



AI Integrated **Digital Marketing** **And Graphic design**



AI Integrated Digital Marketing And Graphic design

03
MONTHS

Practical
Learning

300+

Learning
Hours

01+

Expert
Mentors



About Us

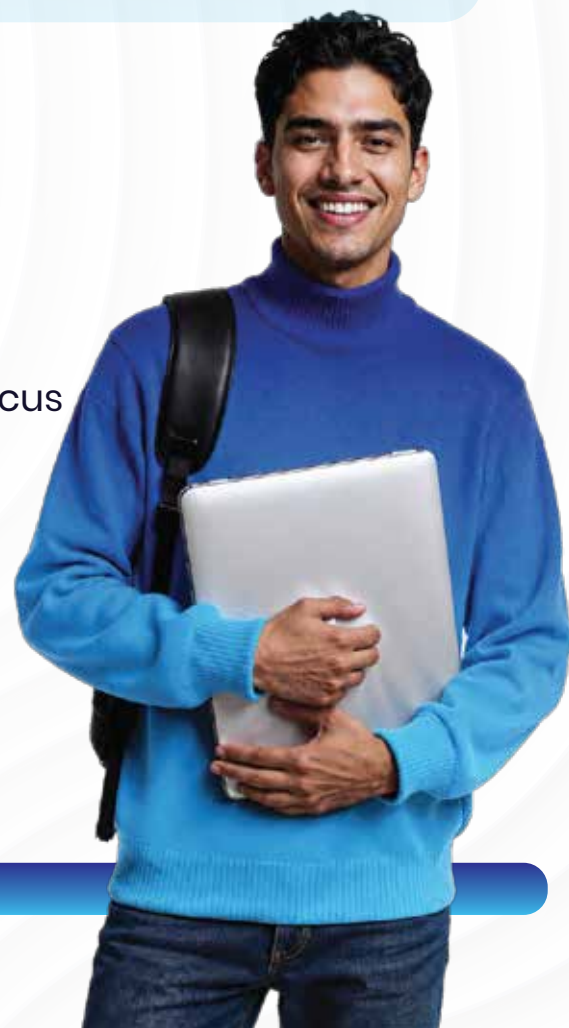
Adgine Academy is a next-generation ai integrated digital marketing institute built on real agency experience. We combine practical training, live projects, and industry-focused learning to help students master the skills required in today's digital landscape. With expert mentorship, internship opportunities, and placement support, we prepare learners to build successful careers, freelance confidently, and drive real business growth through digital marketing.



Why choose Adgine academy

Our core vision is to create industry-ready digital marketing professionals who can drive real business growth through practical skills and strategic thinking. At Adgine Academy, we go beyond traditional classroom learning by providing hands-on training, live project experience, and exposure to real-world marketing campaigns. Our goal is to bridge the gap between learning and industry requirements, empowering students to build successful careers, freelance opportunities, and entrepreneurial ventures in the digital space.

- Agency-Based Digital Marketing Training
- Live Projects & Real Campaign Experience
- Internship Opportunities in Our Agency
- Placement & Career Support
- Industry-Relevant, In-Depth Curriculum
- Performance Marketing & Lead Generation Focus
- Latest AI Tools & Marketing Trends



“OUR JOURNEY BEGAN WITH A GAP”



Students were learning digital marketing, but not experiencing the real industry

The industry demanded practical skills, while training remained largely theoretical.



Because the future belongs to marketers who can create impact, not just impressions.

That's when ADGINE Academy was born!!

Course Modules

Foundations of Digital Marketing & AI

- Introduction to Digital Marketing - evolution, ecosystem, landscape
- Traditional vs Digital Marketing - key differences, industry shift
- Marketing Frameworks: AIDA, RACE, 4Ps, POEM - practical application
- Inbound vs Outbound Marketing
- Marketing Funnel & Customer Journey Map
- Role of Digital Media in Modern Business
- Career Paths in Digital Marketing - roles, salaries, scope
- Introduction to AI in Marketing - tools overview, prompt engineering basics
- Setting up your Digital Marketing Toolkit (accounts, free tools)

Audience Research & Customer Personas

- Customer Segmentation - demographic, psychographic, behavioural, geographic
- Creating B2B & B2C Customer Personas (avatars)
- Customer Touch Points & Moments of Truth
- Competitor Analysis - frameworks & tools (SpyFu, Semrush)
- Market Research methods - surveys, interviews, web analytics
- Consumer Psychology & Buying Behaviour
- Google Trends for audience insight
- Marketing Psychology - using psychology in copy & campaigns

