



# Tupin Training Basket

MASTER PROGRAM IN

# DIGITAL MARKETING

## TRAINING WITH **AI**



“

Supercharge Your Career in the Digital Age!  
Learn to **Dominate Online Marketing**  
with the Power of **AI.**”

### Ghaziabad Center

SRA 101A,  
Shipra Riviera Colony,  
Indirapuram  
Ghaziabad-201014, U.P.


### Noida Center

Near C-104,  
201, C Block Road  
Sector – 65  
Noida-201309, U.P.



## Key Takeaways

### From Our Digital Marketing Training with AI



#### ✓ Offline Classes

Benefit from hands-on, classroom-based learning in a dynamic and interactive offline environment.

#### ✓ 20+ Modules

Master over 20 comprehensive modules covering all aspects of digital marketing and AI integration.

#### ✓ AI Driven Digital Marketing Training

Learn cutting-edge AI techniques to enhance and optimize your digital marketing strategies effectively.

#### ✓ Automate Digital Marketing with AI

Discover how to use AI tools to automate campaigns, save time, and boost marketing efficiency.

#### ✓ 6+ Certifications

Earn industry-recognized certifications that will bolster your resume and demonstrate your expertise.

#### ✓ Placement Assistance & Job Training

Receive dedicated support for job placements and practical training to jumpstart your digital marketing career.



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# TUPIN EDUCATION & TRAINING

## Advanced Digital Marketing Program

### Module1: Digital Marketing Landscape

<p>Conceptual overview of marketing, Introduction to digital Marketing: How does digital fit into marketing Differences between digital and traditional marketing Digital Media Landscape Digital media, Digital Business &amp; Digital marketing Stakeholders in a digital world: Digital models Strategic Objectives of Digital Marketing</p>	<p>Digital Marketing Mix Understanding the digital Customer Digital Marketing Research Digital Marketing Philosophies Digital Marketing Processes Introduction to web presence Strategic Role of context Content, conversion, and analytics in digital marketing Building blocks of digital marketing: Digital Marketing Careers</p>
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### Module 2: Web Development

<p>Importance of a website in Digital marketing: Types of websites What is web development? Website Planning</p> <ul style="list-style-type: none"><li>• Business Objectives</li><li>• User needs</li></ul> <p>Website Content</p> <ul style="list-style-type: none"><li>• Customer Journey Mapping</li><li>• Content Formats</li></ul>	<p>Website Construction Considerations</p> <ul style="list-style-type: none"><li>• Information architecture &amp; sitemaps</li><li>• Wireframe &amp; Prototyping</li><li>• Navigation planning</li><li>• Interaction Planning</li></ul> <p>CMS Introduction &amp; Overview</p> <ul style="list-style-type: none"><li>• Popular CMS packages</li></ul> <p>WordPress</p> <ul style="list-style-type: none"><li>• Building a website using WordPress</li></ul>
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<ul style="list-style-type: none"> <li>• Website Design &amp; Process</li> <li>• Usability <ul style="list-style-type: none"> <li>○ Key terms and concepts</li> <li>○ Core principles of UX design</li> <li>○ Mobile UX</li> <li>○ Step-by-step guide to UX Design</li> <li>○ Tools of The Trade</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Themes</li> <li>○ Plugins</li> </ul> <p><b>Mobile Consideration</b></p> <p><b>Website Testing</b></p> <p><b>Web Hosting Conceptual Overview</b></p> <p><b>Website Audit</b></p> <p><b>Analytics</b></p> <p><b>Website Optimization Concepts</b></p>
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<b>AI LEVEL 1</b>	<b>AI Tools for Digital Marketing</b>
<b>Key Learnings</b>	<ul style="list-style-type: none"> <li>• Image creation for ads and social media</li> <li>• Video creation for reels and shorts</li> <li>• Social media post creation using AI</li> <li>• Email copywriting and sequencing</li> <li>• Prompt engineering for marketing</li> <li>• Use of 10 free AI tools</li> </ul>

