



Transforming Careers with
AI & Digital Skills

#1 AI-Powered Marketing Course

Advanced Digital Marketing Course with AI Tools

Become Job-Ready with AI Tools & Real Projects

- ✓ 100+ AI Tools Covered
- ✓ Live Projects & Internship
- ✓ 15+ Industry Certifications
- ✓ 100% Job Assistance

4.9★ Google Rating

Google Certified

2000+ Students

[Book Your FREE Demo Class →](#)

No Commitment Required • Free Counseling



+91 7416506166
Mon-Sat 9AM-7PM

Madhapur, Hyderabad
Online & Offline Classes

About The Course

AI-Powered Digital Marketing Course Built for Real Careers

A comprehensive, hands-on certification programme designed to transform complete beginners into job-ready AI-powered digital marketers in 90 days. Work on live projects, master 100+ tools, and earn 15+ globally recognised certifications.

Course Quick Facts

- Duration | 3 or 6 Months
- Mode | Online & Offline
- Batch Size | Max 15 Students
- Language | English · Telugu · Hindi
- Location | Madhapur, Hyderabad

2000+
Students Trained

95%
Placement Rate







100+
AI Tools Covered

180+
Training Hrs

15+
Certifications

Why Choose Us

What Makes IMPACT Different

 AI-First Curriculum 100+ AI tools including ChatGPT, Gemini, Midjourney & automation workflows	 Live Client Projects Work on real campaigns across e-commerce, education & real estate sectors	 15+ Certifications Google, Meta, HubSpot, SEMrush & IMPACT institute certifications
 Small Batch Size Maximum 15 students per batch for personalised attention & mentorship	 95% Placement Rate Dedicated placement support with 150+ hiring partner companies	 Multilingual Classes Sessions available in English, Telugu and Hindi for your comfort

LEARNING PATH TIMELINE

Your Journey

Beginner to Job-Ready in 90 Days





Module 1 — Digital Marketing & Website Designing

10 Topics

- What is Digital Marketing
- Digital vs. Offline Marketing
- Website, Domain & Hosting Basics
- WordPress Website Development
- Elementor Page Builder
- Landing Page Creation
- Blog & E-Commerce Store Setup
- Digital Marketing Key Terms
- Tools Used in Digital Marketing
- Conversion Rate Optimisation

 *Includes Live Website Build Session*

Search Engine Optimisation (SEO)



SEO — Introduction & Keywords

10 Topics

- What is SEO & Why It Matters
- AI-Driven SEO — AIO, GEO & AEO
- Search Engines & SERP Explained
- Robots.txt & XML Sitemap
- Domain Authority & Page Authority
- Google Algorithms & Core Updates
- Google Sandbox Effect
- On-Page, Off-Page & Technical SEO
- Keyword Types & Research Process
- SEMrush, Ahrefs & Ubersuggest

 *Includes Live Keyword Research Session*



SEO — On-Page Optimisation

10 Topics

- SEO Audit Report Creation
- Meta Tags & Canonical Tags
- Content Optimisation & Plagiarism
- Image Optimisation & Alt Tags
- Internal Linking & Link Juice
- Anchor Text & Hyperlinks
- Header Tags H1-H6 & Breadcrumbs
- Keyword Placement Best Practices
- CTA Importance & A/B Testing
- Live On-Page Website Session

 *Includes Live Website Audit Session*



AI Tools Used: ChatGPT · Surfer SEO · RankMath AI · Google Gemini · Ahrefs AI

Start

Module 1 & SEO Part 1 Covered

Complete

Search Engine Optimisation (SEO) – Advanced Topics

SEO – Off-Page & Link Building

10 Topics

Off-Page SEO & backlink importance	Topical Authority building
Competitor backlink analysis	Wikipedia & Roundup link building
Follow & No-Follow link building	Reverse Image Search technique
Skyscraper technique	Link Bait strategy
Broken link building method	White, Black & Grey Hat SEO

 *Includes Live Backlink Analysis Session*

SEO – Technical SEO

10 Topics

What is Technical SEO	XML Sitemap submission
Website health monitoring	Status code errors & fixes
Page speed & Core Web Vitals	Crawling & indexing basics
Mobile optimisation	What is Programmatic SEO
Schema Markup types & setup	Technical SEO audit hands-on

 *Includes Full Technical SEO Audit*

Google Analytics & Tools

SEO – Google Analytics, Search Console & Tag Manager

8 Topics

Google Analytics 4 setup	Keyword rankings & position tracking
Bounce rate, sessions & conversions	Google Tag Manager setup
Key GA4 dashboard metrics	Event & scroll tracking
Google Search Console setup	Live SEO strategy session

 *Includes Live GA4 Dashboard Session*



AI Tools Used: SEMrush AI · Ahrefs AI · Screaming Frog · Google Gemini · ChatGPT · Surfer SEO

