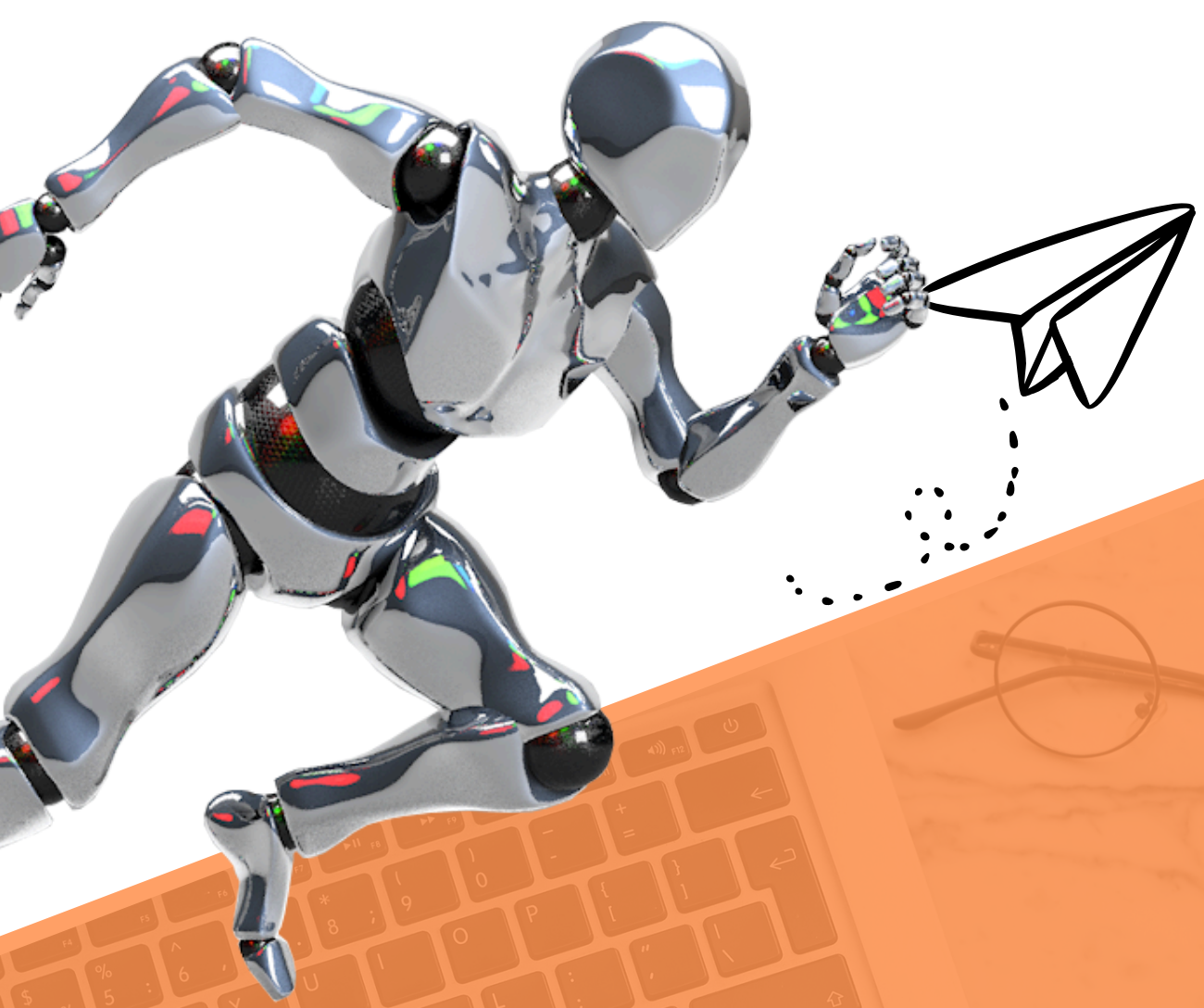# MDS DIGITAL HUB
Academy

ADVANCED
DIGITAL MARKETING WITH AI
COURSE

ABOUT US

MDS Digital Hub Academy, a part of MDS Digital Hub Pvt Ltd, is a modern learning platform designed to equip students and professionals with the latest digital marketing skills. Through our flagship program EduKurom, we offer a complete Digital Marketing with AI course that includes graphic design, video editing, website design, Meta (Facebook & Instagram) ads, Google Ads, SEO, and training in AI tools that enhance marketing performance. Our expert-led, hands-on training approach ensures learners gain real-world experience and job-ready skills. Whether you're a student, entrepreneur, freelancer, or business owner, helps you master the digital tools needed to succeed in today's competitive world. At MDS Digital Hub Academy, we don't just teach—we prepare you for a successful digital future.

WHY CHOOSE US ?

