



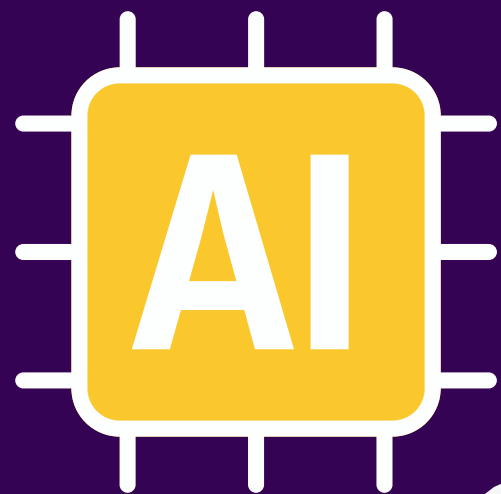
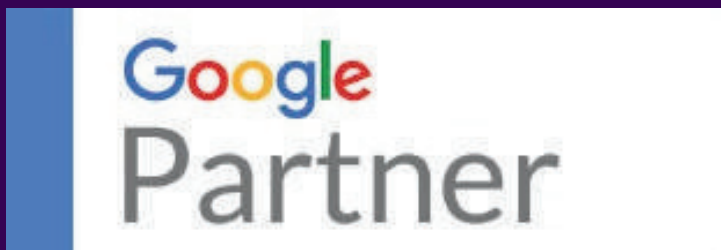
ESUCCESS ACADEMY

AI-POWERED DIGITAL MASTERY

40+ MODULES TO TRANSFORM YOUR FUTURE

"Harness the Power of AI and
Digital Marketing to Lead the
Future"

ISO CERTIFIED 9001:2015



Empowering Digital Minds with AI Excellence!



About Us

At Esuccess Academy, we are more than just a digital marketing institute—we are a launchpad for future leaders, innovators, and changemakers. Our journey began with a vision to create a learning environment that transcends traditional education, combining cutting-edge digital marketing skills with essential life skills like personality development and leadership.

In today's rapidly evolving digital landscape, possessing technical expertise is only part of the equation for success. We recognized that to truly excel, individuals need to be well-rounded, confident, and capable of navigating both the digital world and real-life challenges. This understanding drove us to start eSuccess Academy.

Our founders, seasoned professionals with years of experience in digital marketing, noticed a gap in the industry—a lack of comprehensive training that not only equips students with the latest digital tools but also fosters personal growth. We believe that every student has the potential to be a leader, and our mission is to unlock that potential by providing a holistic education.

At Esuccess Academy, our curriculum is designed to go beyond technical know-how. We integrate modules on communication skills, confidence building, and leadership development alongside our in-depth digital marketing training. This unique combination ensures that our students are not just skilled marketers, but also dynamic individuals ready to make a significant impact in any field they choose.

We are passionate about empowering our students with the knowledge and skills they need to thrive in the digital age, while also instilling the values of integrity, creativity, and resilience.

STUDENTS REVIEW



Vedanti Kadam

2025-02-14



My journey with esuccess acadmey was overall amazing. Got learn new things each day. The process was slow and smooth. Every concept...

[Read more](#)



Mansi Panchal

2025-02-14



I recently completed the AI-powered digital marketing course at eSuccess Academy Here I got to learn about all aspec...

[Read more](#)



Tanvi Khedekar

2024-12-18



My journey with eSuccess Academy has been nothing short of transformative. The training program is meticulously designed...

[Read more](#)



kunal bidlan

2024-10-31



eSuccess Academy is the best institute for learning Digital Marketing Amit Sir well experienced,Share us there...

[Read more](#)



Nikhil Kundnani

2024-10-30



I had a fantastic experience at eSuccess Academy! The modules are well-structured, and Amit Sir ensures that you understand ever...