## Module 3: Search Engine Optimization

<p><b>Introduction to Search</b></p> <ul style="list-style-type: none"> <li>• Search Engine Basics</li> <li>• Ranking Factors</li> </ul> <p><b>Power Search for SEO</b></p> <p><b>Keyword Research</b></p> <ul style="list-style-type: none"> <li>• Keyword Research Theory</li> <li>• Traditional approaches: Domain Expertise and Site Content Analysis</li> <li>• Keyword Research options</li> <li>• Keyword Research Data from Tools</li> <li>• Leveraging the long tail of keyword Demand</li> <li>• Trending, Seasonality &amp; Fluctuations in Keyword Demand</li> </ul> <p><b>On-Site Optimization</b></p> <ul style="list-style-type: none"> <li>• Making the site accessible to search Engines</li> <li>• Optimizing the Site Information Architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Semantic Search &amp; Google's Hummingbird</li> <li>• Schema.org</li> <li>• Google Authorship and Author Authority:</li> <li>• Google Knowledge Graph and the Knowledge Vault</li> <li>• Types of Content marketing campaigns</li> <li>• Building an Audience</li> <li>• Relationships and Outreach</li> <li>• Other ways to earn links</li> <li>• How Search Engines Fight Link Spam</li> <li>• Social Networking for Links</li> <li>• Social Media and SEO</li> <li>• Correlation between Social Signals and Google Rankings</li> <li>• What is the value of social signals?</li> <li>• User Engagement as a Measure of Search Quality</li> </ul>	<p><b>Local and Vertical SEO</b></p> <ul style="list-style-type: none"> <li>• Optimizing for vertical search</li> <li>• Optimizing for Local Search</li> <li>• Optimizing for Image Search</li> <li>• Optimizing for Google Shopping Search</li> <li>• Optimizing for blog search</li> <li>• Optimizing for News Search Google News</li> <li>• Optimizing for Video / Multimedia search</li> </ul> <p><b>Search Algorithms</b></p> <ul style="list-style-type: none"> <li>• Diagnosing the Cause of Traffic Loss</li> <li>• Major Google Algorithms</li> <li>• Penalties</li> <li>• Recovery</li> </ul> <p><b>SEO Strategy &amp; Planning</b></p> <ul style="list-style-type: none"> <li>• Advanced Methods of Planning and Evaluation</li> <li>• SMART Objectives</li> <li>• Creating an SEO Plan</li> </ul>
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<ul style="list-style-type: none"> <li>• Keyword Optimization</li> <li>• Content optimization</li> <li>• Duplicate Content Issues</li> <li>• Controlling Content with Cookies and Session IDs</li> <li>• Content Delivery and Search Spider Control</li> <li>• Redirect</li> </ul>	<ul style="list-style-type: none"> <li>• Document Analysis</li> <li>• Optimizing User Experience to improve SEO</li> </ul>	<b>Tracking &amp; Measuring SEO performance</b> <ul style="list-style-type: none"> <li>• Measuring SEO traffic</li> <li>• Tying SEO to conversion &amp; ROI:</li> <li>• Competitive and Diagnostic Search Metrics</li> <li>• Key Performance Indicators for Long Tail SEOs</li> </ul>
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#### Module 4: Inbound Marketing

<p><b>Introduction to Inbound Marketing: Why Inbound</b></p> <p><b>Inbound Methodology- ACCD</b></p> <p><b>Essentials of an Effective Inbound Strategy: What are the fundamentals of inbound success?</b></p> <p><b>What does inbound success look like?</b></p> <p><b>Inbound Marketing Audit</b></p> <p><b>Attract</b></p> <ul style="list-style-type: none"> <li>• Optimizing For Search</li> <li>• Creating Content with a Purpose</li> <li>• Fundamentals of Blogging</li> <li>• Amplifying Your Content with Social Media</li> </ul>	<p><b>Convert</b></p> <ul style="list-style-type: none"> <li>• Calls to Action</li> <li>• Landing Pages</li> <li>• ThankYou Pages</li> </ul> <p><b>Close</b></p> <ul style="list-style-type: none"> <li>• Email Marketing</li> <li>• Smarketing</li> <li>• Inbound Sales</li> </ul> <p><b>Delight</b></p> <ul style="list-style-type: none"> <li>• Why is customer delight so important?</li> <li>• How to delight your customer?</li> </ul> <p><b>Measuring Inbound Performance: Important Inbound Metrics</b></p>
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#### Module 5: Conversion Optimization

