

pro:element creatives

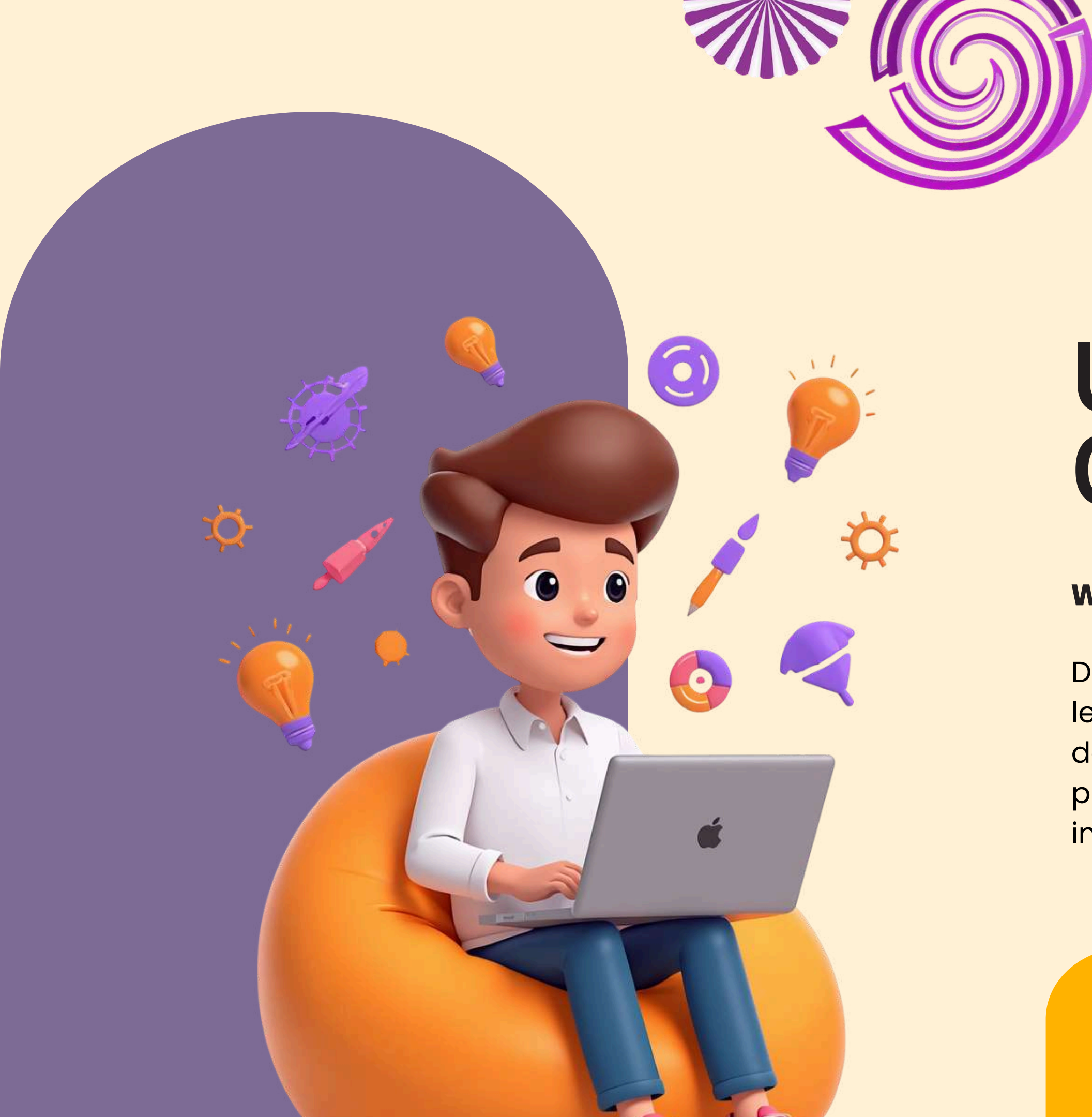
Where passion meets practical skills.

Transform your potential into expertise with hands-on training in AI digital marketing.

3 Months

AI-Integrated Digital Marketing





Unlock Your Creativity

Where Passion Meets Practical Skills

Discover your creative potential through hands-on learning experiences. Our professional development programs blend passion with practical skills, empowering you to grow and thrive in your creative journey.





Why Choose Digital Marketing

In today's digital world, businesses depend on strong online strategies to reach their target audiences. Digital marketing opens up exciting ways to engage customers, improve brand awareness, and drive sales. Companies that effectively use these strategies can gain a significant edge over their competitors.

Our digital marketing course in Calicut offers hands-on experience and insights from industry experts. Interns will learn key skills in social media strategies, Meta Ads, Google Ads, SEO, and content marketing, which are essential in the current market.

Join Pro Element Creatives and start your digital marketing journey with hands-on training, real-world experience, and expert guidance.

What You'll Learn



Practical Skills & Creative Expertise

Gain hands-on experience in digital marketing. Develop industry-relevant skills, master creative tools, and build a portfolio that showcases your professional growth and expertise.



Program Structure



Your Step-by-Step Learning Path

Our structured curriculum guides you from beginner to professional. Each module builds on the previous, ensuring comprehensive skill development with hands-on projects and real-world applications.



Modules

Month 1 - Introduction to Digital Marketing + Basic Web Development

Week 1

- Digital Marketing overview
- Traditional vs Digital Marketing
- Introduction to AI in Digital Marketing
- Digital Marketing Channels
- Search Engines & Social Media
- Marketing Funnel Basics

Week 3

- web development
- AI tools
- Website Speed Basics
- Themes & Plugins
- Mobile Responsive Basics

Week 2

- Wordpress
- Website Structure
- Custom Web Development
- VS Code
- Responsive Design Basics

Week 4

- HTML Basics
- Responsive Design
- AI Tools for Website Creation



Month 2 - SEARCH ENGINE OPTIMIZATION (SEO)

Week 1

- What is SEO
- How Google Works
- On-page SEO optimisation
- Keyword Research Search Intent

Week 2

- Off-page SEO
- Crawling, Indexing & Ranking
- Backlink building
- Report creation

Week 3

- Technical SEO
- Core Web Vitals
- Content creation
- E-E-A-T
- Website audit

Week 4

- Local SEO
- Google Business Profile
- AI Overviews
- GEO (Generative Engine Optimization)
- AEO (Answer Engine Optimization)
- Analytics



Month 3 - PERFORMANCE MARKETING

Week 1

- Meta page setup
- Meta Ads Manager
- Campaign Objectives
- Audience Targeting Retargeting

Week 2

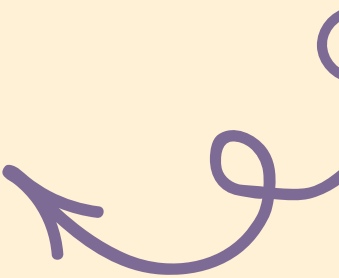
- Pixel Setup
- Meta Business Suite
- Google ads
- Keyword research Search Ads

Week 3

- Display Ads
- Report creation
- Google Analytics Basics

Week 4


- presentation






Thank You Very Much!

Contact Us

 [+91 9633 716 717](tel:+919633716717)

 info@proelementcreatives.com

 Kinfra Techno Industrial Park
Kakkanchery, Thenhipalam - PO
Malappuram, Kerala, India-673635.