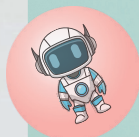
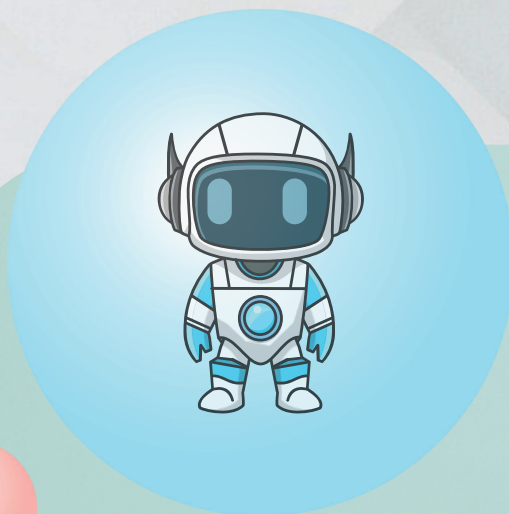
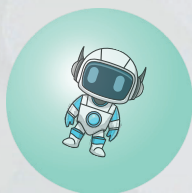




# AI-Powered Offline Digital Marketing Program



**100+**

Core Marketing  
Skills

**24×7**

Guidance &  
Support

**5+ Years**  
of Experience  
Trainer



**4.9\***  
Rating





Recognized by



अगर आप एक graduate हैं जो अच्छी job की तलाश में हैं, या एक housewife हैं जो घर संभालते हुए भी अपनी पहचान बनाना चाहती हैं — तो यह course सिर्फ आपके लिए बनाया गया है।

आज का ज़माना Digital Marketing और AI का है। हर छोटा-बड़ा business अपने products और services को online ले जा रहा है, लेकिन उन्हें ऐसे trained professionals की सख्त ज़रूरत है जो इस काम को समझते हों।

WebOps Academy का AI-Powered Digital Marketing Program आपको वो सारी skills सिखाता है जो आज की market में सबसे ज़्यादा demand में हैं — वो भी बिल्कुल practical तरीके से।

इस program में आप सीखेंगे:

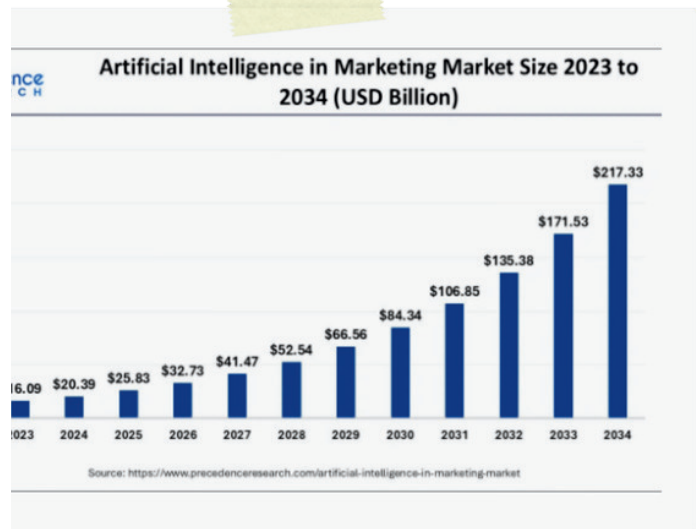
- कैसे clients को ढूँढ़ें और उन तक पहुँचें (Lead Generation)
- कैसे India और विदेशों से projects लें (Global Client Acquisition)
- कैसे AI tools का इस्तेमाल करके बड़े-बड़े campaigns चलाएँ
- कैसे अपना खुद का digital marketing business शुरू करें

यह course केवल theory नहीं है — यह real-world training है जहाँ आप सीखते-सीखते काम भी करेंगे। चाहे आप job चाहते हों, freelancing करना चाहते हों, या अपना खुद का business शुरू करना चाहते हों — WebOps आपको वहाँ तक पहुँचने का पूरा रास्ता दिखाएगा।

