



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 ten 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 and AI search visibility — 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 or mock business — not just notes.

01

Marketing, Branding & Strategic Thinking

UNDERSTANDING MARKETING TODAY

- What marketing really means in modern businesses
- Marketing vs branding vs performance marketing
- Short-term sales vs long-term brand building

CORE CONCEPTS & FRAMEWORKS

- Marketing mix (4Ps & 7Ps)
- STP — segmentation, targeting & positioning
- Customer journey
- Marketing funnel
- Value proposition

MARKETING FUNNELS

- TOFU, MOFU & BOFU
- Full-funnel marketing
- Lead generation funnel
- Marketing funnel vs sales funnel

CONSUMER PSYCHOLOGY & BUYING BEHAVIOUR

- Customer needs & pain points
- Emotional vs rational buying
- Trust, authority & social proof

BUYER PERSONA & CUSTOMER UNDERSTANDING

- Creating buyer personas
- Ideal Customer Profile (ICP)
- Customer pain points & buying behaviour

MARKET RESEARCH & COMPETITIVE ANALYSIS

- Target audience research
- Competitor analysis
- SWOT analysis
- Market opportunities

BUSINESS MODELS & APPROACHES

- B2B, B2C & D2C marketing
- Service business marketing
- Choosing the right marketing strategy

PERCEPTION & AI

- Customer perception, trust & brand recall
- Introduction to AI in modern marketing

OUTCOME Develop strategic marketing thinking by understanding customer psychology, marketing frameworks, business models and digital marketing fundamentals before executing campaigns.

02

Website Planning, Technology & Digital Experience

TYPES OF WEBSITES

- Business, service & e-commerce websites
- Landing pages

DOMAIN & WEBSITE INFRASTRUCTURE

- Domain, hosting & DNS
- Nameservers & subdomains
- SSL certificates

WEBSITE TECHNOLOGY FUNDAMENTALS

- How websites work
- Frontend vs backend
- CMS vs custom websites
- WordPress basics

WEBSITE STRUCTURE & NAVIGATION

- UX/UI fundamentals
- Mobile responsiveness
- Website speed optimization

LANDING PAGES & LEAD GENERATION

- Conversion rate optimization (CRO)
- CTA optimization
- Landing page best practices
- Lead capture forms

TESTING & AI

- Introduction to A/B testing
- AI-assisted website planning

OUTCOME Understand how websites are built, planned and optimized to improve user experience, lead generation and conversions.

03

Content Strategy & Copywriting

FOUNDATIONS

- Audience psychology
- Brand voice & messaging
- Headlines & calls-to-action (CTAs)

COPYWRITING FORMATS

- Website copywriting
- Landing page copywriting
- Blog writing

RESEARCH & CREATION

- Keyword research
- AI-assisted content creation
- Content repurposing
- Content strategy for AI search

COMMUNITY CONTENT MARKETING

- Reddit marketing basics
- Quora marketing basics
- Community engagement best practices

OUTCOME Create compelling, SEO-friendly and AI-ready content that attracts, educates and converts audiences.

04

Creative Design & Video Content

DESIGN TOOLS & IDENTITY

- Canva for marketers
- Brand identity & visual consistency

CREATIVES

- Social media creatives
- Advertisement creatives

VIDEO PRODUCTION

- CapCut basics
- Short-form video creation
- Reels editing workflow
- Basic video editing

AI WORKFLOW

- AI-assisted creative workflow

OUTCOME Design professional marketing creatives and engaging videos for multiple digital platforms.

05

Search Engine Optimization (Practical)

HOW SEARCH WORKS

- How search engines work
- Crawling, indexing & ranking
- Understanding search algorithms
- Search intent

ON-PAGE & TECHNICAL SEO

- Keyword research
- On-page SEO
- Technical SEO
- Content optimization
- Internal linking

ETHICAL SEO PRACTICES

- White hat, grey hat & black hat SEO
- Google penalties

AI SEARCH OPTIMIZATION

- Google AI Overviews
- Generative Engine Optimization (GEO)
- Answer Engine Optimization (AEO)
- Entity SEO & E-E-A-T framework
- AI-friendly content strategy

LOCAL & COMPETITOR SEO

- Local SEO & Google Business Profile
- Local keyword research
- Google Maps optimization
- Reviews & reputation management
- Competitor keyword & content gap analysis
- SEO audit
- AI-assisted SEO optimization

OUTCOME Implement modern SEO strategies that improve visibility across Google Search, Local Search and AI-powered search experiences.