<p><b>Understanding Conversion Optimization: Leveraging the three components of Conversion Optimization</b></p> <p><b>Setting Conversion Optimization Goals</b></p> <ul style="list-style-type: none"> <li>• Identifying Goals</li> <li>• Using Micro Conversions vs. Macro Conversions</li> <li>• Goal Ranking</li> </ul> <p><b>Understanding the Target Audience</b></p>	<p><b>Creating Test Hypotheses Using the LIFT Model: Understanding the Hypothesis Structure, Testing the Value Proposition</b></p> <p><b>Test Setup</b></p> <ul style="list-style-type: none"> <li>• Understanding Testing Technology</li> <li>• Selecting your test type: A/B vs MVT vs Split-path vs site-wide test</li> <li>• Selecting a Testing Tool</li> <li>• Creating Test variations</li> </ul>
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<ul style="list-style-type: none"> <li>• Understanding the Prospect’s perception filter</li> <li>• Using Research Methods</li> <li>• Data Types</li> <li>• Using Segmentation to Create Relevance</li> </ul> <p><b>Prioritizing Testing Opportunities</b></p> <ul style="list-style-type: none"> <li>• Understanding and Prioritizing funnel stages</li> <li>• Prioritizing high-potential pages</li> <li>• Prioritizing high-importance pages</li> <li>• Prioritising high-ease pages</li> <li>• Creating the PIE table</li> </ul>	<ul style="list-style-type: none"> <li>• Combining Conversion Optimization with SEO</li> </ul> <p><b>Analyzing test results</b></p> <ul style="list-style-type: none"> <li>• Understanding testing- tool statistics</li> <li>• Gaining Insights from tests</li> <li>• Understanding Losing tests</li> </ul> <p><b>Key Tools, Tips, and Resources</b></p>
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**Module 6: Content Marketing**

<p><b>Introduction to Content Marketing, Importance of Content Marketing, Content Marketing Fundamentals, Business Case for Content Marketing, Content Marketing Strategy</b></p> <p><b>Journey Mapping</b></p> <p><b>Elements of Content Marketing, Content Marketing Channels, Content, and SEO</b></p> <p><b>Content and PR</b></p> <p><b>Content and Advertising</b></p> <p><b>Content Marketing for Live Events</b></p>	<p><b>Content and Customer Service</b></p> <p><b>Content and Reputation Management</b></p> <p><b>User-Generated Content</b></p> <p><b>Content Distribution and Dissemination</b></p> <p><b>Content Audit</b></p> <p><b>Analyzing Content Needs</b></p> <p><b>The Content Workflow</b></p> <p><b>Content Marketing Process</b></p> <p><b>Content Marketing Plan</b></p> <p><b>Metrics &amp; Measurement</b></p> <p><b>Content Marketing Tools</b></p> <p><b>Content Marketing and ROI</b></p>
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**Module 7: Web & Google Analytics**

