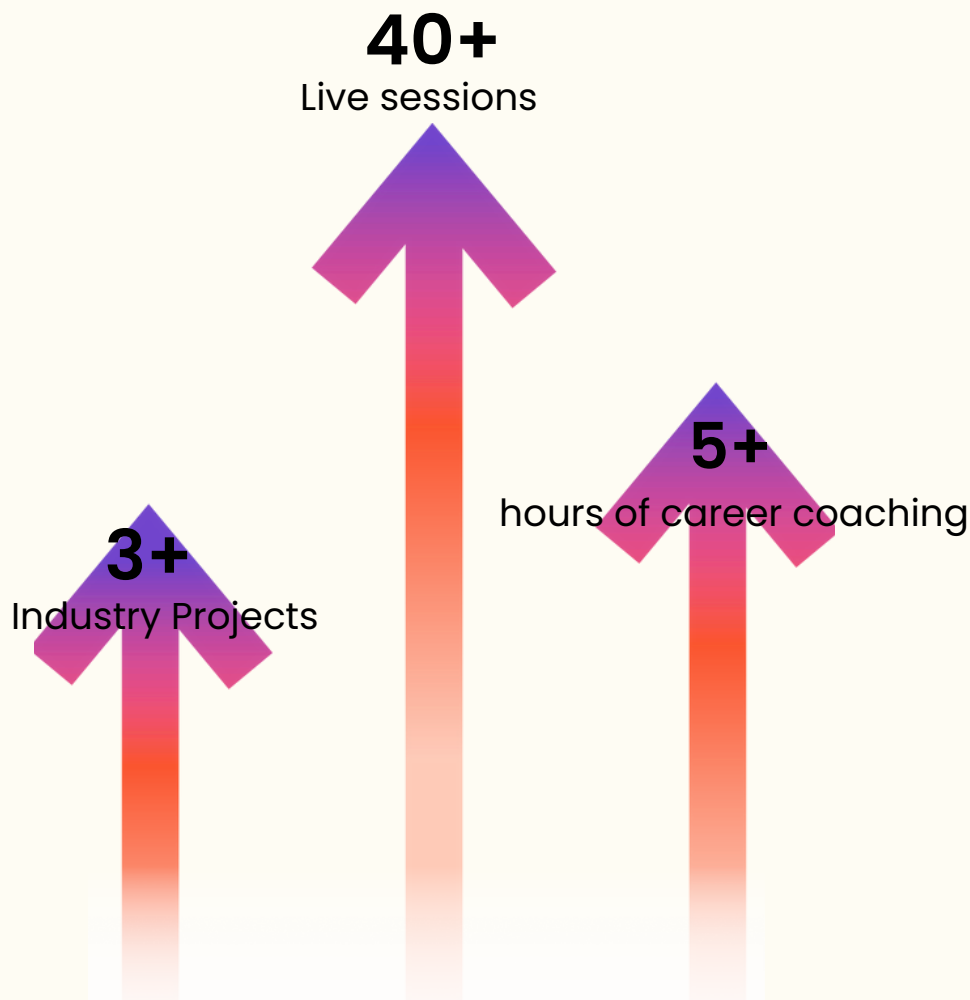
Professional Certificate in Digital Marketing

Professional Certificate in Digital Marketing:

It covers SEO, SEM, social media, content marketing, email campaigns, and analytics tools. Designed for both beginners and professionals aiming to enhance their digital expertise. Hands-on projects and case studies ensure real-world application of concepts. The program emphasizes data-driven decision-making and performance optimization. Graduates gain a strong foundation to pursue roles in digital marketing across industries.

Course Overview

Aacara Digital Marketing with AI Program is designed by experts to help you learn modern marketing strategies using AI. Whether you're new to digital marketing or already have experience, this program will teach you the latest tools and techniques to grow in the industry.



Become a Professional Digital Marketer

Our curriculum covers essential digital marketing skills, including AI-driven advertising, social media management, and SEO strategies. You will gain the knowledge and practical experience needed to succeed as a digital marketing professional.

How can we help you?



TOP JOB PROFILES FOR DIGITAL MARKETERS



Course Details:

1. **Course name:** Professional Diploma in Digital Marketing
2. **Course Duration:** Standard Duration 1 year
(Fast-track Duration:* 6 months)
3. **Fee Structure:** Fees \$699

Marketing Basics



- What is Marketing? Understanding its core principles and importance
- 4Ps of Marketing & Framework for marketing strategy.
- 4Cs of Marketing & customer-focused approach.
- Types of Online Businesses
- Leads vs. Sales – Key differences
- Branding, Marketing, Advertising, Promotions, and Sales
- Market Segmentation, Targeting, and Positioning & Creating a winning strategy.

Digital Marketing Overview and Key Metrics



- Introduction to digital marketing
- Types of digital marketing and its importance in business growth.
- Understanding different digital marketing channels, including SEO, SEM, social media, email marketing, and content marketing.
- Overview of paid, owned, earned, and shared media.
- Key digital marketing metrics, including click-through rate (CTR), impressions, cost-per-click (CPC), bounce rate, and conversion rate.
- Traditional vs. digital marketing funnel and how businesses can leverage digital strategies.
- How to drive traffic and convert users into customers.

