



APEX ACADEMY

1-YEAR DIGITAL MARKETING & AI MASTERY

Professional Career-Oriented Certificate Course

DURATION	1 Year	MODE	Theory + Practical
LEVEL	Beginner to Advanced	PROJECT	Live Campaign + Mega Project
FOCUS	Marketing • AI • Freelancing	CERTIFICATE	Course Completion Certificate

Digital Marketing → Canva → YouTube → Social Media → Content → Meta Ads → Lead Generation → WhatsApp
→ Email → WordPress → Analytics → AI → Freelancing

Learn • Create • Market • Analyse • Build • Earn

Build Your Marketing Foundation**Core Concepts**

- Digital Marketing kya hai?
- Traditional vs Digital Marketing
- Digital Marketing ka complete ecosystem
- Online Business & Marketing Models
- Target Audience ki identification
- Customer Journey & Buyer Persona
- Marketing Funnel
- Competitor Research
- Brand Positioning
- Digital Marketing Strategy
- Lead Generation ka Introduction
- Important Digital Marketing Tools

**PRACTICAL
PROJECT**

Practical Project: Ek business ke liye complete Digital Marketing Strategy banana.

Create Professional Marketing Creatives**Design Skills**

- Canva Introduction & Canva Pro Tools
- Social Media Posts, Stories & Reels Covers
- Facebook & Instagram Creatives
- YouTube Thumbnail & Banner
- Logo Design Basics
- Business Card, Flyer, Poster & Brochure
- Advertisement Creatives
- Presentation Design
- Brand Colors, Fonts & Typography
- Professional Design Principles
- AI-assisted Canva Features

**PRACTICAL
PROJECT**

Practical Project: Ek business ke liye complete Social Media Branding Kit.

Build & Grow a YouTube Channel**Channel & Content**

- YouTube Channel Creation & Setup
- Channel Branding, Name, Logo & Banner
- Video Ideas & Competitor Research
- YouTube Content Strategy
- Titles, Descriptions & Tags
- Thumbnail Design
- YouTube Shorts & Long-form Videos
- Basic Video Editing
- YouTube SEO Basics
- Audience Retention
- YouTube Analytics
- Monetization Basics
- YouTube Marketing for Business

**PRACTICAL
PROJECT**

Practical Project: Apna YouTube Channel setup karke videos/Shorts publish karna.

Build a Strong Social Media Presence**Platforms**

- Facebook, Instagram, YouTube, LinkedIn & WhatsApp Business
- Social Media Strategy
- Content Planning & Content Calendar
- Post & Reels Ideas
- Captions, Hashtags & CTA
- Organic Growth & Engagement Strategy
- Profile/Page Optimization
- Brand Building
- Social Media Insights & Analytics

**PRACTICAL
PROJECT**

Practical Project: 30-Day Social Media Content Calendar + Content Creation.

Create Content That Attracts Customers

Content Creation

- Content Marketing Fundamentals
- Content Strategy & Planning
- Blog, Social Media & Video Content
- Reels & Shorts Content
- Educational & Promotional Content
- Storytelling
- Copywriting Basics
- Ad Copy, Caption & CTA Writing
- Content Repurposing
- Content Calendar
- AI-assisted Content Creation

PRACTICAL PROJECT

Practical Project: Complete 30-Day Content Marketing Campaign.

Facebook & Instagram Advertising

Paid Advertising

- Meta Ads Introduction
- Meta Business Suite & Ads Manager
- Business Account Setup
- Campaign Structure & Objectives
- Audience, Location & Demographic Targeting
- Custom Audience & Lookalike Audience Basics
- Ad Creative & Ad Copy
- Budget & Bidding Basics
- Lead, Traffic & Engagement Campaigns
- WhatsApp Ads
- Basic Retargeting
- Campaign Monitoring & Performance Analysis

**PRACTICAL
PROJECT**

Practical Project: Demo Meta Lead Generation Campaign + Performance Analysis.

Turn Audience into Leads

Lead Generation

- Lead Generation Fundamentals
- Lead Funnel & Lead Magnets
- Landing Page Basics
- Lead Forms
- Facebook/Instagram & Website Leads
- Lead Tracking & Follow-up
- Basic CRM Concepts

WhatsApp Marketing

- WhatsApp Business Setup & Profile Optimization
- Catalogue, Quick Replies & Greeting Messages
- Broadcast Basics
- Customer Communication
- WhatsApp Lead Follow-up
- WhatsApp CTA
- Click-to-WhatsApp Campaigns

**PRACTICAL
PROJECT**

Practical Project: Social Media → Lead Form → WhatsApp → Customer Follow-up Funnel.