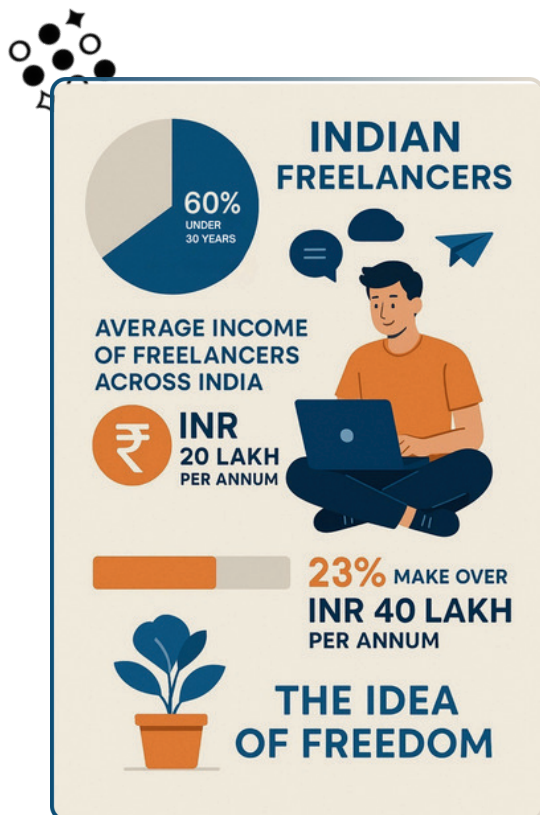
अब बस सोचना नहीं, करना है success — बस एक कदम की दूरी पर है।

# AI-Marketing #Facts

सोचिए — AI Marketing की दुनिया 2024 में 20 billion dollars की थी, और सिर्फ एक साल में यह 25 billion dollars से भी ज़्यादा हो गई। 2034 तक यह 217 billion dollars की industry बनने वाली है। यह सिर्फ numbers नहीं, यह opportunities हैं — और ये opportunities अभी आपके सामने हैं।



by precedence research



अभी दुनिया में जो सबसे बड़ा opportunity है, वो है AI-Powered Digital Marketing — और WebOps Academy का award-winning program इस field में आपका golden ticket है। जहाँ दूसरे अभी तक traditional methods use कर रहे हैं, वहीं आप AI tools से lead generation, international client acquisition और business leadership में expert बन जाएंगे

# What Our Learners Say

Insights and experiences shared by learners from WebOps Academy.



WebOps Academy - Learn AI Powered Digital ...  
Shop No 3, Second floor, near Novelty Store, Rak...

★★★★★ Edited 5 months ago

I recently completed the Web Development course at WebOps Academy, and I'm extremely satisfied with my learning experience. A special thanks to Neeraj Sharma Sir, who was my instructor. He is highly knowledgeable and supportive, his ... [More](#)



WebOps Academy - Learn AI Powered Digital ...  
Shop No 3, Second floor, near Novelty Store, Rak...

★★★★★ 5 months ago

WebOps was a very good academy. I learned a lot of useful skills that helped me in my job. The teachers were helpful and explained topics clearly. The classes were interesting, and I felt more confident in web development after joining.



WebOps Academy - Learn AI Powered Digital ...  
Shop No 3, Second floor, near Novelty Store, Ra...

★★★★★ 5 months ago

The best part about learning here is the way they teach—so simple and clear! They always give up-to-date knowledge and use examples from real life, which helps us to remember the concepts easily. I remember that "variables" are like kitchen boxes that hold the data ;) Thank you Neeraj sir.



WebOps Academy - Learn AI Powered Digital ...  
Shop No 3, Second floor, near Novelty Store, Rak...

★★★★★ a year ago

Great platform to boost your career, Tech team is very supporting.  
Always setting you on right paths and right technologies.  
... [More](#)



WebOps Academy - Learn AI Powered Digital ...  
Shop No 3, Second floor, near Novelty Store, Rak...

★★★★★ a year ago

This is amazing that finally we have an institute in Una that can compete with institutes of big cities like Chandigarh and Delhi, Sir not only teach you programming but also provide useful insights to stand out from crowd



WebOps Academy - Learn AI Powered Digital ...  
Shop No 3, Second floor, near Novelty Store, Rak...

