AI & DIGITAL MARKETING:
THE FUTURE AIT HERE

Unlock Growth. Automate Success.
Personalize Experiences.

EDUCATIONAL EXCELLENCE ✦

Educational Excellence
RUN 2 LEARN

Elevate Your Career Proven Excellence And Master the Digital World, Data, Design and Expertise.

By Google Certified Trainer Mr. Tapu Goswami

OUR MODULES:

- 1: SEO
- 2: SMO
- 3: EMAIL MARKETING
- 4: SMM
- 5: WEB DESIGN & DEVELOPMENT
- 6: LEAD GENERATION LESSON
- 7: CONTENT MARKETING
- 8: DATA ANALYTICS
- 9: GRAPHICS DESIGNING
- 10: AI MODULE

SEO (Search Engine Optimization)

Search Engine Optimization (SEO) is the process of improving a website's visibility and ranking in search engines to attract more organic traffic.

Course Duration: 3 Months
Fees: INR 7000/-

SMO (Social Media Optimization)

Social Media Optimization (SMO) is the use of social media platforms to increase brand visibility, awareness, and engagement to drive website traffic.

Course Duration: 1 Month
Fees: INR 3000/-

EMAIL MARKETING

Email marketing is a digital strategy using email to send commercial messages, promote products, and build customer relationships and loyalty.

Course Duration: 2 Weeks
Fees: INR 2000/-

SMM (SOCIAL MEDIA MARKETING)

Social media marketing is using platforms like Facebook, Linkedin, Whatsapp, Instagram to promote brands, engage audiences, drive website traffic, and increase sales through Paid Advertisement.

Course Duration: 3 Months
Fees: INR 4500/-

WEB DESIGN & DEVELOPMENT

Web design, focusing on HTML, CSS, and Bootstrap, emphasises the aesthetic, layout, and user experience. Web development is the coding and programming that makes the site function using CMS like Wordpress.

Course Duration: 4 Months
Fees: INR 8000/-

LEAD GENERATION

Lead generation are the stepwise process to attract prospects into qualified customers by guiding a robust marketing solution.
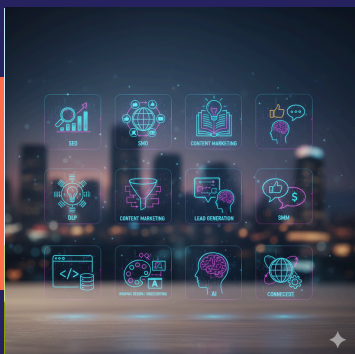
Course Duration Month
Fees: INR 3000/-

CONTENT MARKETING

Content marketing is creating and sharing valuable, relevant, and engaging user-oriented content for a targeted audience to drive profitable customer action.

**Course Duration: 1 Month
Fees: INR 2500/-**

DATA ANALYTICS

Data analytics is the process of examining, cleaning, and visualising data to uncover valuable insights and inform strategic decision-making.

**Course Duration: 3 Months
Fees: INR 8000/-**

GRAPHICS DESIGNING

Graphics design is the art of visual communication, combining typography, imagery, and color to convey messages effectively.

**Course Duration: 4 Months
Fees: INR 12500/-**

AI MODULE

This module covers key AI domains, predictive modeling, mobile app integration, and automation for building comprehensive, real-world AI solutions.

Course Duration: 2 Months
Fees: INR 2500/-

SEO (Search Engine Optimization)

Mr. Tapu Goswami, a **Google**-certified **Digital Marketing** trainer with over 13 years of experience, is the founder of **Educational Excellence**. He brings a wealth of knowledge and a proven track record to his training programs, helping countless individuals and businesses achieve their digital marketing goals.

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CHAPTER 1: ON PAGE: Here we cover the basic on page factors that is required to make your website SEO-friendly along with the ranking factors in search engine results pages(SERPs).

CHAPTER 2: OFF PAGE: Here we discuss all the link building tactics that are required to gain web traffic and popularity. Also you will learn why back/inks are important ranking parameter.

CHAPTER 3: KEYWORD RESEARCH: Here we demonstrate how to do the keywords research. You will learn about the tools for keyword research and recognize the impact of targeting location specific keywords.

CHAPTER 4: GOOGLE BUSINESS: PROFILE HERE WE DISCUSS ABOUT HOW TO SET UP GOOGLE BUSINESS PROFILE.

CHAPTER 5: SEO ALGORITHM: Here we discuss about latest SEO algorithm and their impact on ranking.

CHAPTER 6: GOOGLE ANALYTICS 4: Here you will learn how to set up new Google analytics 4 set up and to measure performance of overall traffic report.

SMO (Social Media Optimization)

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CHAPTER 1: INTRODUCE WITH SOCIAL MEDIA CHANNEL: You will learn the importance of building a social media strategy and how to strengthen your social media presence. You will learn about the variety of social media channels like biogs, microblogs, social networks and social review sites.

