Digital Marketing Complete Professional Course with AI & Marketing Automation Syllabus

DIGITAL MARKETING

COMPLETE PROFESSIONAL COURSE

WITH AI & MARKETING AUTOMATION

90-DAY DAY-WISE COURSE SYLLABUS

SEO • SEM • Social Media Marketing • Google Ads • Meta Ads • Website Development • Analytics • Content Marketing • Email Marketing • WhatsApp Marketing • Affiliate Marketing • Generative AI

COURSE OVERVIEW

Duration 90 days (13 modules + 6-day capstone)

Learning approach Concept explanation → tool demonstration → live implementation → hands-on assignment → review

Core outcome Plan, execute, manage, analyze and optimize complete digital marketing campaigns using industry-standard tools and AI-powered marketing workflows.

Learning methodology Practical, hands-on training with live tool demonstrations, real-world business scenarios, individual assignments and weekly assessments. Students build websites and landing pages, implement SEO and paid advertising plans, create social media content, set up analytics and reporting, design AI-powered marketing workflows and complete a final live project.

HOW TO USE THIS SYLLABUS

• Complete the daily topic, then practice it yourself using the relevant tool.

• Maintain a Google Drive folder for assignments, reports, creatives and project documents.

• Build a portfolio throughout the course; save every deliverable with a clear name and date.

• Practice on demo websites and authorized advertising accounts only; never run live ads or collect real customer data without permission.

• Use AI as an assistant, not as an unquestioned source: verify facts, figures, claims and generated copy before using them.

• Complete the weekly assignments and assessments, and apply each concept to a real-world business scenario.

• Complete the final capstone project and present it on Day 90.

• The plan is flexible: spend extra practice time on difficult concepts while preserving the overall 90-day milestones.

90-DAY ROADMAP

Phase Days Focus

01 1–7 Digital Marketing Fundamentals & Strategy

02 8–18 Search Engine Optimization (SEO)

03 19–25 Search Engine Marketing (SEM) – Google Ads

04 26–31 Social Media Marketing

05 32–37 Meta Ads & Paid Social Advertising

06 38–44 Website Development & Landing Page Optimization

07 45–49 Web Analytics & Tracking

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08 50–55 Content Marketing & Creative Strategy

09 56–60 Email Marketing & Automation

10 61–65 WhatsApp Marketing & Business Automation

11 66–71 Affiliate Marketing & Performance Marketing

12 72–77 AI-Powered Digital Marketing

13 78–84 Reporting, Optimization & Live Projects

FC 85–90 Final Capstone: End-to-End Digital Marketing Project & Evaluation

DAILY LEARNING FORMAT

Step Recommended activity

1. Learn Understand the concepts and marketing strategies; note key terms and definitions.

2. Explore Understand the relevant digital marketing tools and their interfaces.

3. Implement Perform practical exercises using the tools.

4. Apply Complete real-world marketing assignments for a business scenario.

5. Review Analyze results, identify improvements and document what you learned.

Note: Most tools in this syllabus are free or have a free tier. Domain, hosting, paid subscriptions, advertising spend and platform eligibility (for example Amazon Associates approval) may be required for some activities. Students are not expected to spend money on live ad campaigns; use demo planning, sandbox data or authorized accounts. Tool availability, features and limits can change, so use approved tools and never expose passwords, API keys or private customer data.

MODULE 1 — Digital Marketing Fundamentals & Strategy (Days 1–7)

Understand the digital ecosystem and learn to plan a strategy before executing campaigns.

Tools Google Trends, Google Search, AnswerThePublic (free, limited), Google Sheets.

Day 01 Course orientation, introduction to digital marketing, career paths and roles; traditional marketing vs digital marketing; set up your Google Drive portfolio folder and Google Sheets workspace.

Day 02 Digital marketing channels and ecosystem: SEO, SEM, social, email, content, affiliate, mobile and messaging; inbound vs outbound marketing with examples from real brands.

Day 03 Customer journey and marketing funnel (awareness, consideration, conversion, retention, advocacy); map a funnel for a local business in Google Sheets.

Day 04 Target audience and buyer persona: demographics, psychographics, pain points and motivations; build a persona using Google Search, Google Trends and AnswerThePublic.

Day 05 Market research and competitor analysis: identify direct and indirect competitors, compare channels, offers and positioning; create a competitor comparison sheet.

Day 06 Keyword and trend research basics; marketing objectives, SMART goals, KPIs, campaign planning and budget basics; draft a digital marketing strategy outline.

Day 07 Weekly revision, assessment and assignment: submit a Digital Marketing Strategy document (business analysis, audience, persona, competitors, funnel, KPIs and channel plan).