[Read more](#)



Anand Ugale

2024-10-27



Loved the hands-on approach at eSuccess Academy! I gained real skills and felt prepared for the industry. Thank you amit sir

WHY ESUCCESS ACADEMY



100%
Practical
AI Based
Training

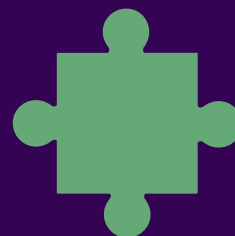
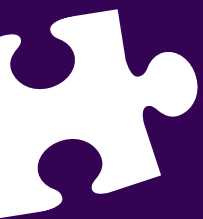
Assignments
LIKE
Corporate
Work

100%
Job
Placement

Real Time
Project

Certifications

14+ Years
Experience
Faculty



What You Learn in this Training Program?



**DIGITAL MARKETING
OVERVIEW**



**MARKETING
FUNNEL**



**SEARCH ENGINE
OPTIMIZATION**



LOCAL SEO



**WEBSITE DESIGN
WORDPRESS**



**GOOGLE SEARCH
ADVERTISEMENT**



**SOCIAL MEDIA
OPTIMIZATION**



**FACEBOOK,
INSTAGRAM ADS**



**SNAPCHAT
ADVERTISEMENT**



**LINKEDIN
ADVERTISEMENT**



**TWITTER
ADVERTISEMENT**



**YOUTUBE
ADVERTISEMENT**

What You Learn in this Training Program?



**EMAIL
MARKETING**



**WHATSAPP
MARKETING**



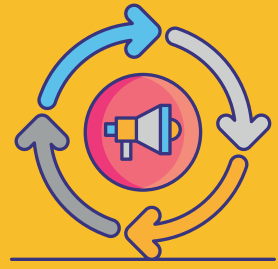
**GOOGLE SEARCH
CONSOLE**



**GOOGLE
ANALYTICS**



**CONVERSION
TRACKING**



**REMARKETING
CAMPAIGN**



**LEAD
GENERATION**



**SHOPPING
ADVERTISEMENT**



**MOBILE
MARKETING**



**GOOGLE
ADSENSE**



**AFFILIATE
MARKETING**



FREELANCING

What You Learn in this Training Program?



**GOOGLE TAG
MANAGER**



**YOUTUBE
STUDIO**



**ECOMMERCE
DEVELOPMENT**



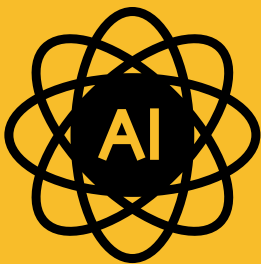
PRESENTATION



**GOOGLE
CERTIFICATION EXAM**



**CLIENT
REPORTING**



**AI
TOOLS**



**SEO
TOOLS**



**DOMAIN
HOSTING**



**PERSONALITY
DEVELOPMENT**



**CONFIDENCE
BUILDING**



**INTERVIEW
PREPARATION**

1 Digital Marketing Overview..

- What is digital marketing?
- Why Industry Most Preferred Digital Marketing?
- Traditional v/s Digital Marketing
- Understanding Digital Marketing Process
- Improving Brand visibility
- Niche Targeted Traffic Concepts
- Implementing Strategies for Lead Generation

2 Introduction to AI

- What is AI?
- Types of AI?
- The Role of Data in AI
- What is Machine Learning?
- What is Generative AI?
- What is LLM, NLP & Neural Network?

3 Marketing Funnel

- 4P's of Marketing
- Understanding the marketing funnel concept
- Overview of Awareness, Consideration, and Conversion stages.
- Evolving Consumer Behavior: Impact of AI
- TOFU, MOFU and BOFU
- Post-Purchase Funnel – Retention and Advocacy



4

Use of AI in Digital Marketing

- Evolution of AI and its role in digital marketing.
- The impact of AI on consumer behavior and marketing strategies
- AI in Marketing Today
- Generative AI
- AI in Content Creation and Optimization
- AI-driven copywriting tools and chatbots

5

Graphics Designing using Canva

- Canva Account Setup and Overview
- Logo Designing
- Social Media Cover Designing
- Social Media Post Designing
- Video Editing
- AI Tools in Canva

6

Domain and Hosting

- Understanding Domains
- Types of domains
- How to choose right domain for your business
- What is subdomain
- What is Hosting and Types of Hosting
- How to purchase hosting
- SSL Certificate
- Domain Management

7

Website Designing

- What is CMS
- Wordpress.com v/s Wordpress.org
- Wordpress Installation
- Theme or Template Installation
- Use of Plugins and how to install
- Website Customization
- <http://> to <https://>
- Dynamic URL structure and SEO friendly URL structure

8

Social Media Overview..