Start

SEO Module Complete

Complete

Module 3 — Social Media Marketing



Social Media — Introduction & Strategy

8 Topics

- Social media history & evolution
- Impact of social media on businesses
- Major platforms — Facebook, Instagram, WhatsApp, LinkedIn, Pinterest
- Understanding social media algorithms
- Hashtag research & best practices
- Social Media Optimisation basics
- Social media signals & SEO impact
- Content Calendar planning fundamentals

 Includes Live Social Media Audit Session



Instagram Marketing

10 Topics

- Instagram algorithm & content reach
- Organic follower growth strategies
- Reels algorithm & viral Reel ideas
- Instagram SEO for in-app discovery
- Content Calendar & post optimisation
- Threads for organic business growth
- Instagram Ads & campaign setup
- Canva for Instagram content creation
- Personal vs. Business account setup
- AI tools for Instagram content

 Includes Live Instagram Campaign Session



Facebook Marketing

10 Topics

- Facebook Page setup & management
- Meta Business Suite walkthrough
- Facebook Event Marketing strategy
- Reel algorithm & post scheduling
- Ad Manager & catalogue shop setup
- Facebook monetisation strategies
- Analytics & performance insights
- CTA buttons & privacy settings
- Copyright-free image sourcing
- Competitor analysis hands-on session

 Includes Live Facebook Ads Session



WhatsApp Business & Pinterest Marketing

8 Topics

- WhatsApp Business account setup
- Business Catalog management
- Auto Replies & Quick Replies
- Bulk messaging & label tagging
- Pinterest Business account creation
- Viral Pin creation using Canva
- Pinterest SEO & keyword research
- Rich Pin setup & follower growth

 Includes Integration Session — FB, IG & WhatsApp



AI Tools: **Canva AI** • **Meta AI** • **Later** • **ContentStudio** • **Publer** • **ManyChat**

✉ Module 4 — Email Marketing & Automation

✉ Email Marketing — Foundations

6 Topics

- What is Email Marketing & its benefits
- Free vs. paid email marketing tools
- Mailchimp account setup & email lists
- Email Marketing tips for business growth
- What is Email Automation & workflows
- Hands-on automated email campaign
- ChatGPT for writing email sequences
- Lead form creation using Active Campaign


 Includes Live Automated Email Send Session

⚙️ Email Campaigns & Optimisation

10 Topics

- Building an email list from scratch
- Campaign types & setup process
- SPF, DKIM & DMARC configuration
- Segments, tags & groups in tools
- Personalisation tags in Mailchimp
- GA4 & Mailchimp integration
- Cart abandonment email sequences
- Mailchimp & WordPress integration
- Automation workflows & pipelines
- Full live campaign setup & send

 Includes Full Live Campaign Setup & Send

 AI Tools: Mailchimp AI · Brevo · ActiveCampaign · Zapier AI · ChatGPT · Pabbly

📣 Module 5 — Google Ads & Search Engine Marketing

🔍 Google Ads — Introduction & Setup

8 Topics

- What is SEM & how it differs from SEO
- Google Ads & Bing Ads overview
- Types of Google Ads — Search, Display, Video, Shopping, Performance Max
- Google Ads account hierarchy
- Keyword Match Types explained
- Keyword research tools for paid search
- Google Ads account setup & payments
- Claiming Google Ads promo credits

 Includes Live Google Ads Account Setup

📊 Google Ads — Campaigns & Optimisation

12 Topics

- CTR, CPC, Quality Score & Ad Rank
- Bidding strategies & daily budgets
- Ad Groups & keyword assignment
- Ad Extensions — types & setup
- Writing high-converting Ad Copy
- Location targeting & geo-precision
- Negative Keywords strategy
- Dynamic Keyword Insertion
- Conversion Tracking & GCLID setup
- Landing Page Optimisation
- Google Analytics + Ads reporting
- Live Google Ads campaign with budget

 Includes Live Google Ads Campaign with Real Budget

 AI Tools: Google Ads AI · Smart Bidding · Performance Max AI · Google Gemini · Keyword Planner AI

Start

Modules 1 to 5 Covered

Complete

Module 6 — AI Tools in Digital Marketing



AI in Marketing — Introduction

8 Topics

- What is Artificial Intelligence
- Understanding prompt engineering
- AI applications across marketing channels
- Creating websites using AI tools
- Can AI content rank on Google?
- SEO guidelines for AI-written content
- ChatGPT use cases for SEO & Ads
- Hands-on AI content generation session

 Includes *Live AI Content Creation Session*



Generative AI Tools for Marketers

10 Topics

- ChatGPT, Gemini, Claude & Grok
- Midjourney, Canva AI, Adobe Firefly
- InVideo AI, HeyGen & Runway ML
- ElevenLabs & Suno AI — voice & audio
- Jasper AI, Copy.ai & Writesonic
- Surfer SEO — content optimisation
- Zapier AI, Make.com & ManyChat
- Synthesia & Pictory AI — video tools
- End-to-end AI marketing campaign
- Full hands-on AI project session

