



Digital Marketing Program & AI Skills

*"Learn with live projects, grow with industry mentorship,
and build a future-ready career with i2i Specialist."*





Welcome to i2i Specialist's Digital Marketing Program

i2i Specialist Technologies Pvt. Ltd. is a modern IT training and skill development company dedicated to creating industry-ready professionals through practical learning, real-time projects, and AI-powered technologies. We offer career-oriented programs in **Business Analytics, Data Analytics, Full Stack Development, Digital Marketing, Data Science, Software Testing , AWS** and more, with a strong focus on hands-on training, internship opportunities, expert mentorship, and placement support to help students build successful careers in today's competitive industry

About the Program

The Digital Marketing Job Ready Program is designed to help students and professionals master modern marketing strategies, AI-powered tools, and performance-driven campaigns. The course covers SEO, Social Media Marketing, Google Ads, Content Marketing, Analytics, and Marketing Automation with hands-on projects and real-world case studies.

Course Highlights

- AI-Powered Learning Industry-
- Oriented Training
- Live Projects & Case Studies
- Hands-on Practical Sessions
- Internship Opportunities
- Expert Mentorship
- Resume Building Support
- Mock Interview Preparation
- 100% Placement Assistance Real-
- Time Dashboard Development



Modules Covered

Module 1: Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Digital Marketing Channels
- Marketing Funnel
- Buyer Persona
- Digital Marketing Strategy

Module 2: Search Engine Optimization (SEO)

- Keyword Research
- On-Page SEO
- Technical SEO
- Off-Page SEO
- Local SEO
- Google Search Console
- SEO Audit

Module 3: Social Media Marketing (SMM)

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Content Planning
- Social Media Strategy
- Community Management

Module 4: Content Marketing

- Content Strategy
- Blog Writing
- Copywriting
- Caption Writing
- AI Content Creation
- Content Calendar

Module 5: Performance Marketing

- Meta Ads
- Google Ads
- Lead Generation Campaigns
- Conversion Tracking
- Retargeting Campaigns

Module 6: Analytics & Reporting

- Google Analytics 4 (GA4)
- Google Tag Manager
- Campaign Analysis
- KPI Tracking
- Performance Reports

Module 7: AI Tools for Marketing (2026)

- ChatGPT for Marketing
- Canva AI
- AI Content Generation
- Marketing Automation
- AI-powered Campaign Optimization

Tools Covered

- Google Analytics 4 (GA4)
- Google Search Console
- Google Ads
- Meta Ads Management
- Canva
- ChatGPT
- Google Tag Manager
- WordPress



Career Opportunities

After completing this program, students can apply for:

- Digital Marketing Executive
- SEO Specialist
- Social Media Manager
- Performance Marketer
- Google Ads Specialist
- Content Marketing Executive
- Email Marketing Specialist
- Digital Marketing Analyst
- Marketing Automation Specialist
- Freelancer / Digital Marketing Consultant

Who Can Join?

- Students & Freshers
- Graduates from Any Stream
- Business Owners & Entrepreneurs
- Freelancers
- Working Professionals
- Content Creators & Influencers
- Sales & Marketing Professionals
- Anyone Interested in Online Marketing

Program Benefits

- Practical Industry Exposure
- Real-World Project Experience
- Portfolio Development
- Industry-Level Mentorship
- Career Guidance
- Placement Support
- AI Skill Development Job-Oriented Learning

Build practical skills, gain real-world experience, and become industry-ready with AI-powered learning at i2i Specialist.

Why Choose i2i Specialist?

- AI-Focused Modern Training
- Practical Learning Approach
- Experienced Industry Trainers
- Real-Time Projects
- Internship Support
- Career-Focused Programs
- Industry-Oriented Curriculum
- Placement Assistance

Program Time and Schedule

- Monday to Friday 10:00 AM to 5:00 PM (Like a Real-Job Environment)
- Complete Practical Project Work
- Project Consulting & Implementation

Our Placed Student



CAPITA

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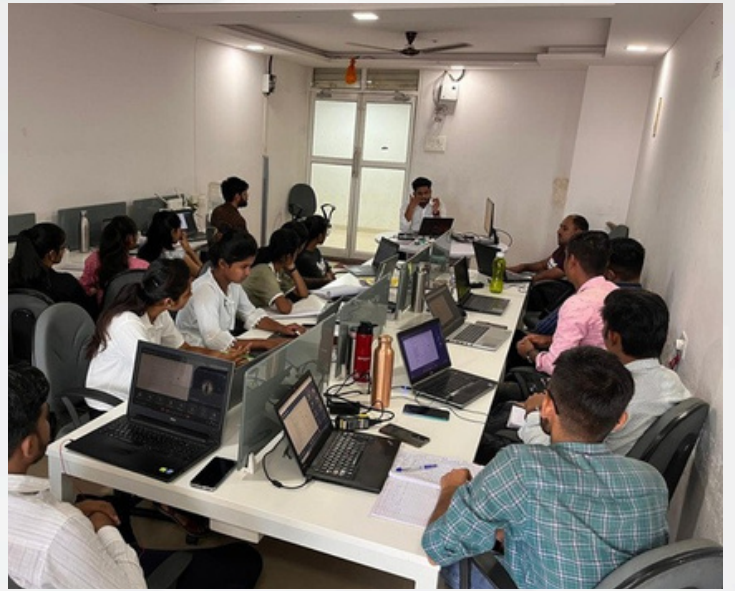


L&T Infotech



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Visit Our Office Address

i2ispecialist Technologies Pvt.Ltd
11A, 6th Floor, A Wing,
Near EON IT PARK,
City Vista, Fountain Road, Kharadi,
Pune
Call: +91 8329665280