- Introduction to Social Media
- Importance of Social Media in Digital Marketing
- Understanding Social Media Algorithms
- Differences between B2B and B2C social media platforms
- Setting Goals and Objectives
- Audience Analysis and Persona Development
- Choosing the Right Platforms
- Content Strategy and Planning
- Visual Content Creation
- SMO vs SMM
- Personal Profile v/s Business Profile
- Organic Growth v/s Paid Marketing

9

Facebook Page Setup and Optimization

- Introduction to Facebook for Business
- Understanding Facebook's audience and reach
- Setting Up a Facebook Business Page
- Optimizing Facebook Page Settings
- Content Strategy for Facebook Pages
- Facebook Page Analytics
- Community Building on Facebook
- Advanced Page Management
- Case Studies and Practical Applications

10

Instagram Professional Account Setup

- Account Setup and Optimization
- Personal Profile v/s Professional
- Hashtag Research
- Crafting compelling post
- Writing engaging captions and using hashtags
- What is Moment Marketing

11

Facebook & Instagram Advertisement

- Overview of Facebook and Instagram as Advertising Platforms
- Introduction to Meta Ads Manager
- Setting Up and Managing Ad Accounts
- Introduction to Facebook Business Manager
- Understanding Ad Account Structure

- Ad Objectives and Campaign Creation
- Audience Targeting and Segmentation
- Ad Creative Development
- Ad Placement and Delivery
- Hands-On Project - Live Campaign

12

LinkedIn Overview

- Introduction to LinkedIn
- Overview of LinkedIn's features (Profiles, Connections, Groups, Pages)
- Setting Up and Optimizing a LinkedIn Profile
- Building and Expanding Your Network
- Content Creation and Sharing on LinkedIn
- LinkedIn for Job Search and Career Development
- Creating and Managing LinkedIn Company Page

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LinkedIn Advertisement

- Introduction to LinkedIn Advertising
- Setting Up LinkedIn Ads Account
- Understanding LinkedIn Business Manager
- Understanding LinkedIn Ad Objectives
- Setting Up a Campaign with Specific Objectives
- Core Audience Targeting on LinkedIn
- LinkedIn Ad Formats and Creative
- Understanding Bidding Options
- Campaign Monitoring and Optimization
- LinkedIn Retargeting and Dynamic Ads

14

Twitter Organic

- What is Twitter?:
- The Role of Twitter in Social Media
- Setting Up and Optimizing a Twitter Profile
- Understanding Twitter's Interface
- Building and Engaging Your Twitter Audience
- Content Creation on Twitter
- Tools for Twitter Management
- Live tweeting
- Analyzing and presenting Twitter analytics for a given period

15

Twitter Ads

- Overview of Twitter Ads
- How to set up a basic Twitter ad campaign
- Targeting and Bidding on Twitter Ads
- Creating and managing Twitter Ads with Twitter Ads Manager
- Analysis of successful Twitter marketing campaigns

16

Snapchat Ads

- Introduction to Snapchat & Its Advertising Ecosystem
- Overview of the Snapchat Ads Manager
- Snapchat Ad Campaign Fundamentals
- Audience Targeting on Snapchat
- Snapchat Ads Manager Reporting

