



THE MARKETING LOGICS

Digital Marketing Mentorship Program

A 3-month, industry-ready curriculum built for people who want to think like strategists, not just run campaigns — concept-first, brand-centric, AI-ready, and career-focused.

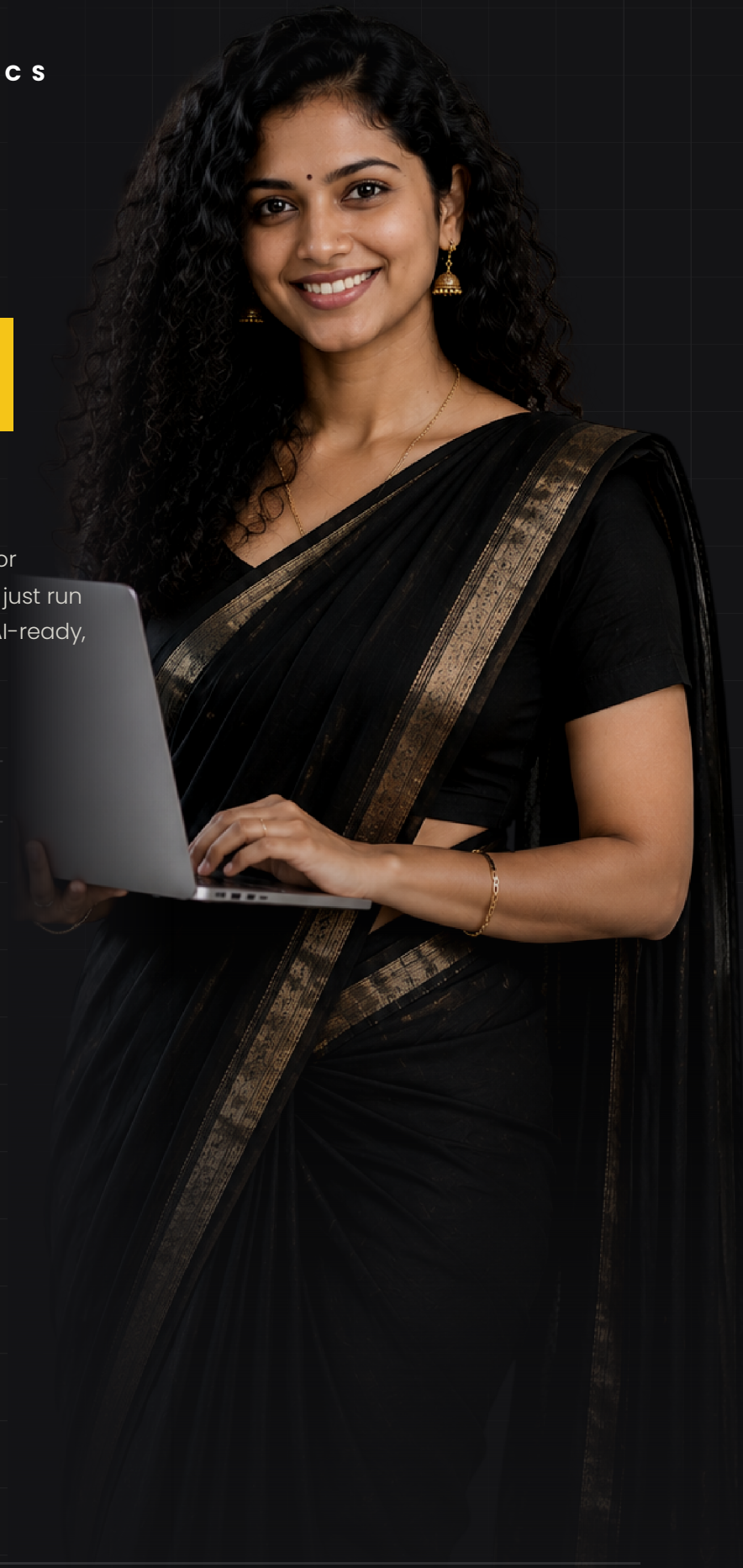
CONCEPT-FIRST

BRAND-CENTRIC

AI-READY

PRACTICAL

CAREER-FOCUSED



2026 EDITION
COIMBATORE

₹34,999

MILESTONE-BASED FEE

Marketing taught as a **system of logic** — not a list of tools.