MODULE 2 — Search Engine Optimization (SEO) (Days 8–18)

Learn how search engines work and improve website visibility through research, on-page and technical SEO.

Tools Google Search Console, Google Keyword Planner, Bing Webmaster Tools, Screaming Frog (free version), Google Trends, Yoast SEO (free). A free Google Ads account is needed for Keyword Planner; no ad spend is required.

Day 08 Introduction to SEO; types of SEO; how search engines work; crawling, indexing and ranking; understanding search engine results pages (SERPs).

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Day 09 Keyword research: search intent (informational, navigational, commercial, transactional), short-tail vs long-tail keywords; use Google Keyword Planner and Google Trends.

Day 10 Keyword research practice: build a keyword research spreadsheet with volume, difficulty, intent and priority; group keywords into clusters and map them to pages.

Day 11 On-page SEO: title tags, meta descriptions, heading structure (H1–H6) and content optimization; rewrite titles and descriptions for sample pages.

Day 12 URL optimization, image SEO and alt text, internal and external linking, anchor text and basic schema markup concepts.

Day 13 Technical SEO: site structure, mobile-friendliness, page speed, HTTPS, canonical tags, XML sitemap and robots.txt; website indexing and crawl errors.

Day 14 Google Search Console setup and verification, sitemap submission, URL inspection, coverage and performance reports; introduction to Bing Webmaster Tools.

Day 15 SEO auditing with Screaming Frog (free version): crawl a demo website and identify broken links, missing titles, duplicate content and redirect issues.

Day 16 Competitor SEO analysis: compare keywords, content, backlinks and page structure; local SEO fundamentals including Google Business Profile, citations and reviews.

Day 17 WordPress SEO implementation with Yoast SEO (free): optimize posts and pages, set focus keywords, configure sitemaps and apply on-page recommendations; SEO performance monitoring.

Day 18 Weekly assessment and assignment: complete keyword research, an SEO audit report and on-page optimization recommendations for a demo website.

MODULE 3 — Search Engine Marketing (SEM) – Google Ads (Days 19–25)

Plan, structure and optimize search campaigns. Advertising spend is optional; use planning mode, demo accounts or authorized accounts.

Tools Google Ads, Google Keyword Planner, Google Tag Manager, Google Analytics 4.

Day 19 Introduction to SEM; SEO vs SEM; how the Google Ads auction, Ad Rank and Quality Score work; Google Ads account setup (expert mode, without launching paid campaigns).

Day 20 Campaign structure: account, campaign, ad group, keywords and ads; campaign types overview; planning Search campaigns around business goals.

Day 21 Keyword match types (broad, phrase, exact), negative keywords and search term analysis; build keyword lists with Google Keyword Planner.

Day 22 Ad copywriting: headlines and descriptions, Responsive Search Ads, ad extensions and assets (sitelinks, callouts, snippets, call and location).

Day 23 Bidding strategies (manual CPC, maximize clicks, conversions, target CPA/ROAS), budget, location, schedule, device and audience settings.

Day 24 Conversion tracking with Google Tag Manager and Google Analytics 4; link GA4 with Google Ads; campaign optimization and Google Ads reporting basics.

Day 25 Weekly assessment and assignment: prepare a complete Google Ads Search campaign plan with keywords, negatives, ad copy, budget and tracking strategy.

MODULE 4 — Social Media Marketing (Days 26–31)

Build a platform-wise social media strategy and manage organic content and communities.

Tools Meta Business Suite, Canva (free), Buffer (free, limited), YouTube Studio, LinkedIn.

Day 26 Introduction to social media marketing; platforms and their uses; audience behavior per platform; social media strategy and goal setting.

Day 27 Facebook marketing: Page setup, Page optimization, posts, groups and Meta Business Suite; Instagram marketing: business profile, bio and highlights.

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Day 28 YouTube marketing: channel setup, video SEO, thumbnails and YouTube Studio analytics; LinkedIn marketing: company page and personal branding.

Day 29 Content calendar planning; content types and pillars; designing posts with Canva; scheduling with Meta Business Suite and Buffer.

Day 30 Organic reach and engagement; hashtags and social media optimization; Reels, Stories and short-form video planning; community management and response workflows.

Day 31 Weekly assessment and assignment: build a one-month social media content calendar with Canva creatives and an engagement strategy; review performance analysis methods.

MODULE 5 — Meta Ads & Paid Social Advertising (Days 32–37)

Learn the structure and strategy of Facebook and Instagram ads using a demo or authorized ad account.

