Digital Marketing & E-Commerce Certification Using AI

Beginner & Advanced Level Courses

Trained by Google Certified Digital Marketing & E-Commerce Professional

Offered by: Revelation Consulting Group,

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Course Introduction: Begin Your Digital Journey

Digital Marketing & E-Commerce Certification Using AI (Beginner Level)

In today's rapidly evolving digital landscape, artificial intelligence is no longer optional—it's essential. This comprehensive beginner-level certification is specifically designed to introduce you to the transformative power of AI in digital marketing and e-commerce. Whether you're a fresh graduate looking to kickstart your career, a working professional seeking to pivot into digital roles, or an entrepreneur wanting to grow your online presence, this course provides the perfect foundation.

You'll discover how AI is revolutionizing every aspect of marketing—from content creation and audience targeting to campaign optimization and customer engagement. Through hands-on exercises and real-world projects, you'll learn to build compelling online presences, attract and convert customers effectively, and manage sophisticated marketing campaigns using cutting-edge AI-powered tools. Our curriculum balances theoretical knowledge with practical application, ensuring you develop job-ready skills that employers actively seek.

The flexible hybrid learning format combines the best of both worlds: interactive offline sessions at our campus for hands-on practice and convenient online modules that fit your schedule. This approach is particularly valuable for working professionals who need to balance learning with their current commitments.

Duration

Beginner Batch

2 Months

3 Days/Week

2 Hours per session

~48 Hours Total

Mode: Hybrid Learning (Offline + Online)

✅ Flexible scheduling for working professionals

📋 Industry-recognized certification by Revelation Consulting Group

What You'll Learn: Beginner Level Curriculum

Our carefully crafted curriculum covers all essential aspects of modern digital marketing, with a special focus on how artificial intelligence is transforming each discipline. This comprehensive learning journey takes you from foundational concepts to practical implementation, ensuring you gain both theoretical understanding and hands-on experience.

Introduction to Digital Marketing & AI

Understand the digital marketing ecosystem and discover how AI tools are revolutionizing customer engagement, content creation, and campaign management. Learn the fundamentals of AI-powered marketing automation and intelligent decision-making.

E-Commerce Fundamentals

Master the essentials of online retail, from platform selection and product listing optimization to payment gateway integration and customer experience design. Explore how AI enhances inventory management and personalized shopping experiences.

Building a Digital Brand Using AI Tools

Create compelling brand identities using AI-powered design tools, develop consistent brand messaging with content generation assistants, and establish strong online presence across multiple digital touchpoints. Learn to use AI for brand monitoring and reputation management.

Social Media Marketing

Develop expertise in Facebook, Instagram, and YouTube marketing strategies. Learn to create engaging content, build communities, run effective ad campaigns, and leverage AI tools for content scheduling, audience analysis, and performance optimization.

SEO & Google Ads Basics with AI Optimization

Master search engine optimization fundamentals including keyword research, on-page optimization, and link building. Understand Google Ads campaign structure and learn how AI tools can optimize bidding strategies, ad copy, and targeting for maximum ROI.

Email & Content Marketing Automation

Build effective email marketing campaigns with AI-powered segmentation and personalization. Learn content marketing strategies, including blog writing, video content creation, and how AI tools can help generate engaging content at scale while maintaining brand voice.

E-Commerce Management Using AI Insights

Explore advanced e-commerce strategies including product catalog management, pricing optimization, customer journey mapping, and conversion rate optimization. Discover how AI provides predictive analytics for inventory and customer behavior insights.

Analytics & Performance Tracking

Learn to measure marketing success using Google Analytics and other tracking tools. Understand key performance indicators, attribution modeling, and how to use AI-powered analytics platforms to gain actionable insights and make data-driven decisions.

Course Outcome: By completion, you'll have developed a practical, job-ready understanding of how AI enhances digital marketing effectiveness. You'll be confident in implementing AI-powered strategies and tools to drive measurable business results.

Skills You'll Gain: Beginner Level

Core Competencies

Digital Marketing & E-Commerce Using AI

Comprehensive understanding of how AI transforms marketing operations, from automation to predictive analytics

Social Media Marketing & AI-Driven Content Creation

Create engaging social content efficiently using AI tools while maintaining authenticity and brand voice

SEO & Google Ads Optimization

Implement search strategies that drive organic and paid traffic using AI-powered keyword research and bid optimization

Email Marketing & Automation

Build sophisticated email campaigns with AI-enhanced segmentation, personalization, and send-time optimization

Data-Driven Decision Making

Interpret marketing metrics and use AI analytics to make informed strategic decisions that improve campaign performance

Campaign Reporting & Analytics

Create compelling performance reports and dashboards that clearly communicate marketing ROI to stakeholders

This beginner-level certification equips you with a comprehensive skill set that's highly valued in today's job market. Each skill area is taught through hands-on practice, ensuring you can confidently apply what you learn in real-world scenarios. You'll develop both technical competencies and strategic thinking abilities that are essential for success in digital marketing roles.

