



AI-Powered Digital Marketing Master Course

50K+
LEARNERS

5/5
RATING

800%
SALARY HIKE

500+
STUDENT PLACED

TRANSFORM YOUR CAREER WITH OUR CERTIFIED
DIGITAL MARKETING COURSE

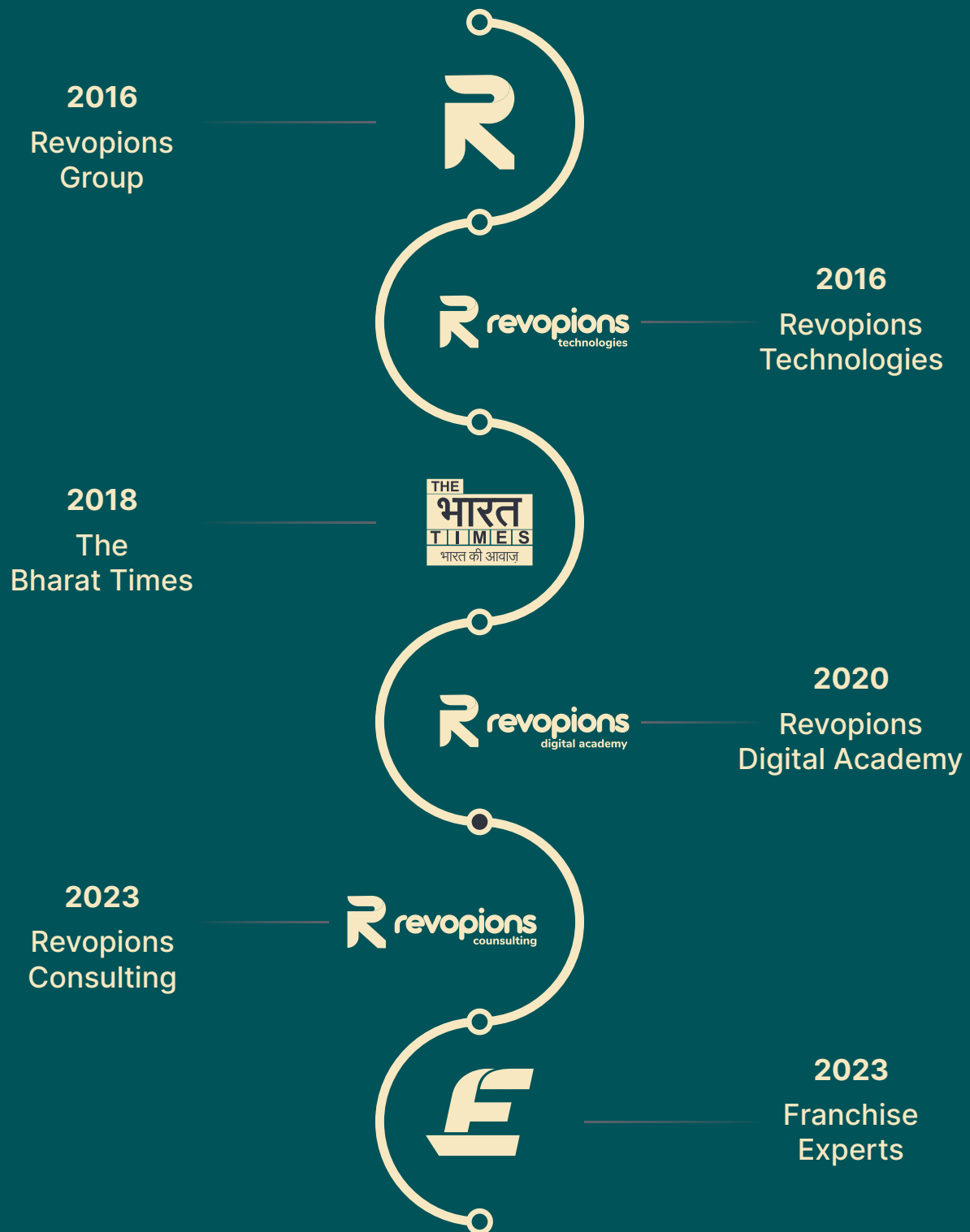
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🌐 www.revopionsdigitalacademy.com

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SUCCESS JOURNEY OF THE REVOPIONS GROUP



SUCCESS JOURNEY OF REVOPIONS DIGITAL ACADEMY



2020
Foundation of
RDA



1

2021
Introduced offline
classes



2

2021
Partnered with
Hubspot



3

2022
Become first
academy to
provide
20+ certificate



4

2022
Launched
RDA
Noida branch



5

2023
Become highest
rated academy



6

2023
Placed record
100+ students
in a single year



7

2024
ISO certified



8

The Inspirations



If your business is not on the internet, then your business will be out of business.