<p><b>Introduction to Web Analytics</b></p> <p><b>Key Performance Indicators &amp; Analytics</b></p> <p><b>Techniques</b></p> <p><b>Segmentation</b></p> <p><b>Actionable Web Analytics Reporting</b></p> <p><b>Web Data Analysis Guide</b></p>	<p><b>Google Analytics</b></p> <ul style="list-style-type: none"> <li>• How Google Analytics Works</li> <li>• Interface Features</li> <li>• Reports</li> <li>• Some of the most popular reports are:</li> <li>• Audience</li> <li>• Acquisition:</li> </ul>
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<p><b>Qualitative Research</b></p> <p><b>Experimentation and Testing</b></p> <p><b>Competitive Intelligence Analysis</b></p> <p><b>Multi-Channel Analytics</b></p> <p><b>Dashboards</b></p> <p><b>Industry Models, Complex Measurement, and Approaches</b></p> <p><b>Social Media Analytics</b></p>	<ul style="list-style-type: none"> <li>• Campaign Tracking</li> <li>• Behavior</li> <li>• Conversions</li> <li>• Multi-Channel Funnels</li> <li>• Advanced Interface feature</li> <li>• Goals</li> <li>• Configuration Options</li> <li>• Using Reports</li> <li>• Model for Successful Analysis</li> <li>• Advanced Options</li> <li>• Tracking</li> </ul> <p><b>Introduction to Google Tag Manager</b></p>
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**Module 8: Mobile Marketing**

<p><b>Introduction to Mobile:</b></p> <p><b>Advantages of Mobile</b></p> <p><b>Mobile and the Age of Context:</b></p> <p><b>The Mobile Customer</b></p> <p><b>The Smartphone Revolution</b></p> <p><b>Rise of Hyper Local and Its Implications</b></p> <p><b>Content Consideration for Mobile</b></p> <p><b>Mobile Marketing Landscape</b></p> <p><b>Mobile Optimized Websites</b></p> <p><b>Mobile Search</b></p>	<p><b>Messaging</b></p> <p><b>Mobile Social Media</b></p> <p><b>Mobile Advertising</b></p> <p><b>Marketing through Mobile Apps:</b></p> <p><b>Mobile Commerce</b></p> <p><b>Hyper Local Marketing:</b></p> <p><b>The Future of Mobile</b></p> <p><b>Mobile Marketing Strategy</b></p> <p><b>Tools &amp; Resources</b></p>
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## Module 9: Online Reputation Management

<b>Introduction to Online Reputation Management</b> <b>Redefining Reputation</b> <b>Reputational Risk and Opportunities: Understanding Threats to Online Reputation</b> <b>Developing an Online Reputation Management Strategy</b> <b>Identifying Corporate Personality</b>	<b>Understanding Audiences:</b> <b>Achieving Messaging Consistency, Incident Management</b> <b>Crisis Management</b> <b>Building Communities of Interest: Communication via Social Media Measurement</b> <b>Reputation and the Bottom Business Line</b>
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## Module 10: Search Engine Marketing

<b>Introduction to Online Advertising, Online Advertising Concepts, Online Advertising Ecosystem, Search Engine Marketing</b> <b>Auctions and the Development of Paid Search Advertising</b> <b>Display Advertising and the Advent of Ad Networks</b> <ul style="list-style-type: none"><li>• Google Adwords</li><li>• Bing Ads</li></ul> <b>Real-Time Bidding and the transformation of online Advertising</b> <b>How Real-Time Bidding Works:</b> <b>Introduction to Programmatic Advertising</b> <b>Ad-Tech</b> <b>Advertising with Google Adwords</b>	<b>Benefits of Google Ads</b> <ul style="list-style-type: none"><li>• Account Structure</li><li>• Developing a Google Adwords Campaign</li><li>• Model for Successful Online Advertising</li><li>• Display Campaigns</li><li>• Campaign Settings</li><li>• Campaign Setup Options</li><li>• Mobile Advertising</li><li>• Video Advertising</li><li>• Shopping Campaign</li><li>• Google Adwords Reporting</li><li>• Analytics Integration</li><li>• Optimization Techniques</li></ul>
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<b>AI LEVEL 2</b>	<b>AI Agents &amp; Custom GPTs</b>
<b>Key Learnings</b>	<ul style="list-style-type: none"> <li>• Creating Custom GPTs for marketing tasks</li> <li>• Viral tweet and LinkedIn post agents</li> <li>• Brand voice and persona setup</li> <li>• Input-output logic design</li> <li>• Client-ready AI agent delivery</li> </ul>