CHAPTER 2: ENGAGE WITH USER: Here you will learn the steps how to reach out potential users and engage with them.

CHAPTER 3: SOCIAL MEDIA MEASUREMENT: In this lesson, you will identify the three areas of measurement: Engagement, Promotion, and Conversion. You will also look at outlining a social media funnel and identify metrics associated with each stage.

CHAPTER 4: INFLUENCE OF CONTENT: In this lesson, you will learn how to generate user engaging content that has an impact on SEO.

EMAIL MARKETING

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CHAPTER 1: INTRODUCTION OF EMAIL MARKETING Here we will discuss how email marketing can boost your promotion via Mailchimp or Hubspot email marketing platforms.

CHAPTER 2: PROCESS OF EMAIL MARKETING Here you will become familiar with the tactics how to build template and a list of email subscribers and the basic tasks involved to maintain a quality email list.

CHAPTER 3: TRACK PERFORMANCE Here you will learn about the stages of the email measurement funnel. You will learn about various types of emails and track them according to their delivery

SMM (SOCIAL MEDIA MARKETING)

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CHAPTER 1: FACEBOOK ADVERTISEMENT: Here you will learn how to build a marketing strategy for Facebook and integrate Facebook with other marketing efforts.

CHAPTER 2: YOUTUBE VIDEO MARKETING: Here you will learn the marketing strategies and techniques how to gain exposure through video.

CHAPTER 3: LINKEDIN ADVERTISEMENT: Here you will learn how to use LinkedIn and create Ads strategically that can boost your brand value and simultaneously grow your customer base and amplifying your marketing reach.

CHAPTER 4: GOOGLE ADS: Here you will learn about the tools and techniques used in Google Ads
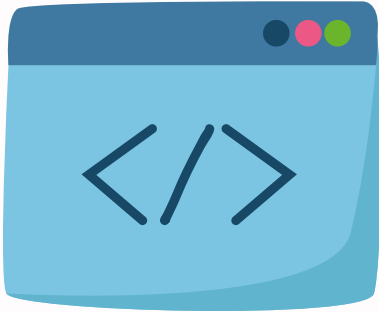
WEB DESIGN & DEVELOPMENT

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CHAPTER 1: HTML and **CSS** Here we will discuss **HTML** and **CSS,** the primary skills that are required for a web designer.

CHAPTER 2: JAVA SCRIPT Here we will provide a brief in detail of JavaScript and its impact on web design.

LEAD GENERATION

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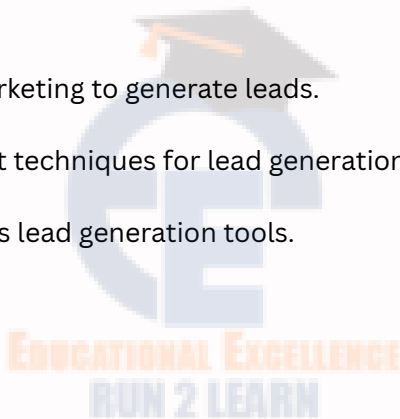
CHAPTER 1:

1. Discuss various lead generation processes using online platforms.

2. Use of Social Media to generate leads.

CHAPTER 2:

1. Use of Content Marketing to generate leads.

2. Paid advertisement techniques for lead generation.

3. Understand various lead generation tools.

CONTENT MARKETING

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CHAPTER 1:

1. Introduction, Benefits of Content Marketing.
2. Defining thought leadership vs. selling.
3. Set Up Content Goal.

CHAPTER 2:

1. Ideas and create engaging content
2. Mapping different types of content
3. Find niche content with a specific keyword.

CHAPTER 3:
1. Writing curative content.
2. Working with lead content creation.

CHAPTER 4:
1. Content promotion process.
2. Merchandising content on the website.
3. Promoting content on social media.
4. Promoting through email, blog.

DATA ANALYTICS

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CHAPTER 1: ADVANCED EXCEL

Formatting: Learn how to format fonts, numbers, tables, and cells.

Data: Learn how to import and export data, and how to use data linking to create more efficient workbooks.

Pivot tables: Learn how to create, use, and modify pivot tables, including advanced techniques.

Charts: Learn how to create effective charts, including column, bar, pie, and line charts.

Conditional formatting: Learn how to create custom conditional formatting rules based on formulas.

Data validation: Learn how to use data validation to ensure that users enter valid data in input cells.

Macros: Learn how to create and use recorded macros in Excel

Outlining: Learn how to use Excel's outlining tools to hide irrelevant sections of your worksheets.

Number formats: Learn how to build your own custom number formats

Comments: Learn how to create, review, and print Excel comments.

CHAPTER 2: SQL

Database design: Understanding database design concepts and normalization.