06

Analytics & Performance Measurement

ANALYTICS FOUNDATIONS

- Why analytics matters
- Google Analytics 4 (GA4)
- Events & conversions
- Google Tag Manager (introduction)

MEASUREMENT

- UTM tracking
- Campaign measurement

MARKETING KPIs

- CTR, CPC, CPM, CPA, CPL
- CAC, ROAS, ROI
- Customer Lifetime Value (CLV)

BUDGET & ROI

- Budget planning & allocation
- Customer Acquisition Cost (CAC)
- Return on Ad Spend (ROAS) & ROI
- Break-even ROAS

REPORTING

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

OUTCOME Measure, analyze and optimize marketing campaigns using analytics, dashboards and business KPIs.

07

Performance Marketing — Google Ads & Meta Ads

GOOGLE ADS

- Account setup & conversion tracking
- Campaign types
- Keyword & audience planning
- Search, Display & Performance Max campaigns
- Budgeting & bidding
- Campaign optimization & reporting

META ADS

- Meta Business Suite & Ads Manager
- Campaign objectives
- Custom & lookalike audiences
- Retargeting
- Budget optimization
- Campaign reporting

OUTCOME Plan, launch and optimize paid advertising campaigns across Google and Meta platforms.

08

Social Media & Influencer Marketing

PLATFORMS

- Facebook, Instagram, LinkedIn & YouTube marketing

ORGANIC STRATEGY

- Platform selection & audience research
- Content pillars & calendar planning
- Brand voice & messaging
- Organic reach & community building
- Social media algorithms & hashtag strategy

CONTENT FORMATS

- Static posts, carousels, reels, stories & shorts
- Social media analytics & performance measurement

PAID SOCIAL

- Meta Business Suite & Ads Manager
- Campaign objectives & audience targeting
- Retargeting & budget optimization
- Campaign reporting

INFLUENCER MARKETING

- Influencer discovery & selection
- Campaign planning & collaboration
- ROI measurement

AI IN SOCIAL MEDIA

- AI-assisted content planning & caption writing
- AI creative ideation & content calendar creation

OUTCOME Build organic communities, create engaging content, execute paid campaigns and measure social media performance.

09

Email, WhatsApp & Marketing Automation

CUSTOMER JOURNEY & NURTURING

- Customer journey
- Lead nurturing

EMAIL MARKETING

- Email marketing & automation
- Segmentation & personalization

WHATSAPP MARKETING

- Broadcast vs automation

CRM & AUTOMATION

- CRM basics
- Lead capture workflow
- Marketing automation fundamentals
- No-code automation overview

AI COPYWRITING

- AI-assisted email & WhatsApp copywriting

OUTCOME Create customer communication workflows that improve engagement, nurturing and conversions.

10

Career Development & Professional Growth

CAREER PATHS

- Career opportunities in digital marketing
- Freelancing vs agency vs in-house

PERSONAL BRANDING

- Personal branding
- LinkedIn profile optimization
- Portfolio development
- Resume building

PROFESSIONAL PRACTICE

- AI for digital marketers
- Client communication
- Proposal & pricing fundamentals

ETHICS

- Data privacy, cookies & consent
- Copyright & fair use
- Responsible AI usage
- Ethical marketing practices

CAREER READINESS

- Interview preparation
- Career roadmap

OUTCOME Build a strong professional profile, develop career-ready skills and confidently pursue jobs, freelancing or entrepreneurship.

THE CAPSTONE PROJECT

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

Every student develops a full digital marketing strategy for a real or mock business — connecting every module into one presentable, portfolio-ready deliverable.

- Market research
- Competitor analysis
- SEO strategy
- Meta Ads strategy
- Content strategy
- Final campaign presentation
- Buyer persona development
- Website strategy
- Google Ads strategy
- Social media strategy
- Marketing dashboard

EXCLUSIVE BONUSES

Complimentary Portfolio Website

WORTH ₹10,000

ATS-Friendly Resume Review

1:1 REVIEW SESSION

LinkedIn Profile Optimization

PERSONAL BRANDING

AI Prompt Library for Marketers

READY-TO-USE PROMPTS

Marketing Templates & Checklists

PLUG-AND-PLAY RESOURCES

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

WHATSAPP

**+91 81225
52253**

WEBSITE

themarketinglogics.com

LOCATION

**Coimbatore,
TN**