At MDS Digital Hub, we provide a comprehensive and hands-on approach to digital marketing. Our expert instructors bring real-world experience, ensuring you learn the most current strategies and tools in the industry. Whether you're a beginner or looking to advance your skills, our courses are tailored to meet your needs. With a focus on practical learning, you'll gain the confidence to execute campaigns and achieve measurable results. Join us to unlock new career opportunities, boost your brand's online presence, and stay ahead of the curve in the ever-evolving digital world.

DIGITAL MARKETING WITH AI

90 DAYS COURSE
2 Month Internship

COURSES

- Graphic Designing
- Video Editing
- Website Designing
- Meta Ads(Facebook & Instagram)
- Personal Branding
- Google & Youtube Ads
- Google Business Profile Mastry
- SEO, SEM, SMO, SMM
- AI Based Automation
- AIDA & Funnel
- Gorilla marketing

Graphic Designing Course – Basic to Advanced

Module 1: Introduction to Graphic Design
- What is Graphic Design?
- Principles of Design (Balance, Contrast, Alignment, etc.)
- Color Theory & Psychology
- Typography Basics
- Understanding Creative Thinking in Design

Module 2: Getting Started with Canva
- Canva Interface & Tools Overview
- Creating Social Media Posts (Instagram, Facebook, etc.)
- Poster, Flyer & Brochure Designs
- Resume
- Branding: Logo Design & Business Cards
- Templates, Grids & Custom Layouts

Module 3: Adobe Photoshop – Beginner to Pro
- Photoshop Interface & Workspace Setup
- Working with Layers, Masks
- Tools: Selection, Pen, Brush, Eraser, Clone, Gradient, etc.
- Image Editing, Retouching & Color Correction
- Typography & Text Effects
- Background Removal
- Social Media Banner & Ad Design
- Creative Poster , Mockups
- File Formats, Optimization & Exporting

Module 4: Real-Time Projects & Creative Exercises
- Branding Projects (Logo + Social Kit)
- Event Posters & Festival Creatives
- Product Ads & Sale Banners
- Client-based Design Challenges
- Portfolio Creation for Freelancers

Video Editing

Tools Covered: CapCut, Filmora & Adobe Premiere Pro
Powered by MDS Digital Hub Academy

Module 1: Introduction to Video Editing
- Understanding Video Editing Concepts
- Types of Video Content (Reels, Vlogs, Ads, Tutorials)
- Basics of Visual Storytelling
- Frame Rate, Resolution, Aspect Ratio
- File Formats & Export Settings

Module 2: Mobile Editing with CapCut (Beginner-Friendly)
- CapCut Interface & Basic Tools
- Cutting, Trimming & Transitions
- Adding Music, Sound Effects & Voiceovers
- Text Animation & Subtitles
- Using Filters, Effects & Overlays
- Creating Instagram Reels & YouTube Shorts

Module 3: Creative Editing with Filmora
- Filmora Interface & Timeline Mastery
- Importing & Organizing Media
- Adding Titles, Motion Text & Lower Thirds
- Video Effects, Transitions & Animations
- Green Screen

Module 4: Professional Editing with Adobe Premiere Pro
- Motion Graphics & Dynamic Titles
- Color Correction & Advanced Color Grading

