SEARCH / PAID MEDIA / SOCIAL / COMMERCE

DIGITAL MARKETING

Build the strategy.
Create the campaign.
Understand the result.



PRACTICAL LEARNING / JAIPUR

SEO, AI-assisted workflows, advertising, social media, local growth and e-commerce.

ONE CONNECTED LEARNING JOURNEY

From audience insight to meaningful action.

Eight modules. Hands-on briefs. A portfolio that explains your thinking.

LEARNING ROADMAP

One goal.
Connected channels.

Start with the audience and business objective, then choose the right combination of channels.

01

Discover + reach

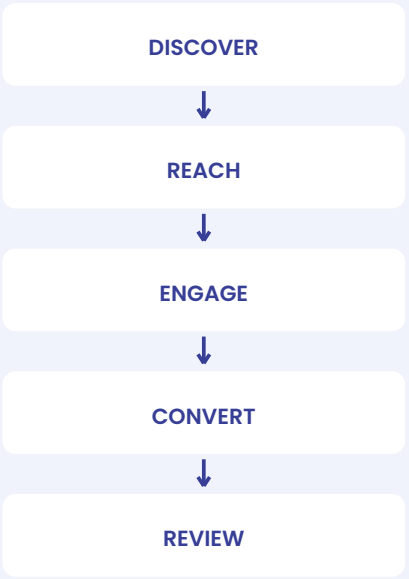
Research search intent, audience needs and the offer. Connect organic visibility with relevant paid campaigns.

02

Engage + convert

Build useful social content, an accurate local presence and a coherent product or landing-page journey.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Measure + improve

Set meaningful goals, inspect reports and test focused improvements. Document assumptions and findings.

01 / SEO + AI + AUTOMATION

Build visibility.
Create useful answers.

Training fee: INR 10,000

01

Search and technical foundations

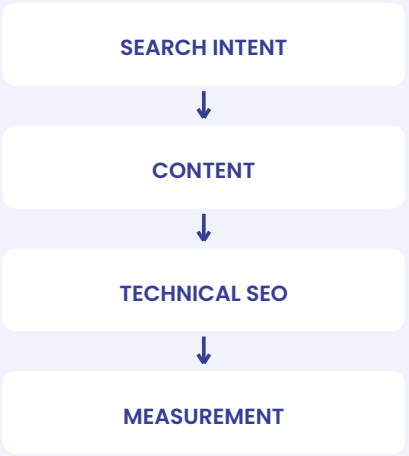
Keyword grouping and intent; crawling, indexing, canonicals, sitemaps, internal linking and on-page checks.

02

Content and AI-assisted workflows

Titles, headings, descriptions and image context. Use AI for briefs, drafts and checklists; verify sources, accuracy and relevance.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / SEO improvement plan

Record a baseline, prioritised audit findings, change drafts and follow-up measurement. Keep human review in automated workflows. Rankings are not guaranteed.

02 / META ADS

Find your audience. Test the message.

Training fee: INR 5,000

01

Plan the campaign

Define the objective, audience hypothesis, offer, campaign structure and landing-page journey.

02

Create and measure

Develop creative concepts and copy variations. Understand events, reporting, attribution limits and budget controls.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / Campaign brief

Prepare the audience, creative, conversion action and test plan. Live launch depends on account access, approved budget and publishing permission.

03 / GOOGLE ADS

Connect intent with the right offer.

Training fee: INR 5,000

01

Search campaign planning

Group keywords by intent, choose negatives and map a clear account structure.

02

Ads and conversion journeys

Write relevant ad copy and assets; connect queries to helpful landing pages and meaningful conversion goals.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / Search test plan

Propose keyword groups, ad variants and landing-page improvements. Review search terms, budget and experiment results.

04 + 05 / PLATFORM STRATEGY

Adapt the creative. Respect the channel.

LinkedIn Ads: INR 5,000 | Snapchat Ads: INR 3,000

01

LinkedIn Ads / Professional audiences

Audience hypotheses, objectives and account structure; ad concepts, lead forms, landing pages and lead-quality reporting.

02

Snapchat Ads / Platform-fit creative

Audience planning and goals; vertical creative briefs, clear hooks, destination checks and conversion events.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / Two channel proposals

Explain the audience, message, conversion action and test variable. Compare delivery, costs and outcomes rather than copying one campaign everywhere.

06 / AI PLATFORM ADVERTISING

New surfaces. Grounded practice.