Bill Gates



It's hard to find things that won't sell online.

Jeff Bezos



You've got to start with the customer experience and work towards the technology.

Steve Jobs



Ignoring digital marketing is like representing your business without any audience.

Jason
Matthew

Designations & their Roles & Responsibilities

AI Marketing Automation Manager

Set up email/SMS/WhatsApp automations using AI workflows.

Performance Marketer / PPC Expert

Plan and run ad campaigns on Google, Facebook, Amazon DSP.

Content Strategist / Copywriter (AI-Driven)

Write blogs, ads, product descriptions using ChatGPT, Jasper.

AI Chatbot Specialist

Create WhatsApp, Messenger, and website bots, integrate bots with CRMs and campaigns.

Social Media Manager

Create and schedule posts using AI tools (Predis.ai, Copy.ai).

Influencer / Personal Brand Manager

Manage branding, content creation, and audience targeting for influencers.

Digital Marketing Executive

Manage online campaigns (SEO, SMM, email, paid ads). Monitor traffic, conversions and report analytics

Creative Ad Designer (AI-Powered)

Design social ads, banners, and videos using Canva AI, Pictory, Lumen5

Website Developer

Build SEO-optimized websites (WordPress, Shopify, etc.)

HOW?

How RDA will help?

- Rated No.1 curriculum based training.
- Learning from experts
- Marketing blueprints
- Regular assessment.

WHAT?

What RDA will do?

- Agency level training
- Best trainers and experts
- Guaranteed internship
- Place assistance

WHY?

Why Digital Marketing?

- Easy to start career.
- High demand for digital marketers.
- Great growth prospects.



Types of Industries Looking for You



IT COMPANIES

To manage all the marketing campaign that promote a services or products.



DIGITAL MARKETING AGENCY

To help you garner new traffic, leads & sale for clients.



CONTENT CREATOR

Creates and publishes digital content for a specific audience.



EDUCATION INDUSTRY

To reach out to students on a wide range of platforms.



RETAIL INDUSTRY

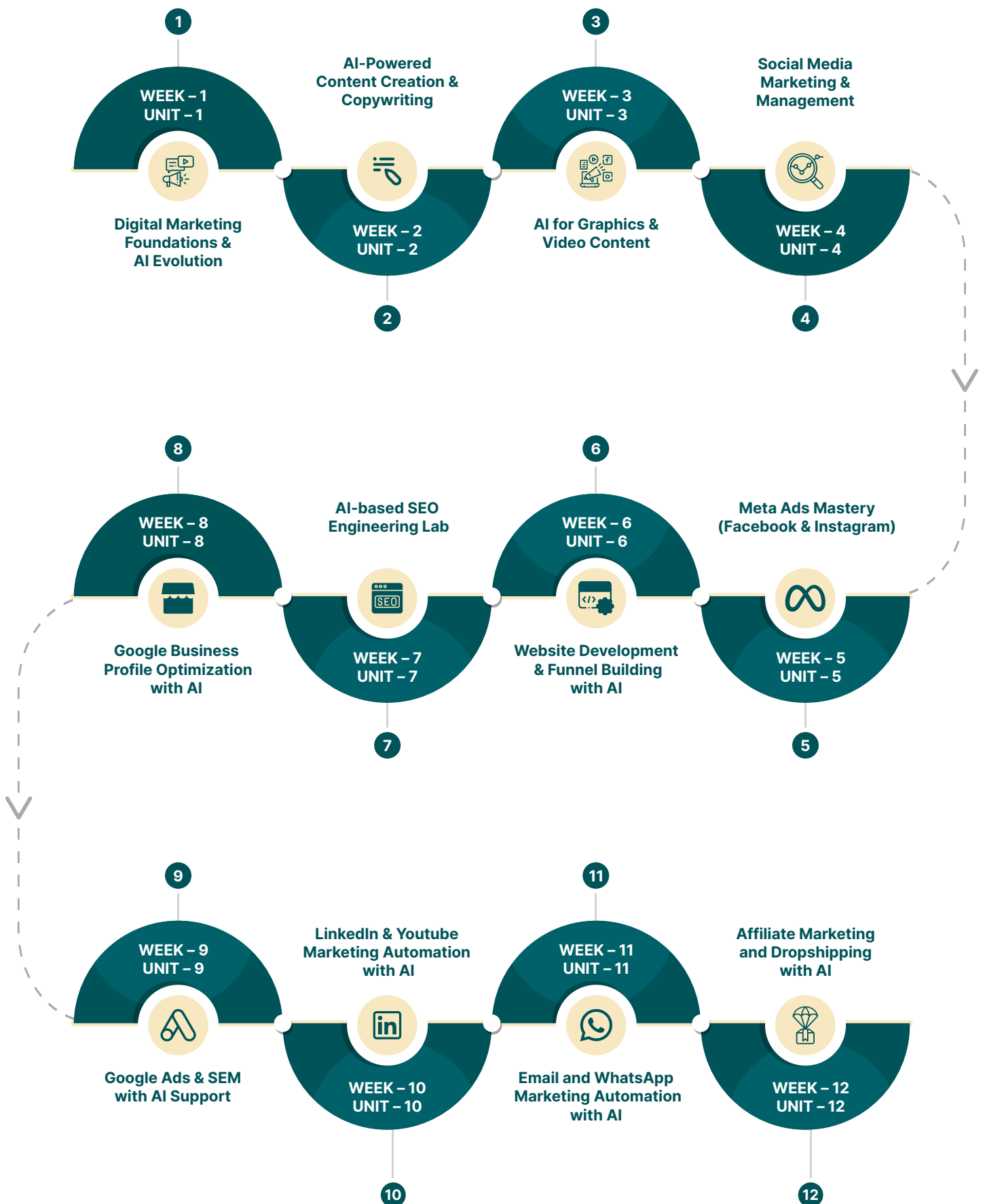
To allow retailers to challenge their competition.