Module 5: Real-Time Projects
- Reels & Short-Form Content Creation
- Promo Videos for Brands & Businesses
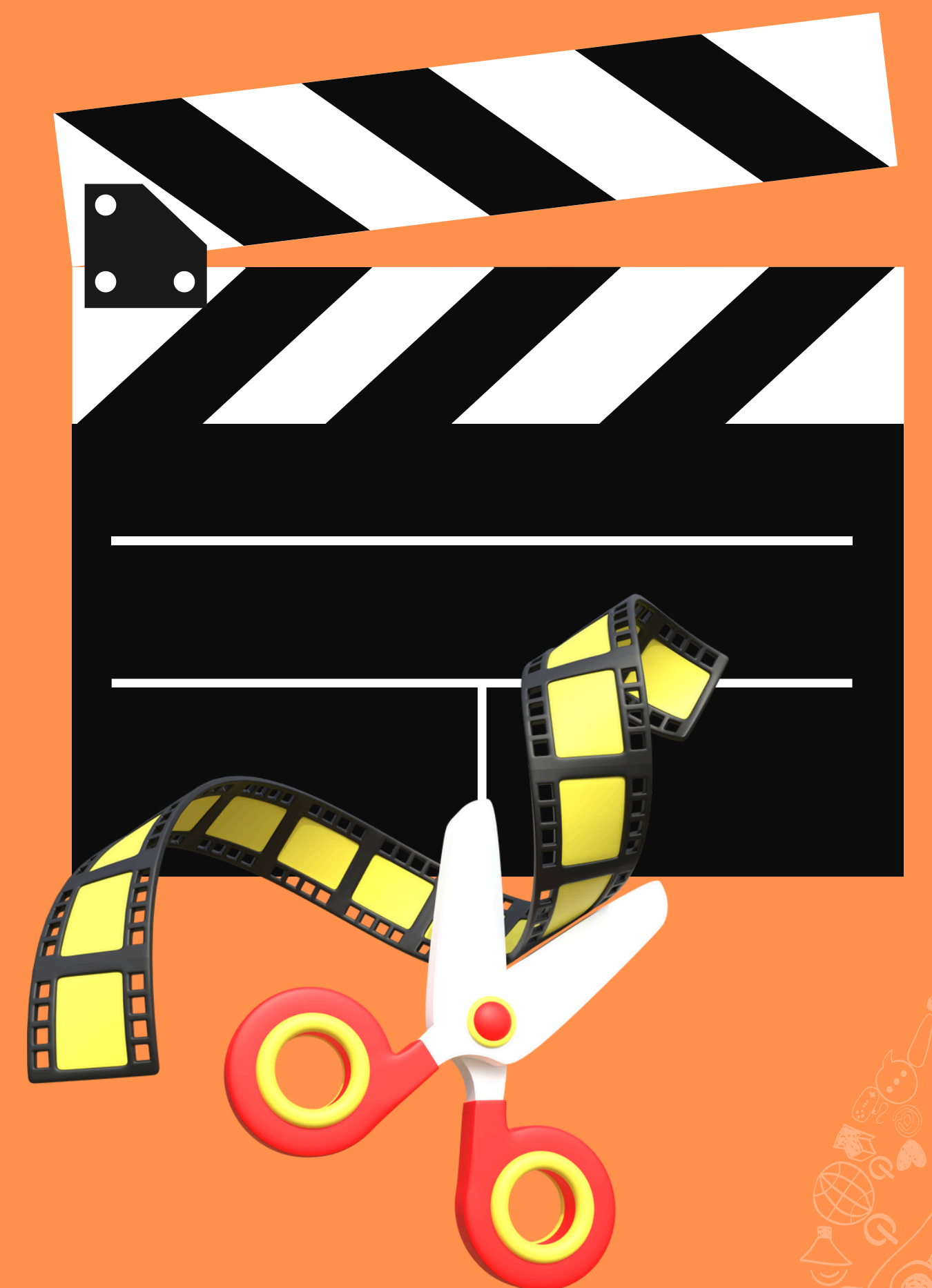
Website Designing

Platform Focus: Wordpress, Divi
Powered by MDS Digital Hub Academy

Module 1: Introduction to Website Design
- What is a Website? Types & Purposes
- Domain, Hosting & How Websites Work
- Importance of UI/UX & Mobile Responsiveness
- Visual Hierarchy & Content Flow
- Basic Design Principles for Web Layouts

Module 2: Getting Started with Hostinger Website Builder
- Introduction to Wordpress , Divi, Hostinger
- What is WordPress & Why Use It?
- Core Concepts of HTML & CSS
- Installing WordPress & Initial Setup
- Getting Started with Divi Theme
- Using Divi Visual Builder
- Creating Responsive Designs
- Customizing Headers, Footers, and Menus
- Publishing, SEO & Maintenance
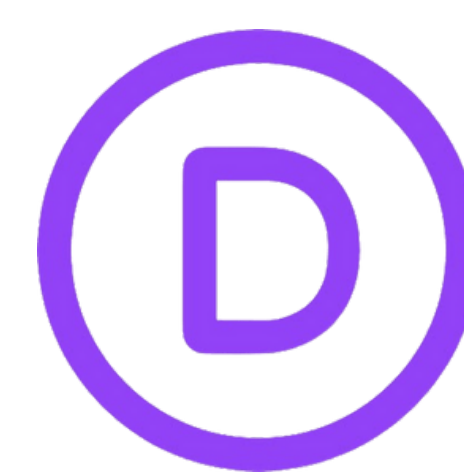
Social Media Marketing SMM (Meta Ads)

Platform Focus: Facebook & Instagram Ads (Meta Business Suite)
Powered by MDS Digital Hub Academy

Module 1: Introduction to Meta Advertising
- Overview of Facebook & Instagram Ad Ecosystem
- Difference Between Organic vs Paid Marketing
- Creating & Managing Business Manager Account
- Setting Up Facebook Page, Ad Account & Pixel
- Understanding Objectives: Awareness, Traffic, Leads, Sales

Module 2: Audience Targeting & Ad Setup
- Defining Your Target Audience (Core, Custom & Lookalike)
- Geo, Age, Gender, Interest, and Behavior Targeting
- Creating High-Performing Ad Sets
- Budgeting & Scheduling Ads
- A/B Testing Basics (Split Testing Creatives & Audiences)

Module 3: Creative Ad Making & Campaign Launch
- Ad Format Types: Image, Video, Carousel, Reels, Collection
- Writing Powerful Ad Copy & CTA Strategies
- Designing Creatives using Canva or Photoshop
- Setting Up Your First Campaign (Traffic, Engagement, Leads)
- Landing Pages & WhatsApp Integration for Leads