★★★★★ a year ago

Never thought programming could be so easy, Neeraj sir explained fundamentals of programming using kitchen examples, now I know exactly how to develop backends for websites

## Module-1

### **Marketing Foundation & Intro to Digital marketing**

- What is Digital Marketing How Digital
- Marketing Can Help You? Traditional
- Marketing VS Digital Marketing

### **Marketing Foundation & Intro to Digital marketing**

- Digital Marketing Channels Overview
- Customer Journey & Online Consumer
- Basics of Branding & Online Presence



# CURRICULUM

## Module-2



### Website Planning & Development for Business.

- Web Designing Agency Business Models
- Website Design Proposals- Understand, Design &
- Website Building Pitch Deck
- Types of Websites for Sale in The Market
- Building Blocks of an Agency Website



### Using AI for Website Branding & Naming

- AI Prompts to Generate Brand Names & Tagline
- Generative AI to Build Site Building Silo Structure
- AI Tools to Generating Web Designing Ideas - lovable / Hostinger Horizon
- Understanding Domain & Hosting
- Choosing the right domain & hosting

Tools:





## No Code Website Building Using AI

- Understanding content management system
- Introducing WordPress & Control Panel
- Selecting themes, Plugins, widget
- Working with plugins
- AI Page Builders
- Understanding creating categories, tags, pages,
- Publishing Blogs
- Creating Users & Super Users
- Website Backup Techniques



## No Code Website Funnel

- AI Powered Landing Pages and Thank You Page
- Integrating Forms & Exporting Leads to Google Sheet & Email



Tools:



# CURRICULUM

## Module-3

### AI-Powered Market Research & Go-To-Market Strategy



#### Foundation to Modern AI Powered Marketing

- Introducing AI Powered Modern Performance Marketing
- Old Digital Marketing VS Modern AI Marketing



#### AI Powered Market Research – Consumer, Market & Competitor Analysis

- Top 5 LLM Tools for Market Segment Research Top
- 5 GPT tools Ideal Client Profiling / Persona Use AI
- for Positioning and USP Marketing Ideas with
- Generative AI Top 5 AI tools & Extensions for
- Competitor Analysis



Tools:



# CURRICULUM

## Module-4

### Lead Generation Powered by Generative AI

- AI-God-Mode Funnel
- Type of Leads ( Cold, Warm, Hot, MQL & SQL )
- Understanding Traffic Sources to Get Sales/Clients
- 5 Lead Sources Generate Clients
- How to Train Your GPT to Suggest Offers
- Building a Can't-Say-NO Offer using P.A.S AI Prompts
- Building Your First Offer Using A.I.



Tools:



## Module-5

### A.I Powered Landing Pages, Automation & Appointment Setup

- Using AI Generated Landing Pages
- AI Prompts for Generating Landing Page Copy
- AI Automation Setup for Lead Nurturing
- Lead Form Integration & Appointment Setup



Tools:



# CURRICULUM

## Module-6

### Generative AI & Super Agents for Designing, AI Models, & Creative Art

- A to Z of Canva
- Canva Magic Studio
- 2 D & 3D Animations
- Text to Image Generator
- AI Avatars + Voiceover for Product Demos
- Text-to-Video (T2V) AI Models
- Image-to-Video ( I2V ) AI Models for eCommerce Photo shoot
- Text to Sales Presentation ( AI Infographic Generator )
- Plethora of Hottest AI tools



Tools:



## Module-7

### A to Z of Google Analytics 4 ( Part 1 )

- Setting Up Google Analytics
- Google Analytics Dashboards
- Acquisition Overview
- Audience Overview
- Behavior Overview
- Reporting
- Understanding The Reports
- You Achieve Your First Google Certification

Tools:



# First Term Assessment

Regular quizzes, exams, and assessments at WebOps reinforce learning, boost retention, and track each student's progress effectively.

They also build confidence by identifying strengths and areas for improvement in real-world digital marketing scenarios.



