



PROFESSIONAL SOCIAL MEDIA MARKETING

& CREATIVE DESIGN *with AI*

Design. Create. Market.
Scale Brands.



COURSE DURATION



84 Classes

(42 Modules × 2 Classes)

YOU WILL MASTER



- ✓ Creative Design with Photoshop
- ✓ Video Editing with Premiere Pro
- ✓ Social Media Marketing
- ✓ Paid Advertising (Meta, Google, LinkedIn)
- ✓ Campaign Management & Performance Analysis

SOFTWARE COVERED



Adobe
Photoshop



Adobe
Premiere Pro

PLATFORMS & TOOLS



Meta Business
Suite & Ads
Manager



Google
Ads



LinkedIn
Campaign
Manager



Canva
(For Adapting
Creatives)



Canva
(For Adapting
Creatives)

AI TOOLS (For Research, Strategy, Copy & Workflow)



ChatGPT



Gemini



Grammarly



Adobe
Color



Google
Fonts



Remove.bg



Adobe
Express



Google
Trends



Meta
Creative
Hub

COURSE HIGHLIGHTS

- Industry Relevant Curriculum
- Hands-on Projects & Case Studies
- Live Campaigns & Ad Creation
- AI Assisted Learning for Productivity
- Portfolio Focused Learning
- Mentorship from Industry Experts
- Job & Freelance Opportunities

YOUR LEARNING JOURNEY

PHASE 1



SOCIAL MEDIA FOUNDATIONS

Understand platforms, audience and content strategy.

- 01 Introduction to Digital Marketing
- 02 Understanding Social Platforms
- 03 Content Strategy & Planning
- 04 Design Principles for Social Media

PORTFOLIO OUTCOME

- Digital Marketing Strategy Sheet
- Brand Platform Audit
- 60-Day Content Calendar
- Brand Style Guide

PHASE 2



PHOTOSHOP FOR SOCIAL MEDIA

Create eye-catching posts, creatives and campaigns.

- 05 Image Editing & Retouching
- 06 Advertising Creatives
- 07 Carousel & Infographic Design
- 08 Product & Branding Posts
- 09 Creative Campaign Design
- 10 Export & Platform Optimisation

PORTFOLIO OUTCOME

- Product Image Collection
- Advertising Campaign Kit
- Carousel Series
- Platform Ready Creative Package

PHASE 3



PREMIERE PRO FOR SOCIAL MEDIA

Build your portfolio, get job ready & grow.

- 11 Editing Workflow & Timeline
- 12 Reel Editing (Transitions, Audio, Captions)
- 13 Promotional Videos & Motion Titles
- 14 Colour Grading & Audio Mixing
- 15 Short Form Video Strategy
- 16 Export & Multi Platform Delivery

PORTFOLIO OUTCOME

- Instagram Reel Collection
- Promotional Video
- Shorts Video Series
- Multi-Platform Video Package



PRACTICAL LEARNING

100% hands-on training with real time projects.



CAREER GROWTH

Job support, freelancing & business guidance.



INDUSTRY SKILLS

Work on tools & platforms used by professionals.



LIVE PROJECTS

Create campaigns for brands and businesses.



STRONG PORTFOLIO

Build a portfolio that gets you hired.



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PHASE 4



SOCIAL MEDIA MARKETING

Build, grow and engage your brand organically.

- 17 Business Setup & Page Optimisation
- 18 Meta Business Suite Mastery
- 19 Content Planning & Scheduling
- 20 Organic Growth Strategies (Hashtags, SEO, Engagement)
- 21 Influencer & UGC Marketing
- 22 Analytics & Performance Tracking

PORTFOLIO OUTCOME

- Professional Business Setup
- Monthly Content Plan
- Organic Growth Strategy
- Performance Analytics Report

PHASE 5



PAID ADVERTISING (META)

Run high converting ads on Facebook & Instagram.

- 23 Meta Ads Manager Overview
- 24 Audience Targeting (Custom, Lookalike, Retargeting)
- 25 Ad Creative Strategy & Testing
- 26 Lead Generation Ads (Forms, WhatsApp, Calls)
- 27 Conversion & Sales Campaigns
- 28 A/B Testing & Optimisation

PORTFOLIO OUTCOME

- Meta Ad Campaign
- Lead Generation Campaign
- Retargeting Campaign
- Ad Performance Report

PHASE 6



PAID ADVERTISING (GOOGLE)

Get traffic, leads and sales with Google Ads.