17

Google Ads

- Introduction to Google Ads
- Types of Google Ads Campaigns
 1. Search campaigns.
 2. Display campaigns.
 3. Video campaigns (YouTube Ad
 4. Shopping campaigns.
 5. App campaigns.
 6. Performance Max campaigns.
- Setting Up Google Ads Account
- Understanding the structure of Google Ads
- Keyword Research and Strategy
- Creating and Structuring Campaigns
- Ad Groups and Ad Creation
- Ad Extensions (Assets)
- Google Ads Bidding Strategies
- Writing Effective Ad Copy
- Setting Up and Managing Google Display Network (GDN)

18

Youtube Ads

- Introduction to YouTube Ads
- Types of YouTube ads
- Setting up video campaigns in Google Ads
- Targeting and bidding strategies for YouTube ads
- Optimizing YouTube Ads
- Measuring video ad performance

19 Google Shopping Ads (E-commerce)

- Overview of Google Shopping campaigns
- Setting up and linking Google Merchant Center.
- Setting up shopping campaigns and ad groups
- Bidding strategies for Shopping Ads.
- Optimizing Shopping Campaigns:
- Advanced Shopping strategies

20 Search Engine Optimization (SEO)

- What is SEO?
- How search engines work (crawling, indexing, ranking).
- Overview of search engine algorithms (Google, Bing, etc.)
- Types of SEO
- Understanding SERPs
- Keyword Research
- On-Page SEO
- Technical SEO
- Off-Page SEO
- Content Strategy for SEO
- Advanced SEO Techniques
- SEO Tools and Reporting
- Hands-On SEO Projects

21 Local SEO

- Introduction to Local SEO
- Difference between Local SEO and traditional SEO
- How Search Engines Rank Local Results

- Setting Up Google My Business
- Optimizing GMB Listings
- Local Keyword Research
- Local Citations and NAP Consistency
- Importance of Online Reviews for Local SEO
- Local SEO Reporting

22

Google Search Console (GSC)

- Overview of GSC and its importance in SEO
- Difference between GSC and Google Analytics
- Setting Up GSC
- GSC Tools and Reports Overview
- Enhancements and Experience Reports
- Manual Actions and Security Issues
- Connecting GSC with Google Analytics
- Live GSC Audits
- The impact of AI and machine learning on GSC
- GSC best practices for ongoing SEO success

23

Google Analytics

- Overview of GA4
- Key differences between GA4 and Universal Analytics
- Setting Up GA4
- Understanding the GA4 Interface
- Key metrics and dimensions in GA4
- Understanding users, sessions, and events in GA4
- Setting up and managing data streams (web, app)
- Introduction to Enhanced Measurement events

- Real-Time Reports
- Lifecycle Reports
- User Reports
- Conversions and Goals in GA4
- Audience creation in GA4
- GA4 Integration with Other Tools
- Live GA4 Implementation

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Google Conversion Tracking

- What is Conversion Tracking
- Overview of tools used for conversion tracking
- Setting Up Google Conversion Tracking
- Installing Google Conversion Tracking Code
- Tracking Different Conversion Types
- Event-Based Conversion Tracking
- Setting up conversion goals in Google Analytics

25

Meta Pixel Tracking

- Overview of Meta Pixel and its role in Meta ads
- Setting Up Meta Pixel
- Understanding Meta Pixel Events
- Conversion Tracking with Meta Pixel
- Using Meta Pixel for Retargeting
- Setting up Meta Pixel on a live website

26

Remarketing

- What is Remarketing
- Benefits of Remarketing

- Google Ads Remarketing
- Meta (Facebook & Instagram) Remarketing
- LinkedIn Remarketing
- Setting Up Remarketing Campaigns
- Creating Remarketing Audiences on Meta
- Email Remarketing

27

Email Marketing

- What is Email Marketing
- Benefits of Email Marketing
- Types of Email Marketing
- Setting Email Marketing Campaign
- Building an Email List
- Email Design and Layout
- Email automation and triggers
- Hands-on setup of an email campaign from start to finish