Consumer Psychology and Audience Targeting



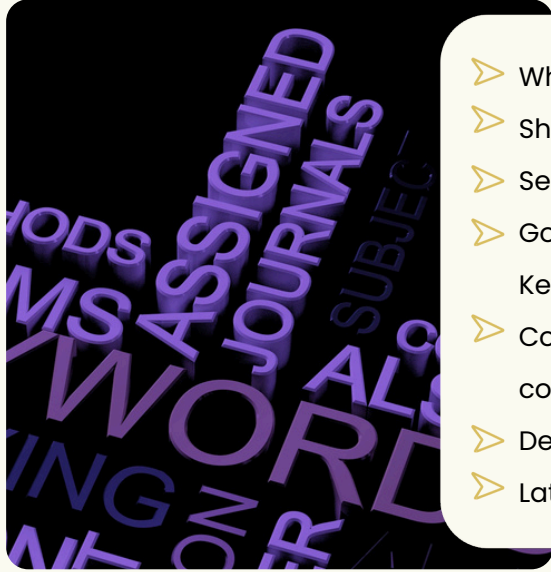
- Understanding buyer personas and customer profiling.
- Crafting a strong value proposition and analyzing competitors.
- Consumer behavior and how user intent affects marketing strategies.
- Writing persuasive marketing copy for different digital channels.
- Conversion rate optimization (CRO) principles and strategies.

Introduction to SEO (Search Engine Optimization)



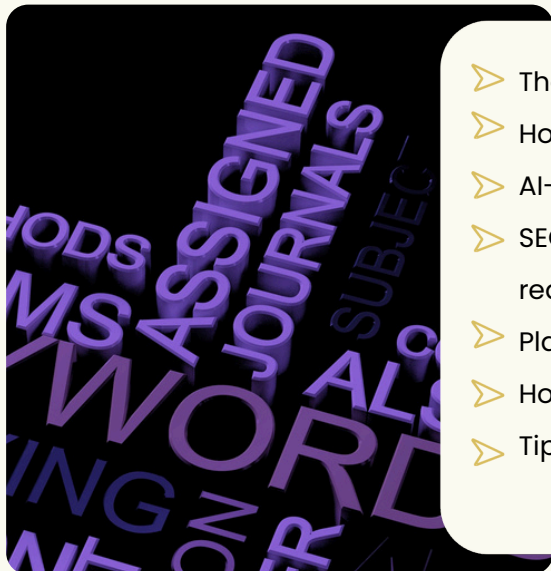
- What is SEO? How it helps websites rank higher in search engines.
- Types of SEO – On-Page, Off-Page, Technical SEO.
- Understanding SEO & Google updates.
- How Google ranks websites – Understanding Google's ranking algorithms.
- SERP (Search Engine Results Pages) and how they work.
- Understanding Google's crawling and indexing process.
- Google Sandbox – Does it exist? How it affects new websites.
- Using AI with SEO: Keyword research, content structure, and title & meta description optimization.
- Benefits and challenges of SEO – Pros and cons.

Keyword Research



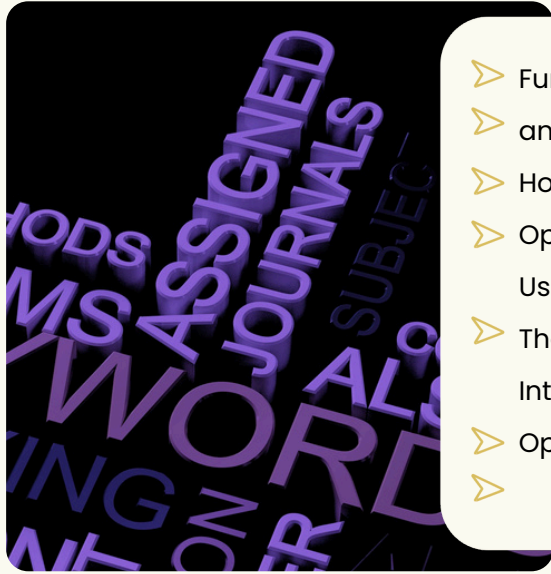
- What are keywords? Their role in SEO and digital marketing.
- Short-Tail vs. Long-Tail Keywords – When to use each type.
- Search volume, keyword difficulty, and CPC analysis.
- Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest – Keyword research tools.
- Competitor keyword research – How to analyze and outrank competitors.
- Developing an effective keyword strategy.
- Latent Semantic Indexing (LSI) keywords and their importance.