HEALTHCARE INDUSTRY

To showcase expertise to patients, build professional territory.

The Learning Path



COURSES

ONLINE AND OFFLINE MODE

- ✓ 45+ MODULES
- ✓ E-STUDY MATERIAL
- ✓ 20+ GLOBALLY CERTIFICATION
- ✓ AI TOOLS & SOFTWARE
- ✓ PRACTICAL BASED LEARNING
- ✓ CASE STUDIES
- ✓ INTERVIEW PREPARATION
- ✓ 100% GUARANTEED INTERNSHIP
- ✓ 100% PLACEMENT ASSISTANCE
- ✓ INTERNSHIP CERTIFICATE



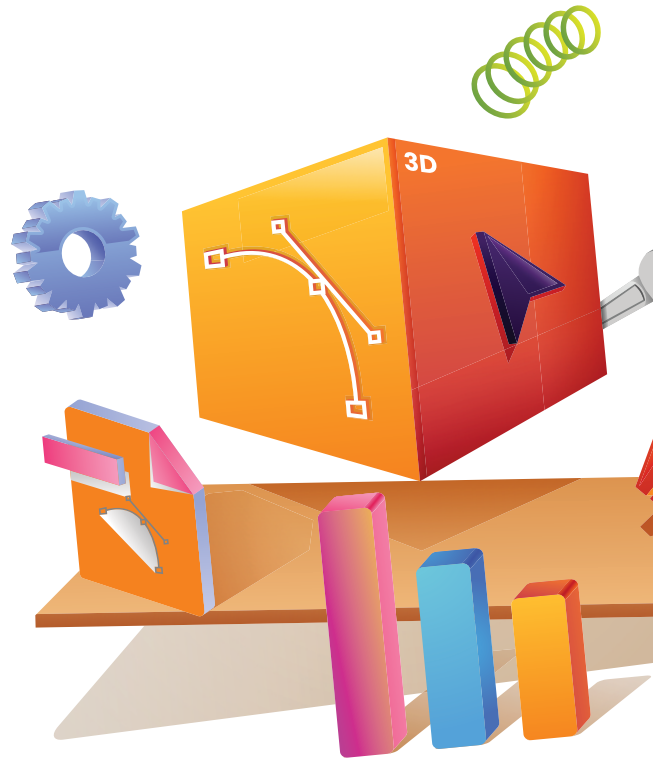
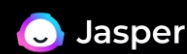
Digital Marketing Foundations & AI Evolution

- Introduction to Digital Marketing Ecosystem
- Understanding AI's Role in Marketing
- Evolution: Traditional to AI-Powered Strategies
- AI Funnel Automation for Marketing
- Digital Marketing Metrics and Channels
- AI Tools



AI-Powered Content Creation & Copywriting

- Copywriting basics & psychology
- Prompt engineering
- Headline & CTA optimization with AI
- Content Creation and Strategy Sheet Creation
- AI Tools