Tools Meta Ads Manager, Meta Business Suite, Meta Events Manager, Meta Pixel, Meta Ad Library.

Day 32 Introduction to paid social advertising; Meta Business account setup; Facebook and Instagram ad accounts, roles and permissions.

Day 33 Campaign, ad set and ad structure; campaign objectives (awareness, traffic, engagement, leads, sales); study competitor ads in Meta Ad Library.

Day 34 Audience targeting: core, custom and lookalike audiences; placements and budgeting; creative strategy and ad copywriting.

Day 35 Meta Pixel implementation and Events Manager; standard events, conversion tracking and testing the pixel on a demo website.

Day 36 Retargeting strategy, campaign optimization and Meta Ads reporting; interpret reach, CTR, CPC, CPL and frequency.

Day 37 Weekly assessment and assignment: create a Meta Ads campaign in draft or demo mode with audience, creative, budget and optimization plan.

MODULE 6 — Website Development & Landing Page Optimization (Days 38–44)

Build and optimize a WordPress website and a lead-generation landing page. Domain and hosting are optional paid items; a local or free test environment can be used for practice.

Tools WordPress (open-source), Elementor (free), Google PageSpeed Insights, Google Forms, Microsoft Clarity.

Day 38 Website fundamentals; domain and hosting basics; website structure and sitemap planning; WordPress installation in a local or free test environment.

Day 39 WordPress dashboard; themes and plugins; pages and posts; menus, widgets and basic settings.

Day 40 Elementor page builder: sections, widgets, global styles and templates; build the homepage layout.

Day 41 Landing page development: structure, headline, offer, social proof and call-to-action (CTA) optimization; lead generation forms and Google Forms integration.

Day 42 Conversion rate optimization (CRO) basics; mobile responsiveness; A/B testing concepts and landing page review checklist.

Day 43 Website speed optimization with Google PageSpeed Insights; image compression, caching and core web vitals; Microsoft Clarity setup, heatmaps and session recordings.

Day 44 Weekly assessment and project: deliver a WordPress website with an Elementor landing page, lead form, speed report and user behavior analysis.

MODULE 7 — Web Analytics & Tracking (Days 45–49)

Measure what matters: set up tracking, read reports and build dashboards.

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Tools Google Analytics 4, Google Tag Manager, Looker Studio, Google Search Console, Microsoft Clarity.

Day 45 Introduction to web analytics; Google Analytics 4 setup; GA4 property and data streams; understanding users, sessions and events.

Day 46 Events and conversions in GA4; traffic acquisition and user acquisition reports; engagement reports; UTM parameters and campaign tagging.

Day 47 Google Tag Manager setup: containers, tags, triggers and variables; install GA4 through GTM and use preview/debug mode.

Day 48 Conversion tracking for form submissions, button clicks and calls; Google Search Console performance reports; website behavior analysis with Microsoft Clarity.

Day 49 Weekly assessment and assignment: complete an analytics setup and build a Looker Studio dashboard for marketing performance measurement.

MODULE 8 — Content Marketing & Creative Strategy (Days 50–55)

Plan, write, design and edit content that attracts and converts audiences.

Tools Canva (free), CapCut (free features), Grammarly (free), Google Docs, Notion (free plan).

Day 50 Introduction to content marketing; content marketing strategy; content pillars and content planning in Notion.

Day 51 Blog writing and SEO content writing: research, outline, keyword placement, readability and editing with Grammarly and Google Docs.

Day 52 Social media copywriting: headlines, captions, hooks, calls-to-action and storytelling frameworks.

Day 53 Graphic design fundamentals (color, typography, layout, branding); Canva social media designs, carousels and brand kit.

Day 54 Video editing with CapCut; short-form video creation for Reels and Shorts; content repurposing across formats and platforms.

Day 55 Weekly assessment and assignment: create a content pack (blog post, social posts, Canva creatives, short video) and manage it in a content calendar.

MODULE 9 — Email Marketing & Automation (Days 56–60)

Build lists, send campaigns and automate follow-up. Use only consented or sample contacts.

Tools Mailchimp (free tier), Brevo (free tier), HubSpot (free CRM tools), Google Forms.

Day 56 Introduction to email marketing; email marketing strategy; contact list management; consent, privacy and unsubscribe requirements; lead generation and lead magnets.

Day 57 Email campaign creation in Mailchimp or Brevo; newsletter design; email copywriting and subject line optimization.

Day 58 Email segmentation; welcome email automation; drip campaigns and triggers.

Day 59 CRM fundamentals with HubSpot free tools: contacts, deals and pipelines; connect Google Forms leads to the CRM; email performance analysis, open rate and click-through rate.