Copywriting & Blogging



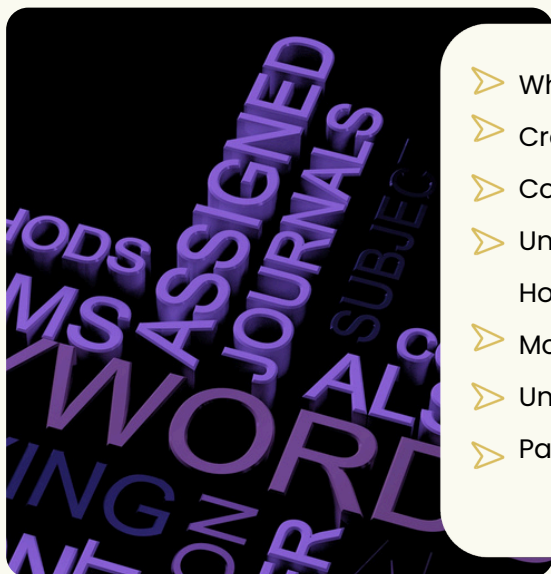
- The role of content in digital marketing and SEO.
- How to create high-quality, engaging blog content.
- AI-powered copywriting – Using ChatGPT and Google Bard.
- SEO-optimized content – Title, meta description, headers, and readability.
- Plagiarism and grammar checking – Best practices.
- How to create and optimize blog images using Canva.
- Tips for writing viral content and maximizing engagement.

On-Page SEO Optimization



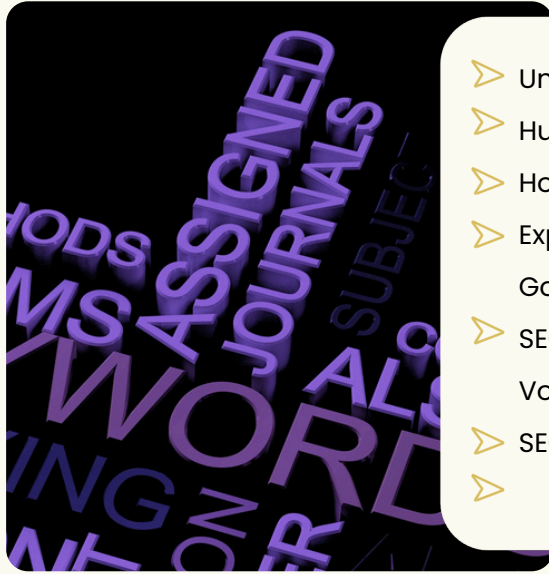
- Fundamental On-Page SEO elements – Meta tags, headings, and internal linking.
- How to write SEO-optimized titles and descriptions.
- Optimizing image SEO – Alt tags, compression, file naming. Using LSI keywords, synonyms, and NLP for SEO optimization.
- The role of structured data and schema markup in SEO. Internal linking strategies for better SEO performance.
- Optimizing website readability and user engagement for SEO.
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Technical SEO



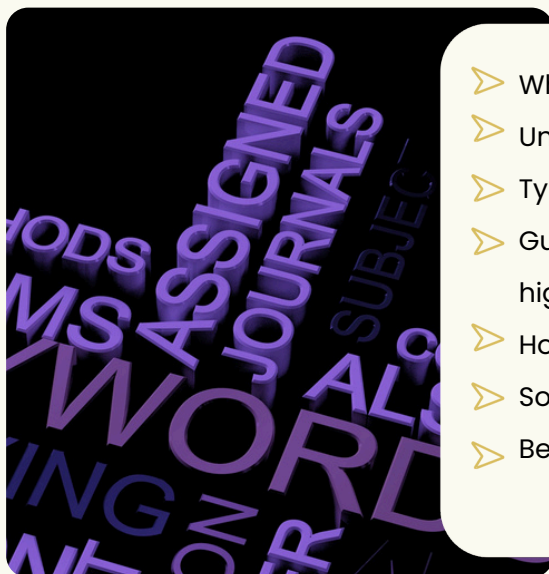
- What is Technical SEO? Why it matters.
- Creating Robots.txt and Sitemap.xml files.
- Core Web Vitals – Page speed, UX, and mobile optimization.
- Understanding HTTPS, SSL, and website security. How to fix broken links and redirect errors.
- Mobile optimization – Best practices for responsive websites.
- Understanding and implementing AMP (Accelerated Mobile Pages).
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Advanced SEO Strategies



- Understanding Google Algorithm Updates – Panda, Penguin, ERT, Hummingbird.
- How Google evaluates website quality – E-E-A-T (Expertise, Experience, Authority, Trust).
- Google Search Console – Setup, features, and how to use it for SEO.
- SEO site audits – Identifying and fixing SEO issues.
- Voice search optimization – How SEO is changing with AI assistants.
- SEO case studies – Examples of successful optimization strategies.
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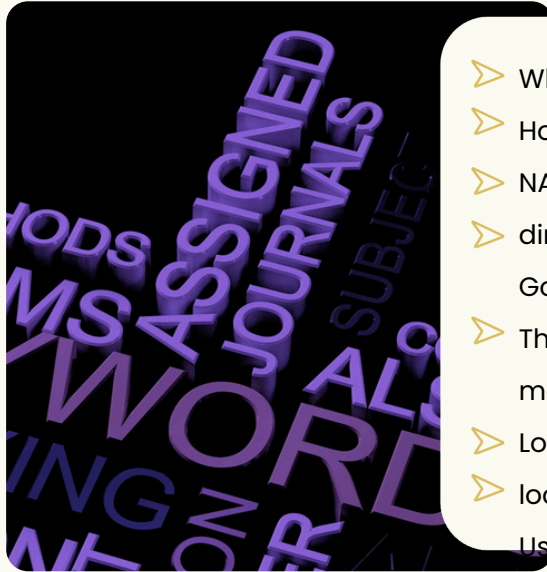
Off-Page SEO & Link Building



- What is Off-Page SEO? How it differs from On-Page SEO.
- Understanding backlinks – Importance and how they work.
- Types of backlinks – Dofollow vs. Nofollow.
- Guest posting and outreach – Best practices for acquiring high-quality links.
- How to build a natural link profile and avoid Google penalties.
- Social media's role in Off-Page SEO.
- Best tools for monitoring backlinks – Ahrefs, Moz, SEMrush.

