



CORPORATE TEAM TRAINING PROGRAM

CORPORATE DIGITAL MARKETING TRAINING

Two Structured Tracks: Foundation → Advanced | Cohort-Based Upskilling in SEO, Paid Ads, Content, Social & AI-Driven Strategy

TRAINING NAME

Corporate Digital Marketing Training Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital
Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs

Industry Experience

8,500+

Projects Delivered

₹300+ Cr

Client Revenue Tracked

35+

Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • Meta Blueprint • HubSpot

PROGRAM OVERVIEW

Two Structured Tracks, One Expert-Led Program

This is a live, instructor-led training program designed for marketing teams, in-house departments and corporate L&D functions who want their people running genuine, complete digital marketing campaigns — not sitting through generic theory. Every batch is live, cohort-based, and shaped around your organization's brand, tools and current workflows.

Choose the Foundation track to bring your whole team up to a common baseline across website, SEO, paid ads, social, email and analytics, or go straight into the Advanced track if your team already runs digital marketing and wants to master today's AI-driven, integrated approach — combining SEO/GEO, paid media, content and automation into one coherent, company-wide strategy. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your organization, your industry and your team's goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, your team gets live, cohort-based coaching from a practitioner who runs real, full-funnel digital marketing, not a generic corporate trainer reading slides.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Fee	₹12,000 / participant (per batch, min. 5 participants)	₹18,000 / participant (per batch, min. 5 participants)
Level	Foundation — no prior experience needed across the team	Intermediate/Advanced — for teams already running digital marketing
Focus	Foundations: website, SEO, paid ads, social, email, analytics — a common baseline for the whole team	Latest AI stack: integrated SEO/GEO, paid media, automation, attribution, leadership-level reporting
Outcome	Your team can plan and run a complete digital marketing strategy together, using a shared vocabulary	Your team can design and lead an integrated, AI-driven digital marketing strategy for the organization

COMMON TO BOTH TRACKS

- Live online cohort sessions (video call), fully customized to your organization's brand and tools.
- Flexible scheduling around your team's working hours — half-day or full-day sessions, agreed in advance.
- Hands-on work on your organization's own website, brand assets or a shared practice account.
- Templates, worksheets and a dedicated WhatsApp/Slack support channel between sessions.
- A closing debrief with your marketing leadership on skill gaps, tool recommendations and next steps.

BEGINNER TRACK • 15 hours • ₹12,000 / participant (per batch, min. 5 participants)

Corporate Digital Marketing — Foundation Program (Team Curriculum: A Shared Baseline for Your Whole Marketing Function). Seven modules covering everything a team needs to go from mixed experience levels to a common, confident foundation in digital marketing.

DIGITAL MARKETING FUNDAMENTALS & LANDSCAPE 2 hrs

- The full digital marketing landscape: SEO, paid ads, social, email, content and how they connect.
- Mapping channels to the customer funnel: awareness, consideration and conversion.
- Aligning the team on where the organization should focus first, based on goals and resources.

WEBSITE & LANDING PAGE BASICS 2 hrs

- Website fundamentals: what every corporate site needs to convert visitors.
- Landing page basics: headline, offer and clear call to action, aligned to brand guidelines.
- Basic conversion principles the whole team can apply across channels.

SEO & CONTENT MARKETING FUNDAMENTALS 2 hrs

- Basic SEO: how search engines find, index and rank your organization's content.
- Content strategy fundamentals: planning content that attracts the right audience.
- Keyword research basics for your industry and product lines.

PAID ADVERTISING FUNDAMENTALS (GOOGLE & META) 2.5 hrs

- Google Ads basics: search campaigns and how the auction works.
- Meta Ads basics: running a first Facebook & Instagram campaign for the brand.
- Setting a realistic starting budget the team can defend internally.

SOCIAL MEDIA & EMAIL MARKETING BASICS 2 hrs

- Organic social fundamentals: choosing platforms and content types that fit the brand.
- Email marketing basics: building a list and sending a first campaign.
- Combining organic and paid for consistent reach across the organization's channels.

ANALYTICS & MEASUREMENT BASICS 2 hrs

- GA4 fundamentals: understanding where the organization's traffic comes from.
- Setting up basic tracking across the website and campaigns.
- Reading the metrics that matter for reporting to leadership.