**Module 11: Digital Marketing Strategy**

<p><b>Integrated Digital Marketing Strategy:</b></p> <p><b>Where we are: Situation Analysis</b></p> <ul style="list-style-type: none"> <li>• Audience Analysis</li> <li>• Benchmarking</li> <li>• Partner Analysis</li> <li>• SWOT</li> </ul> <p><b>Where we want to be: Goal Setting</b></p> <ul style="list-style-type: none"> <li>• Framework for Objective</li> </ul> <p>Setting: <b>How can we get there:</b></p> <p><b>Strategy Formulation</b></p> <ul style="list-style-type: none"> <li>• Strategies &amp; Strategic decisions</li> </ul>	<p><b>What will it entail: Implementation Planning</b></p> <p><b>How will we know if we succeeded: KPI Selection and Control Mechanisms.</b></p> <p><b>Where will it require: Resource Planning and Allocation</b></p> <p><b>Can we do it better?: Optimization Planning</b></p> <p><b>Bring it all together</b></p> <ul style="list-style-type: none"> <li>• Integrated digital marketing plan</li> </ul>
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<b>AI LEVEL 3</b>	<b>AI-Based App Development</b>
<b>Key Learnings</b>	<ul style="list-style-type: none"> <li>• AI application architecture overview</li> <li>• Fitness tracker and SEO tool apps</li> <li>• Data input and processing logic</li> <li>• Low-code AI app development</li> <li>• Product thinking for AI solutions</li> </ul>

**Module 12 & 13 : Social Media Marketing & YouTube Marketing**

<p><b>Introduction to Social Media Marketing</b>  <b>Business case for Social Media</b>  <b>Introduction to Social Media Platforms</b>  <b>Platforms focus on</b>  <b>Facebook</b></p> <ul style="list-style-type: none"> <li>• Platform Overview &amp; Features</li> <li>• Facebook for Networking</li> <li>• Facebook for Business</li> <li>• Content Strategy:</li> <li>• Facebook Advertising</li> <li>• Power Editor</li> <li>• Facebook Analytics</li> </ul> <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>• Platform Overview and Features</li> <li>• Twitter For Networking</li> <li>• Twitter for Business</li> <li>• Content strategy for Twitter</li> <li>• Advertising on Twitter</li> <li>• Twitter Analytics</li> </ul>	<p><b>LinkedIn</b></p> <ul style="list-style-type: none"> <li>• LinkedIn For Professionals</li> <li>• LinkedIn for Business</li> <li>• Advertising on LinkedIn</li> <li>• Content Strategy for LinkedIn</li> <li>• LinkedIn Metrics</li> </ul> <p><b>Google+</b></p> <ul style="list-style-type: none"> <li>• Platform Overview &amp; Features</li> <li>• Advantages of the Google Ecosystem</li> <li>• Advertising on Google+</li> <li>• Google+ Analytics</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• Platform Overview and Features</li> <li>• Video Marketing Concepts</li> <li>• Advertising on YouTube with Google Adwords</li> <li>• YouTube Analytics</li> <li>• Best Practices</li> </ul>	<p><b>Pinterest</b></p> <ul style="list-style-type: none"> <li>• Platform Overview &amp; Features</li> <li>• Using Pinterest in your Social Media Marketing Mix</li> <li>• Content Strategy for Pinterest</li> <li>• Using Pinterest to drive sales</li> </ul> <p><b>Social Media Strategy &amp; Planning</b></p> <ul style="list-style-type: none"> <li>• Situating Social in Digital</li> <li>• Creating an effective Social Media Strategy</li> <li>• Identifying KPI</li> <li>• Putting Together A Social Media Marketing Plan</li> </ul> <p><b>Measuring Performance of Social Media</b>  <b>Social Media ROI</b></p>
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**Module 14: E-Commerce Marketing**

