

JAIPUR CENTER & ONLINE

AI-Powered Digital Marketing Career Accelerator

Master SEO, AEO, GEO, Meta Ads, Google Ads, JioHotstar OTT Ads, GA4, and AI Automation with Live Client Budgets & 100% Placement Assistance.

5 Months

DURATION

19 Modules

PRACTICAL SKILLS

12-15

MAX BATCH SIZE

₹3-6 LPA

AVG. STARTING PACKAGE

Program Overview & Specialized Tracks

Flagship Digital Marketing Course

5 Months · 19 Modules · 100% Practical

- Full-Stack SEO (On-page, Off-page, Technical, Local SEO)
- AEO & GEO (AI Overviews, Perplexity, ChatGPT Search)
- Performance Ads (Meta Ads Manager & Google Ads)
- Exclusive JioHotstar (OTT) IPL Campaign Lab
- Google Analytics 4 (GA4) & Conversions API
- Real client ad spend provided for live campaigns

Fee: ₹25,000 (Early Bird)

EMI Available

Professional Web Development Course

6 Months · Basic to Intermediate

- Modern Web Architecture & Responsive Grid Design
- WordPress CMS, WooCommerce & Elementor Pro
- HTML5, CSS3, JavaScript Foundations
- Core Web Vitals Optimization & Speed Tuning
- Server Mappings, SSL, DNS & Hosting Security
- Portfolio of 5+ Client-Ready Live Websites

Fee: ₹35,000

EMI Available

Jaipur Classroom Locations & Batch Structure:

- **Lalkothi Center:** 55, Tonk Rd, Lalkothi, Jaipur, Rajasthan 302015
- **Harmada Center:** Om Honda Care, 2nd Floor, Anokha Gaon Rd, Harmada, Jaipur, Rajasthan 302013
- **Batch Timings:** 10:00 AM | 11:30 AM | 1:30 PM | 3:00 PM | 6:45 PM (Alternate Days · Mon/Wed/Fri or Tue/Thu/Sat).
- **Class Format:** Online sessions recorded. For offline batches, a dedicated revision class is held after completion of every module!