Day 60 Weekly assessment and assignment: build a lead magnet, a newsletter campaign and a three-email welcome automation, then document the expected metrics.

MODULE 10 — WhatsApp Marketing & Business Automation (Days 61–65)

Use WhatsApp Business for customer communication and automate simple lead workflows. Follow applicable consent, privacy and messaging rules; avoid unsolicited bulk messaging.

Tools WhatsApp Business, Meta Business Suite, Meta Ads Manager, Google Sheets, n8n (self-hosted Community Edition; hosting may be required).

Day 61 Introduction to WhatsApp marketing; WhatsApp Business setup; business profile optimization; catalog management.

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Day 62 Quick replies, greeting and away messages, labels and customer management; customer communication strategy and message templates.

Day 63 WhatsApp lead generation; Click-to-WhatsApp ads in Meta Ads Manager (draft or demo); WhatsApp marketing campaign planning within platform policies.

Day 64 Google Sheets lead management: capture, clean and track leads; introduction to workflow automation; n8n fundamentals, nodes and triggers.

Day 65 Weekly assessment and project: build a lead management and basic automation workflow (form to Google Sheets to notification) using n8n or an equivalent tool.

MODULE 11 — Affiliate Marketing & Performance Marketing (Days 66–71)

Understand performance-based earning models. Affiliate program approval and eligibility vary and are not guaranteed; no earnings are promised.

Tools Amazon Associates (subject to eligibility), EarnKaro, Google Analytics 4, Google Search Console, Google Sheets, Canva (free), WordPress.

Day 66 Introduction to affiliate marketing; affiliate business models (CPS, CPL, CPC); networks and platforms; disclosure and compliance requirements.

Day 67 Affiliate account setup and eligibility for Amazon Associates and EarnKaro; product research and niche selection.

Day 68 Affiliate link management; affiliate content creation; product review writing and comparison content.

Day 69 Affiliate website development in WordPress; SEO for affiliate websites; internal linking and content structure.

Day 70 Traffic generation and conversion optimization; performance tracking with GA4, Google Search Console and Google Sheets; affiliate marketing analytics.

Day 71 Weekly assessment and assignment: prepare an affiliate marketing strategy and a practical website or content sample with product review and tracking plan.

MODULE 12 — AI-Powered Digital Marketing (Days 72–77)

Use generative AI to speed up marketing work while keeping human review in control.

Tools ChatGPT (free), Google Gemini (free), Claude (free tier), Perplexity (free tier), n8n (self-hosted Community Edition). Free-tier limits vary.

Day 72 Introduction to AI in digital marketing; generative AI fundamentals; AI tools and their applications; limitations, hallucinations and bias.

Day 73 Prompt engineering for marketers: role, context, task, format and constraints; build a prompt library; AI-based market research and AI-assisted competitor research.

Day 74 AI-based keyword research and AI SEO workflows; AI content generation with editing, fact-checking and originality checks.

Day 75 AI social media content creation; AI ad copy generation; AI email marketing; AI image and creative ideation.

Day 76 AI marketing automation; n8n AI workflows (for example lead classification or content drafting); secure handling of credentials and customer data.

Day 77 Weekly assessment and assignment: build an AI-powered marketing workflow with prompts, reviewed outputs and a short responsible-AI-usage note.

MODULE 13 — Reporting, Optimization & Live Projects (Days 78–84)

Turn data into insight, reports and optimization decisions.

Tools Looker Studio, Google Sheets, Microsoft Excel (web version), Google Analytics 4, Meta Ads Manager.

Day 78 Digital marketing KPI analysis; website performance analysis; SEO performance reporting.

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Day 79 Google Ads and Meta Ads performance reporting; social media analytics; lead generation and conversion rate analysis.

Day 80 Campaign ROI and ROAS calculations; data collection and cleaning; Google Sheets and Excel reporting with formulas and pivot tables.

Day 81 Looker Studio dashboard development: connect data sources, build charts and share dashboards.

Day 82 Marketing campaign optimization; budget and performance analysis; testing and iteration plans; client reporting best practices.

Day 83 Live project planning: select a business, define scope, deliverables, timeline, channels and success metrics.

Day 84 Reporting and optimization assessment: submit a complete digital marketing report, dashboard and optimization recommendations.

FINAL 6 DAYS — Capstone & Evaluation

Complete a demonstrable end-to-end digital marketing project and prepare to present it.

Day 85 Capstone project kickoff: select a business or demo brand; define target audience, business objectives, marketing strategy and campaign plan.

Day 86 Website and SEO implementation: develop or optimize a WordPress website, create landing pages, perform keyword research and implement SEO basics.