 Includes *Full AI Marketing Campaign Build*

AI Tools Covered: ChatGPT · Gemini · Claude · Grok · Midjourney · Canva AI · InVideo · HeyGen · Jasper · Surfer SEO · Zapier · Make.com · Synthesia

Module 7 — YouTube Marketing & AdSense



YouTube Marketing & AdSense

8 Topics

- Creating & optimising a YouTube channel
- Video SEO — titles, tags & thumbnails
- YouTube content strategy & consistency
- YouTube algorithm explained
- Growing a YouTube audience organically
- YouTube Ads — in-stream, discovery & bumper ads
- Monetising a channel with AdSense
- YouTube Analytics & growth tracking
- Live client YouTube channel project

 Includes *Real Client YouTube Growth Project*

Module 8 — Affiliate Marketing & Passive Income



Affiliate Marketing & Passive Income

6 Topics

- What is Affiliate Marketing
- Choosing profitable niches
- Setting up affiliate campaigns
- Amazon Associates & ShareASale
- CJ Affiliate & other platforms
- Building passive income through SEO
- Affiliate Marketing with YouTube
- Blogging for affiliate revenue

 Includes *Live Affiliate Campaign Setup*



AI Tools: VidIQ · TubeBuddy · Canva AI · ChatGPT · Pictory AI · InVideo AI

Start

Modules 1 to 8 Covered

Complete

50+ Industry Tools You Will Master



Advertising & Analytics

Google Ads · Meta Ads Manager · Google Analytics GA4 · Google Search Console · Google Tag Manager · Microsoft Bing Ads



SEO Tools

SEMrush · Ahrefs · Ubersuggest · RankMath · Surfer SEO · WriterZen



Design & Video

Canva Pro · Adobe Firefly · Midjourney · InVideo AI · HeyGen · Runway ML · Descript · Synthesia · Pictory AI



AI Assistants

ChatGPT · Gemini · Claude · Grok · DeepSeek · Perplexity



Email & Automation

Mailchimp · Brevo · ActiveCampaign · Zapier AI · Make.com · ManyChat · Pabbly



Website & E-Commerce

WordPress · Elementor · WooCommerce · Razorpay · Jasper AI · Copy.ai · Writesonic

15+ Industry Certifications You Will Earn



Google Ads

Search · Display · Video · Shopping



Google Analytics

GA4 Certification



Microsoft Advertising

Bing Ads Certification



Meta Blueprint

Facebook & Instagram Ads



HubSpot

Inbound Marketing



HubSpot

Content Marketing



SEMrush

SEO Certification



IMPACT Institute

Course Completion Certificate

★ Total: 15+ Globally Recognised Certifications Included in Course Fee

50+

Tools Covered

15+

Certifications

180+

Training Hours

100+

AI Tools

2000+

Students Trained

Career Opportunities After Completion

Career Role	Expected Salary Package
Digital Marketing Executive	₹4 – 6.5 LPA
SEO Specialist	₹5 – 8 LPA
Google Ads / PPC Specialist	₹6 – 10 LPA
Social Media Manager	₹5 – 9 LPA
Content Marketing Strategist	₹6 – 11 LPA
Performance Marketing Analyst	₹7 – 12 LPA
Freelance Digital Marketer	₹50,000 – 2,00,000 per month

Placement Support & Career Services

Career Counseling Personalised career path planning & guidance	ATS Resume Building Job-ready resume optimised for applicant tracking systems
Mock Interviews Practice sessions with real industry experts	Soft Skills Training English communication training for all students
150+ Hiring Partners Access to our network of top hiring companies	Guaranteed Internship Live client projects during internship period
10 Interview Calls 10 assured interview opportunities guaranteed	Lifetime Mentorship Career support even after course completion

Course Fee & Enrollment Plans

Core Plan 3 Months ₹25,000 One-time payment <ul style="list-style-type: none"> Full Course – All 11 Modules 100+ AI Tools Access 15+ Certifications Job Assistance & Placement Support Live Projects & Portfolio Building Enroll Now →	Advanced Plan Most Popular 6 Months ₹30,000 One-time payment <ul style="list-style-type: none"> Everything in Core Plan 6-Month Internship Included Advanced Modules & AI Workflows Priority Placement Support Dedicated Mentor Assignment Freelancing & Agency Training Enroll Now →
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✔ No Hidden Fees · One-Time Payment · Course Completion Certificate Included



Transforming Careers with AI & Digital Skills

95% Placement Rate



15+ Certifications

Ready to Launch Your Digital Marketing Career?

Join 2000+ students who transformed their careers with AI-powered digital marketing skills.

This Course is Perfect For

- Fresh Graduates
- Working Professionals
- Entrepreneurs
- Homemakers
- Freelancers
- Business Owners

100+ AI Tools

Enroll Now →

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4.9 ★ Google Rating

Google Certified Trainers

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