Most digital marketing courses teach tools in isolation — ads, SEO, social — without the strategic thinking that connects them. This program is built differently: you learn how marketing, branding, and business decisions interact, then apply that thinking across twelve practical modules, a live capstone project, and a career-ready portfolio.

01 — CONCEPT-FIRST

Strategy before execution

Every module opens with the "why" — frameworks, psychology, and positioning — before any tool or platform is touched.

02 — BRAND-CENTRIC

Built around brand thinking

Campaigns are taught as extensions of brand voice and trust, not disconnected performance tactics.

03 — AI-READY

AI woven into every module

From AI-assisted content and SEO to GEO/AEO, ChatGPT Ads, and agentic marketing — built for how marketing works now.

04 — PRACTICAL

Real tools, real workflows

GA4, Google Ads, Meta Ads Manager, Looker Studio, Canva, CapCut — hands-on, not theoretical.

05 — CAREER-FOCUSED

Built for what comes next

Personal branding, portfolio, resume, and interview preparation are treated as core curriculum, not an afterthought.

06 — CAPSTONE-DRIVEN

One real campaign, start to finish

You leave with a complete, presentable marketing strategy built for a real business — not just notes.

3 Months

DURATION

12 Modules

CORE CURRICULUM

8 Bonuses

EXCLUSIVE

01

Marketing, Branding & Strategic Thinking

Objective: Build a strong foundation in marketing, branding, consumer behaviour and business strategy.

MARKETING FUNDAMENTALS

- Understanding marketing today
- Marketing vs branding
- Marketing mix (4Ps & 7Ps)
- STP — segmentation, targeting & positioning
- Customer journey

MARKETING FUNNEL

- TOFU, MOFU & BOFU
- Lead generation funnel
- Sales funnel
- Funnel optimisation

CONSUMER BEHAVIOUR & PSYCHOLOGY

- Consumer behaviour & emotional vs rational buying
- Buyer persona & Ideal Customer Profile (ICP)
- Customer pain points
- Behavioural & pricing psychology

BRAND STRATEGY

- Brand perception & positioning
- Brand architecture
- Storytelling in marketing

BUSINESS STRATEGY

- Market research & competitor analysis
- Competitive intelligence & SWOT analysis
- Market opportunities & business models

GO-TO-MARKET

- Go-to-market strategy
- Campaign planning
- B2B, B2C & D2C marketing
- Introduction to AI in marketing

OUTCOME Develop strategic marketing thinking and create effective marketing plans.

02

Website Planning, Technology & Digital Experience

Objective: Understand how websites are planned, built and optimised for business growth.

WEBSITE FOUNDATIONS

- Types of websites
- Domain, hosting & DNS
- SSL certificates
- CMS vs custom websites
- WordPress fundamentals

WEBSITE EXPERIENCE

- UX/UI fundamentals
- Website structure & navigation
- Mobile responsiveness
- Website speed optimisation

CONVERSION RATE OPTIMISATION

- Conversion funnel
- Landing page psychology
- Landing pages & CTA optimisation
- Lead capture forms
- A/B testing

AI PLANNING

- AI-assisted website planning

OUTCOME Plan websites and landing pages that improve user experience and conversions.

03

Content Strategy & Copywriting

Objective: Create valuable and persuasive content for digital platforms.

CONTENT FOUNDATIONS

- Brand voice & messaging
- Audience psychology
- Website & landing page copywriting
- Blog writing
- SEO copywriting
- Content calendar

CONTENT RESEARCH

- Keyword research
- Competitor content research
- Content gap analysis
- Content benchmarking

AI CONTENT

- AI-assisted content creation
- Content repurposing
- AI search content strategy

COMMUNITY MARKETING

- Reddit marketing
- Quora marketing
- Community marketing

OUTCOME Build content strategies that attract, engage and convert audiences.