Module-11

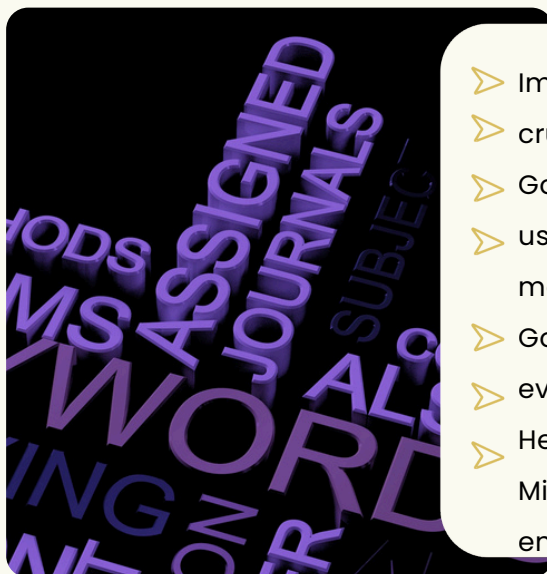
Local SEO – Google My Business



- What is Local SEO? Why it's important for small businesses.
- How to create and optimize a Google My Business (GMB) listing.
- NAP citations – Name, address, phone number consistency across directories.
- Google Maps optimization – How to rank higher in local searches.
- The role of customer reviews in Local SEO and reputation management.
- Local SEO ranking factors – How Google prioritizes businesses in local search.
- Using schema markup for Local SEO optimization.

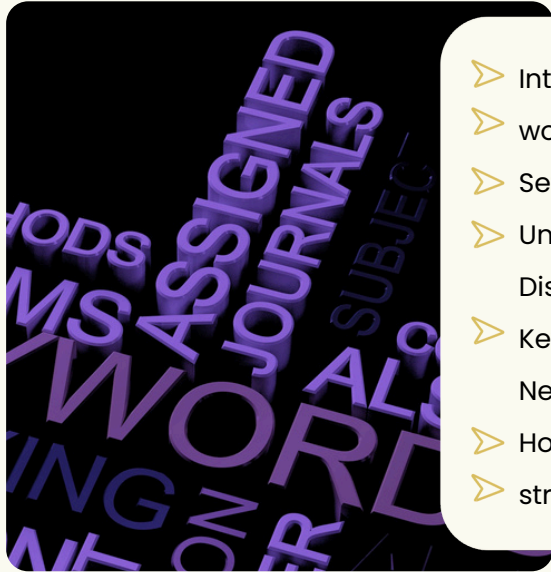
Module-12

Conversion Tracking and Analytics Masterclass



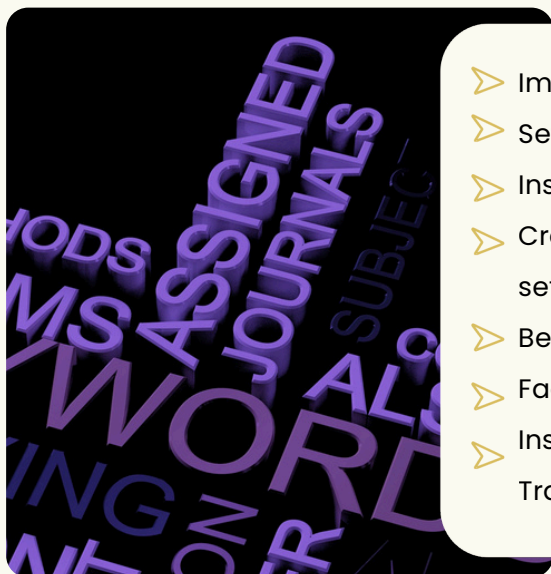
- Importance of conversion tracking – Why tracking user actions is crucial for optimizing marketing efforts and improving ROI.
- Google Analytics 4 (GA4) and Attribution Models – Understanding user lifecycle events, funnel path analysis, and different attribution models.
- Google Tag Manager (GTM) Implementation – Setting up GTM for event tracking, e-commerce tracking, and custom conversion.
- Heatmaps and session recording – Using tools like Hotjar and Microsoft Clarity to analyze user behavior and website engagement.