SQL syntax: Learning the basics of SQL syntax.

Database management: Learning how to work with different database management systems. (DBMS)

Data retrieval: Using SELECT statements to retrieve data.

Filtering data: Using WHERE clauses to filter data.

Sorting data: Using ORDER BY to sort data.

Advanced topics: Learning about stored procedures, triggers, and performance optimisation.

CHAPTER 3: TABLEAU

Creating More Advanced Charts and Visualisations
- Scatter Plots, Heatmaps, Gantt Charts.
- Using Multiple Dimensions and Measures.

Using Calculations and User-Defined Fields

- Creating New Variables and Data Transformation.
- Performing Complex Analyses and Building Insights.

Building Dashboards and Stories

- Interactive Layouts with Multiple Visualisations.
- Data Presentation in a Narrative Format with Text and Images.

Troubleshooting Common Problems

- Fixing Data Errors and Formatting Issues.
- Choosing the Right Chart Type.
- Clear Labels and Avoiding Visual Clutter.

GRAPHICS DESIGNING

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ONBORADING

Introduction
- What is Graphic design?
- Course overview
- Graphic designer responsibilities
- Industries rely on Graphic designers
- Job Opportunities

Foundation
- Design fundamentals
- Design principles
- Color theory
- Typography
- iconography
- Good vs Bad design

Print Vs Digital
- RGB Vs CMYK
- Raster Vs Vector graphics
- Software Installation And File formats

GRAPHICS DESIGNING

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ILLUSTRATOR

Introduction
- Purpose of Illustrator
- Industries rely on Illustrator
- Vector editing introduction
- Vector file formats
- Illustrator interface

Artboards & Layers
- Arranging artboards
- Resizing artboard
- Main layer Vs Sub Layer

Tools
- Toolbar overview
- Object Creation tools
- Object Editing tools
- Transform tools

Advanced Object Editing
- Pathfinder & Shape modes
- Shape builder tool

Color Panel
- Swatches
- Color Picker
- Color Slider

Gradient & Patterns
- Creating and Customizing
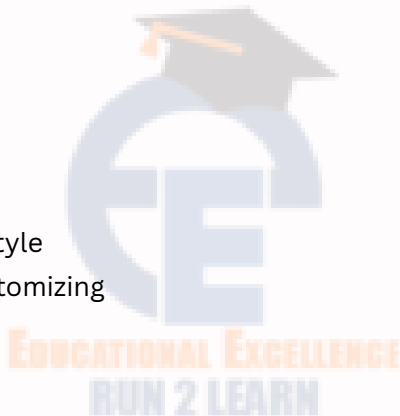- Reflection effect
- Patern concepts

Library
- Types of library
- Swatch | Symbol
- Brush | Graphic style
- Creating and Customizing

Effects
- Different Effects
- Creating and Customizing
- 3D Effects

Sketch & Trace
- Tracing tricks
- Pencil sketching
- Freehand practices
- Basic shapes drawing
- Icon Creation

Custom Illustrations
- Creating BG illustrations
- Abstract illustrations
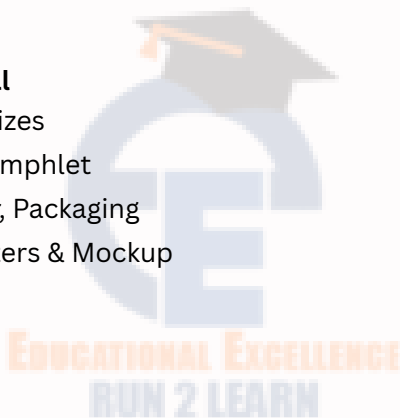- 3D Isometric Illustrations

Logo Creation
- Types of logo
- Monogram, Pictogram etc
- Logo pencil sketching
- Designing the logo
- Mockup

Marketing Collateral
- Standard paper sizes
- Business card, Pamphlet
- Brochure, Banner, Packaging
- Infographics posters & Mockup

Projects
- Logo Design
- Business Card
- Flyer/Poster
- Image Tracing
- Project submission

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PHOTOSHOP

Introduction
- Purpose of Photoshop
- Industries rely on Photoshop
- Image editing introduction
- Photoshop interface

Layers
- Types of layer
- Rasterize | Smart object
- Shape | Text | Adjustment
- Grouping layers
- Opacity & Blending controls
- Layer management

Tools
- Toolbar overview

- Move | Brush | Shape | Text
- Solid Vs Gradient fill
- FG BG Color

Selection
- Auto selection Vs Pen tool
- BG removal
- Select and mask
- Hair selection

Masking
- Layer masking | Clipping mask
- Where to use Masks

Double Exposure
- Double exposure
- Typography Double exposure

Color Correction
- Adjustments using layer mask
- Brightness & Contrast | Levels
- Curves | Vibrance | Hue Saturation
- Color ranges
- Highlight | Mid-tone | Shadow
- Matching color

