

BEGINNER TO ADVANCED

Professional Digital Marketing Mastery Program

Transform your career with our AI-powered, industry-aligned curriculum. Master the strategies, tools, and platforms that drive real-world business growth.



Live Online Classes



Industry Certificate



3 Months Program



AI Powered Curriculum

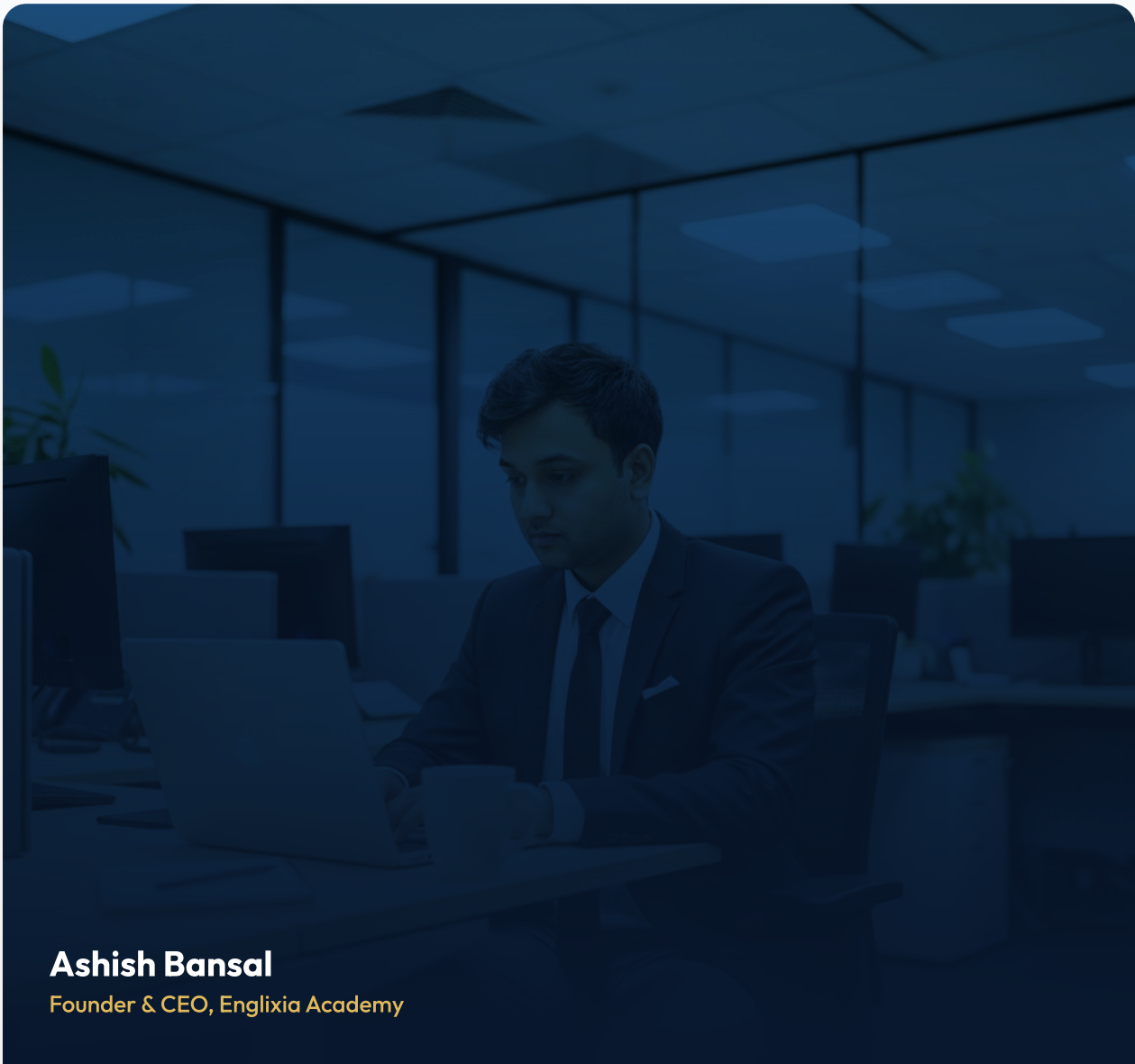


CURATED BY
Ashish Bansal
Founder & CEO

Designed by **Englixia Academy**

WELCOME

Message from the Founder



Ashish Bansal

Founder & CEO, Englixia Academy

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"The digital landscape is evolving faster than ever before. With the integration of AI and data-driven strategies, standard marketing techniques are no longer enough. We designed this program to bridge the gap between academic theory and actual industry execution."

Our goal at Englixia Academy is not just to teach you digital marketing, but to transform you into a strategic thinker capable of driving measurable growth for any business. Whether you aim to accelerate your career, build an agency, or scale your own business, this curriculum is your blueprint to success.

Ashish Bansal



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Comprehensive Modules

MODULE 01

Fundamentals of Digital Marketing & AI

 12 Hours

 Beginner

🎯 Learning Objectives

Understand the core pillars of digital marketing, consumer psychology online, and how artificial intelligence is transforming marketing workflows.

☰ Topics Covered

- ✓ Traditional vs. Digital Marketing
- ✓ Inbound vs. Outbound Strategies
- ✓ Buyer Personas & Customer Journeys
- ✓ Intro to AI in Marketing (ChatGPT, Claude)
- ✓ Digital Marketing Funnels (AIDA Model)

📁 Practical Sessions

Creating a comprehensive Buyer Persona using AI prompt engineering and mapping out a digital funnel for a local business.

🛠️ Tools & AI Used

ChatGPT Plus

Google Trends

Canva Docs

Miro

📁 Mini Project

Market Research Blueprint: Identify a niche, research competitors, define target audience, and generate a 30-day foundational marketing plan.