# CURRICULUM

## Module-8

### Social Media Content Strategy- LIGHT HOUSE TECHNIQUE

- Top 5 Social Media Traffic Sources to Get Clients & Buyers
- Using AI to build Social Media Calendar
- Done-For-You Social Media Strategy
- CTAs to Convert Influence into Sales
- Assignment - Building Your Own Social Media Calendar
- Importance Of Omnipresence Mapping Social Media To Marketing Funnel

Tools:



## Module-9

### Self Learning Modules

#### Prompt Engineering For Success in Life, Career & Business ( Self Learning)

- Learn how to talk to AI
- Conversational A.I
- Bad Prompt VS Good Prompt
- Prompt Engineering Template: 7-Part Formula
- Real-Time Examples by Domain
- Use Cases of Prompt Engineering in Marketing, Coding, Creatives, Education
- Tips to Improve Your Prompts
- All OpenAI Prompts Library to Run Your Business



# CURRICULUM

## Module-10

### Video Marketing for the business (inbound marketing)

- AI Prompts Creating Scripts for Short Form & Long Form Videos
- AI Prompts for AD Copy Video Script
- Case Studies Agency Owners & Freelancers
- Making Talking Head, B-Roll, & Skit Style AD Commercial
- VSL for Freelancers & Agency Owners
- VSL for E-Commerce Business To Generate Site Visitors



### Video Production Home Studio Setup & Equipment

### Self Learning

- Scripting Techniques
- Cost Effective Mic Setups
- Cost Effective Lighting Set Up
- Smartphones & Cameras Walkthrough
- Video Shooting Apps
- Creating Stunning Back Ground
- Budgeting & Hacks
- Filmora
- Kine Master

**Recorded**



## Module-11

### Video Optimization, Keywords & Thumbnail

- Complete Toolkit for Video Creation, Optimization & YouTube Growth
- AI-Powered Tools for Video Editing, Scripting & YouTube SEO
- All-in-One Solution for Video Production & Channel Optimization
- Thumbnails, Titles & YouTube SEO with the Right Tools
- Essential Tools for Creating & Optimizing High-Performing Videos

Tools:



## Module-12

### Performance Marketing, Measurement, & Tracking

- Fundamentals of Performance Marketing
- KPIs & Metrics for Performance Measurement
- Tracking parameters & setup
- What to do before taking the Performance Marketing Project
- Create Custom Reports in Google Analytics 4
- Mistakes most of marketers did in performance marketing
- Track users from Clicks to Closing
- Different Tools to use for Performance Marketing
- CRM Overview & Track Users Sales Journey & Cycle
- Build CRM in Google Sheet & Track Sales Team Performance
- Microsoft Clarity for CRO analysis

**Tools:**



## Module-13

### Linkedin marketing

- Using AI to Build a Killer LinkedIn Profile
- SSI LinkedIn Score
- Eye-Opening LinkedIn Stats
- Building a Database from Business Directories
- Y Combinator, Product Hunt, Yelp, Beta List, Etc..
- Database Building
- Connect Decision Makers in a personalized way
- Messaging Scripts & Lead Magnets
- Using Groups Authentically to Sell

- Getting International Clients LinkedIn Boolean
- Search Operators LinkedIn Sales Navigator
- 100 Minutes LinkedIn Growth Strategy
- Checklist to Build a Personal Brand Checklist
- to Build a Killer Post Finding Remote USA, UK
- & Global Jobs How to bypass the Limited
- Messaging Feature
- 

**Tools:**



## Module-14 Email Marketing

- Understanding ROI of Email Marketing
- Integrating Email Automation with Website
- Email Marketing And Funnel Automation
- Creating Forum With Sendinblue, Mailchimp, & Get Response
- Building Your First Email Campaign
- Email Scheduling And A/B Testing
- Building Automation Email Sequence
- AIDA Model for Writing Business Email
- HTML Email Templates
- How to Get More Email Signups
- How to Increase Email Open Rate



## Module-15 Email Automation

- Choose target segment according to the segments
- 1st & 3rd part data
- Different-different email marketing tools
- Setup email sequences using AI

**Tools:**





# Mid-Term : Assessment

Regular quizzes, exams, and assessments at WebOps reinforce learning, boost retention, and track each student's progress effectively.