Branding, Content Strategy & Copywriting

- What is Branding?
- Branding vs Marketing vs Advertising
- Personal Branding (LinkedIn)
- Brand Positioning, Value & Online Reputation Management (ORM)
- Content Marketing as the Backbone of Digital Marketing
- Content Writing vs Copywriting – differences & use cases
- Writing Catchy Headlines, Taglines & CTAs
- Copywriting for different platforms (ads, emails, landing pages)
- Content Calendar Planning & Content Strategy
- Blog Writing Process & SEO-optimised content
- Brand Audit & SPEC AD creation

Graphic Design & Visual Content Creation

- Design Principles: hierarchy, contrast, whitespace, alignment
- Canva – posts, carousels, thumbnails, presentations, reels covers
- Brand Kits – colors, fonts, logos in Canva
- Color Psychology & Typography in Content
- Photoshop Basics – photo editing & compositing
- Adobe Illustrator Basics – vector graphics
- Figma & UI/UX Design introduction
- Generating & sourcing stock images & videos (Freepik, Pexels, Adobe Stock)
- Creating Animations & GIFs (Canva Animate, Lottie)
- AI Image Generation (Canva AI, Adobe Firefly, Freepik AI)

Website Development & WordPress

- Website Planning - wireframing, sitemap, purpose
- Domain, Hosting, SSL - what they are, how to purchase & install
- WordPress Installation (cPanel) & Dashboard walkthrough
- Themes (Divi, Themify, Elementor) - installation & customisation
- Plugins - essential plugins for SEO, security, performance
- Wireframe using Visily
- Creating: Home, About, Services, Contact, Portfolio pages
- Landing Pages - anatomy, hero sections, social proof, CTA
- Introduction to WooCommerce (e-commerce on WordPress)
- Introduction to Shopify - setup, themes, product listing
- Website Security & Ongoing Maintenance
- Mobile Responsiveness & Page Speed Optimisation
- CRO (Microsoft Clarity)

Search Engine Optimisation (SEO) – Complete

- How Search Engines Work - crawling, indexing, ranking algorithms
- Types of SEO: White Hat, Black Hat, Grey Hat
- Keyword Research - tools (Ahrefs, Semrush, Ubersuggest, Google KP), intent, clustering
- On-Page SEO: Meta titles, descriptions, H-tags, image alt text, URL structure
- Content Optimisation with RankMath / Yoast SEO
- E-A-T Framework (Experience, Expertise, Authoritativeness, Trustworthiness)
- Off-Page SEO - link building, social bookmarking, directory submission, press release
- Technical SEO - XML/HTML sitemap, schema markup, canonical tags, 404, redirects, robots.txt
- Mobile Friendliness, Page Speed Insights, Core Web Vitals
- Local SEO - Google Business Profile setup, NAP consistency, reviews, Bing Places
- AEO (Answer Engine Optimisation) & GEO (Generative Engine Optimisation) - future of SEO
- SEO Audit methodology & SEO Roadmap
- Blogging Platforms - WordPress Blog, Blogger, Tumblr

Google Ads & Search Engine Marketing (SEM)

- SEM vs SEO - how they complement each other
- Google Ads Account Setup, Dashboard & Campaign Structure
- Keyword Match Types, Negative Keywords & Search Term Reports
- Writing High-Converting Ad Copy
- Ad Extensions & Ad Rank / Quality Score
- Campaign Types: Search, Display, Video, Shopping, Performance Max, Demand Gen
- Bidding Strategies & Budget Management
- Remarketing Campaigns in Google Ads
- Conversion Tracking setup
- Google Tag Manager (GTM) - setup & configuration
- Campaign Forecasting, Optimisation & Scaling
- AI Max for Search - campaign setup, AI Brief feature, asset optimization

Social Media Marketing (Organic) – All Platforms

- Social Media Landscape - algorithms, reach, types of social networks
- Developing Audience Personas for Social Media
- Content Buckets / Content Pillars strategy
- Instagram Marketing - profile optimisation, reels, stories, AIDA rule, R-A-C-E-UP formula
- Facebook Marketing - page setup, organic growth, engagement content
- LinkedIn Marketing - personal page, company page, 500 connections, B2B strategy
- YouTube Marketing & YouTube SEO - channel optimisation, thumbnails, VidIQ, cards
- Social Media Calendar planning & scheduling (Buffer, Hootsuite)
- Key Metrics for Social Media Performance
- Social Media Audit methodology
- Social Listening & Online Reputation Management (AWARIO)
- Influencer Marketing - types, finding influencers, outreach, collaboration models, UGC
- Short-Form Video Production - mobile videography basics, CapCut/Premiere Rush editing
- LinkedIn Ads - Sponsored Content, Lead Gen Forms

Meta Ads (Facebook & Instagram Advertising)

