



# eLance.Academy

Master Digital Skills with eLance Academy

A Brand New **Digital Evolution Course** for 2024

# AI & DIGITAL MARKETING (AIDM)

Empowering Business in Nepal with **AI Driven** Digital Marketing



Get Certified by:

Google HubSpot eLance.Academy

**#MissionDigitalNepal**

# Glimpse of eLance Academy



## What is Digital Marketing "AIDM"

The **AI and Digital Marketing (AIDM)** Course is a comprehensive program designed to empower business owners and digital marketing professionals in 2024 with AI-driven digital strategies. Our trainers, with over 10+ years of industry experience, ensure top-quality education tailored to the Nepalese market.

Through hands-on exercises, case studies, and real-world examples, learners will gain practical skills in website designing with WordPress and Elementor, SEO basics, Google Ads, social media marketing, Instagram growth hacks, Facebook and Instagram advertising, and email marketing. The course emphasizes AI tools like ChatGPT (and so many others) to maximize efficiency and deliverables. **By the end of the course**, learners will be able to create effective digital marketing campaigns, guide their teams, and drive revenue and brand growth. Take the first step towards success by enrolling in the AIDM Course today.

## Why Digital Marketing Course at eLance Academy

With the **#MissionDigitalNepal**, eLance Academy strives to transform traditional marketing into the digital era through our advanced training programs. Here's what sets our AIDM course apart in Nepal:

- Tailored for Business Owners and Professionals
- Practical, AI-Driven Training
- Certified Trainers with 10+ Years of Experience
- Real-World Applications and Case Studies
- Freelancing and Networking Opportunities

Join us and harness the power of AI in digital marketing to elevate your business and career.

### Placement partners:



## Duration of our Digital Marketing Course

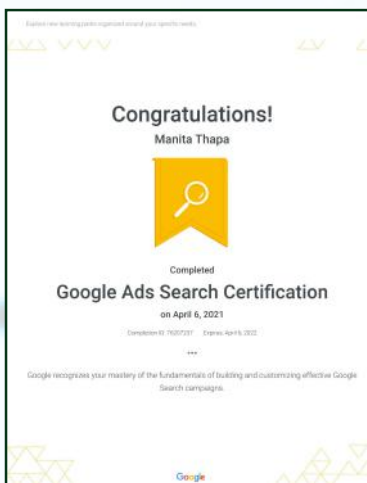
The **AIDM** Course is scheduled to last total 2 months (8 weeks), which includes **physical training sessions** followed by Exam, assignments, projects and Certifications. Here's how the entire course is divided:

- ❖ 8 Weeks
- ❖ 8 Total Modules
- ❖ Training by Anish Sah (CEO & founder of eLance)
- ❖ Online Guest Lectures by Tarumita Samal (COO & Co-founder of eLance)
- ❖ Project Submission & Certification

**Note: Classes will run from 7am-9am or 6pm-8pm, 5 days a week (Mon-Friday)**

## Exams and Certifications of Our Digital Marketing Course

- ❖ Google Ads Fundamentals **Certification from Google**
- ❖ Social Media Marketing **Certification from HubSpot**
- ❖ AIDM **Certification from eLance Academy**



## Modules of our AIDM Course

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### Module - 1: Introduction to AI in Digital Marketing

Meet and greet with all students, Socializing, Detailed Introduction of the course, Digital Marketing Landscape in Nepal, Scope of AI in Digital Marketing in Nepal in 2024, Digital Marketing channels and strategies, Overview of AI and its impact in digital marketing, Benefits of AI for businessperson and marketers, Digital marketing for a person, an organization, or a business, Earning potential, Relationship between digital marketing, advertising, and branding.

### Module - 2: Website Designing on WordPress No-Code Builders, SEO and AI

Importance of having a website, Paying to agencies vs designing your own website, Understanding domain & hosting, Essential pages on a website, Website design on WordPress with Elementor (no-code builder), Understanding SEO, Creating SEO Optimized content for your website using AI, Optimize your website to rank on Google using Yoast SEO, Creating SEO workflows and guiding your team, Google My Business optimization, Being visible on Google maps, using AI to optimize your website and Google Maps listings.