They also build confidence by identifying strengths and areas for improvement in real-world digital marketing scenarios.



## Module-16 Google Ads

- Understanding Ad Investment
- Mindset How successful Advertisers Think & Act
- Fundamental Of Google Ads
- Where Do Google Ads Appear
- Types of Google Ads
- Objectives of Ads Hierarchy of Google Ads Account
- Understanding Billing
- Introducing Search Ads Account, Campaigns, Ad Sets, Ad Copies
- Google Search Ads Campaign Hierarchy
- Walkthrough Setting Up Your First Search Ad Campaign
- Client Project Keyword Research & Campaign Creation
- Understanding Ad Position
- Quality Score Ad Rank



### Tools:



- How to Set Budget Bid Strategies of Google
- Search Ads Understanding Negative Keywords
- Modifiers Understanding Ad Extensions Sp yfu
- & SEMRush for Search Ads Writing Killers
- Search Ad Copies Google Search Ads Budget
- Calculation Advanced Google Search Ads ROI
- Calculation Advanced Google Search Ads
- Media Planning



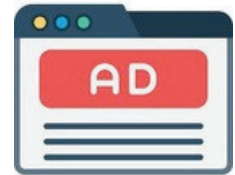
## **Google Video Ads**

- Introducing YouTube Ads
- Where Do YouTube Ads Appear?
- Types of youtube video ads
- Skippable, Non-Skippable, Bumper, Story Telling Ads, In Feed & YouTube Mast Head Ads
- Types of Bids to use on different types of youtube video ads
- Different types of video ads campaign purpose
- Difference between conversion based & normal video ads campaign
- Running YouTube Ads to Gain More Subscribers
- Running YouTube Ads to Gain More Leads
- Video Optimization to Low Down CPV



## Google Display Ads

- Psychology of Display Ads
- Where do display ads appear?
- Importance of Display Ads in Ad Funnels
- Types of display ads
- Understanding Display Network
- Display ads sizes
- Different types of bidding strategy & their use case
- Core understanding of Google display network
- Ad Copy Size & Resolution
- Understanding Audience, keywords, topics & placement targeting
- Running Your First Display Ad Campaign
- Setup normal & responsive display ads



## Google Ads Optimization

- Psychology of Display Ads
- Where do display ads appear?
- Importance of Display Ads in Ad Funnels
- Types of display ads
- Understanding Display Network
- Display ads sizes
- Different types of bidding strategy & their use case
- Core understanding of Google display network
- Ad Copy Size & Resolution
- Understanding Audience, keywords, topics & placement targeting
- Running Your First Display Ad Campaign
- Setup normal & responsive display ads





## Google Ads Remarketing & Custom Audience

- What is remarketing?
- Benefits of remarketing
- Ingredient to do remarketing
- Importance of cookies on remarketing
- Setup remarketing using GTM
- What is server side tracking & importance?
- Create custom remarketing audience according to user stage
- Create website, landing page, thankyou page audience
- Create remarketing audience on the basis of different visits on website
- Understand of OR & AND concept
- Create video based audience
- Create database audience
- Setup conversion based remarketing campaign



## Advanced Google Ads Conversion & Enhanced Conversion Setup

- What is conversion in Google ads?
- Types of Conversion
- Setup all types of conversion using GTM
- Setup conversion on account goal basis
- What is Enhanced Conversion and How does it work?
- Importance of Enhanced Conversion
- Types of Enhanced Conversion
- Setup Enhanced Conversion using GTM



## Module-17 Meta Ads Mastery

(LIVE Sessions)

- Understanding the Importance of a Meta Business Account
- Setting up Your Business on Meta
- GST Registration for your business
- Setup Payment Methods & Business Documents
- Campaign Setup
- Building a Strong Foundation



### Create Campaign

- Accessing Meta Ad Manager
- Ads Manager Encompassing different campaigns
- Managing different Campaigns within Ads Manager
- Payments & Billing Ads Manager
- Setting the stage for successful Advertising



