

AI-BASED DIGITAL MARKETING

COURSE INFORMATION GUIDE





About Us.

Who we are

We are **UpskillNexus**, a premier skilling and training hub that develops professionals with industry-led courses and guaranteed career growth opportunities. We provide high-quality authentic and practical training to career aspirants to develop their critical technical and digital skills along with employability skills for success in today's business world.



Vision & Mission

VISION

Our vision at UpskillNexus is to equip individuals with not only the functional knowledge and digital skills required for success in their careers but also critical employability skills to lead and innovate in their respective fields.

We envision a world where our graduates are not only sought after by leading corporations but are instrumental in driving positive change, embracing challenges, and setting new standards of professional excellence.

Our vision is to empower individuals with the mindset and resilience to thrive in an ever-evolving professional landscape.

MISSION

UpskillNexus is on a mission to transform digital and employability skills training.

Through industry-led practical, innovative, and personalized training programs, we aim to bridge the gap between education and employment, fostering a community of empowered individuals ready to make a lasting impact globally.



Our Philosophy.

At UpskillNexus, we believe in learning by doing. Our courses are designed with a unique approach: 20% theory and 80% practical training. We conduct separate tests for theoretical and practical skills, ensuring you have complete mastery over both.

With industry-relevant assignments, comprehensive hands-on training, and abundant learning resources, we help you build a professional portfolio that boosts your confidence and sets you up for success. With our 100% Money Back Guarantee*, your investment is completely risk-free.

*T&C Apply

What sets us apart?



REAL-WORLD LEARNING

Gain practical, hands-on skills that you can apply immediately.



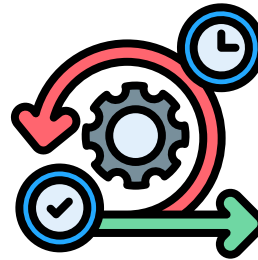
PORTFOLIO DEVELOPMENT

Build a strong, industry relevant portfolio through practical projects and assignments.



RISK-FREE INVESTMENT

Not satisfied?
Get a full refund with our 100% Money back Guarantee.*



PROVEN METHODOLOGY

Benefit from our skill focused approach—20% theory and 80% practice, ensuring you understand, apply and build competencies in digital marketing.



COMPREHENSIVE SUPPORT

Access latest world-class learning resources and get continuous guidance.

*T&C Apply

Who is this program for?



JOB SEEKERS AND WORKING PROFESSIONALS

- Get high-paying digital marketing jobs with top companies.
- Advance your career by adding valuable, in-demand skills.
- Build a strong personal brand and get better job opportunities.



BUSINESS OWNERS AND ENTREPRENEURS

- Grow your business by mastering digital marketing strategies.
- Reduce marketing costs by learning to generate leads yourself.
- Scale with paid advertising, automation, and advanced analytics.



FREELANCERS

- Start freelancing on Fiverr, Upwork, and LinkedIn with confidence.
- Learn client acquisition strategies to land consistent projects.
- Build a personal brand and increase your income.



STUDENTS

- Start earning early by taking freelance projects.
- Gain real-world experience and stand out in job interviews.
- Build your own blog, YouTube channel, or e-commerce store.



HOUSEWIVES AND CAREER SWITCHERS

- Work from anywhere with freelancing and digital marketing projects.
- Start a small business or online store with minimal investment.
- Gain financial independence without prior experience in the field.

Student Journey and Learning Path

To create a supportive and enriching educational experience, preparing students with practical skills and a strong foundation for their future careers, UpskillNexus follows a structured Learning Path.



STEP 01

Pre-Enrollment

- Information Sessions
- Skills Assessment



STEP 02

Enrollment

- Orientation
- Goal-Setting & Expectations

STEP 03

Foundation Modules

- Building Core Competencies
- Interactive Learning



STEP 04

Specialization & Skill Development

- Specialised Tracks
- Industry-relevant Projects

STEP 05

Continuous Assessment and Feedback

- Regular Assessments
- Milestone Checkpoints



STEP 06

Professional Development & Workplace Preparedness

- Career Services
- Capstone Projects

STEP 07

Graduation & Celebration

- Graduation Ceremony
- Credential Presentation
- Internship and Placement



STEP 08

Post-Program Support

- Alumni Network
- Feedback and Iteration
- Career Support



What does the program cover?

