



1-ON-1 PERSONAL TRAINING PROGRAM

DIGITAL MARKETING MASTERY

Two Structured Tracks: Beginner → Advanced | SEO, Paid Ads, Content, Social, Email & AI-Driven Strategy

TRAINING NAME

Digital Marketing Mastery 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 Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and career-switchers who want a genuine, complete grounding in digital marketing — not just one channel in isolation. Every session is live, one-on-one, and shaped around your business, your career goals and your interests.

Choose the Beginner track to build a complete foundation across website, SEO, paid ads, social, email and analytics, or go straight into the Advanced track if you already work in digital marketing and want to master today's AI-driven, integrated approach — combining SEO/GEO, paid media, content and automation into one coherent strategy with real attribution. 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 business, your product and your 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, you get personalized, 1-on-1 live coaching from a practitioner who runs real, full-funnel digital marketing, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already work in digital marketing
Focus	Foundations: website, SEO, paid ads, social, email, analytics	Latest AI stack: integrated SEO/GEO, paid media, automation, attribution, business reporting
Outcome	Plan and run your first complete digital marketing strategy independently	Design and lead an integrated, AI-driven digital marketing strategy like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on which specialization (paid ads, SEO, content, etc.) to go deeper into next, based on your goals.

Digital Marketing — Foundation Program

(Beginner Curriculum: Zero to Your First Complete Marketing Plan)

Seven modules covering everything needed to go from no experience to confidently planning and running digital marketing for your own business or career.

MODULE 1 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.
- **Choosing where to focus first** based on your goals and resources.

MODULE 2 Website & Landing Page Basics

2 hrs

- **Website fundamentals:** what every business site needs to convert visitors.
- **Landing page basics:** headline, offer and clear call to action.
- **Basic conversion principles** that apply across every channel.

MODULE 3 SEO & Content Marketing Fundamentals

2 hrs

- **Basic SEO:** how search engines find, index and rank your content.
- **Content strategy fundamentals:** planning content that attracts the right audience.
- **Keyword research basics** for your niche.

MODULE 4 Paid Advertising Fundamentals (Google & Meta)

2.5 hrs

- **Google Ads basics:** search campaigns and how the auction works.
- **Meta Ads basics:** running your first Facebook & Instagram campaign.
- **Setting a realistic starting budget** across platforms.

MODULE 5 Social Media & Email Marketing Basics

2 hrs

- **Organic social fundamentals:** choosing platforms and content types that fit your brand.
- **Email marketing basics:** building a list and sending your first campaigns.
- **Combining organic and paid** for consistent reach.

MODULE 6 Analytics & Measurement Basics

2 hrs

- **GA4 fundamentals:** understanding where your traffic comes from.
- **Setting up basic tracking** across your website and campaigns.
- **Reading the metrics that actually matter** at a beginner level.

- **Putting it all together:** building a simple, realistic multi-channel plan.
- **Prioritizing channels** based on your budget and goals.
- **Live practice session:** reviewing and improving a real marketing plan together.

By the end of the Beginner Track, you will be able to independently plan, launch and manage a complete digital marketing strategy across the core channels.

Digital Marketing — Advanced Growth Program

(Advanced Curriculum: Master the Latest Integrated, AI-Driven Marketing Stack)

Recommended after the Beginner Track or for practitioners who already work in digital marketing. Eight modules covering integrated strategy, advanced paid media, SEO/GEO, automation and agency-grade attribution & reporting.

MODULE 1 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 vs. where it needs human oversight.
- Building a strategy that's resilient to how quickly this landscape keeps changing.

MODULE 2 Integrated Multi-Channel Strategy & Budget Allocation

2.5 hrs

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

MODULE 3 Advanced Paid Media Across Platforms

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.

MODULE 4 SEO, GEO & AI Search Visibility

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.

MODULE 5 Content & Creative Strategy at Scale

2 hrs

- AI content & creative tools for faster, higher-volume production.
- Keeping brand voice consistent across channels and formats.
- Structuring genuine creative tests, not minor tweaks.

MODULE 6 Marketing Automation, CRM & Lead Nurture

2 hrs

- Connecting your marketing stack — CRM, email/SMS and ad platforms.
- Building nurture sequences that move leads toward conversion.
- Automating repetitive tasks without losing personalization.

MODULE 7 Analytics, Attribution & Business 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 clients or leadership.

MODULE 8 Capstone: Full Digital Marketing Strategy Build & Live Audit

2.5 hrs

- **Live audit:** hands-on session reviewing a real business's full digital marketing presence.
- **Building a prioritized, integrated strategy** from audit findings.
- **Guidance on tools & next steps** to keep growing after the program ends.

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

INVESTMENT

Digital Marketing Mastery 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 complete marketing plan

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest integrated SEO/GEO, paid media & AI stack

WHY TRAIN WITH HEMANT

- **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.

Hemant Kalwani

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