Google Ads



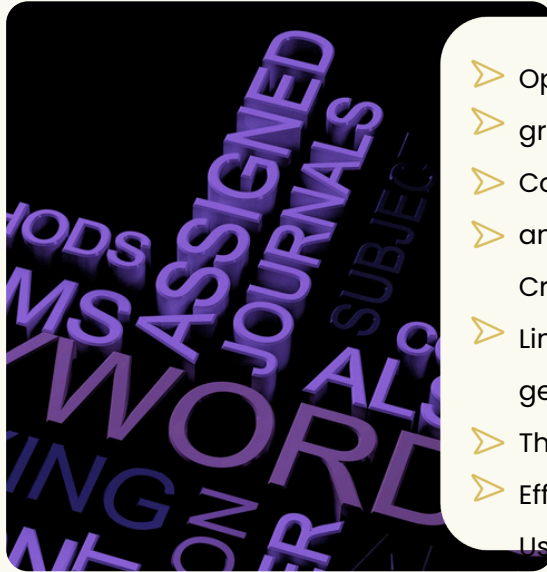
- Introduction to Pay-Per-Click (PPC) advertising and how paid ads work.
- Setting up a Google Ads account – step-by-step process.
- Understanding different Google Ads campaign types – Search, Display, Video, and Shopping.
- Keyword targeting and match types – Broad, Exact, Phrase, and Negative Keywords.
- How Google determines Ad Rank – Quality Score and bidding strategies.

Facebook and Instagram Marketing



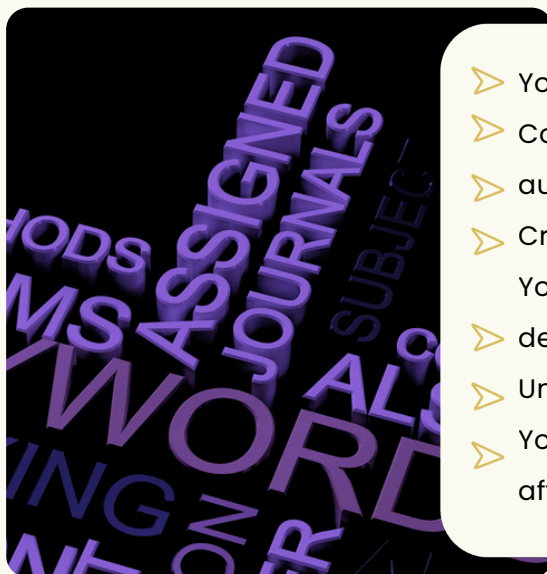
- Importance of Facebook and Instagram in digital marketing.
- Setting up and optimizing a business page on Facebook and Instagram.
- Creating and managing Facebook and Instagram Ads – campaign setup, targeting, and budgeting.
- Best practices for engaging social media content.
- Facebook Groups and community-building strategies.
- Instagram Growth Hacking – leveraging Reels, Stories, and IGTV.
- Tracking engagement metrics and analyzing performance.

LinkedIn Marketing



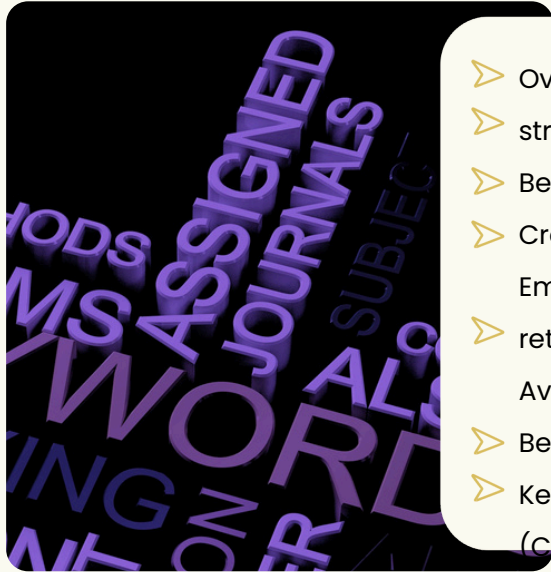
- Optimizing LinkedIn profiles for personal branding and business growth.
- Content marketing using AI – idea generation, content creation, and automation.
Creating and managing a LinkedIn Business Page.
- LinkedIn Ads – campaign types, targeting options, and lead generation strategies.
- Thought leadership through LinkedIn articles and content sharing.
- Effective networking and lead generation tactics.
Using LinkedIn Groups for engagement and industry networking.

YouTube SEO & Video Marketing



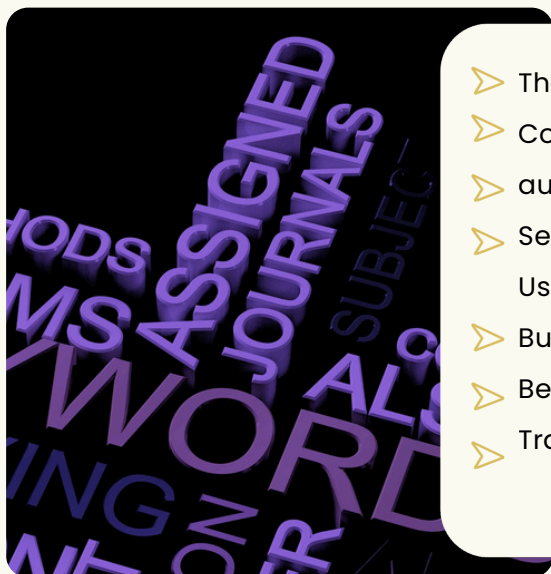
- YouTube as a powerful digital marketing platform.
- Content marketing using AI – idea generation, content creation, and automation.
- Creating and optimizing a YouTube channel for SEO.
YouTube keyword research – optimizing video titles, tags, and descriptions.
- Understanding the YouTube algorithm and video recommendations.
- YouTube monetization strategies – AdSense, sponsorships, and affiliate marketing.