Our Digital Marketing Program gives you practical skills, smart strategies, and real project experience. It's designed to help you think 360°, making you job-ready, freelancing-ready, and future-ready.



CERTIFIED DIGITAL MARKETING SPECIALIST



6 months (4 Training + 2 Internship)



48+ Modules



Course 1-9



20+ Certifications



Skill You'll Learn

- SEO & Social Media Marketing
- Google Ads & Facebook Ads
- AI, Automation & Website Design



How You'll Learn

- Live projects & real campaigns
- Assignments & case studies
- 80% Practical, 20% Theory



Career Benefits

- Freelancing guidance & earning tips
- Improve client handling
- Boost confidence for interviews

What you will Master

At UpskillNexus, we believe in learning by doing. Our courses are designed with a unique approach: 20% theory and 80% practical training. We conduct separate tests for theoretical and practical skills, ensuring you have complete mastery over both.



Course 1 **Marketing Foundations & Planning**

- Marketing Fundamentals
- Technical Setup (Chrome Extensions, Google Suite, Canva, Keyboard Shortcuts, Tips to Practice Better, Arrange Tabs & Desktop, Make Mindmaps, Note-taking)
- Website Design & Planning
- Content Writing (blogs, ad copy, web content, etc.)
- Blogging
- Graphic Designing
- Product Marketing & Positioning
- Crafting Killer Digital Marketing Strategies

Course 2 **Search Marketing (SEO & SEM)**

- SEO (Search Engine Optimization)
 - On-page SEO
 - Off-page SEO (Backlinks, Link Juice, Outreach)
 - Technical SEO (site speed, sitemaps, indexing)
- SEM (Search Engine Marketing)
 - Google Ads Basics
 - Keyword Research & Match Types
- Advanced Strategies for Running Google Ads

What you will Master

Our course doesn't just teach you digital marketing, it helps you build real skills. You'll learn smart strategies, practice with hands-on projects, and gain experience that prepares you for real jobs and business success.

Course 3 Social Media Marketing (Organic & Paid)

- SMO (Social Media Optimization)
- SMM (Social Media Marketing)
 - Facebook, Instagram, Threads, X Ads
- Advanced Content Creation (reels, shorts, creative assets)
- Influencer Marketing
- Advanced Strategies for Running Meta Ads
- ORM (Online Reputation Management)

Course 4 Performance Marketing & Conversion Optimization

- Performance Marketing Frameworks
- Creating Killer Landing Pages
- Mastering Funnels in Digital Marketing
- CRO (Conversion Rate Optimization)
- Media Buying & Planning
- Omnichannel Marketing & Remarketing

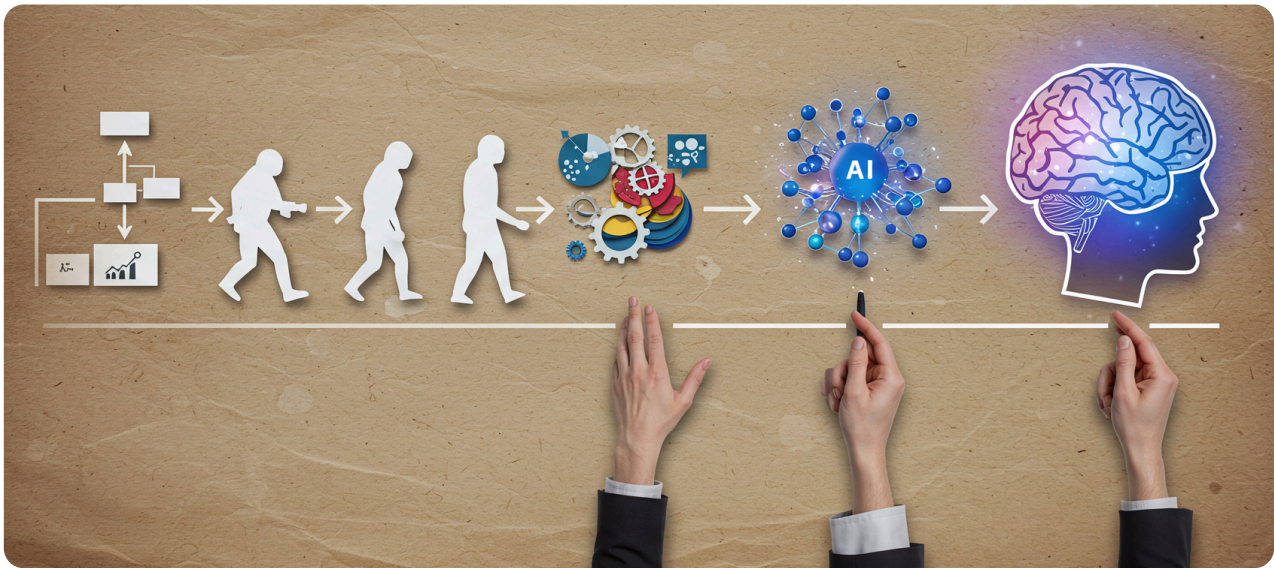
Course 5 E-commerce & Affiliate Marketing