The integration of AI throughout the curriculum sets this program apart—you won't just learn traditional marketing techniques, but also how to leverage artificial intelligence to work smarter, optimize campaigns faster, and achieve better results with less manual effort. These AI-enhanced skills give you a significant competitive advantage in the job market.

Advanced Certification Overview: Master AI-Powered Marketing

Ready to take your digital marketing expertise to the next level? Our advanced certification program is designed for those who want to become true marketing strategists and technical specialists. This comprehensive course goes far beyond basics, diving deep into sophisticated AI-powered marketing techniques, advanced campaign management, marketing automation workflows, and data analytics that drive business growth.

Who Should Enroll

This advanced program is perfect for several audiences: students who have completed beginner-level training and want to maximize their career prospects; freelancers looking to offer premium services and command higher rates; marketing professionals seeking to add AI expertise to their skill set; and entrepreneurs who want to master advanced strategies for scaling their businesses.

You'll work with professional-grade tools and platforms, manage real campaigns with actual budgets, and develop the strategic thinking required for senior marketing roles. The curriculum is intensely practical—every concept is immediately applied through hands-on projects that mirror real-world marketing challenges. By the end of this program, you'll have the confidence and competence to handle complex marketing initiatives independently.

The hybrid learning format allows you to balance intensive learning with your current professional commitments. You'll benefit from face-to-face interaction during offline sessions while having the flexibility of online modules for deeper exploration and practice.

Program Structure

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Advanced Batch

4 Months Duration

- 3 Days per Week
- 2 Hours per Session
- Approximately 96 Hours Total
- Perfect for working professionals

Learning Mode: Hybrid Format

✅ Interactive offline sessions at our Guwahati campus

💻 Flexible online modules for self-paced learning

📜 Professional certification by Revelation Consulting Group

🚀 Industry-recognized credential that enhances your resume

What You'll Learn: Advanced Level Curriculum

The advanced curriculum represents the cutting edge of digital marketing education, with AI integration at its core. This program transforms you from a marketing practitioner into a strategic leader who can design, implement, and optimize complex marketing ecosystems. Each module builds upon previous knowledge while introducing sophisticated techniques used by top marketing agencies and Fortune 500 companies.

Advanced Digital Strategy & AI Insights

Develop comprehensive digital strategies using AI-powered market research, competitive analysis, and predictive modeling. Learn to create data-driven marketing roadmaps that align with business objectives and leverage AI for strategic planning and scenario analysis.

Performance Marketing: Google, Meta & YouTube Ads

Master advanced paid advertising across major platforms. Learn sophisticated targeting techniques, bidding strategies, audience segmentation, and conversion optimization. Understand how to use AI for automated campaign management and budget optimization across channels.

SEO Pro: Technical SEO, SEMrush, Ahrefs

Go beyond basic SEO to master technical optimization, site architecture, schema markup, and Core Web Vitals. Become proficient with professional tools like SEMrush and Ahrefs for comprehensive SEO audits, competitor analysis, and link building strategies enhanced by AI insights.

Marketing Automation: Mailchimp, ConvertKit, AI Workflows

Build sophisticated marketing automation systems that nurture leads, personalize customer journeys, and drive conversions. Master platforms like Mailchimp and ConvertKit while learning to create AI-powered workflows that respond intelligently to user behavior and engagement patterns.

E-Commerce Growth Hacking: Shopify/WooCommerce

Implement advanced e-commerce strategies including conversion rate optimization, cart abandonment recovery, upselling and cross-selling automation, and customer lifetime value optimization. Learn to use AI for personalized product recommendations and dynamic pricing strategies.

Analytics & Data Storytelling: Google Analytics 4, Tag Manager

Master GA4's event-based tracking model, custom reporting, and predictive metrics. Learn Google Tag Manager for advanced tracking implementation. Develop data visualization skills to transform complex analytics into compelling narratives that drive business decisions.

Client Readiness: Freelancing, Portfolios, Interview Prep

Prepare for professional success with practical training in client communication, project management, pricing strategies, and portfolio development. Learn to position yourself effectively in the job market or as a freelancer, including interview techniques and proposal writing.

Skills You'll Master: Advanced Level

The advanced program transforms you into a versatile digital marketing professional with expert-level competencies across all major marketing disciplines. These skills represent the highest-value capabilities in today's digital economy, positioning you for senior roles, consulting opportunities, or successful entrepreneurship. You'll develop both the technical expertise to execute sophisticated campaigns and the strategic insight to drive business growth.

AI-Enhanced Campaign Optimization

Use machine learning algorithms and AI tools to continuously improve campaign performance, automate A/B testing, and maximize ROI across all marketing channels through intelligent optimization.

Advanced SEO & SEM

Implement enterprise-level search strategies combining technical SEO mastery with sophisticated paid search campaigns, using AI for keyword discovery, content optimization, and competitive intelligence.