AI for Graphics & Video Content

- Fundamentals of Designing.
- AI in visual marketing
- Creating a brand kit with Canva: Color pallet, Font, Logos & icons
- Creating Social Media Posts
- Text-to-image & text-to-video generation
- Video editing (Tool-VN)
- Reels & YouTube Shorts automation

AI Tools



Social Media Marketing & Management

- Content calendar creation using AI
- Creating Social Media Captions and Hashtags
- Post Uploading Automation
- How to Grow Your Social Media Channels (FB, Insta, X, YT)
- Social Media Audit with AI
- Learn Meta Business Suit and Scheduling
- Learn Instagram Chat Automation with AI
- Understand Messenger Chat Automation

AI Tools





Meta Ads Mastery (Facebook & Instagram)

- Meta ads setup, structure & objectives
- AI-based creatives and targeting
- Campaign automation
- Meta Business Suit
- Learn Types of Campaigns –
 - (Awareness, Consideration, Conversion)
- Understand Ads Format and Users
- Understand the Target Audience and Segmentation
- Bidding Strategies and Budget Management
- Fb Pixels and Conversion Tracking
- A/B Testing, Report Analysis

AI Tools



Website Development & Funnel Building with AI

- Website CMS Tools and Wireframes
- Landing pages and sales pages
- Website Hosting
- Funnel structures and conversion strategies
- Website Designing with AI

- Wordpress : Designing a Web Presence (Elementor, Themes, Plugins)

AI Tools



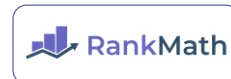
WEEK – 7
UNIT – 7



AI-based SEO Engineering Lab

- Introduction / Functions of SEO
- Google Algorithms
- SEO Techniques
- White Hat SEO, Black Hat SEO, Gray Hat SEO
- On-page, Off-page, and Technical SEO
- AI for keyword research & content optimization
- AI writing for blogs
- Tracking tools: GA4, Meta Pixel, Heatmaps

AI Tools



WEEK – 8
UNIT – 8



Google Business Profile Optimization with AI

- Fundamentals of
- Set up Google Business Profile
- Keyword Research with AI Tools
- Product and Service Optimization
- Review and Blog Posts

- Question and Answers Creation with AI
- Performance Analysis with AI

AI Tools



WEEK – 9
UNIT – 9



Google Ads & SEM with AI Support

- Learn Search Ads, display Ads, and Shopping Ads
- Competitor Research and Automation with AI
- Keyword Research with AI Keyword Planner
- Writing Compelling Ad Copy with AI
- Practice to Write Headings and Description
- Understand Ads Policies and Guidelines
- Setting Target Audience
- Bidding Strategies and Budget Management
- Learn CPC, CPM, CPA, ROAS
- Manual Vs Automated Bidding with AI
- Report Analysis and A/B Testing

AI Tools





LinkedIn & Youtube Marketing Automation with AI

LinkedIn

- Optimizing LinkedIn Profile (Banner, Headline, About, Featured)
- Content Strategy for Organic Growth (Posts, Articles, Newsletters)
- LinkedIn Creator Mode & Analytics
- LinkedIn Outreach Funnel (Connection + Message Sequences)
- Automating LinkedIn Messaging for Lead Generation



AI Tools



ChatGPT

copy.ai

Canva AI

YouTube

- YouTube Channel Setup & Branding
- YouTube SEO: Titles, Tags, Descriptions, Hashtags
- Thumbnail Design & A/B Testing
- Scripting YouTube Videos using AI
- Editing & Enhancing Videos using AI
- Monetization Strategy – AdSense, Affiliate, and Paid Promotions
- YouTube Analytics & AI Reporting



AI Tools



PICTORY



lumen5



EXPANDI.IO



Canva AI



Email and WhatsApp Marketing Automation with AI

- Understand email marketing fundamentals and automation flows
- Create personalized, AI-generated email sequences
- Master segmentation, A/B testing, and campaign analysis
- Integrate AI for copywriting, timing, and audience behavior
- Set up WhatsApp Business Tools and automation tools
- Integrate WhatsApp with CRM and funnels
- Automate customer support and lead nurturing

