QUANTUM-AI
THE SCHOOL OF DATA AND AI

# DIGITAL MARKETING

## FOR BEGINNERS

Duration: 3 Months



# WHY QUANTUMAI?

QuantumAI delivers a practical, job-focused curriculum with hands-on projects using real datasets. Led by industry experts, the program provides exposure to modern tools and cloud technologies, making it suitable for both beginners and professionals looking to grow or transition into AI and data science.

# COURSE OVERVIEW

This beginner-level program is designed to build a strong foundation in digital marketing. Learners understand how online marketing works and gain hands-on exposure to core concepts and tools.



# WHAT YOU WILL LEARN

## Marketing Fundamentals

- Basics of marketing & digital ecosystem
- Understanding customers & buyer journey
- Introduction to online platforms

## Website & Content Basics

- Introduction to websites & landing pages
- Basics of content writing
- Blogging fundamentals

## Search Engine Optimization

- How search engines work
- On-page SEO basics
- Keyword research fundamentals

## Social Media Marketing (Basics)

- Facebook, Instagram & LinkedIn overview
- Creating posts & pages
- Organic growth basics

## Search Engine Optimization (SEO – Basics)

- Google Ads & Social Media Ads overview
- Ad types & objectives

## Email Marketing (Intro)

- Email marketing basics
- Tools & best practices

## KEY SKILLS GAINED

- Digital marketing fundamentals
- Content & social media basics
- SEO & paid ads awareness

## WHO SHOULD ENROLL

- Students & freshers
- Beginners in marketing
- Anyone starting a digital career




# LEARN. CREATE. PROMOTE.

**Start Your Digital Marketing Journey with QuantumAI**

## Get in Touch

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