★ Industry Tips & Pro Tips

- Don't just rely on AI; inject human creativity into AI outputs.
- Always sell the 'transformation', not just the 'product'.

⚠️ Common Mistakes

Targeting 'everyone' instead of a specific niche persona.

HOMEWORK
2 Assignments

QUIZ
1 Online Test

EXPECTED OUTCOME
Clear Strategy Vision

MODULE 02

SEO & Content Strategy

 18 Hours

 Intermediate

🎯 Learning Objectives

Master organic growth. Learn how to rank websites on Google's first page using on-page, off-page, technical SEO, and AI-driven content clusters.

☰ Topics Covered

- ✓ Keyword Research (Head vs Long-tail)
- ✓ On-Page SEO (Tags, Schema, UI/UX)
- ✓ Technical SEO (Core Web Vitals, Crawlability)
- ✓ Off-Page SEO & Link Building
- ✓ Content Calendars & Pillar Strategies

📄 Practical Sessions

Performing a live technical audit on a real website, optimizing 3 web pages, and creating a 3-month SEO-focused content calendar.

🛠️ Tools & AI Used

Semrush / Ahrefs

Google Search Console

Screaming Frog

Surfer SEO (AI)

📁 Mini Project

The Complete Audit: Generate a professional 15-page SEO audit report for a local client, pinpointing critical errors and growth opportunities.

★ Industry Tips & Pro Tips

- Focus on 'Search Intent' rather than just search volume.
- Internal linking is the most underrated SEO tactic.

⚠️ Common Mistakes

Keyword stuffing and neglecting mobile page speed.

HOMEWORK
3 Assignments

QUIZ
2 Online Tests

EXPECTED OUTCOME
Rank on Google

MODULE 03

Social Media & Meta Ads



20 Hours



Advanced

🎯 Learning Objectives

Build engaged communities and run highly profitable ad campaigns on Facebook and Instagram using advanced targeting and pixel tracking.

☰ Topics Covered

- ✓ Organic Social Media Growth (Reels, Grid)
- ✓ Meta Ads Manager Setup & Structure
- ✓ Pixel Setup, CAPI & Event Tracking
- ✓ Retargeting & Custom Audiences
- ✓ Ad Copywriting & Creative AI tools

✂ Tools & AI Used

Meta Ads Manager

Midjourney / DALL-E

Buffer / Hootsuite

🔧 Mini Project

Live Ad Campaign: Launch a lead-generation campaign with a \$50 budget, create A/B tests for creatives, and analyze the ROAS.

★ Industry Tips & Pro Tips

- The creative does the targeting. Make thumb-stopping hooks.

Google Ads & Performance Marketing



16 Hours



Advanced

🎯 Learning Objectives

Capture high-intent traffic. Master Pay-Per-Click (PPC) advertising, search intent, and Google Analytics to prove ROI.

☰ Topics Covered

- ✓ Google Search, Display & YouTube Ads
- ✓ Bidding Strategies (Manual vs Smart)
- ✓ Quality Score Optimization
- ✓ Google Analytics 4 (GA4) & Tag Manager

✂ Tools & AI Used

Google Ads

Google Analytics 4

Google Tag Manager

🔧 Mini Project

Performance Dashboard: Setup GA4, link it to Google Ads, and create a custom Looker Studio dashboard for a client.

Live Projects Showcase

Build a portfolio before you even graduate. Our program includes 20+ mini-tasks and 3 major capstone projects.



The E-Commerce Launch

Objective: Strategize and execute a digital marketing plan for a new Shopify store.

Skills Applied:

SEO

Meta Ads

Email Marketing

Deliverable: Live Ad & Funnel Report



B2B Lead Generation

Objective: Generate high-quality leads for a SaaS company using Google Search Ads and LinkedIn.

Skills Applied:

Google Ads

Landing Page CRO

GA4

Deliverable: ROAS Dashboard

YOUR FUTURE

Career & Placement Path

The digital marketing industry is booming. Here are the roles you will be qualified for upon completion.



SEO Executive

3 LPA - 6 LPA



Google Ads Expert

4 LPA - 8 LPA



Social Media Manager

3.5 LPA - 7 LPA



Performance Marketer

5 LPA - 12+ LPA



Digital Mktg Executive

3.5 LPA - 6.5 LPA



Content Strategist

4 LPA - 8 LPA



Freelancer

Limitless



Agency Owner

Limitless



Entrepreneur

Growth Catalyst

Industry Certificate

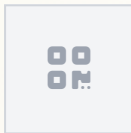


CERTIFICATE OF COMPLETION

This is proudly presented to

Student Name

for successfully completing the **Professional Digital Marketing Mastery Program**.
They have demonstrated expertise in SEO, Social Media Marketing, Performance
Marketing, and AI-Driven Strategies.










Verify Authenticity

Ashish Bansal

ASHISH BANSAL, FOUNDER & CEO

Program Details

 Duration	3 Months
 Mode	Live Online
 Projects	20+
 Certificate	Included
 Support	Lifetime Community
 Interview Prep	Included
 Placement Guidance	Included

Frequently Asked Questions

Do I need prior technical knowledge?

No, this program is designed from beginner to advanced. We teach everything from scratch.

Will the classes be recorded?

Yes, you will have access to the recordings of all live sessions via our learning portal.

Do you provide placement assistance?

Yes! We provide resume building, interview preparation, and forward your profiles to our hiring partners.

Is the certificate globally recognized?

Our certificate is highly valued by agencies and brands due to the practical, project-based nature of our curriculum.

Thank You

Ready to Build Your Digital Marketing Career?

Join the next cohort of digital marketers and start your journey towards
a high-paying, future-proof career.

Get In Touch



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