BUILDING YOUR TEAM'S FIRST MARKETING PLAN & LIVE PRACTICE 2.5 hrs

- Putting it all together: building a simple, realistic multi-channel plan as a team.
- Prioritizing channels based on the organization's budget and goals.
- Live practice session: reviewing and improving a real internal marketing plan together.

By the end of the Foundation Track, your team will share a common vocabulary and be able to jointly plan, launch and manage a complete digital marketing strategy across the core channels.

ADVANCED TRACK • 20 hours • ₹18,000 / participant (per batch, min. 5 participants)

Corporate Digital Marketing — Advanced Growth Program (Team Curriculum: Master the Latest Integrated, AI-Driven Marketing Stack). Recommended after the Foundation Track or for teams that already run digital marketing. Eight modules covering integrated strategy, advanced paid media, SEO/GEO, automation and leadership-grade attribution & reporting.

THE LATEST AI-DRIVEN DIGITAL MARKETING LANDSCAPE 3 hrs

- How AI has reshaped search, social, content and paid media across every major channel.
- Where automation genuinely helps a corporate team vs. where it needs human oversight.
- Building a strategy that's resilient to how quickly this landscape keeps changing.

INTEGRATED MULTI-CHANNEL STRATEGY & CROSS-TEAM ALIGNMENT 2.5 hrs

- Connecting SEO, paid, social, content and email into one coherent strategy, not departmental silos.
- Strategic budget allocation across channels based on funnel stage and business goals.
- Sequencing channels and responsibilities across roles so each one reinforces the others.

ADVANCED PAID MEDIA ACROSS PLATFORMS FOR IN-HOUSE TEAMS 3 hrs

- Advanced tactics across Google, Meta, LinkedIn and Microsoft Ads.
- AI-driven bidding & automation — Performance Max, Advantage+ and similar systems.
- Cross-platform budget and creative strategy the team can run in-house.

SEO, GEO & AI SEARCH VISIBILITY AT ENTERPRISE SCALE 2.5 hrs

- Advanced SEO fundamentals combined with Generative & Answer Engine Optimization.
- Structuring content so it ranks and gets cited inside AI Overviews and AI chat tools.
- Building topical authority as a long-term visibility asset for the organization.

CONTENT & CREATIVE GOVERNANCE AT SCALE 2 hrs

- AI content & creative tools for faster, higher-volume production across the team.
- Keeping brand voice consistent across channels, campaigns and multiple contributors.
- Approval workflows: review, fact-check and sign-off steps for AI-assisted content.

MARKETING AUTOMATION, CRM & CROSS-DEPARTMENT WORKFLOWS 2 hrs

- Connecting the marketing stack — CRM, email/SMS and ad platforms — across departments.
- Building nurture sequences that move leads toward conversion and hand off cleanly to sales.
- Automating repetitive tasks without losing personalization or accountability.

ANALYTICS, ATTRIBUTION & LEADERSHIP REPORTING 2.5 hrs

- Cross-channel attribution in a post-cookie, privacy-first landscape.
- Building dashboards that connect marketing activity to real business outcomes.
- Communicating ROI clearly to leadership and other departments.

CAPSTONE: TEAM STRATEGY BUILD & LIVE PRESENTATION TO LEADERSHIP 2.5 hrs

- Live team workshop: building a prioritized, integrated strategy for the organization.
- Structuring the strategy the way the team would present it to leadership or clients.
- Guidance on tools & next steps to keep the team's skills current after the program ends.

By the end of the Advanced Track, your team will be able to design, run and lead an integrated, AI-driven digital marketing strategy across channels for the organization — at a specialist, in-house agency-ready level.

INVESTMENT

Corporate Digital Marketing Training Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

**₹12,000 / participant (per batch,
min. 5 participants)**

15 hours of live cohort training • Flexible scheduling •
Foundations to first team marketing plan

ADVANCED TRACK

**₹18,000 / participant (per batch,
min. 5 participants)**

20 hours of live cohort training • Flexible scheduling • Latest
integrated SEO/GEO, paid media & AI stack

WHY TRAIN WITH TEAM LEARN AI DIGITAL

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Learn AI Digital

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<https://hemantkalwani.com/> • <https://globalwebdigital.com/> • <https://learnaidigital.com/>

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