<b>Introduction to E-Commerce</b> <b>E-Commerce Foundation Principles</b> <b>Ecommerce Project Essentials</b> <b>Legal Considerations for Selling Online</b> <b>Multi-Channel Considerations</b> <b>Planning for E-Commerce Website</b>	<b>Shopping Advertising with Google Adwords</b> <b>Landing Pages</b> <b>Testing &amp; Conversion Optimization</b> <b>Content Marketing for Ecommerce</b> <b>Ecommerce and Social Media</b> <b>Affiliate and Partner Marketing</b>
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<b>Key Elements of an E-Commerce</b> <b>Website Pre-Launch Testing</b> <b>Ecommerce Marketing</b> <b>SEO for Ecommerce</b>	<b>eCRM for Ecommerce</b> <b>Ecommerce Analytics</b> <b>Tools &amp; Resources</b>
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**Module: 15 & 16 (Google AdSense, Affiliate Marketing)**

<b>Blogging &amp; AdSense</b> <ul style="list-style-type: none"> <li>• Introduction to Blogging</li> <li>• Basics of Effective Content Creation</li> <li>• Niche V/S Mass</li> <li>• Setting up your own blog</li> <li>• Tips, Tricks &amp; Tools</li> <li>• Introduction to Google AdSense</li> <li>• Blogger to publisher</li> <li>• Is your blog AdSense ready?</li> <li>• Qualifying and signing up for AdSense</li> <li>• Google AdSense policies</li> <li>• Various forms of Google AdSense</li> <li>• Optimizing for AdSense</li> <li>• Principles of Ad and Keyword Placement</li> </ul>	<ul style="list-style-type: none"> <li>• AdSense Analytics</li> <li>• Important tips and tricks</li> </ul> <b>Affiliate Marketing</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• How Affiliate Marketing Works</li> <li>• Types of Affiliate Marketing</li> <li>• Opportunities</li> <li>• Best Practices</li> <li>• Major Affiliate Networks and Their Best Practices <ul style="list-style-type: none"> <li>○ Amazon</li> <li>○ Rakuten</li> <li>○ EBay</li> <li>○ Click Bank</li> </ul> </li> </ul> <b>Affiliate Marketing Tools</b>
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**Module: 17 SEO Tools**

**SEO Tools**

**Google Webmaster Training**

**Other SEO tools such as Alexa and WooRank**

**AI LEVEL 4****AI Workflow Automation****Key Learnings**

- Make.com, Vaapi, and n8n overview
- Triggers, actions, and conditions
- Content and publishing automation
- Lead and email workflows
- AI-based reporting systems

**Module 18: Email Marketing**

**Introduction to Email Marketing**  
**Foundations of Email Marketing**  
**Importance of Email Marketing**  
**Email Types**  
**Understanding the Economic Impact of Email**  
**Permission Marketing & its benefits**  
**Permission types**  
**Email Marketing Tools**  
**Deliverability**

- Filtering, Bouncing, and Blocking
- Non-Technical issue
- Technical Issues

**List Building & Profiling**  
**Onboarding & Welcome Emails,**  
**Persuasive Email Design, and Body**  
**Content Tracking**

- Why Tracking is important
- How Email Tracking Works

**Seasonality**  
**Targeting & Personalisationwith**  
**Inactivity**  
**Landing Pages**  
**Quality Assurance & Disaster Planning**  
**Unsubscribe Process**  
**Testing & Measurement**  
**Feedback**

- Benefits of Subscriber Feedback
- Asking the Right Questions
- Four Key Places to Collect Feedback

**Strategic Perspective on Email Marketing**

- Subscriber Lifecycle
- Permission & List Growth
- Inbox Placement
- Relevance
- Rendering
- Email Frequency

**Module 19: Black Hat Fundamentals****Black HAT SEO Orientation****Black Hat Techniques (6+ techniques)**

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