



GROUP DIGITAL MARKETING TRAINING PROGRAM

DIGITAL MARKETING MASTERY

Two Structured Tracks: Beginner → Advanced | SEO, Social Media, Google Ads, Content & Analytics

TRAINING NAME

Group 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.

Google • Meta • HubSpot — certifications and partnerships, as applicable

PROGRAM OVERVIEW

Structured Group Training for Digital Marketing Success

The Group Digital Marketing Training Program is designed for students, business owners, freelancers, aspiring digital marketers and working professionals who want to build practical digital marketing skills in a structured learning environment.

Choose the Beginner Track to learn digital marketing fundamentals, including SEO, social media marketing, Google Ads, content marketing and analytics. Choose the Advanced Track to develop deeper expertise in campaign optimization, advanced SEO, conversion rate optimization, marketing automation and performance measurement. Both tracks combine expert guidance, practical exercises, case studies and project-based learning.

WHO DELIVERS THE TRAINING

Training sessions are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital. Participants learn through guided sessions, practical demonstrations, interactive discussions and hands-on exercises designed to build confidence in digital marketing.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for learners with basic digital marketing knowledge
Focus	SEO, social media, Google Ads, content marketing, analytics and digital marketing fundamentals	Advanced SEO, campaign optimization, CRO, analytics, AI tools and marketing automation
Outcome	Understand core digital marketing channels and prepare a basic marketing plan	Develop advanced strategies and improve campaign performance using data-driven techniques

COMMON TO BOTH TRACKS

- Instructor-led group training with interactive learning and guided discussions.
- Structured sessions with practical exercises and opportunities to ask questions.
- Hands-on activities covering SEO, social media, advertising, content planning and analytics.
- Worksheets, checklists and digital marketing learning resources.
- Guidance on selecting relevant digital marketing tools and platforms.

BEGINNER TRACK • 15 hours

Digital Marketing Foundation Program (Beginner Curriculum: Learn the Fundamentals and Build Your First Digital Marketing Strategy). Seven modules covering the essential concepts, tools and techniques needed to understand and plan digital marketing campaigns.

INTRODUCTION TO DIGITAL MARKETING 2 hrs

- Understanding digital marketing channels and how they work together.
- Differences between organic marketing and paid advertising.
- Understanding target audiences, customer journeys and online business goals.

SEARCH ENGINE OPTIMIZATION (SEO) 2.5 hrs

- Understanding search engines, keyword research and search intent.
- On-page SEO: titles, meta descriptions, headings, URLs and content.
- Technical SEO basics, indexing, website structure and backlink fundamentals.

SOCIAL MEDIA MARKETING 2 hrs

- Choosing suitable social media platforms for a business.
- Creating a social media content plan and posting calendar.
- Understanding audience engagement and measuring social media performance.

GOOGLE ADS & PAID ADVERTISING 2 hrs

- Introduction to Google Ads, search campaigns and paid advertising.
- Understanding keywords, budgets, bidding and campaign structure.
- Introduction to ad copy, audience targeting and landing page relevance.

CONTENT MARKETING 2 hrs

- Developing content ideas based on audience needs and search intent.
- Creating blogs, website content and social media posts.
- Content planning, calls to action and content calendar basics.

ANALYTICS & PERFORMANCE TRACKING 2 hrs

- Introduction to Google Analytics and Google Search Console.
- Understanding traffic sources, engagement and key marketing metrics.
- Reading basic reports and identifying improvement opportunities.

PRACTICAL PROJECT & MARKETING STRATEGY 2.5 hrs

- Identifying a business, its target audience and marketing goals.
- Preparing a basic digital marketing strategy across relevant channels.
- Presenting the marketing plan and receiving trainer feedback.

By the end of the Beginner Track, participants will understand the major digital marketing channels and be able to prepare a basic digital marketing plan for a business.

ADVANCED TRACK • 20 hours

Digital Marketing Growth Program (Advanced Curriculum: Develop Data-Driven Strategies and Optimize Marketing Performance). Recommended for learners with basic digital marketing knowledge. Eight modules covering advanced strategy, campaign optimization, analytics and marketing automation.

ADVANCED DIGITAL MARKETING STRATEGY 2.5 hrs

- Developing integrated digital marketing strategies and measurable objectives.
- Mapping customer journeys, marketing funnel stages and KPIs.
- Planning channel budgets and allocating marketing resources.

ADVANCED SEO & KEYWORD STRATEGY 2.5 hrs

- Advanced keyword research, search intent and competitor analysis.
- Content clusters, topical authority, internal linking and technical SEO audits.
- Monitoring rankings, organic traffic and SEO performance.

ADVANCED SOCIAL MEDIA MARKETING 2.5 hrs

- Developing platform-specific content and audience strategies.
- Introduction to advanced targeting, retargeting and campaign planning.
- Evaluating social media engagement and campaign performance.

GOOGLE ADS & CAMPAIGN OPTIMIZATION 3 hrs

- Campaign structure, keyword strategy, bidding and negative keywords.
- Ad copy testing, landing page alignment and conversion tracking basics.
- Optimizing budgets and evaluating advertising performance.

CONVERSION RATE OPTIMIZATION (CRO) 2 hrs

- Understanding user behaviour and conversion barriers.
- Improving landing pages, calls to action and website journeys.
- Introduction to A/B testing and conversion improvement.

ANALYTICS & PERFORMANCE REPORTING 2.5 hrs

- Using analytics reports to evaluate channel performance.
- Understanding attribution, conversion paths and campaign outcomes.
- Building performance dashboards and actionable marketing reports.

AI TOOLS & MARKETING AUTOMATION 2.5 hrs

- Using AI tools for research, content planning and marketing workflows.
- Introduction to email marketing automation and lead nurturing.
- Quality control, data privacy and responsible use of AI tools.

CAPSTONE PROJECT & STRATEGY PRESENTATION 2.5 hrs

- Reviewing a business scenario and identifying marketing opportunities.
- Creating a strategy with channels, budgets, activities and KPIs.
- Presenting recommendations and receiving trainer feedback.

By the end of the Advanced Track, participants will be able to develop advanced digital marketing strategies, evaluate campaign performance and identify opportunities for optimization across multiple channels.

INVESTMENT

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

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions •
Foundations to first profitable campaign

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions •
Latest DSP, AI bidding & Brand Analytics stack

WHY TRAIN WITH HEMANT

- Industry experience in digital marketing and leadership, as stated in the trainer profile.
- Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital.
- Structured learning pathways for beginner and advanced participants, supported by practical exercises and case studies.
- Learn SEO, paid advertising, content marketing, analytics and AI-assisted workflows.
- A curriculum designed to help participants develop practical, measurable digital marketing skills.

GET STARTED

Join a group training program to develop your skills, understand industry tools and learn how to plan and evaluate digital marketing campaigns. Contact our team for upcoming batches, course fees and enrollment details.

Hemant Kalwani

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