Email Marketing & Automation



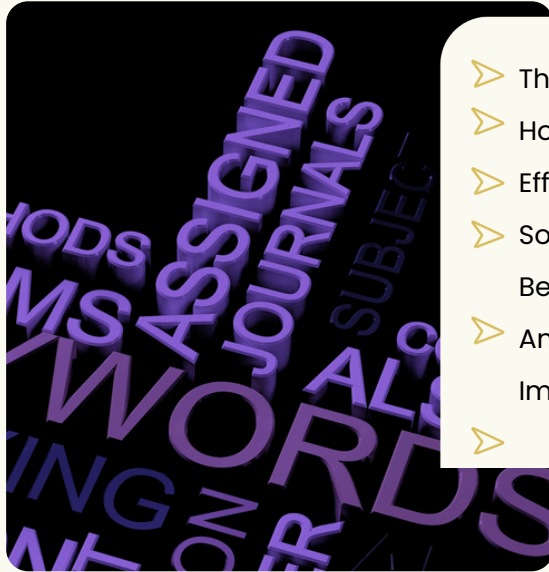
- Overview of email marketing and its effectiveness in digital strategy.
- Best practices for building an email list.
- Creating high-converting email campaigns.
- Email automation sequences – nurturing leads and customer retention.
- Avoiding spam filters and improving email deliverability.
- Best email marketing tools – Mailchimp, Brevo
- Key email marketing metrics – open rates, click-through rates (CTR), and conversions.

WhatsApp and Messenger Marketing



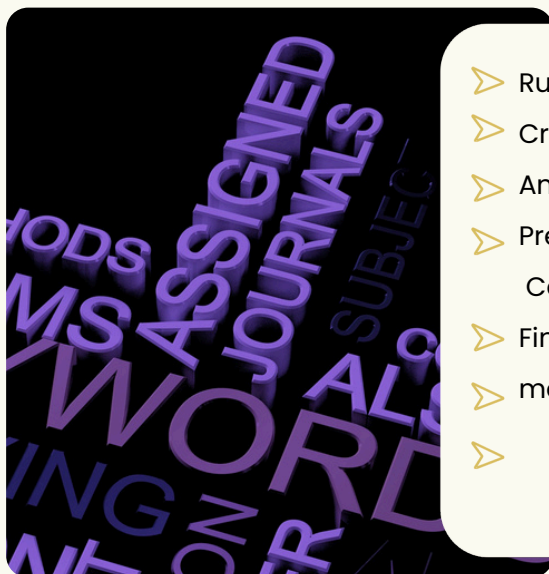
- The power of WhatsApp marketing for businesses.
- Content marketing using AI – idea generation, content creation, and automation.
- Setting up and managing a WhatsApp Business account.
- Using WhatsApp API for chatbots and automated responses.
- Bulk messaging strategies for lead generation.
- Best practices for WhatsApp and Messenger engagement.
- Tracking and analyzing WhatsApp marketing performance.

Social Media Optimization



- The role of SMO in digital marketing.
- How to optimize social media profiles for maximum reach.
- Effective use of hashtags across different platforms.
- Social media content planning and scheduling strategies.
- Best automation tools for social media marketing.
- Analyzing performance using social media insights and analytics.
- Importance of community engagement in brand building.
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Final Project & Certifications



- Running a full digital marketing campaign.
- Creating a personal branding strategy.
- Analyzing real-world digital marketing case studies.
- Preparing for job interviews in digital marketing.
- Certification.
- Final Capstone Project – applying all learned skills in a real-world marketing campaign.
-



Final Week

Capstone Project & Job Preparation



20 Modules



Techniques for job opportunities.



How recruiters evaluate candidates



Salary expectations and negotiation strategies.



Career growth strategies



Job search strategies



Applying all learnings by full-scale digital marketing strategy.



Mock interviews



Resume building

Course Outcomes

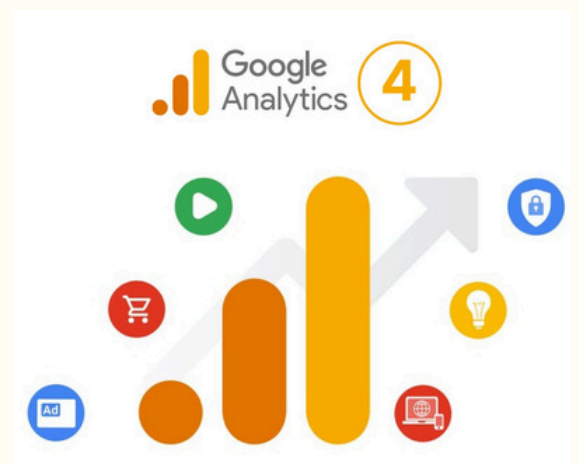
- ✓ Gain a Strong Foundation in Digital Marketing
- ✓ Learn to Use AI Tools Like ChatGPT, Google AI
- ✓ Hands-On Experience in Creating, Managing
- ✓ Master AI-Based Analytics for Performance Tracking, Trend Prediction
- ✓ Enhance Customer Targeting and Engagement with AI-Driven Personalization and Marketing Strategies.
- ✓ Receive Training for Industry-Recognized Certifications in Powered Digital Marketing.
- ✓ Get Personalized Career Guidance to Transition into Roles Like Digital Marketing Manager, AI Marketing Specialist, or Growth Strategist.