- E-commerce Website Development (Shopify)
- Advanced E-commerce Website Development (WooCommerce)
- Advanced Strategies for E-commerce Marketing
- Dropshipping
- Affiliate Marketing

Course 6 Customer Communication & Nurturing

- Email Marketing
- Advanced Strategies for Email Marketing
- SMS Marketing
- Mastering WhatsApp Marketing

What you will Master



Course 7 Analytics, CRM & Automation

- Tracking & Analytics
- Advanced Tracking & Analytics
- CRM (Customer Relationship Management)
- Task Automation
- Google Looker Studio (Reporting & Dashboards)

Course 8 AI in Marketing

- Mastering AI in Marketing
- AI Agents (chatbots, lead nurturing, campaign management)
- AI Automations (Automating Report Generation through AI Agents)
- Prompt Engineering
- Generative AI
- Vibe Coding
- Vibe Marketing
- Research & Study using AI
- Preparing Notes & Mindmaps with AI

Course 9 Advanced & Future Concepts

- Advanced Marketing Concepts
- Future Opportunities & Trends in Digital Marketing

Employability Skills

At UpskillNexus, we don't just teach you Digital Marketing — we prepare you for the real world. Along with technical skills, you'll also master:

- Confidence & Communication: speak smart, present better
- Interview Readiness: crack job interviews with ease
- Teamwork & Problem-Solving: skills every company values
- Professional Etiquette: stand out with the right attitude

These career-boosting skills ensure you're not only skilled but also job-ready, freelancing-ready, and future-ready.



**RESUME & LINKEDIN
PROFILE OPTIMIZATION**



**INTERVIEW & GROUP
DISCUSSION TRAINING**



**BUSINESS
COMMUNICATION &
CLIENT HANDLING**



**TIME MANAGEMENT &
PRODUCTIVITY
TECHNIQUES**



**PRESENTATION SKILLS
AND PERSONAL
BRANDING**



**CRITICAL THINKING &
TEAM COLLABORATION
WORKSHOPS**

Certifications

You can earn a certificate that will globally recognise your expertise in SEO, Social Media, Ads, Analytics, and AI tools. It shows that you are ready for real-world digital marketing jobs, freelancing, and opportunities worldwide.

The UpskillNexus Edge



Our certification is more than just paper, it's proof of practical, job-ready skills. Built on real projects and industry recognition, it shows you can deliver results, helping you shine in jobs, freelancing, and business growth.

Platform Certifications



9+ Certifications via Google



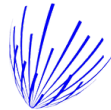
10+ Certifications via Meta Blue Print



SEMRUSH

Tools You Will Master

In our Digital Marketing Course, you'll gain hands-on experience with the most powerful tools used by professionals worldwide. These 32+ tools cover the complete digital marketing ecosystem and making you fully equipped to design, run and scale successful campaigns across every channel of online marketing.



Next Gen Learning With AI

With our course, you'll also learn 21+ AI tools that make digital marketing faster and smarter. By using AI, you'll save time, get better results, and learn how to do digital marketing in a smarter and more creative way.





UpskillNexusTM
All-round Skill Development

**It is time for you to
Skill ✦ Reskill ✦ Upskill.**

**Take the next step,
visit our **centre** or
book a **free demo** class.**

Corporate Office and training centre

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Admission office

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