Build & Manage Customer Communication**Email Skills**

- Email Marketing Introduction
- Email List Building & Lead Collection
- Newsletter Creation
- Promotional, Welcome & Follow-up Emails
- Subject Line & Email Copywriting
- Email Campaign Planning
- Email Templates
- Basic Automation
- Customer Segmentation
- Open Rate & Click Rate
- Email Marketing Best Practices

**PRACTICAL
PROJECT**

Practical Project: Complete Email Marketing Campaign.

Build Your Own Marketing Website**Website Development**

- WordPress Introduction
- Domain & Hosting Basics
- WordPress Installation & Dashboard
- Pages, Posts & Themes
- Basic Website Design
- Elementor Basics
- Homepage, About, Services & Contact Pages
- Landing Page
- Contact Form & WhatsApp Button
- Basic SEO
- Website Analytics
- Website Maintenance

**PRACTICAL
PROJECT**

Practical Project: Apni Digital Marketing / Business Website banakar live karna.

Measure, Analyse & Improve

Analytics

- Digital Marketing Analytics
- Google Analytics Introduction
- Google Search Console
- Website Traffic & Traffic Sources
- User Behaviour
- Campaign Tracking & UTM Basics
- Leads & Conversions
- Conversion Rate & Cost Per Lead
- Engagement Rate
- Ad Performance
- Social Media Insights
- Campaign Reports & Client Reporting
- Marketing Dashboard Basics

PRACTICAL PROJECT

Practical Project: Complete Digital Marketing Performance Report.

Use AI to Work Smarter

AI Skills

- AI ka Digital Marketing mein use
- AI-assisted Content Creation
- Content Ideas & Social Media Captions
- Blog & Article Drafting
- Ad Copy Ideas
- Marketing & Competitor Research Assistance
- Image Generation Basics
- Video Content Ideas
- YouTube Content Assistance
- SEO Content Assistance
- Email Drafting
- Marketing Strategy Assistance
- AI Productivity Tools
- Prompt Writing Basics
- Responsible & Ethical Use of AI

**PRACTICAL
PROJECT**

Practical Project: AI ki help se Complete Digital Marketing Campaign.

MONTH 12 FREELANCING & MEGA LIVE PROJECT

Become Career & Client Ready

Freelancing

- Freelancing kya hai?
- Digital Marketing Services
- Fiverr & Upwork Profile Basics
- Freelancer Portfolio
- Service Packages & Pricing Basics
- Proposal Writing
- Client Finding & Communication
- Requirement Gathering
- Quotation & Project Management
- Client Reporting
- Project Delivery & Client Retention

Mega Live Project

- Business Selection & Branding
- Canva Creatives
- YouTube Channel
- Social Media Setup
- Content Strategy
- Meta Ads
- Lead Generation
- WhatsApp Marketing
- Email Marketing
- WordPress Website
- Analytics & Reporting
- AI Tools
- Final Marketing Report

PRACTICAL PROJECT

Final Outcome: Complete Digital Marketing Portfolio + Live Campaign + Client-ready project.



COURSE COMPLETION & CAREER OUTCOME

Student Journey

**DIGITAL MARKETING → CANVA → YOUTUBE → SOCIAL MEDIA → CONTENT → META ADS →
LEAD GENERATION → WHATSAPP → EMAIL → WORDPRESS → ANALYTICS → AI TOOLS →
FREELANCING**

CAREER-ORIENTED SKILLS

- ✓ Digital Marketing Executive
- ✓ Social Media Manager
- ✓ Canva Designer
- ✓ YouTube Marketing Executive
- ✓ Content Creator
- ✓ Meta Ads Executive
- ✓ Lead Generation Executive
- ✓ WhatsApp Marketing Executive
- ✓ Email Marketing Executive
- ✓ WordPress Website Manager
- ✓ Digital Marketing Analyst
- ✓ AI-assisted Digital Marketer
- ✓ Digital Marketing Freelancer

CERTIFICATE

1-Year Professional Certificate in Digital Marketing & AI

Theory + Practical Training • Assignments • Live Campaigns • Portfolio Development • Mega Live Project • Freelancing Training