

# Digital Marketing



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# STUDENT JOURNEY BLUEPRINT (Growth Hacker Edition)

STAGE 1: Foundation & Exploration

WEEK 2: Skill Building & Hands-On Practice

WEEK 3: Specialisation & Analytics Mastery

WEEK 4: Career Launch & Elective Projects

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100% Job  
Guarantee Cohort



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# Why CraftEdge

CraftEdge's Digital Marketing program is designed as a career launchpad, not just a course. With a job-focused, AI-powered curriculum, hands-on projects, 1:1 mentor guidance, and strong placement support, students graduate with real portfolios, practical experience, and confidence to land roles in SEO, social media, paid ads, and analytics. It bridges the gap between learning and employment, making you industry-ready from day one.

## **Options for electives:**

1. Influencer Marketing | 2. Social Media | 3. Performance Marketing | 4. Product Marketing

# *Introduction to Digital Marketing*

01

Digital marketing refers to the use of digital channels, technologies, and strategies to promote products, services, or brands to target audiences. Unlike traditional marketing (TV, radio, print), it focuses on online platforms where people spend most of their time—such as search engines, social media, websites, email, and mobile apps.

# Foundations of Marketing & Digital Transformation

02

- Traditional vs. Digital Marketing — shifts in consumer behavior
- Core digital channels (SEO, SEM, Social, Email, Content, Mobile)
- AI in audience & persona research  
SparkToro, Crystal Knows
- Introduction to analytics dashboards GA4, Mixpanel, AI-powered insights
- Marketing funnels (TOFU, MOFU, BOFU) + AI-enhanced customer journey mapping



Week 1

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# Search Engine Optimization (SEO)

03

- On-page, Off-page & Technical SEO
- Keyword research & backlinks strategy
- AI SEO tools → SurferSEO, Clearscope, Frase.io
- AI keyword clustering & predictive ranking  
Ahrefs AI, SEMRush AI
- Voice & visual search optimization (Google Lens, Siri/Alexa SEO)
- AI-powered site audits (Screaming Frog + ChatGPT API)

Week 2

# ***Paid Advertising & AI-Driven Campaigns***

- Google Ads campaign setup, bidding strategies, A/B testing
- Social Ads: Meta, LinkedIn, TikTok, X Ads
- AI bidding/optimization → Google Ads AI, Meta Advantage+, Albert.ai
- Retargeting with AI-powered lookalike audiences
- Predictive CPC & ROAS analytics for budget allocation
- Generative AI ad creatives



04

Week 3

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# Social Media & Content Marketing

05

- Platform strategies (FB, Insta, LinkedIn, TikTok, X, YouTube)
- Content calendars & engagement metrics
- AI content creation → ChatGPT, Jasper, Writesonic
- AI design tools → Canva AI, Adobe Firefly, MidJourney
- AI-powered social listening → Brandwatch, Sprout Social AI, Emplifi
- Micro-influencer discovery

Week 4

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# Lead Generation, CRM & Customer Interaction

06

- CRM overview → HubSpot, Zoho, Salesforce AI (Einstein)
- AI in lead scoring & predictive conversion → 6sense, Apollo.io
- AI chatbots → Drift, Intercom, ManyChat
- Personalization engines → Dynamic Yield, Adobe Target AI
- Conversational AI for B2B sales prospecting (Clay + GPT automation)



Week 5

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# ***Email Marketing & AI-Powered Automation***

- Campaign setup, segmentation, personalization
- AI subject line optimization Persado, Copy.ai, Phrasee
- Predictive send-time optimization Mailchimp AI, Klaviyo AI
- Hyper-personalized campaigns with AI automation ActiveCampaign, HubSpot AI
- Generative AI for dynamic email design & personalized templates



Week-6

# Marketing Analytics, Attribution & AI Insights

- Attribution models (multi-touch, data-driven, AI-assisted)
- AI analytics dashboards → GA4 AI insights, Looker Studio, Tableau AI, Power BI Copilot
- Predictive CLV & churn modeling
- AI dashboards for real-time performance monitoring
- Generative AI for marketing reports (ChatGPT + Notion AI auto-reports)



# *E-Commerce & AI-Driven Conversions*

- E-commerce business models (D2C, B2B, Marketplaces)
- AI product recommendations  
Amazon Personalize, Shopify Kit AI
- Dynamic pricing with AI Prisync, Intelligence Node
- Conversational commerce with AI  
WhatsApp + ChatGPT bots
- Added: AI in visual commerce virtual try-on, AR product visualization (Vue.ai)

Week 8

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# *Customer Loyalty, Retention & Growth*

- Loyalty program design & retention strategies
- AI loyalty platforms Antavo, LoyaltyLion
- Predictive CLV for retention segmentation
- Personalized retention campaigns AI email & push notifications
- AI feedback analysis MonkeyLearn, Qualtrics AI
- NPS automation & predictive satisfaction scoring

# Capstone Project & Career Readiness

11

- Hands-on with 2–5 AI tools (SEO+Ads+Email + Analytics)
- Building & presenting a full AI-powered digital campaign
- AI-powered resume & LinkedIn optimization
- Career prep: AI-assisted interview practice (Interview Warmup AI, VMock)
- Portfolio-building using AI dashboards & campaign case studies
- 1:1 Mocks and real interview preparation
- IBM/Google Visit\* + IBM/Google Job\* (subject of performance and availability)

Week 10

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