Module 4: Monitoring, Optimization & Reporting
- Understanding Meta Ads Dashboard
- Key Metrics: CTR, CPC, CPM, ROAS
- Ad Performance Troubleshooting
- Budget Scaling Techniques
- Retargeting Strategies Using Pixel Data
- Generating Reports & Client Communication
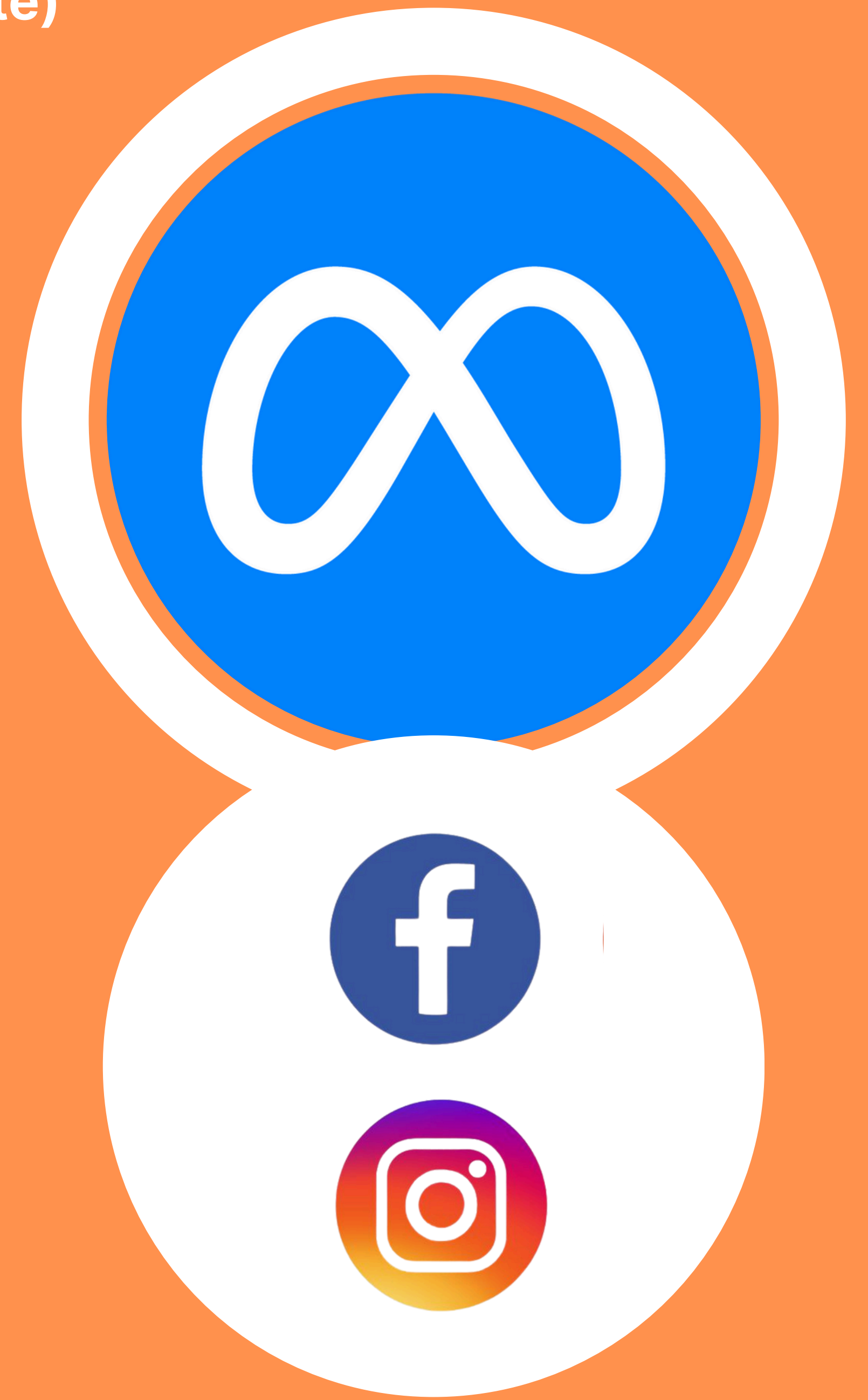
# Personal Branding

Module 1: Building Your Digital Presence
- Optimizing Social Media Profiles (Instagram, LinkedIn, Facebook)
- Crafting a Memorable Bio & Profile Picture
- Content Pillars: What to Post & How to Stay Consistent
- Growing Trust: Storytelling, Transparency & Engagement
- Tools for Scheduling & Content Planning

Module 2: Content Creation Strategy
- Types of Content: Reels, Posts, Carousels, Videos, Blogs
- How to Design Brand-Aligned Visuals (Using Canva)
- Captions That Convert & Hashtag Strategy
- Building Engagement: Comments, DMs & Live Sessions
- Creating Viral, Shareable Content