You Get **FREE** Domain & Hosting for 1 year (Value - Rs. 15,000/-)

### Module - 3: Google Ads and AI

Google Ads overview, Setting up and running Google search, display and video/YouTube ads, Understanding ad metrics and optimisation, AI Tools for Google Ads, Using AI to optimise Google Ads campaigns, Competition analysis, keywords research, bidding and budget, Creating in-apps ads/mobile ad campaigns, Using AI to create ad Content, Google Ads certification preparation and exam.

### Module - 4: Social Media Marketing and AI

Introduction to Social Media Marketing, Social Media Channels, AI Applications for social media marketing, Social Media Marketing Process, Content planning-Identifying post types, Identifying post formats, identifying audience and purpose of content, Creating monthly content calendar, Copywriting-for ad creatives, captions & hashtags, Designing principles for creatives, Designing on PPT, Posting/Scheduling, Social Media Reporting, Using AI at each phase of content marketing.

### **Module - 5: Instagram, Viral Marketing and AI**

Instagram growth hacks, Strategies for organic growth on Instagram, Viral Marketing techniques and case studies, Reels Marketing, Creating engaging reels and short videos, practical sessions on shooting and editing reels, Faceless Reels Marketing with AI, Viral Hooks.

### **Module - 6: Facebook and Instagram Advertising**

Running successful ads campaigns on Facebook and Instagram, Audience targeting, Placements, Ad Copies, Reels Ads, Story Ads, Message Ads, Engagement Ads, Lead Generation ads and other types of Ads, Advantage Plus Campaign, Targeting and Placements, AI Tools to analyze audience, Optimize performance, creative ad copies, AB Testing.

### **Module - 7: ORM, CRM, Email Marketing and AI Integration**

What is Customer Relationship Management (CRM), CRM Techniques, Email Marketing, Follow-up calls, Cold leads, Hot leads, Communication skills, What is Online Reputation Management (ORM), Responding to positive and negative Facebook comments/reviews, Getting more reviews on online platforms, Create campaigns for managing your online reputation, Automating Email Campaigns with AI, Setting up effective email campaigns, Analyzing email marketing performance, personalization and optimization using AI.

### **Module - 8: Content and Design Team Guidance**

Guiding your content and design team, best practices of content creation and design, creating workflows and assigning tasks successfully, using AI to enhance teams' efficiency, AI tools for managing and guiding teams, case studies and practical applications

## Our Instructors

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### Mr. Anish Sah

Founder & CEO, eLance



**Anish Sah** is a Digital Marketing Expert with over 10 years of experience in the industry. He has extensive knowledge of SEO, Conversion Optimization, and PPC, and is a certified Digital Marketing Trainer. Anish is passionate about helping businesses achieve their goals and has developed effective marketing strategies for numerous clients. With his expertise, he can help you achieve your business goals with the right kind of knowledge.

### Ms. Tarumita Samal

MD & Chief Operating Officer (COO), eLance



**Tarumita Samal** is an accomplished professional with over 7 years of experience in the digital marketing industry. She serves as the MD & COO of eLance and is responsible for managing its operations. Tarumita is a Social Media Expert, adept at handling the social media presence of multiple brands. She is also a Content Marketing Expert, known for her creative approach to social media advertising. In addition to her work at eLance, Tarumita is a Digital Marketing Trainer, sharing her knowledge and expertise with others in the industry.

A Few Clients we have served

**Featured Clients:**



**Restaurants/Cafes**



**Education Sector**



**Travel/Tours/Trekking**





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+977 9818097976



Naxal, Gairidhara, Kathmandu - 7



enterprise@elancedigitalmedia.com



[www.elancedigitalmedia.com/elance-academy](http://www.elancedigitalmedia.com/elance-academy)