Detailed 19-Module Curriculum Breakdown

1. Marketing Core & PsychologyMOD 01 Consumer psychology, TAM/SAM/SOM sizing, sales funnels (TOFU/MOFU/BOFU), customer journey mapping. Tools: Miro, Funnelytics, Brand Archetypes	11. Social Media Growth & Viral HooksMOD 11 Algorithm mechanics for Instagram Reels, LinkedIn thought leadership, 3-second visual hooks, community building. Tools: CapCut, Canva Pro, Buffer, Notion
2. WordPress Web ArchitectureMOD 02 Domain, DNS, CPanel, Elementor Pro, responsive mobile layout, Core Web Vitals, speed caching. Tools: WordPress, Hostinger, Elementor, LiteSpeed	12. AI Marketing Automation StacksMOD 12 Custom GPT creation, automated copy generation, Midjourney graphic prompts, Claude strategic research workflows. Tools: ChatGPT Plus, Claude 3.5, Gemini, Midjourney
3. Advanced On-Page & Technical SEOMOD 03 Keyword research, intent mapping, H1-H6 structure, meta tags, schema markup (JSON-LD), robots.txt, sitemaps. Tools: Screaming Frog, Semrush, Google Search Console	13. Google Analytics 4 (GA4) AnalyticsMOD 13 Event measurement, custom explorations, e-commerce purchase tracking, user retention, attribution modeling. Tools: Google Analytics 4, Looker Studio
4. Off-Page SEO & Authority BuildingMOD 04 High-DA backlink strategies, anchor text ratios, broken link building, digital PR, guest posting outreach. Tools: Ahrefs, Hunter.io, Moz Pro	14. Google Tag Manager & Conversions APIMOD 14 DataLayer variables, trigger tags, server-side CAPI tracking bypassing iOS cookie drops and ad-blockers. Tools: Google Tag Manager, Meta CAPI Gateway
5. Answer Engine Optimization (AEO)MOD 05 Ranking in Perplexity, Claude, ChatGPT Search. Speakable schema, entity graph optimization, FAQ indexing. Tools: Perplexity AI, Schema App, LLM crawlers	15. CRO & Landing Page CopywritingMOD 15 Conversion Rate Optimization, A/B split testing, heatmaps, scroll depth analysis, AIDA copywriting framework. Tools: Microsoft Clarity, VWO, Hotjar
6. Generative Engine Optimization (GEO)MOD 06 Optimizing for Google Search Generative Experience (SGE), AI Overviews citation mapping, factual authority scoring. Tools: Google Labs, IImS.txt, AI Overview Trackers	16. Email Automation & WhatsApp APIsMOD 16 Drip sequences, abandoned cart recovery, WhatsApp Business API chatbots, high-converting broadcast broadcasts. Tools: Brevo, Mailchimp, Wati, AiSensy
7. Google Ads Mastery (Search & Display)MOD 07 Campaign architecture, match types, smart bidding (tCPA, tROAS), negative keyword lists, ad copy testing. Tools: Google Ads Editor, Keyword Planner	17. E-Commerce & D2C ScalingMOD 17 Shopify & WooCommerce catalog ads, dynamic retargeting, Average Order Value (AOV) multipliers, blended ROAS. Tools: Shopify, WooCommerce, Meta Catalog
8. Google Demand Gen & YouTube AdsMOD 08 Visual storytelling campaigns across YouTube, Discover, and Gmail with high-intent audience segmentation. Tools: YouTube Studio, Google Ads Video	18. Freelancing & Agency SOP PlaybookMOD 18 Pitching high-ticket clients, retainer contract drafting, automated invoicing, proposal decks, Upwork & Fiverr setup. Tools: Pitch Decks, Proposal SOPs, Contracts
9. Meta Ads Manager (Facebook & IG)MOD 09 Advantage+ campaigns, custom & lookalike audiences, creative fatigue testing, CBO vs ABO scaling strategies. Tools: Meta Ads Manager, Meta Pixel Helper	19. Live Client Capstone & PlacementMOD 19 Students receive real client ad spend, deploy live campaigns, build a verifiable portfolio, and receive interview placement assistance. Outcome: 100% Placement Assistance & Live Portfolio

10. Exclusive JioHotstar (OTT) Ads

MOD 10

Connected TV & mobile streaming ads during live IPL and entertainment events. Video completion rate metrics.

Tools: JioHotstar Ads Platform, OTT DSP

Certifications & Hiring Network

Globally Recognized Industry Certifications

Every graduate earns verifiable credentials that top employers and agencies actively look for:

DigitalGenZ

Full-Stack Marketer Certification

Google

Search & Display Ads Certified

Google

Analytics 4 (GA4) Certification

HubSpot

Inbound Marketing Certified

Meta

Certified Digital Marketing Associate

SEMrush

Technical SEO & AEO Certified

Our Transparent Policies & Student Guarantees

2-Week 90% Refund Policy

We are confident in our hands-on classroom training. If within the first 14 days of your batch you decide the course isn't right for you, request a refund on WhatsApp and receive **90% of your course fees back** without questions. Only a 10% admin fee is retained.

Small Batch Size & Revision Classes

We cap every offline batch strictly at **12 to 15 students** to ensure 1-on-1 mentorship. Unlike institutes that give just theoretical lectures, **a dedicated revision class is held after completion of every module** to ensure 100% conceptual and practical mastery.

How to Enroll & Reserve Your Seat

Seats are allotted strictly on a first-come, first-served basis due to our 12–15 student batch cap.

Direct WhatsApp Admissions:

Message: +91 70145 36204

Direct Counselor: Srishti Kathuria / Rishabh Singh

Official Website & Admissions:

Website: digitalgenz.co.in

Email: digitalgenzmedia@gmail.com