04

Creative Design & Video Content

Objective: Design impactful marketing creatives and engaging videos.

DESIGN

- Canva
- Brand identity
- Social media creatives
- Advertisement creatives

VIDEO MARKETING

- CapCut
- Short-form video creation
- Reels editing
- Video storytelling

YOUTUBE & SHORTS

- YouTube SEO
- Thumbnail strategy
- Shorts strategy

AI CREATIVE

- AI image generation
- AI video generation

OUTCOME Produce professional visual content across digital channels.

05

Search Engine Optimization (Practical)

Objective: Master modern SEO techniques across search engines and AI-powered search.

SEO FOUNDATIONS

- How search engines work
- Crawling, indexing & ranking
- Search intent
- Keyword research

ON-PAGE SEO

- Content optimisation
- Internal linking
- URL optimisation
- Image SEO

TECHNICAL SEO

- Google Search Console
- XML sitemap & robots.txt
- Canonical tags & redirect management
- Schema markup
- Core Web Vitals

MODERN SEO

- White hat SEO & Google penalties
- Google AI Overviews
- Generative Engine Optimisation (GEO)
- Answer Engine Optimisation (AEO)
- Entity SEO & E-E-A-T
- Topical authority
- Programmatic SEO (introduction)

LOCAL & COMPETITIVE SEO

- Google Business Profile & Maps optimisation
- Reviews & reputation management
- Competitor SEO analysis
- Keyword gap & backlink analysis
- Competitor content audit

MARKETPLACE & AI SEO

- Marketplace SEO
- AI citation optimisation
- AI-assisted SEO

OUTCOME Improve organic visibility, rankings and long-term search performance.

06

Analytics & Performance Measurement

Objective: Measure and optimise marketing performance using analytics.

ANALYTICS

- Google Analytics 4 (GA4)
- Google Tag Manager
- Events & conversions
- UTM tracking

MARKETING KPIS

- CTR, CPC, CPM, CPA, CPL
- CAC, CLV, ROAS, ROI

REPORTING

- Budget planning
- Attribution models
- Funnel analysis
- Customer journey analytics

DASHBOARDS

- Marketing dashboards
- Looker Studio
- AI-assisted data analysis

OUTCOME Make data-driven marketing decisions with confidence.

07

Paid Media Strategy

Objective: Plan, launch and optimise paid advertising campaigns across digital platforms.

GOOGLE ADVERTISING

- Google Ads — Search, Display & Performance Max
- Demand Gen & YouTube Ads
- Google Merchant Center & Shopping Ads

META ADVERTISING

- Meta Business Manager
- Facebook & Instagram Ads
- Lead generation campaigns
- Audience targeting & retargeting
- Campaign optimisation

LINKEDIN & MICROSOFT ADVERTISING

- LinkedIn Campaign Manager & sponsored content
- B2B advertising & lead gen forms
- Microsoft Ads & Audience Network

CHATGPT ADVERTISING

- ChatGPT Ads
- Conversational advertising
- Campaign planning & audience targeting

MEDIA PLANNING & MEASUREMENT

- Budget allocation & bidding strategies
- Conversion tracking & attribution models
- Offline conversion tracking
- Campaign reporting & ROI/ROAS optimisation

COMPETITOR INTELLIGENCE

- Google Ads Transparency Center
- Meta Ads Library & LinkedIn ad research
- Competitor ad & landing page analysis
- AI-assisted competitor research

OUTCOME Build high-performing paid media campaigns that deliver measurable business results.

08

Social Media & Influencer Marketing

Objective: Build engaging social media strategies and online communities.

SOCIAL MEDIA MARKETING

- Facebook, Instagram, LinkedIn & YouTube

CONTENT STRATEGY

- Content pillars & calendar
- Reels, Stories, Shorts & Carousels

COMMUNITY BUILDING

- Community management
- User Generated Content (UGC)
- Social listening
- Employee advocacy & crisis management

INFLUENCER MARKETING

- Influencer discovery
- Campaign planning & collaboration
- ROI measurement

AI

- AI content planning
- AI caption writing

OUTCOME Grow brand awareness, engagement and community across social platforms.