Module 3: Growing, Monetizing & Networking
- Building a Loyal Audience & Community
- Collaborations, Guest Speaking & Podcasting
- Personal Website or Portfolio Creation
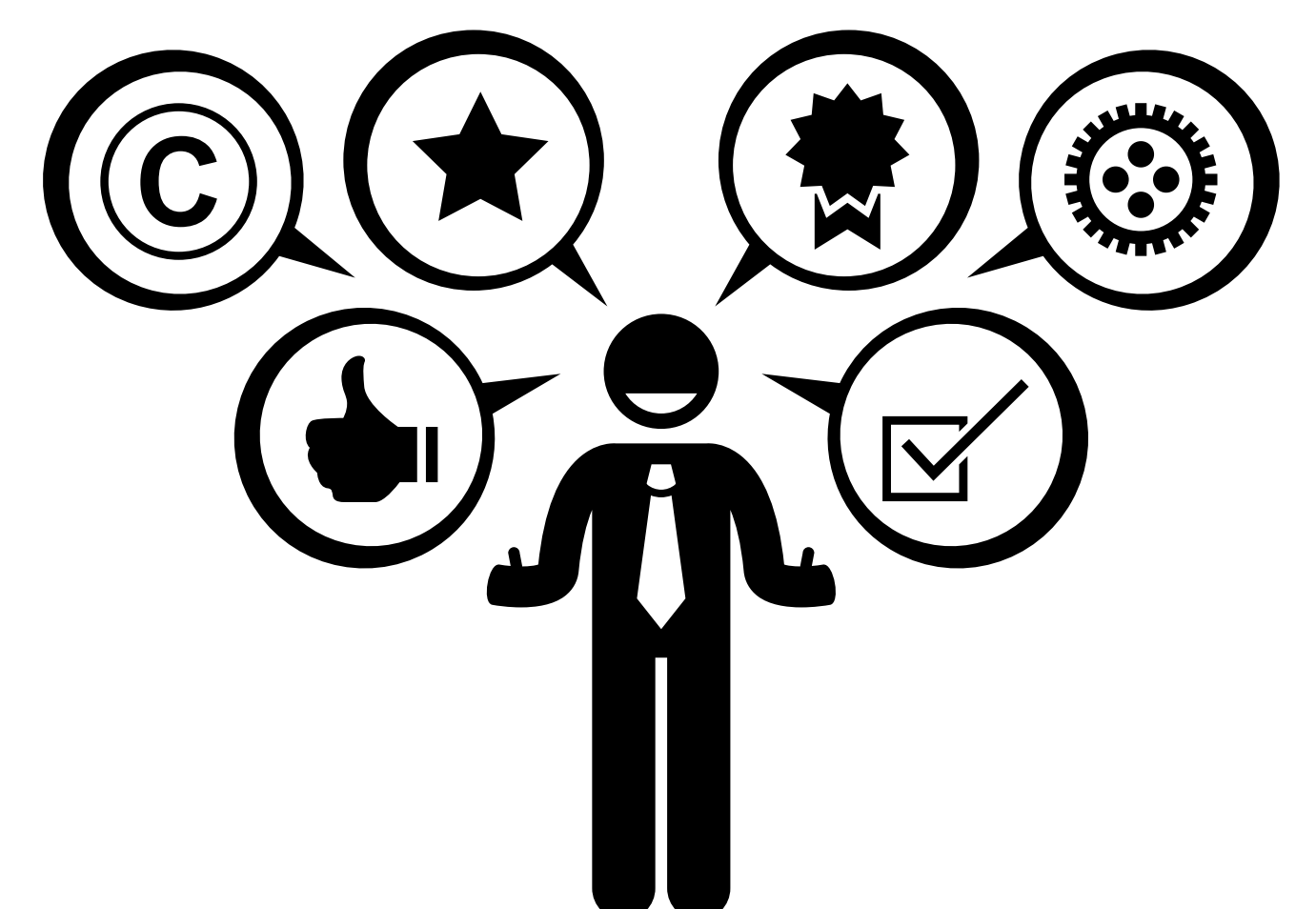
SEM- SEARCH ENGINE MARKETING (Google & Youtube Ads)

Google & YouTube Ads Course – Target, Reach & Convert
Powered by MDS Digital Hub Academy

Module 1: Introduction to Google & YouTube Advertising
- Overview of Google Ads Ecosystem
- Understanding Ad Types: Search, Display, Video, Shopping, App
- Introduction to YouTube Ads (Skippable, Non-skippable, Bumper)
- Setting Up Google Ads Account & Linking YouTube Channel
- How Google Ad Auctions & Quality Score Work

Module 2: Campaign Creation & Audience Targeting
- Keyword Research for Google Search Ads
- Targeting Options: Demographics, Interests, Custom Audiences
- Creating Ad Groups & Structuring Campaigns
- YouTube Audience Targeting: In-market, Topics, Retargeting
- Ad Budgeting, Bidding Strategies & Scheduling

