



Digital Marketing with AI

A 4-month beginner-to-pro digital marketing course covering content marketing, social media growth, Meta ads, local business marketing, SEO, freelancing, AI tools, and final campaign portfolio work.

DURATION
4 months

MONTHLY FEE
Rs 5,000

FULL COURSE
Rs 20,000

CLASSES
Campus or live online

MONTH-BY-MONTH CURRICULUM

MONTH 01

Foundations & Content Mastery

Digital marketing introduction Offline vs online marketing Buyer journey and sales funnel Branding and audience research
Niche selection and competitor analysis Content marketing strategy Hook-Story-Offer method
Canva, CapCut, InShot, ChatGPT and Copy.ai workflows

MONTH 02

Social Media Marketing Mastery

Facebook, Instagram and YouTube organic growth Meta Business Suite and Creator Studio Reels, carousels, stories and live content
Instagram Reels and TikTok strategy Scheduling tools like Meta Suite and Metricool LinkedIn profile optimization
B2B vs B2C content tone Monthly content system and 30-day content challenge

MONTH 03

Meta Ads & Local Business Growth

Meta ads account setup Business Manager, Pixel and page linking Campaign, ad set and ad structure
Traffic, leads, engagement and sales objectives Interest, custom and lookalike audiences Budgeting and A/B testing
Google My Business optimization WhatsApp Business catalog, broadcast and auto-reply
Local lead generation and influencer collaboration

MONTH 04

Freelancing, AI & Final Project

Fiverr, Upwork and LinkedIn profile setup Winning proposal writing Portfolio building without clients
Communication and pricing skills Payoneer, Wise and JazzCash basics WhatsApp marketing strategy Influencer campaign planning
Client hunting and cold outreach Local and international client methods Final campaign launch and certificate

TOOLS COVERED

Meta Business Suite Creator Studio Canva CapCut
InShot ChatGPT Copy.ai Metricool
Google My Business Ubersuggest Google Trends Pictory
Flair AI Opus Clip

REAL PROJECTS YOU BUILD

- 30-day content batch challenge
- Organic social media growth plan
- Meta ads campaign structure
- Local business lead generation plan
- Google My Business optimization
- Final paid or organic campaign launch

WHO THIS IS FOR

- Beginners entering digital marketing
- Students who want freelancing
- Small business owners
- Content creators
- Future social media managers

- Campaign strategy and result presentation

EARNING PATHS

Social media marketer

Meta ads assistant

Content strategist

Local business marketing freelancer

LinkedIn outreach assistant

Digital marketing executive

FINAL PORTFOLIO OUTPUT

A complete digital marketing portfolio with a 30-day content system, campaign strategy, Meta ads plan, local marketing workflow, outreach scripts, and final campaign presentation.

THE LAST 15 DAYS: CLIENT PHASE

Every InnoTech course ends with 15 days on finding paying clients: pricing your service, writing proposals, outreach to local and international clients and following up. Batches are capped at 15 students. Online students join live on Zoom or Google Meet and get the recording of every session. You receive the InnoTech Skills Institute certificate of completion at the campus once your final project is done. Fee is paid month by month; leave within 7 days of your first class and the course fee is refunded in full.