28

Whatsapp Marketing

- Overview of WhatsApp as a marketing channel
- Differences between WhatsApp Business App and WhatsApp Business API
- Setting Up WhatsApp Business Account
- Ethical practices for building a WhatsApp contact list
- Crafting Effective WhatsApp Messages
- WhatsApp Automation and Chatbots
- WhatsApp Campaigns and Promotions

29 Freelancing

- What is Freelancing
- Benefits and Challenges of Freelancing
- Is Freelancing Right for You
- Getting Started as a Freelancer
- Finding Freelance Work
- Freelance Platforms and Marketplaces
- Pitching and Proposals
- Managing Freelance Projects
- Learning from Successful Freelancer

30 Affiliate Marketing

- Overview of affiliate marketing
- Types of affiliate programs: pay-per-click, pay-per-lead, pay-per-sale
- Setting Up Your Affiliate Marketing Business
- Joining Affiliate Programs
- Building an Affiliate Website Page
- Content Creation for Affiliate Marketing
- Analyzing and Optimizing Performance

31 Dropshipping and Drop Servicing

- What is Dropshipping
- Differences between dropshipping and dropservicing
- How dropshipping works
- Types of Dropshipping Models
- Setting Up Your Dropshipping Business

- Finding and Selecting Suppliers
- Creating Your Online Store
- Marketing Your Dropshipping Store
- Types of Dropservicing Models
- Finding and Vetting Service Providers
- Marketing Your Dropservicing Business
- Managing and Scaling Your Dropservicing Business

32

Google AdSense

- Overview of Google AdSense
- Understanding AdSense Policies
- Creating a Google AdSense Account
- Preparing Your Website for AdSense
- AdSense Ad Units and Placement
- AdSense Reporting and Analytics

33

Ecommerce Development

- Planning and Designing an Ecommerce Site
- Setting up ecommerce goals and KPIs
- Overview of popular ecommerce platform
- Product Management
- Shopping Cart and Checkout Process
- Inventory and Order Management
- Shipping and Fulfillment
- Automation and Scaling

34

Youtube Studio

- Introduction to YouTube Studio
- Navigating the YouTube Studio interface
- Creating a YouTube channel.
- Customizing your channel profile and banner.
- Setting up channel branding (logos, channel art)
- Uploading Videos
- Organizing Content
- Understanding YouTube Analytics
- YouTube SEO and Discoverability
- Channel Growth Strategies

35

Blogging

- What is Blogging
- Different types of blogs (personal, business, niche).
- Overview of popular blogging platforms
- Domain Name and Hosting
- Designing Your Blog
- Content Creation
- Promoting Your Blog
- Monetizing Your Blog
- Analytics and Optimization
- Scaling Your Blog
- Building a Blogging Brand
- Long-Term Blog Management

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Blogging

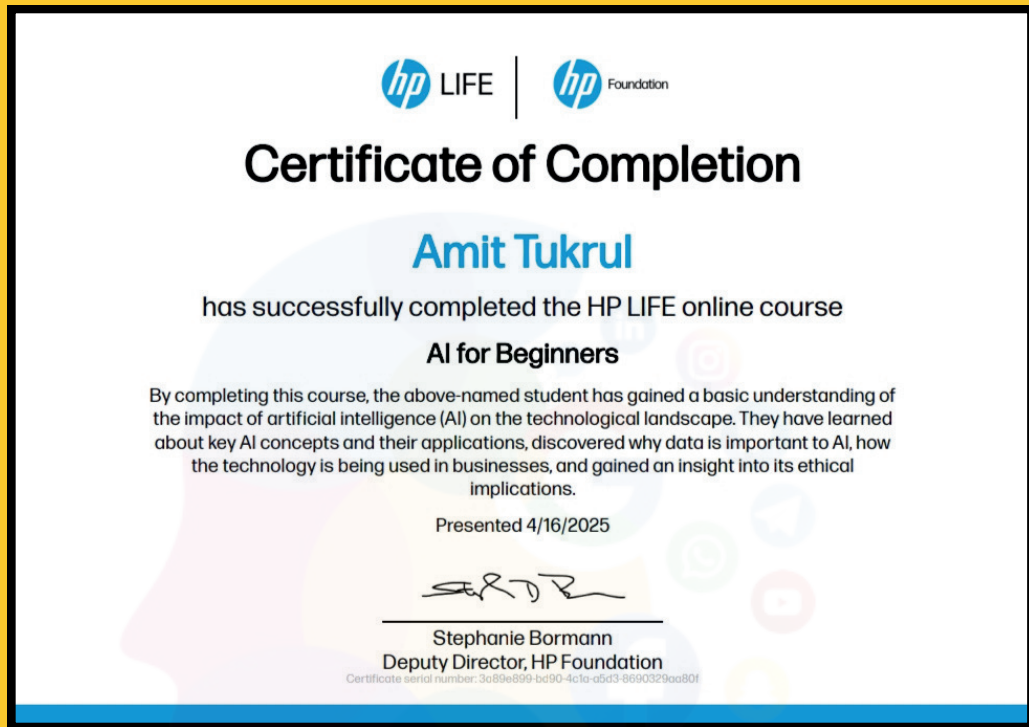
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38 AI Certification Exam