Module 3: Crafting & Launching High-Impact Ads
- Writing Effective Google Ad Headlines & Descriptions
- YouTube Ad Scripts & Creative Planning
- Using Canva/Premiere Pro for Video Ad Creation
- Setting Up Landing Pages for Conversions
- Launching Search, Display & Video Campaigns Step-by-Step

Module 4: Optimization, Analytics & Scaling
- Tracking Conversions with Google Tag Manager
- Understanding Google Ads Dashboard & Key Metrics (CTR, CPC, CPA, ROAS)
- Optimizing Ad Performance with A/B Testing
- YouTube Ads Analytics: Watch Time, Clicks, Engagement
- Budget Scaling & Retargeting Strategies
- Reporting & Insights for Clients or Business Growth

Google Business Profile Mastry

Google Business Profile – Rank & Grow Locally
Powered by MDS Digital Hub Academy

Module 1: Introduction to Google Business Profile (GBP)
- What is Google Business Profile & Why It Matters?
- How Local SEO Works
- Creating & Verifying a GBP Profile
- Understanding the GBP Dashboard
- Importance of Maps Ranking for Local Leads

Module 2: Optimizing Your GBP
- Adding Business Details Correctly (Name, Category, Description)
- Uploading Photos, Logo, and Cover Image Professionally
- Services, Products, Menu & Booking Integration
- Opening Hours, Location, and Contact Setup
- GBP Do's & Don'ts to Avoid Suspension

Module 3: Engagement & Content Strategy
- Posting Regular Updates, Offers & Events
- Handling Reviews Professionally (Replies & Requests)
- Using Q&A Section to Build Trust
- Creating Local Attraction with Google Posts
- How to Use GBP Insights & Understand Visitor Behavior

Module 4: Ranking, Leads & Growth Tactics
- Local SEO Techniques to Improve Map Rankings
- Geo-Tagging Photos for Better Visibility
- Keywords in Reviews, Descriptions & Posts
- Building Backlinks for GBP Boost
- Converting GBP Traffic into Sales or Leads
- GBP Tools, Tracking & Automation Tips
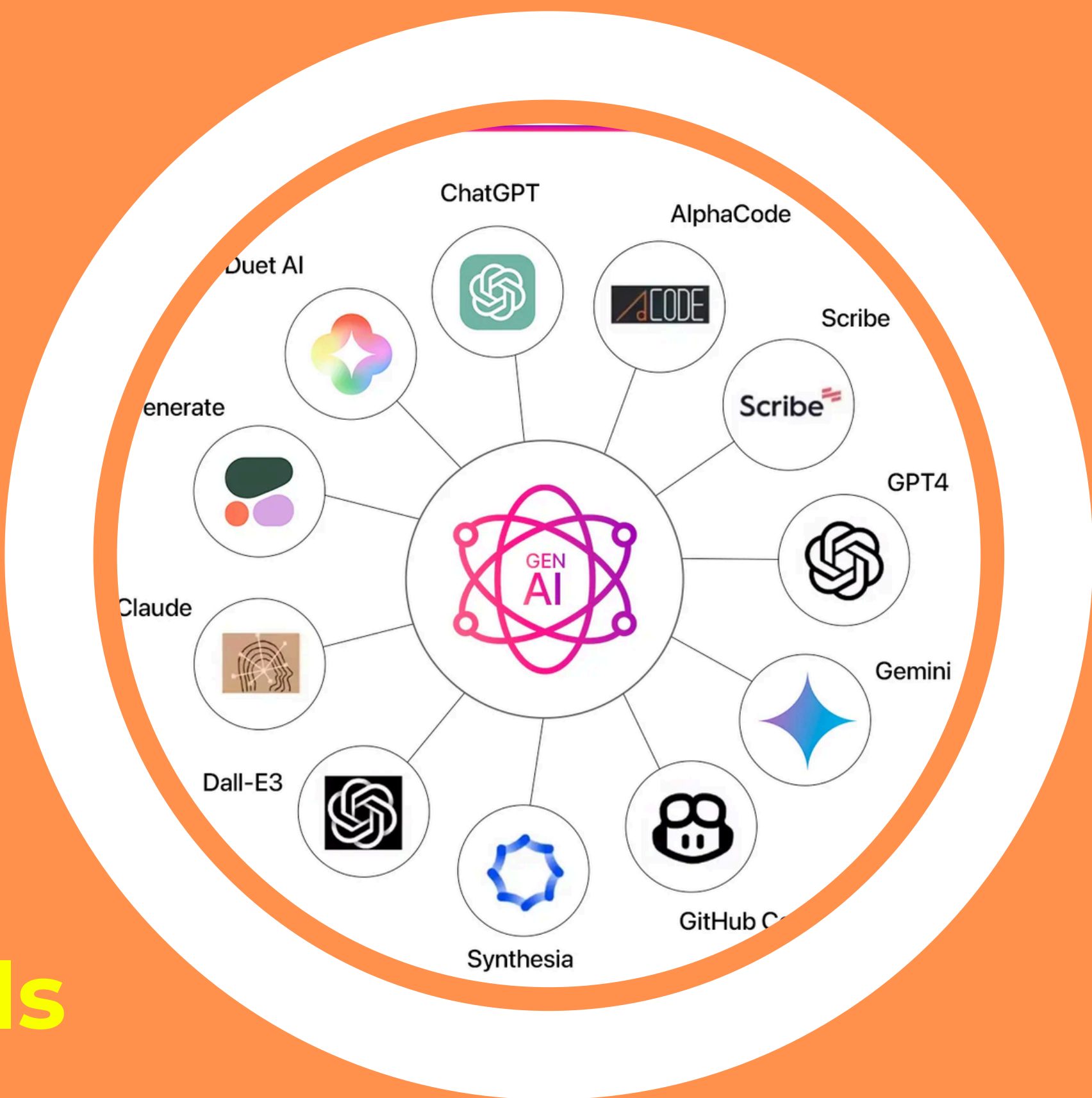
AI Based Automation and 100+ AI Tools
AI-Based Automation Mastery – Enhance Efficiency & Scale
Powered by MDS Digital Hub Academy