- Meta Business Portfolio & Ads Manager Setup
- Campaign Objectives: Reach, Traffic, Engagement, Leads, Sales, App Installs
- Structure of Meta Ads - Campaign - Ad Set - Ad
- Audience Types - Custom, Lookalike, Saved Audiences
- Facebook Pixel setup & Event Tracking
- Ad Formats: Image, Video, Carousel, Collection, Stories
- Writing Copy for Meta Ads
- Lead Generation Campaigns & Lead Forms
- Retargeting & Remarketing Strategies
- A/B Testing Ads
- Competitor Analysis within Meta Ads
- Meta Analytics & Campaign Optimisation
- Connecting Instagram, Facebook & WhatsApp Business
- Meta Advantage+ Campaigns - automated audience, placement & budget optimization
- WhatsApp Business Marketing - catalog setup, broadcast lists, status ads, WATI/Interakt automation

Email Marketing

- Email Marketing Fundamentals - why email still works
- Types of Emails - newsletters, promotional, transactional, drip
- Mailchimp & Benchmark - setup, campaign creation, templates
- Measuring success - Open Rate, CTR, Unsubscribes, ROI
- Deliverability best practices & GDPR compliance

E-Commerce, Affiliate & Performance Marketing

- Email Marketing Fundamentals - why email still works
- Types of Emails - newsletters, promotional, transactional, drip
- Mailchimp & Benchmark - setup, campaign creation, templates
- Measuring success - Open Rate, CTR, Unsubscribes, ROI
- Deliverability best practices & GDPR compliance

Analytics, Reporting & Marketing Automation

- Google Analytics 4 - setup, reports, audience overview, acquisition, behaviour
- Google Search Console - setup, indexing, performance, manual actions
- Google Tag Manager - setup, triggers, variables
- GA + GSC + GTM Integration
- Key Metrics - CTR, CPC, CPM, ROAS, ROI, Conversion Rate, CAC, LTV
- UTM Parameters & Campaign Tracking
- Social Media Analytics (Meta Insights, LinkedIn, YouTube)
- A/B Testing & Attribution Models
- Marketing Automation - Zapier, Pabbly
- Campaign Performance Reporting (client-ready)

Generative AI & Future of Digital Marketing

- What is Generative AI? Use cases in every DM channel
- Prompt Engineering - frameworks, effective prompting techniques
- ChatGPT / Gemini - content, ad copy, email drafts, strategy, research
- AI Tools for Content Writing (Jasper, Copy.ai, Grammarly)
- AI Tools for Design & Image Generation (Canva AI, Firefly, Freepik AI)
- AI Tools for Video Creation (Veo 3, Runway, Veed.io) & Presentations (Gamma)
- AI in SEO - keyword research, content brief, SEO audits
- AI in SEM - automated bidding, ad copy generation
- AI in Social Media Marketing - caption writing, scheduling
- AI-Assisted Campaign Analytics & Reporting

Career Readiness

- Portfolio Building - what to include, personal portfolio website
- Resume / CV Creation for Digital Marketing Roles
- Mock Campaign Presentation (capstone project)
- Freelance & Agency Operations - proposals, quoting, client onboarding, negotiation



Meet Our Expert Mentors



Jothika

Digital Marketing Trainer

About the Trainer

Jothika VR is a Digital Marketing Strategist and Trainer with over 3 years of industry experience, helping businesses and brands achieve growth through effective digital marketing strategies. She has worked with clients across the globe, gaining exposure to diverse markets, industries, and consumer behaviors.

Certified by leading industry platforms including Google, HubSpot, SEMrush, and Meta Blueprint, Jothika specializes in areas such as Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Performance Marketing, Marketing Automation, and AI-powered marketing solutions.

Her training approach is focused on bridging the gap between theory and real-world application. Through hands-on assignments, live projects, industry tools, and practical case studies, she helps students develop the skills, confidence, and strategic thinking needed to excel in today's digital marketing landscape.

Driven by a passion for education and innovation, Jothika is committed to empowering aspiring marketers with the knowledge and practical expertise required to build successful careers and deliver measurable business results."

Tools you Will master



Ubersuggest

ahrefs



SEMRUSH

Google Trends



RankMath

Canva



Adobe Express



grammarly



Jasper



Gemini



ChatGPT



Veo 3



Gamma

zapier



Meta



Buffer



Studio



mailchimp



shopify

Certifications



Certificate of Completion

from Adgine Academy



Certificate of STED council



International Certifications

(Google, Meta, HubSpot, SEMrush, Digital Unlocked, Etc..)

Career opportunitie

Career Opportunities After the course



PPC Specialist

Run high-converting ads on Google, Facebook & more



SEO Specialist

Rank websites higher on search engines



Content Marketer

Create engaging blogs, copies & digital content



Work as a Freelancer

Get high-paying clients from India & abroad



Social Media Manager

Build and manage brand presence on social media



Digital Marketing Strategist

Plan and execute powerful marketing campaigns



Influencer Marketing Manager

Collaborate with influencers to boost brand awareness