Welcome to

ase
Digital Academy

Launch your dream career in
AI-Powered Digital Marketing
with ASE

AI Advanced Digital Marketing & Freelancing Program (2025 Edition)

Trainer : Mr. Ramanakar Gandamani

Duration: 75 Days (30 Days Training + 45 Days Internship)
Mode: Classroom / Online / Hybrid
Certification: ASE Digital Academy (under ASE Technologies)

MOD E -
Digital Marketing Fundamentals Overview:

Learn the basics of digital marketing — understand consumer behavior, key channels, and how businesses grow online

ey Topics

> Marketing Basics & Buyer's Journey

> Traditional vs Digital Marketing

> Components of Digital Marketing

> Setting SMART Goals

> Tools Overview (Google, Meta, Canva, etc.)

> Understanding Digital Ecosystem (SEO, SMM, PPC, Content)

OUTCOME: Students gain a complete understanding of how digital marketing works and how it connects to real-world business strategies.

WordPress Website Design & Blogging:

Build your own website and portfolio using WordPress — a must for every marketer or freelancer.

ey Topics

➤ Domain & Hosting Setup
➤ WordPress Installation & Theme Customization
➤ Elementor Page Builder
➤ Blog Writing & SEO Optimization
➤ Landing Page Creation for Leads
➤ Backup & Security

OUTCOME: Create and manage your own professional website to showcase work or offer freelance services.

MOD E -
Search Engine Optimization (SEO)

Master how to rank websites on Google and generate free, organic traffic.

eyTopics

> Keyword Research (Google Keyword Planner, Ubersuggest,
> Ahrefs)
> On-Page Optimization (Meta Tags, Schema, Alt Text)
> Off-Page SEO (Backlinks, Guest Posts)
> Local SEO & Google Business Profile
> SEO Audit & Reporting Tools

OUTCOME: Students learn how to bring clients' websites to the top of search results — one of the most demanded freelance skills.

MOD E - 4
Canva & Content Marketing

Learn to create viral content and design professional graphics — without any design background.

ey Topics

➤ Canva for Posters, Reels, Ads
➤ Branding & Color Psychology
➤ Copywriting with ChatGPT
➤ Content Strategy & Planning
➤ Content Calendar Setup

OUTCOME: Students can create and plan full–fledged content campaigns for businesses or personal brands.

MOD E - 5
Social Media Marketing(SMM)

Learn how to grow and manage brands on Facebook, Instagram, LinkedIn, YouTube, and Twitter.

ey Topics

- Meta Business Suite Setup
- Social Media Strategy &
- Branding
- Paid Ad Creation (Lead,
- Awareness, Traffic)
- Reel Marketing Strategy
- Social Media Analytics

OUTCOME: Run ad campaigns, grow social pages, and manage clients as a social media freelancer.

MOD E -
Pay-Per-Click (PPC) Advertising:

Master Google Ads and Meta Ads — the core of performance marketing.

ey Topics

➤ Google Search, Display, Video,
➤ Shopping Ads
➤ Keyword Match Types &
➤ Bidding Strategy
➤ Campaign Optimization
➤ Conversion Tracking
➤ Remarketing Strategy

OUTCOME: Students learn how to manage ad budgets effectively and deliver ROI–driven campaigns for clients

MOD E -
Affiliate Marketing & Freelance Income:

Learn how to earn money online through affiliate programs and freelancing platforms.

ey Topics

➤ How Affiliate Marketing Works
➤ Best Networks: Amazon, ClickBank, Impact, Hostinger
➤ Creating Affiliate Landing Pages
➤ Traffic Generation via SEO & Ads
➤ Freelancing on Fiverr, Upwork, and Freelancer
➤ Client Communication & Pricing Strategy

OUTCOME: Students can generate side income and long-term revenue streams from affiliate programs and freelance projects

MOD   E -
Email & WhatsApp Marketing

Learn to build and automate customer communication funnels.

ey Topics

> Email Campaigns (Mailchimp, ConvertKit)
> List Segmentation & Automation
> WhatsApp Business Setup
> Auto Reply, Catalogs, and Broadcasts
> CRM Integration (HubSpot / Zoho)

OUTCOME: Students master retention marketing — essential for eCommerce and service businesses.

MOD   E -
Analytics, GA4 & Tag Management Overview

Understand data, user behavior, and ROI through analytics — a skill that sets professionals apart.

ey Topics

➤ Google Analytics 4 (GA4) Setup

➤ Google Tag Manager (GTM) Implementation

➤ Event & Conversion Tracking

➤ UTM Parameters and Campaign Tracking

➤ Looker Studio Dashboard (Data Visualization)

➤ Heatmaps (Hotjar, Clarity)