39 Google Ads Measurement Certification Exam



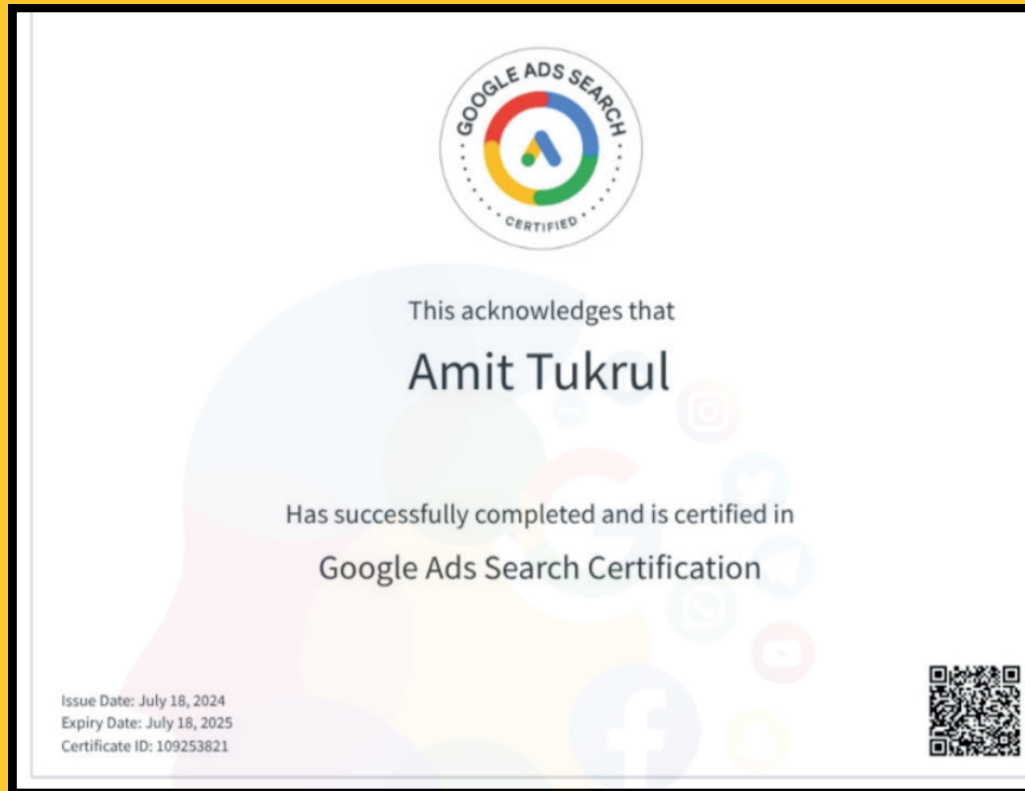
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AI Powered Performance Ads Certification Exam