Day 87 Content and social media implementation: create social media creatives, content calendars, marketing copy and short-form video content.

Day 88 Paid advertising and lead generation: prepare Google Ads and Meta Ads campaigns, configure tracking and develop lead generation workflows using demo or authorized accounts.

Day 89 Analytics, AI and reporting: analyze campaign performance, prepare Looker Studio dashboards, use AI for optimization recommendations and document results; manually validate AI output.

Day 90 Final project demo and evaluation: present the strategy, website, SEO work, creatives, advertising plan, automation workflow, analytics dashboard and final report; interview-style Q&A.

PROJECTS & PRACTICAL DELIVERABLES

Project scope below is a proposed learning sequence. Use demo websites, sample data or authorized accounts; do not spend on live advertising unless authorized, and do not use real customer data without consent.

PROJECT NAME SCOPE

Project 1 – Digital Marketing Strategy Project

Business analysis, target audience research, competitor research, buyer persona, marketing funnel and digital marketing strategy.

Project 2 – SEO Website Optimization Project

Keyword research, on-page SEO, technical SEO audit, Google Search Console and SEO performance analysis.

Project 3 – Google Ads Campaign Project

Campaign planning, keyword selection, ad copy creation, budget planning and conversion tracking strategy.

Project 4 – Social Media Marketing Project

Social media strategy, content calendar, Canva creatives, Reels and short videos, and engagement strategy.

Project 5 – Meta Ads Campaign Project

Audience research, campaign structure, ad creative, targeting strategy and campaign optimization.

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Project 6 – Website & Landing Page Project

WordPress website, Elementor landing page, lead generation form, page speed optimization and user behavior analysis.

Project 7 – Email & WhatsApp Marketing Project

Lead collection, email campaign, email automation, WhatsApp Business setup and lead management workflow.

Project 8 – Affiliate Marketing Project

Affiliate niche research, affiliate website or content, product review, affiliate link strategy and performance tracking.

Project 9 – AI-Powered Marketing Project

AI market research, AI content creation, AI ad copy, AI marketing workflow and n8n automation.

Final Capstone Project – Complete End-to-End Digital Marketing Campaign for a Business

Marketing strategy, website and landing page, SEO implementation, social media marketing, Google Ads and Meta Ads campaign plans, lead generation, email and WhatsApp marketing, AI-powered workflow, analytics and reporting, and final presentation.

EXPECTED PORTFOLIO OUTPUT

- Complete Digital Marketing Strategy Document.
- Keyword Research Spreadsheet.
- SEO Audit Report.
- Optimized Website or Demo Website.
- Landing Page.
- Google Ads Campaign Plan.
- Meta Ads Campaign Plan.
- Social Media Content Calendar.
- Canva Creative Portfolio.
- Short-form Video Portfolio.
- Email Marketing Campaign.
- WhatsApp Lead Management Workflow.
- Affiliate Marketing Project.
- AI-Powered Marketing Workflow.
- Google Analytics 4 Reports.
- Looker Studio Dashboard.
- Final Digital Marketing Capstone Project.

ASSESSMENT CHECKPOINTS

Checkpoint What to demonstrate

Day 7 Digital marketing fundamentals and strategy.

Day 18 SEO fundamentals, keyword research and website auditing.

Day 25 Google Ads and SEM campaign planning.

Day 31 Social media strategy and content planning.

Day 37 Meta Ads and paid social advertising.

Day 44 Website development and landing page optimization.

Day 49 Web analytics and tracking.

Day 55 Content marketing and creative development.

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Day 60 Email marketing and automation.

Day 65 WhatsApp marketing and business automation.

Day 71 Affiliate marketing and performance marketing.

Day 77 AI-powered digital marketing.

Day 84 Reporting, optimization and live project assessment.

Day 90 Final capstone presentation, practical evaluation and interview-style questions.

COURSE COMPLETION GOAL

By Day 90, the learner should be able to:

- Understand digital marketing fundamentals and strategy.
- Perform keyword research and SEO optimization.
- Plan and manage Google Ads campaigns.
- Manage social media marketing activities.
- Create and optimize Meta advertising campaigns.
- Develop WordPress websites and landing pages.
- Configure analytics and conversion tracking.
- Create professional marketing content and creatives.
- Manage email marketing campaigns and automation.
- Implement WhatsApp marketing workflows responsibly.
- Understand affiliate and performance marketing.
- Use AI tools for digital marketing activities with human review.
- Create marketing reports and dashboards.
- Analyze campaign performance and optimize results.
- Execute a complete digital marketing project independently.

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