### Campaigns and Strategies of Campaigns

- SELF Method and AI way to win Meta Ads game-Awareness level,Audience and sophistication Market(from budget planning to profit)
- Eight Main Objectives of Meta Campaigns
- Purpose Behind Each Campaign Goal
- Bidding Strategies

## **Ad Sets**

- Overview of Ad Sets
- Exploring Audience Alternatives
- Placement Strategies
- Setting Ad Budgets

## **Crafting Effective Ad Creatives**

- Crafting Ad Creatives (Descriptions & CTA-Call to Action)
- Analysing Ad Performance Metrics

## **Audience Targeting**

- Saved Audience
- Custom Audience
- Lookalike Audience
- Size of Audience



## **Crafting Compelling Creatives**

- Images, Static, Video, Carousel Formats
- Facebook Ad Descriptions
- Crafting CTAs
- Writing Long Descriptions



## **Landing Page and Domain Verification**

- On-Platform Campaigns
- Off-Platform Campaigns
- DomainVerification Meta
- Pixel Setup



## **Events and Trackers**

- Facebook Pixel
- Event Manager
- Why Events Matter
- Conversion API
- Facebook & LinkedIn Integration



## The Math of Meta Ads

- The Importance of ROAS (Return on Ad Spend)
- Understanding CPM (Cost per Mille)
- Maximise CTR (Click-through Rate)
- Understanding CPC (Cost per Click)
- The Role of Impressions in AD Performance
- Managing Ad Frequency
- Enhanced Engagement
- Calculating and Lowering CPA (Cost per Acquisition)
- Conversion Rates
- Interpreting Performance Metrics for Optimal Campaign Performance
- Budget planning (Micro-budget Mastery)

Tools:



FACEBOOK  
ADS LIBRARY



## Module-18

## Instagram Marketing For Business

- What Exactly Is Instagram- Busting The Myth!
- Why Instagram For Business
- Instagram Stats
- Types of Accounts
- Instagram funnel
- Instagram Optimization For Greater Visibility Instagram Post- Types & Rules
- Types of content (Post/ Stories/Reels/crousal )
- Hashtag research
- Instagram Content Calendar
- Why people will follow you on Instagram

- DM automation with tools like ManyChat
- Comment-to-DM lead magnet delivery
- Story funnels with urgency and CTA
- Retarget Instagram engagers via Meta Ads
- Influencer whitelisting for trusted reach
- Optimized bio link to multi-step funnel
- Use Instagram Broadcast Channels for VIP lead drops
- Reels with client testimonials + CTA
- CRM integration with IG DM automation
- UGC campaigns with lead-focused CTAs
- A/B testing hooks, creatives, and CTAs
- Strategic carousel posts with soft-sell CTA

Tools:



## Module-19

### Fundamentals of Search Engine Optimization

- How a search engine works
- What is Web Space?
- How does web hosting work?
- Stages of Google Search
- What is crawling & indexing?
- What is Search Engine Optimization (SEO)?
- What is Google Ultimate AIM?
- Types of SEO



### Keyword Research Fundamental

- What is the keyword?
- Types of keyword research based on user intent
- What is the Informational Keyword?
- What is the Commercial Keyword?
- What is the Transactional Keyword?
- What is the Navigational Keyword?
- Practical of keyword research process
- Client website Keyword research task



## On Page SEO

- What is On-Page SEO?
- On-Page SEO Elements
- What are its Characteristics?
- What is Rich Media?
- HTML Elements & Meta Tags
- Plugins to Implement On-Page SEO
- How to do On-Page SEO of Articles & Pages?



## What is a website audit, and why is it important for seo?

- Why Website Audit & Its Importance?
- Different tools for SEO audits
- What is Screaming Frog?
- Do a Website Audit using Screaming Frog



## Technical SEO

- What is robots.txt?
- How Robots.txt file appear?
- Format and location rules
- Why is Robots.txt important?
- What are XML- Sitemap?
- Types of Sitemap
- What does an XML sitemap look like?
- How to implement a Sitemap using Yoast Seo?
- What is page speed?
- What is Google Search Console, and its primary function?
- What is Schema Markup?
- Importance of Schema Markup?
- History of Schema Markup
- What does Schema or Structured Data look like?