Module 1: Introduction to AI Automation
- What is AI Automation & How It Transforms Businesses
- Key AI Tools for Automating Workflows (Chatbots, Email Automation, etc.)
- Understanding AI's Role in Customer Experience & Data Processing
- Benefits of AI Automation: Time-Saving, Accuracy, Scalability
- Setting Up Your AI Tools: Choosing the Right Platform (Zapier, Integromat, etc.)

Module 2: Automating Business Tasks with AI
- Automating Lead Generation: AI Chatbots, Forms, and Email Funnels
- Social Media Automation: Scheduling, Posting, and Engagement
- AI-Powered Content Creation: Blogs, Ads, & Social Media Posts
- Integrating AI with CRM for Seamless Customer Journey
- Automating Analytics & Reporting for Business Insights
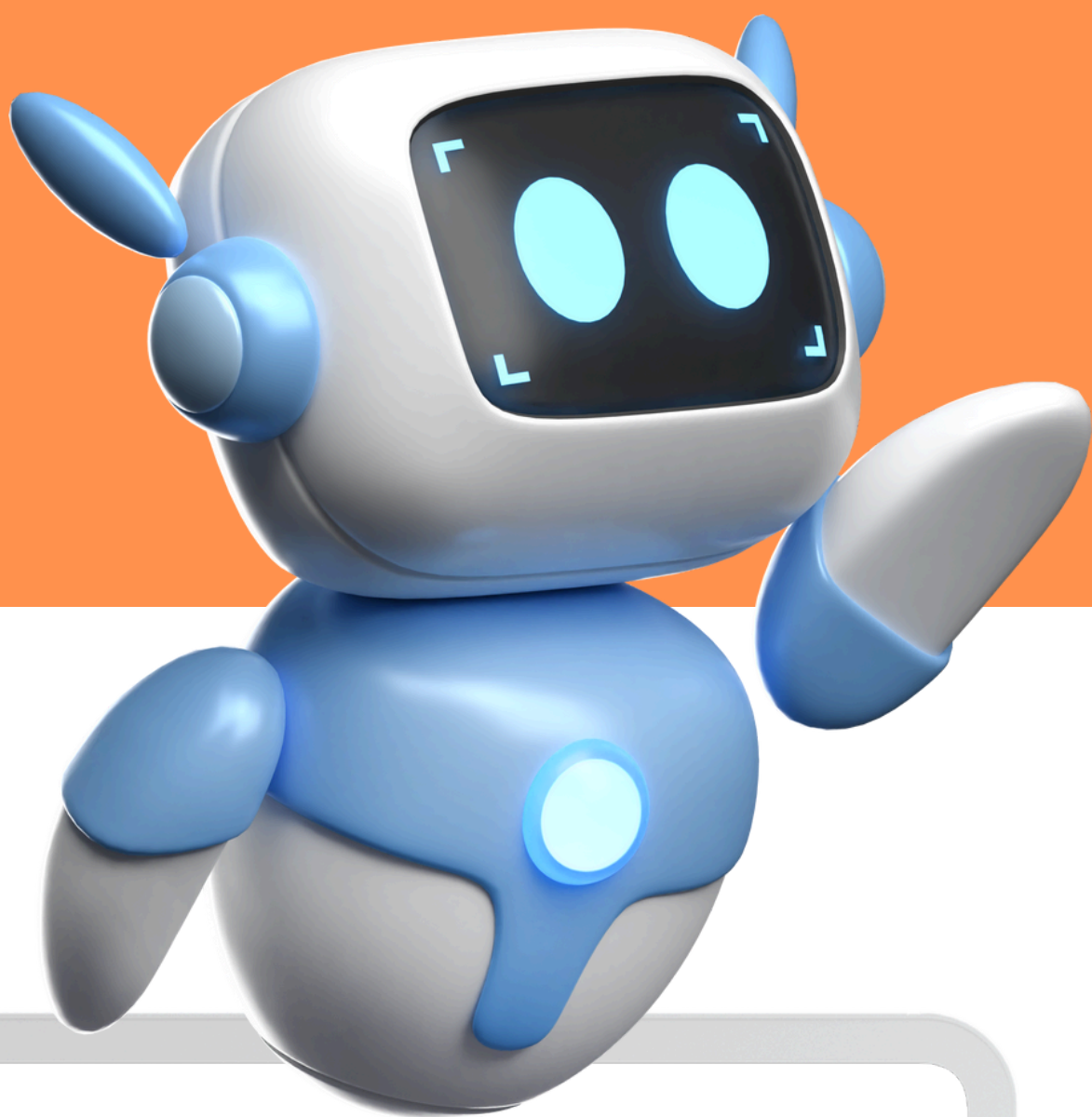
AI Vs AI Agent