41

Google Ads Search Certification



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eSUCCESS ACADEMY

42 Hubspot Certification



43 AI Powered Digital Marketing Mastery Certification



44

Performance Marketing

- Overview of Performance Marketing
- Definition and objectives of performance marketing
- Key differences between performance marketing and traditional marketing
- Performance Metrics and KPIs
- Conversion Rate Optimization (CRO)

45

Personality Development

- PPT Presentation
- Group Discussion Activities
- Confidence Building Activities
- Group Project Participation

46

Interview Preparation

- Personal Presentation
- Interview Etiquette and Soft Skills
- Mock Interviews
- Post-Interview Strategie
- Final Preparation

TOOLS



Google
Analytics



SEMRUSH

ahrefs

HubSpot



mailchimp



Canva



Hootsuite



SpyFu



Google
Ads



Buffer



Keyword Tool



woorank



emailmarketing



ChatGPT

TOOLS

WriteHuman


B BypassGPT

 **Jasper**

 **Writesonic**

 **perplexity**


AI HUMANIZE


Gemini

copy.ai

clearscope

 **Flick**

 **Publer**

 **FeedHive**

 **MarketMuse**

 **Predis.ai**

 **SURFER**

TOOLS

 **elementor**

 **freelancer**


sproutsocial

 **Trello**

yoast

 **QuillBot**


WORDPRESS

 **grammarly**

 **SEMSCOOP**

MOZ

Ubersuggest

 **copymatic**

 **Copilot**

namelix


**ANSWER
THE PUBLIC**

Case Study On



eSuccess Academy

lifestyle

D Mart
reactify

SWIGGY

FOUR
POINTS
BY SHERATON



KALPA-TARU



HDFC BANK



ICICI Lombard
Nibhaye Vaade

Sabka dentist

shaadi.com



asianpaints

salesforce

fastrack

& many more....

WHY LEARN

DIGITAL MARKETING?

GLOBAL DIGITAL STATISTICS

TOTAL
POPULATION



7.476
BILLION

PENETRATION

54%

INTERNET
USERS

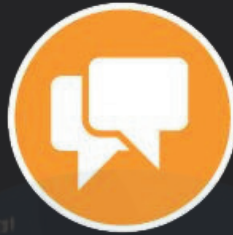


3.773
BILLION

PENETRATION

50%

ACTIVE SOCIAL
MEDIA USERS



3.773
BILLION

PENETRATION

50%

MOBILE
SUBSCRIPTIONS

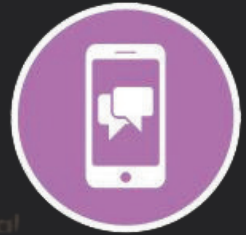


3.773
BILLION

PENETRATION

50%

ACTIVE MOBILE
SOCIAL USERS



3.773
BILLION

PENETRATION

50%

Career Scope in Digital Marketing



100% Job Guarantee



And Many More.....

Just like a **SMART** goals, we believe in **SMART** training..



WHAT NEXT?



What Can You Become After Completing this Program?

Start a High-Paying Job

Launch your career in digital marketing with job-ready skills that top companies are looking for. Whether it's SEO, social media marketing, or PPC campaigns, you'll be prepared to excel in various roles.

Kickstart a Freelancing Career

Enjoy the flexibility of working from anywhere by becoming a freelance digital marketer. Choose your clients, set your own rates, and build a portfolio that speaks for itself.

Dive into Affiliate Marketing

Turn your passion into profit with affiliate marketing. Promote products you love and earn commissions.

Start Your Own Blog

Share your expertise and insights through blogging. Become a thought leader in the digital marketing space and monetize your content through ads, sponsorships, and affiliate links.

Become Your Own Boss

Dream of being your own boss? Start your own digital marketing agency and help businesses grow while you enjoy the freedom and flexibility of entrepreneurship.



ESUCCESS ACADEMY

JOIN US
OFFLINE / ONLINE

FREE DEMO SESSION

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Management, Chendani Koliwada, Thane West.



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