AI Tools



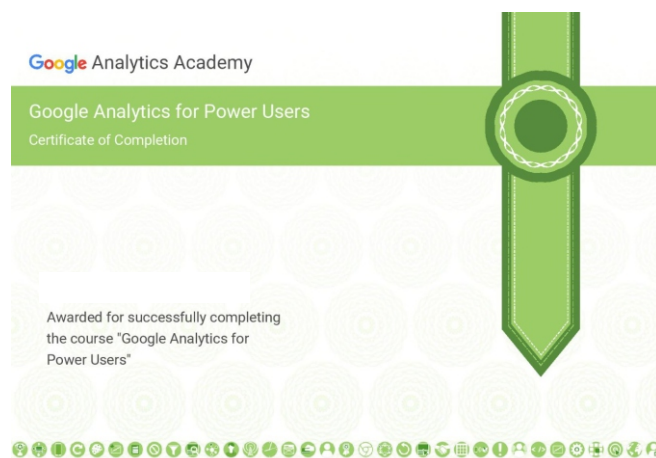
Affiliate Marketing and Dropshipping with AI

- Understand affiliate marketing and dropshipping business models.
- Learn to find high-converting products and profitable niches.
- Build sales funnels and content strategies using AI.
- Use automation tools to streamline affiliate and dropshipping processes.
- Choosing Profitable Niches & Affiliate Platforms.
- Creating Affiliate Funnels & Landing Pages.
- Content Strategy for Affiliate Promotion.

AI Tools



Certifications



CERTIFICATIONS WE PREPARE FOR YOU



Placement Companies



Life at RDA



Testimonials



SAGAR KUMAR

2 reviews

★★★★★ 2 weeks ago **NEW**

Best advance digital marketing course they provide here i love the classroom and faculty members all are so helpful 🤝 thanks revopions digital academy meerut



Like



Ankur Sharma

2 reviews

★★★★★ 2 weeks ago **NEW**

I digital marketing course from here Anupriya maam made my admission done ✅ they placed me in a good MNC company I m so glad 🤝 best digital marketing course. Revopions digital academy



Like



Saurav Giri

2 reviews

★★★★★ 3 months ago

I Nirdesh visited revopions digital academy . I took admsn here they are having a great staff, trainer n annupriya ma'am is also so good 😊👍. I highly recommend you.if you are looking for digital marking academy go for Revopions digital academy 👍👍👍👍



Like



Tushar Rahi

8 reviews

★★★★★ a year ago

Best digital marketing institute in meerut, Highly professional faculties. I study at this place and I am happy with it.



Like



Kishor thakor

Local Guide · 199 reviews · 2 photos

★★★★★ a year ago

This is best offline digital marketing learning platform. Study any topic, anytime. Explore multiple course for the lowest price ever!



Like



Manisha

1 review

★★★★★ a year ago

The thing I love the most working with Digital academy is the vibes. Everyday meetings are scheduled to make sure every task is assigned to everyone.



Like

Message from **THE CEO**



Welcome to Revopions Digital Academy, where innovation meets expertise and passion fuels success. As the Director, I am privileged to guide you on a transformative journey into the dynamic world of digital marketing. Our institute is more than just a place of learning. Join our institute and learn how creativity, strategy, and technology converge to empower and inspire the next generation of digital leaders. At our Digital Marketing Institute, we believe in the power of knowledge and the potential it unlocks. Our mission is to empower you with the tools and confidence to navigate and excel in the ever-evolving digital world. Whether you're here to start a new career, enhance your existing skills, or stay ahead of industry trends, we are committed to helping you achieve your goals. We foster an environment of continuous learning and growth, encouraging you to push boundaries and think beyond the conventional.

Shivank Keshri

Founder and CEO, Revopions Digital Academy

Message from **THE MANAGER**



Dear Students, I am Annupriya, your digital marketing and personality development expert. At Revopions Digital Academy, we are committed to shaping the digital marketers for tomorrow. Our institute offers advanced digital marketing courses designed to equip you with the skills and knowledge needed to excel in the dynamic world of digital marketing. Our expert instructors bring real-world experience to the classroom, ensuring that you stay ahead of industry trends. Whether you are a beginner looking to start a new career or a professional aiming to enhance your skills, we have the perfect program for you. Join us at Revopions Digital Academy and take the first step towards a successful future in digital marketing.

Annupriya

Operation Manager, Revopions Digital Academy



Suchitra Jaiswal
AI - Digital Marketing
Trainer



**Pratyaksha
Shukla**
HR Manager



Rashmi
AI - Career Advisor



Vanshika
AI - Career
Advisor



Akshara Singh
AI - Career Advisor



Rohit Gupta
AI - Digital Marketing
Trainer

NO.1 RATED

DIGITAL MARKETING ACADEMY



revoptions
digital academy

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