AI (Artificial Intelligence) refers to the broader concept of machines mimicking human intelligence.

AI can include tools like algorithms, models, or neural networks without autonomy.

AI is the theory or domain; an AI Agent is an implementation of it.

AI Agent is a specific system that perceives its environment and takes actions to achieve goals.

AI Agents are autonomous—they sense, decide, and act continuously.

All AI Agents use AI, but not all AI systems are agents.

AIDA & Funnel

AIDA & Funnel Mastery – Convert Attention to Sales
Powered by MDS Digital Hub Academy

1. Understanding the AIDA Model
- Meaning of AIDA (Attention, Interest, Desire, Action)
- History and psychological basis
- How customer decisions move through these 4 stages

2. Mapping AIDA to the Sales Funnel
- Aligning each AIDA stage with funnel levels (Top, Middle, Bottom)
- Real-world examples from e-commerce, service-based businesses, etc.
- Awareness = TOFU, Interest/Desire = MOFU, Action = BOFU

3. Content Strategy for Each Stage
- Attention: Viral ads, catchy hooks, influencer content
- Interest: Educational blog posts, explainer videos
- Desire: Reviews, case studies, product demos
- Action: Offers, strong CTAs, checkout flow

4. Tools & Techniques to Support AIDA
- Email marketing automation (for nurturing)
- Facebook & Google ads for attention/retargeting
- Landing pages and funnels (e.g., ClickFunnels, WordPress + Divi)
- CRM and analytics tools (HubSpot, Google Analytics)

5. Measuring Funnel Effectiveness
- Funnel conversion rate metrics (CTR, CPL, CPS)
- A/B testing content at different AIDA stages
- Heatmaps and user behavior analysis
- Tracking ROI for each stage of the funnel

GORILLA MARKETING

1. Guerrilla Marketing is an unconventional marketing strategy that focuses on creative, low-cost tactics to promote a brand or product.
2. It relies on surprise, imagination, and originality to grab attention in public spaces.
3. This method is ideal for small businesses or startups with limited budgets but big ideas.
4. Common forms include street art, flash mobs, viral videos, or props in unexpected places.
5. Guerrilla campaigns aim to create a memorable experience that encourages word-of-mouth sharing.
6. It works best when targeted at specific audiences in a clever or humorous way.
7. This strategy helps brands stand out from competitors in crowded markets.
8. Social media plays a big role in amplifying guerrilla campaigns globally.
9. It's used to build brand awareness, create buzz, or launch new products creatively.
10. When executed well, guerrilla marketing delivers high impact with low investment.

ADVANCED
DIGITAL MARKETING WITH AI
COURSE

~~₹80,000/-~~

₹35,000/-

LIMITED SEAT

Skill India
कौशल भारत - कुशल भारत

N·S·D·C
National Skill Development Corporation
Transforming the skill landscape

SPECIAL COACHING ADVANTAGES

100% Practical Sessions

100 + Ai Tools

Canva (Pro) 1 Year Free Access

Ai Based Marketing

Own Company Placements

4 + Certification Provided

2 month Internship

Individual Workspace

Features Of Academy

👍 100% Practical session Smart Classrooms & Real Customer Projects Working Experience

👍 Flexible Timings , Career Support & Comfortable Learning Environment

👍 Wi-Fi Enabled Campus , Camera & AC Facilities

👍 Doubt-Clearing Sessions,Internship Opportunities

👍 Well- Known Experienced Mentors

Follow us on : f 📷 in ▶️ P

📞 Want to discuss more?
CONTACT US NOW

888 322 81 82 | 908 711 66 87

SRI VALLI COMPLEX, 1ST FLOOR, POOKADAI STREET, MAYILADUTHURAI