- 29 Google Ads Overview & Account Setup
- 30 Search Ads (Keywords, Match Types, Ad Copy)
- 31 Display Ads & Remarketing
- 32 Performance Max Campaigns
- 33 YouTube Ads
- 34 Conversion Tracking & Reporting

PORTFOLIO OUTCOME

- Google Search Campaign
- Performance Max Campaign
- YouTube Ad Campaign
- Conversion Report

PHASE 7



LINKEDIN MARKETING & ADS

Build authority and generate B2B leads.

- 35 LinkedIn Profile & Company Page Optimisation
- 36 LinkedIn Content Strategy
- 37 LinkedIn Ads Overview
- 38 Sponsored Content & Message Ads
- 39 Lead Generation with LinkedIn Ads
- 40 LinkedIn Analytics & Reportin

PORTFOLIO OUTCOME

- LinkedIn Company Page
- LinkedIn Ad Campaign
- B2B Lead Generation Campaign
- Performance Report

PHASE 8-INDUSTRY PROJECTS (END TO END CAMPAIGN BUILDING)



RESTAURANT CAMPAIGN

- Brand Identity
- Content Calendar
- Social Media Creatives
- Video Reels
- Paid Ad Campaign
- Performance Report



FASHION BRAND CAMPAIGN

- Brand Identity
- Content Calendar
- Social Media Creatives
- Video Reels
- Paid Ad Campaign
- Performance Report



PRODUCT LAUNCH CAMPAIGN

- Brand Identity
- Content Calendar
- Social Media Creatives
- Video Reels
- Paid Ad Campaign
- Performance Report



EDUCATION CAMPAIGN

- Brand Identity
- Content Calendar
- Social Media Creatives
- Video Reels
- Paid Ad Campaign
- Performance Report



REAL ESTATE CAMPAIGN

- Brand Identity
- Content Calendar
- Social Media Creatives
- Video Reels
- Paid Ad Campaign
- Performance Report



HEALTHCARE CAMPAIGN

- Brand Identity
- Content Calendar
- Social Media Creatives
- Video Reels
- Paid Ad Campaign
- Performance Report

AI IN ACTION - SMARTER MARKETING WORKFLOW



1. RESEARCH

AI tools help you research market, audience & competitors.



2. PLAN

Create strategy, content calendar & campaign plan with AI.



3. CREATE

Design posts in Photoshop & edit videos in Premiere Pro.



4. PUBLISH

Schedule & publish content across platforms.



5. ADVERTISE

Run ads on Meta, Google & LinkedIn to reach audience.



6. ANALYSE

Track results, optimise & improve ROI.

AI TOOLS (For Research, Strategy, Copy & Workflow)



ChatGPT

Content Ideas, Captions, Ad Copy, Scripts, Hashtags



Google Gemini

Research, Competitor Analysis, Audience Insights



Grammarly

Grammar Check & Copy Improvement



Adobe Color

Colour Palettes for Branding & Creatives



Google Fonts

Font Pairing & Typography Inspiration



remove.bg

Background Removal for Product Images



Adobe Express

Resize Creatives for Multiple Platforms



Google Trends

Trend Research & Seasonal Ideas



Meta Creative Hub

Ad Previews, Ad Inspiration & Placement Guidance

WHAT YOU WILL GET

- Industry Relevant Curriculum
- Live Projects & Case Studies
- Real Ad Accounts Training
- AI Assisted Learning
- Portfolio Focused Training
- Expert Faculty Guidance
- Certificate of Completion
- Resume & LinkedIn Optimisation
- Job & Freelance Opportunities

CAREER OPPORTUNITIES

- Social Media Marketing Executive
- Digital Marketing Executive
- Performance Marketing Executive
- Social Media Manager
- Meta Ads Specialist
- Google Ads Specialist
- LinkedIn Marketing Executive
- Content Marketing Executive
- Digital Campaign Executive
- Freelance Digital Marketer

YOUR PORTFOLIO WILL INCLUDE

- 30+ Social Media Creatives
- 15+ High Quality Reels
- Live Ad Campaigns (Meta, Google, LinkedIn)
- Content Calendars & Strategies
- Performance Reports
- Case Studies & Client Presentations