CAPSTONE PROJECTS

01 Optimized Marketing Performance with AI-Driven Strategies

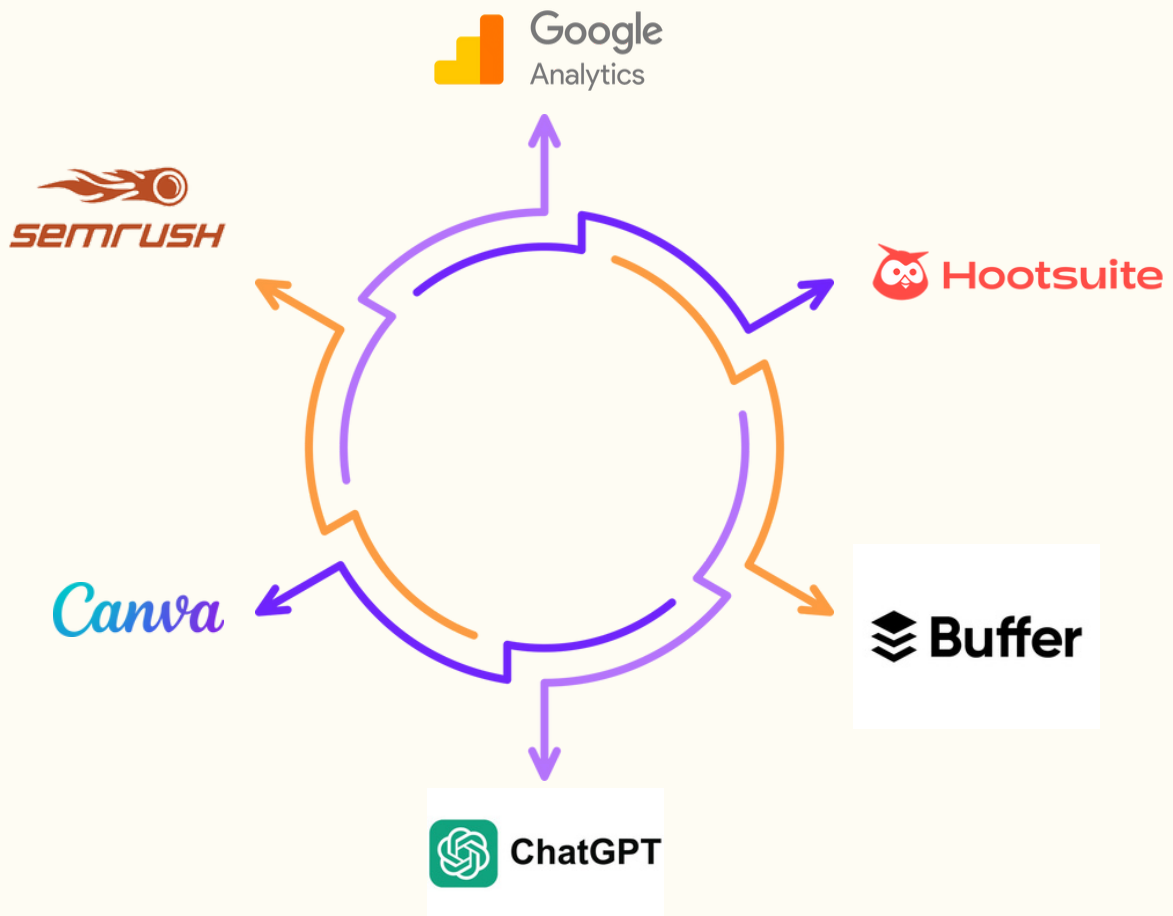
Created and executed a digital marketing strategy to improve campaign performance using top industry tools. Used Google Analytics to track user behavior and engagement, while Google Ads and Meta Ads helped reach the right audience and increase conversions

Integrated AI tools to optimize content and analyze performance for better results. Managed email marketing and social media using automation tools to maintain consistent branding across platforms. This strategy has helped boost engagement, improve ROI, and make marketing efforts more efficient and effective.



