



# ***Diploma in Digital Marketing with AI***

## ***3 MONTHS - ONLINE***

- The course instructs on effectively promoting products or services through digital platforms such as Facebook, Instagram, Google, YouTube, and more
- It covers website development, search engine marketing, affiliate marketing, and the most effective and innovative digital marketing techniques

## COURSE SPECIFICATIONS

- Mode of Teaching - Online ( Daily 2 hours)
- Eligibility: Plus Two & above

Candidates must have a laptop with an external keyboard

## MORE ABOUT THE COURSE

- The classes are conducted online and led by professional digital marketers with industry experience
- The course focuses on artificial intelligence to enhance digital marketing strategies digitally
- Two - month internship upon completion of the study course.

## TOPICS TO STUDY

**Module 1:** Introduction to Digital Marketing

**Module 2:** Basics of HTML & CSS

**Module 3:** Basic Website Development - CMS

**Module 4:** Search Engine Optimization & Assignment

**Module 5:** Search Engine Marketing

**Module 6:** • Social Media Marketing

- Google Tag Manager

- Google Analytics
- Affiliate Marketing
- Strategy Making

## WHAT IS DIGITAL MARKETING?

It is the process of promoting products or services through online channels and platforms, engaging with customers, and driving business growth. It encompasses a wide range of strategies and techniques, such as social media marketing, search engine optimization (SEO), content marketing, email marketing, and online advertising. The goal of digital marketing is to reach and connect with target audiences in a more personalized and cost-effective way compared to traditional marketing methods



# WHY SHOULD YOU STUDY DIGITAL MARKETING WITH AI?

Studying Digital Marketing with AI can help you learn how Artificial Intelligence helps achieve marketing goals more effectively.

How does it work?

- **Enhanced Data Analysis:** AI can help analyze vast amounts of data quickly and accurately, providing valuable insights into consumer behavior, market trends, and digital campaign performance
- **Personalized Marketing Strategies:** AI can help create personalized marketing campaigns leading to higher engagement and conversion rates
- **Automation and Efficiency:** AI-powered tools can automate repetitive tasks, streamline processes, and optimize marketing efforts, saving time and resources
- **Competitive Advantage:** By leveraging AI in digital marketing, someone can stay ahead of the competition and adapt to changing market dynamics more effectively
- **Continuous Learning and Improvement:** AI algorithms can learn from past data and interactions to continuously improve marketing strategies and outcomes over time

## STUDENTS CAN BE PLACED IN THE FOLLOWING JOB ROLES:

- Digital Marketing Specialist
- Social Media Manager
- SEO Specialist
- Content Marketing Manager
- Email Marketing Specialist
- PPC Specialist
- Digital Marketing Analyst
- E-Commerce Marketing Manager
- Digital Marketing Coordinator
- Influencer Marketing Manager

## WHY LUMINIS?

We assure these to students:

- 100 % Placement Assistance
- Facility for a 2-month Internship
- Economical Fee structure
- Course developed as per international standards
- Ensures you the best online learning experience
- Special training to improve typing skills
- Transparent and authentic evaluation system





## CONTACT US

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Vazhuthacaud, Trivandrum -  
695 014. Call: +91 85940 02111,  
85940 03111, 85940 04111

### ERNAKULAM

2nd Floor, Commercial Building,  
Near Little Flower Church, Sahodaran  
Ayyappan Road, Elamkulam, Kochi,  
Kerala - 682 020. Call: +91 85920 99944,  
8589995591

### ERNAKULAM II

1st floor, Matchpoint Building, Near Sree Durga  
Temple, Subhash Chandra Bose Road,  
Jawahar Nagar, Elamkulam, Ernakulam, Kerala 682020  
Call: +91 98460 83088, 98460 28988

### PERINTHALMANNA

Central Complex, Next to EK Lodge,  
Perinthalmanna Traffic Junction,  
Calicut Road, Perinthalmanna- 679 322  
Call: +91 85928 33344, 85928 66644

### CALICUT

2nd Floor, Dream World Complex,  
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### KANNUR

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