Training fee: INR 5,000

01

Understand the distinction

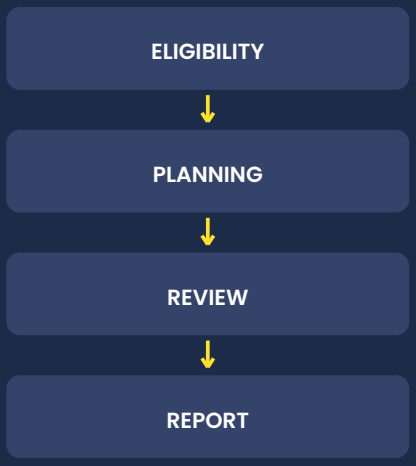
Separate ads appearing in AI experiences from AI tools used to create or manage advertising.

02

Platform and access review

Explore OpenAI, Microsoft and Google advertising routes where officially available. Check current account, region and placement eligibility during delivery.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / Eligibility and campaign brief

Document supported routes, access requirements, proposed creative and reporting. Specific placements or advertising access are not promised.

07 / SOCIAL MEDIA + GBP

Build a presence people can use.

Training fee: INR 10,000

01

Content and community

Audience needs, channel roles, content themes, calendars, captions and platform-fit assets. Use a consistent brand voice.

02

Google Business Profile

Review business eligibility, categories, services, photos, hours, contact details and updates. Use genuine information and authentic reviews.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / Calendar + local checklist

Create a social calendar and profile improvement plan. Review available insights and metrics; confirm authorisation before publishing or account changes.

08 / E-COMMERCE

From discovery to purchase.

Training fee: INR 10,000

01

Storefront and product content

Categories, navigation, search and mobile usability; useful titles, descriptions, images, variants, prices and availability.

02

Acquisition and retention

Product-feed concepts, campaign continuity and permission-based follow-up. Communicate fulfilment and return information clearly.

IN PRACTICE



YOUR PRACTICAL OUTPUT

Practical output / Product-launch brief

Map the audience, offer, product-page improvements and measurement funnel. Review abandonment and propose controlled tests with realistic data.

PORTFOLIO / PRACTICAL WORK

Build evidence. Explain decisions.

Use synthetic or authorised data to produce work you can confidently discuss.

01

Local business growth plan

Combine an SEO audit, local-profile checklist and useful social calendar. Explain the baseline and priorities.

02

Campaign + commerce proposals

Prepare audience research, creative hypotheses, conversion goals, budget controls and a product-launch measurement plan.

IN PRACTICE



YOUR PRACTICAL OUTPUT

AI workflow documentation

Show inputs, prompts, sources, review steps and approval records. Keep briefs, evidence, decisions and reflections; avoid invented results.

LEARNING TO INDUSTRY

Learn the skills.
Put them to work.

Two organisations, with clear roles in the learner journey.

Forsk Coding School
Powered Learning for Future Success

TRAINING INSTITUTE

Forsk Coding School

Learn the course concepts, complete practical briefs and build a reviewed portfolio of campaigns, audits and content plans.

Forsk Technologies
From AI to AGI – We Build What's Next

FULL-TIME INTERNSHIP PATHWAY

Forsk Technologies

Progress from training into practical industry exposure. Confirm internship intake, role and terms during counselling.

FEEDBACK THAT GUIDES THE NEXT STEP

Prepare. Interview. Improve. Repeat.

Develop the ability to explain your work and respond to company-specific requirements.

01

Company interview

Prepare for remote or on-site interviews with campaign briefs, portfolio walkthroughs and relevant marketing concepts.

02

Assessment + feedback

Review the interview, identify gaps in concepts or explanation, and record what needs focused work.

03

Prepare for the next company

Practise the weak areas and adapt your examples to the next role. Continue the interview and review cycle.

Selection depends on skills, role fit and the hiring company's process.

TRAINING FEES / INR

Choose your modules.
Know the investment.

Module-wise fees supplied for this course.

SEO + AI tools + workflow automation	INR 10,000
Meta Ads	INR 5,000
Google Ads	INR 5,000
LinkedIn Ads	INR 5,000
Snapchat Ads	INR 3,000
AI Platform Advertising	INR 5,000
Social Media + Google Business Profile	INR 10,000
E-commerce	INR 10,000

SUM OF LISTED MODULES **INR 53,000**

Arithmetic sum only; not a package or discount offer. Web Designing is separate. Confirm taxes, ad budgets, software costs and enrolment terms separately.

BUILD YOUR NEXT CHAPTER

Make your next move meaningful.



START WITH A CONVERSATION

Tell us your goal. We will help you discuss the modules, prerequisites, learning scope and admission details.

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