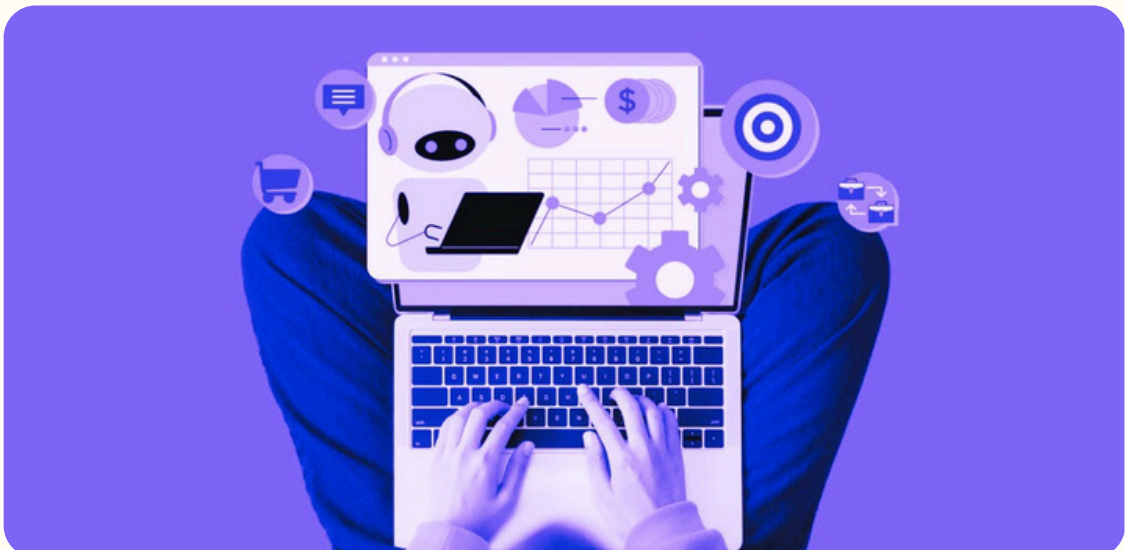
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Implemented a Digital Marketing Strategy Using the Following Tools:



03

AI-Powered Marketing Automation and Data-Driven Campaign Optimization



Hands on Projects

- Leveraging AI for Smarter Digital Marketing Campaigns
- Enhancing Marketing Workflows with AI Tools
- Using AI for Targeted Advertising and Audience Insights
- Tracking and Analyzing Performance with AI Analytics
- Improving Content Strategy with AI-Powered Techniques
- Boosting Customer Engagement with AI-Driven Personalization



Tools & Platforms You'll Master



Training Methodology

Day-wise Agenda and Activities



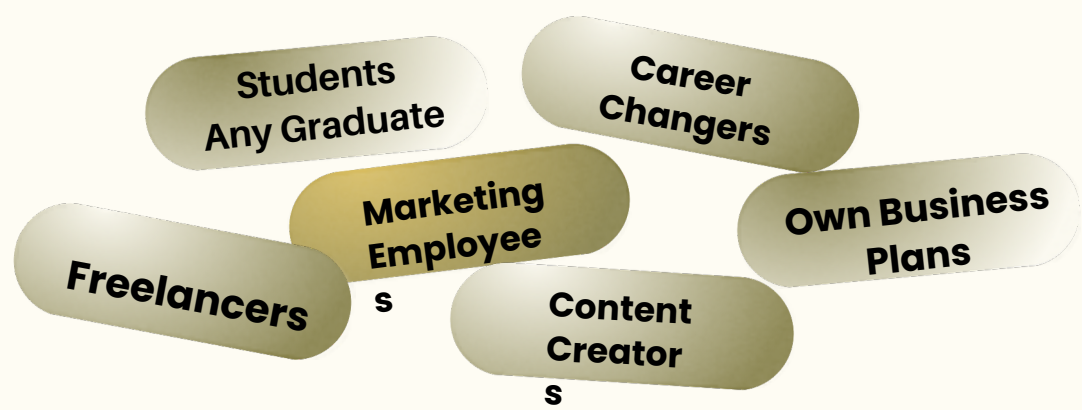
Technical Presentations by Learners

Bootcamps & Case Study Analysis



Graded Quizzes and analysis

Who are eligible



How could this program impact your career



Join a Fast Growing Industry

20%

1st year

40%

2nd year

Step into Leadership Roles

60%

3rd year

Earn a Better Salary & Perks

80%

4th year

Why Aacara



Top-Notch Faculty

Our faculty is our strength. We have certified digital marketing trainers, with over 7+ years of experience. The trainers are always at your disposal to assist you throughout the learning process.



Industry-Based Course Curriculum

Considering the unmet skill gaps in industry, our course modules are aligned to the latest technological trends, and cover all the essential topics and tools.



Dedicated Post-Training Support

Learners gain hands-on experience when they start on their assignments and case studies. We provide dedicated mentors to help with any queries during this phase.



Lifetime Access to Self-Paced Learning

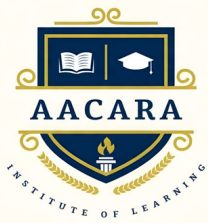
We provide lifetime access to the Learning Management System, so you can revise concepts by going through the recorded sessions as and when you want.

Before

You Ask

Yess! After succesfull completion of course
you will get Industry recognized certification





Digital marketing

Take the next step in your career by enrolling in our Digital Marketing Course today and become a skilled **Digital Marketing Expert!**

Enroll now →



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