Image Manipulation
- Understanding images
- Perspective | Distort | Warp
- Compositing images

Retouching

Introduction to healing tools

Model retouching

Make-up | Costume

Product retouching

Restoring an Old photo

Filters

Filters in Raster layer Vs Smart object

Exploring filter gallery

Customizing Filters

Layer styles

Creating layer styles

Title styles | Button styles

Creating styles

Poster design

Types of posters

Ad poster | Movie poster

GIF posters

Projects

- Music Album cover
- Photo album template
- Ad poster design
- Movie poster
- Project submission & Presentation

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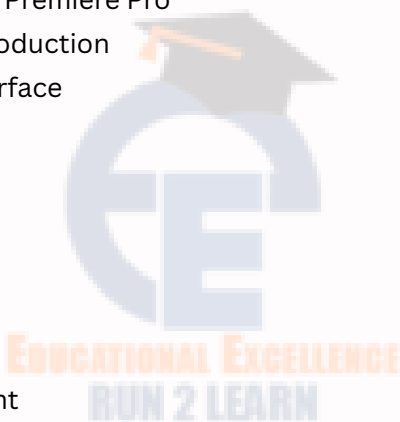
PREMIERE PRO

Introduction
- Purpose of Premiere Pro
- Industries rely on Premiere Pro
- Video editing introduction
- Premiere Pro interface

Layers
- Types of layer
- Video layer
- Sound layers
- Adding text
- Layer management

Tools
- Razor
- Slip Tool
- Selection tool

- Slide tool
- Pen
- Rate stretch tool
- Zoom
- Track selection Tool
- Track select tool

- **Masking**
- Shape masking
- Text masking

Adjustments
- Blur effects
- Black and White
- Color correction
- Color grading
- Speed duration
- Warp stabilizer

Animations
- Text animations
- Object Animation
- Types of effects in Premiere Pro.
- Apply and remove effects.
- Effect presets.

Audio
- Adding music
- Adjusting levels

Import and Export

- How to import and
- export videos

More

- Keying/Green screen
- Import and use MOGRT files

Projects

- Motion banner
- Corporate Video
- Video Intro

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Canva

Introduction

Introduction

Introduction to Canva's features and interface

Creating social media graphics (post, cover, story)

Designing presentations and slides

Designing marketing materials (flyers, brochures, posters)

Creating infographics and visual content

Collaborating with team members in Canva

Exporting and sharing designs

Components

- Design Template
- Folder Creation
- Template Category
- Font
- Color
- Elements Addition

- Video Creation
- Animation
- Sound Addition
- Clips Cutting

CANVA IS AN ONLINE GRAPHIC DESIGN TOOL THAT CATERS TO CREATORS OF ALL SIZES BUT IS LARGELY USED BY SMALLER BUSINESSES & FREELANCERS.

Resume & Portfolio

- Creating a Designer Resume
- Interactive PDF Portfolio
- Posting works in EFS
- Creating Linked In account
- Freelancing tips
- Interview tips & training
- Mockup Interviews

RESUME AND PORTFOLIO IS MUST FOR A DESIGNER TO GET A JOB AND ALSO FOR FREELANCING.

AI MODULE

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Chapter 1. AI Domains with applications

AI Domains with applications Explore key AI fields like NLP and computer vision and see how they are used in industries like healthcare and finance.

Chapter 2. Predictive Model Building

Predictive Model Building Learn to build predictive models using data. Understand key steps from data preparation and algorithm selection to model evaluation.

Chapter 3. Mobile Application using AI

Mobile Application using AI Discover how to integrate powerful AI features into mobile applications, creating smarter, intuitive, and personalized user experiences on devices.

Chapter 4. Automation

Automation Explore AI-driven automation, including Robotic Process Automation (RPA), to optimize tasks, improve productivity, and transform traditional business operations.

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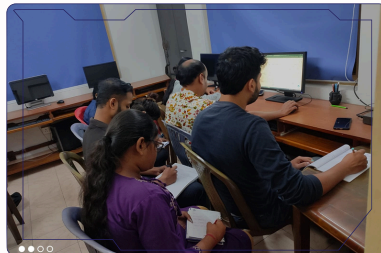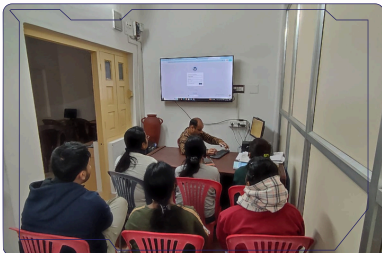
 13/5 Vidyapati Road, B-Zone, Durgapur-713205, Paschim Burdwan

GALLERY:

THANKING YOU!!!