### Tools:





## Fundamental of Off Page SEO

- What is Off-Page SEO?
- What are links?
- What is Link Popularity?
- What are backlinks?
- What is Anchor text?
- Importance of backlinks
- What is Link Building & how it works?
- What is DA, PA & PR?
- Types of Links, No Follow & Do Follow
- Types of Backlinks



Tools:



## Link Building Strategy

- Things to Keep in mind for Off-Page SEO Projects
- Backlinks Creation Strategy using competitor analysis
- Things required to create backlinks
- Dark side of backlinks building
- Backlinks reporting template
- Source for link building





## Backlinks Creation

- Infographic submissions
- Image submissions
- Web 2.0 submissions
- Article submissions
- Blog submissions
- PDF/PPT submissions
- PR submission
- Social Bookmarking



## Advanced Link Building & Optimization

- Finding keyword Competition
- Strategizing link building campaigns
- Google operators
- Competition analysis
- Creating SEO Roadmap
- Link Outreach techniques
- Guest Posting
- Broken link-building
- SEO tools: Ahrefs SEMrush
- Quality Vs Quantity
- Anchor Text Optimization
- SPAM Links
- Link Building Campaign





## Local & Programmatic SEO

- What is Local SEO?
- Types of keywords for Local SEO
- Setting up GMB Account/Profile
- Checklist to Optimize GMB Profile
- What is Programmatic SEO?
- Types of keywords for Programmatic SEO
- How to do programmatic SEO?



## Building SEO Projects Strategy & Roadmap

- How to check client requirements?
- How to do pricing?
- Steps to follow for SEO Projects
- How to align client requirements with SEO Projects?
- SEO scheduler & checklist



## Voice Search Algorithm (Self Learning)

- Future of Voice
- Voice Search Industry
- Virtual Assistants
- Voice Search Algorithms

## Module-20

## Marketing Automation

### 1. Introduction

- How automation saves time and money
- Busting myths about automation (e.g., “it’s too techy,” “it’s expensive”)

### 2 Tool Stack Overview

- A hands-on walkthrough of the tools that will be used in the live demo
- Pabbly Connect / Zapier – Automation builder Google Forms + Google
- Sheets – For data collection WA Web Plus / AiSensy / Interakt –
- WhatsApp automation Gmail – Auto email replies ChatGPT + OpenAI –
- Content automation (caption, emails, replies) Calendly / Google
- Calendar – Appointment-based automation

### 3 Live Automation Demos

- Real-time, practical walkthroughs of building automations from scratch
- Demo 1: Google Form → Email + WhatsApp + Trello
- Use case: Lead capture and onboarding
- Demo 2: ChatGPT + Google Sheet → Auto Content Creation
- Use case: Instagram captions from keywords (OpenAI API)
- Demo 3: Payment Received → WhatsApp Invoice + Email
- Use case: E-commerce or freelancers sending automated receipts
- Demo 4: Calendly Booking → WhatsApp Reminder
- Use case: Consultation/meeting confirmation and reminders

- Demo 5: Feedback Form → Testimonial Request Email + Task
- Use case: Collecting reviews after service delivery

#### 4. Business Use Cases

- Ready-to-use scenarios for marketers, freelancers, and agencies
- Monthly client reporting automation
- Follow-up reminder for leads
- Cold outreach sequencing using Gmail
- Course enrollment automation (form to LMS + welcome email)
- CRM automation for handling leads
- WhatsApp chatbot triggers
- Re-engagement campaigns for inactive leads
- Employee task onboarding automation

**Tools:**





# Final-Term: Assessment

Regular quizzes, exams, and assessments at WebOps reinforce learning, boost retention, and track each student's progress effectively.

They also build confidence by identifying strengths and areas for improvement in real-world digital marketing scenarios.



# ALL CERTIFICATION

Main



WebOps A.I. Enabled Performance Marketing Certification

Others



WebOps Internship Certification





Powered by



# From Zero to AI Marketing Leader



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