09

Email, WhatsApp & Marketing Automation

Objective: Automate customer communication and marketing workflows.

COMMUNICATION

- Email marketing
- WhatsApp marketing
- Lead nurturing
- Segmentation & personalisation

CRM

- CRM fundamentals
- Customer journey
- Lead capture & lead scoring

AUTOMATION

- Marketing automation
- Zapier, Make & n8n
- Webhooks
- AI copywriting

OUTCOME Build automated campaigns that improve engagement and conversions.

10

Career Development & Professional Growth

Objective: Prepare students for careers, freelancing and entrepreneurship.

CAREER DEVELOPMENT

- Career opportunities
- Agency vs in-house
- Freelancing

PERSONAL BRANDING

- LinkedIn optimisation
- Portfolio development & portfolio website
- Thought leadership
- Resume building

CLIENT MANAGEMENT

- Proposal writing & pricing strategies
- Client onboarding & contracts
- SOP development & agency workflow

PROFESSIONAL ETHICS

- Copyright
- Cookies & consent
- Responsible AI
- Ethical marketing

CAREER READINESS

- Interview preparation
- Career roadmap

OUTCOME Build a professional profile and confidently pursue digital marketing opportunities.

11

AI Marketing, ChatGPT Ads & Agentic Marketing

Objective: Explore AI-powered marketing, advertising and intelligent automation.

AI FOUNDATIONS

- AI in marketing
- Generative AI
- AI marketing frameworks
- Responsible AI

AI ADVERTISING

- ChatGPT Ads & conversational advertising
- AI search advertising
- Campaign planning & performance measurement

AI SEARCH

- GEO & AEO strategy
- AI visibility & brand mentions
- AI citation optimisation

AI TOOLS

- ChatGPT, Claude, Gemini, Perplexity
- NotebookLM

AI AGENTS & AUTOMATION

- Introduction to AI agents
- Building AI agents for marketing
- Multi-agent systems
- AI task automation & productivity

OUTCOME Apply AI tools and agents to improve productivity and marketing performance.

12

E-commerce & Marketplace Marketing

Objective: Learn to market products across e-commerce stores and online marketplaces.

E-COMMERCE FOUNDATIONS

- Shopify
- WooCommerce
- Product catalogue management

PRODUCT MARKETING

- Product SEO
- Product feed optimisation
- Google Merchant Center & Shopping Ads

MARKETPLACE MARKETING

- Amazon & Flipkart marketplace
- Marketplace SEO & advertising

RETENTION MARKETING

- Cart abandonment
- Customer retention & loyalty programmes
- Repeat purchases

ANALYTICS

- E-commerce analytics
- Revenue tracking
- Conversion optimisation

OUTCOME Increase product visibility, online sales and customer retention.

One real business. One complete strategy. Start to finish.

Every student develops a complete digital marketing strategy for a real business by integrating every discipline from the program into one portfolio-ready project.

- Branding strategy
- Content strategy
- Paid media strategy
- AI marketing
- Analytics & reporting
- Website planning
- SEO strategy
- Social media strategy
- Marketing automation
- E-commerce strategy

EXCLUSIVE BONUSES

Portfolio Website

CUSTOM-BUILT FOR YOU

ATS-Friendly Resume Review

1:1 REVIEW SESSION

LinkedIn Profile Optimisation

PERSONAL BRANDING

AI Prompt Library

READY-TO-USE PROMPTS

Marketing Templates & Checklists

PLUG-AND-PLAY RESOURCES

Live Capstone Project

REAL BUSINESS STRATEGY

Interview Preparation

CAREER READINESS

Career Mentorship

ONGOING GUIDANCE

ENROLL NOW

Three months to think, build and market like a professional.

PROGRAM FEE

₹34,999

Milestone-based payment available

Includes capstone project,
career support & bonuses
worth over ₹10,000

GET IN TOUCH

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