OUTCOME: Students can measure, report, and improve performance across websites and campaigns using real-time data.
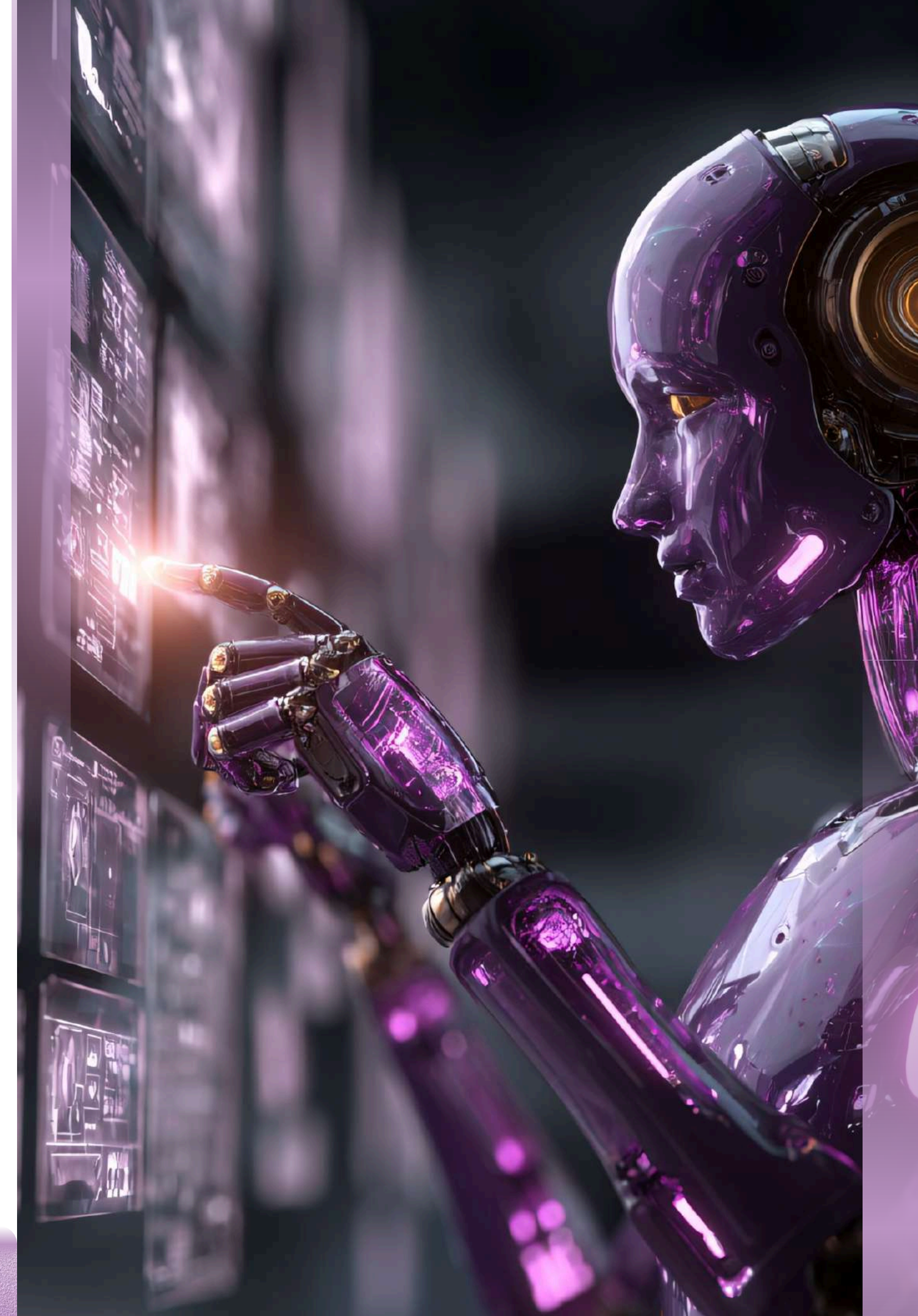
Marketing Automation & AI Tools

Leverage automation and AI to save time and scale performance.

Key Topics

- Chatbots (ManyChat, WhatsApp Bots)
- Workflow Automation (Zapier, Make)
- AI Content Tools (ChatGPT, Jasper)
- Auto Email Campaigns
- Lead Management Automation

OUTCOME: Students can automate entire digital marketing workflows for clients or their own businesses

MOD E -

Personal Branding & Portfolio Building

Build your personal digital presence and position yourself as a professional marketer or freelancer.

ey Topics

> LinkedIn Optimization & Profile Strategy
> Creating a Digital Resume
> Showcasing Work on Behance & Medium
> Building a Freelancer Portfolio Website
> Getting Clients & Negotiating Projects

OUTCOME: Outcome: Students graduate with a personal brand and ready-to-use portfolio for jobs or freelancing

MOD E - 2
Final Project, Internship & Certification

Apply everything you learned in one real–time digital marketing project under ASE Technologies.

ey Topics

➤ Build a Real Business Campaign (Website + SEO + Ads)
➤ Create GA4 Dashboard for Performance Tracking
➤ Internship with ASE Technologies (45 Days)
➤ Live Client Project / Mock Campaign
➤ Presentation & Certification Ceremony

OUTCOME: Students gain job experience, build real client projects, and earn ASE Digital Academy certification for job or freelance credibility.

Career Opportunities (After Course)

- Digital Marketing Executive
- SEO Specialist
- Social Media Manager
- Affiliate Marketer / Blogger
- Google Ads Expert
- Freelance Marketer / Agency Owner
- Analytics & Automation Specialist

THANK YOU

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