Marketing Funnel Design

Architect complete customer journeys from awareness to advocacy, designing multi-touchpoint funnels that guide prospects through each stage with personalized messaging and AI-powered optimization.

E-Commerce Growth Strategy

Develop and execute comprehensive strategies to scale online retail operations, including customer acquisition, retention optimization, marketplace expansion, and AI-driven personalization at scale.

Marketing Automation with AI

Build intelligent automation systems that respond dynamically to customer behavior, personalizing experiences at scale while reducing manual work and improving campaign efficiency through AI-driven workflows.

GA4 Analytics & Visualization

Master Google Analytics 4's advanced features including predictive metrics, custom reporting, and cross-platform tracking. Create compelling data visualizations that communicate insights effectively to stakeholders.

Paid Media Management

Execute sophisticated paid advertising strategies across Google, Meta, YouTube, and LinkedIn platforms, managing substantial budgets while optimizing for performance using AI-powered bidding and targeting.

Freelancing & Client Handling

Build a successful marketing career or consultancy with professional client management skills, including proposal development, scope definition, communication strategies, and long-term relationship building.

🎯 Final Project: Real-World Campaign Excellence

Your advanced program culminates in an intensive capstone project that mirrors actual agency work. You'll develop a comprehensive AI-powered advertising campaign from strategy through execution, managing real budgets across multiple platforms. This includes conducting thorough market research, defining target audiences, creating compelling ad creative, implementing sophisticated tracking, optimizing performance in real-time, and presenting a professional marketing report with actionable insights and recommendations. This project demonstrates your ability to deliver results and becomes a powerful portfolio piece that showcases your expertise to potential employers or clients.

Meet Your Trainer

Dip Chakraborty

Google Certified Digital Marketing & E-Commerce Professional

Your success in this program is guided by an instructor with extensive real-world experience in digital marketing, e-commerce management, and client-facing marketing strategy. Dip Chakraborty brings a unique combination of technical expertise, industry knowledge, and teaching excellence to every session.

With a proven track record of delivering impactful digital strategies for multiple educational institutions and businesses across various industries, Dip understands both the theoretical foundations and practical realities of digital marketing. This experience translates into instruction that's grounded in real-world application—you'll learn not just what works in theory, but what actually drives results in today's competitive digital landscape.

Dip's approach to education emphasizes hands-on learning, critical thinking, and the strategic application of AI tools to solve marketing challenges. Rather than simply teaching tools and tactics, the focus is on developing your ability to think strategically, adapt to changing platforms and algorithms, and continuously improve your marketing effectiveness through data-driven decision making.

✅ Google Certified Professional

Holds the prestigious Google Digital Marketing & E-Commerce Professional Certificate, demonstrating mastery of current industry standards and best practices recognized globally.

💼 Extensive Industry Experience

Years of practical experience managing digital media campaigns, developing websites, and serving clients across education, retail, and service sectors with measurable results.

💡 Hands-On Teaching Philosophy

Believes in learning by doing—every concept is reinforced through practical exercises and real-world projects that prepare you for immediate professional application.

🚀 AI-First Approach

Integrates artificial intelligence throughout the curriculum, teaching you to leverage AI tools for enhanced productivity, better insights, and competitive advantage in the modern marketing landscape.

About Revelation Consulting Group

Who We Are

Revelation Consulting Pvt. Ltd. is a professional education and consulting firm committed to empowering individuals and organizations with modern digital capabilities. Located in Guwahati, Assam, we serve as a bridge between traditional education and the rapidly evolving demands of the digital economy.

Our mission extends beyond simply training students—we're dedicated to creating future-ready professionals who can thrive in an AI-powered business environment. We believe that with the right skills, guidance, and practical experience, anyone can build a successful career in digital marketing, regardless of their background or previous experience.

What sets Revelation Consulting Group apart is our commitment to quality, practical relevance, and student success. Our curriculum is continuously updated to reflect the latest industry trends and AI innovations. We maintain strong connections with businesses and marketing agencies, ensuring our training aligns with actual market needs and employer expectations.

We take pride in the success of our graduates, many of whom have launched successful careers in digital marketing, started their own agencies, or significantly advanced their professional positions. Our comprehensive support doesn't end with certification—we provide ongoing career guidance, networking opportunities, and continued learning resources to support your long-term success.

Our Services

🎯 Business & Marketing Consultancy
Strategic guidance for businesses seeking to enhance their digital presence and marketing effectiveness

📚 Professional Certification Courses
Industry-aligned training programs that deliver job-ready skills and recognized credentials

💻 Digital Transformation Solutions
Comprehensive support for organizations transitioning to digital operations and AI-enhanced workflows

🚀 Skill Development & Career Readiness
Focused training that bridges the gap between academic learning and professional requirements

Our Vision

To create **future-ready professionals** equipped with **AI-powered digital skills** to lead and succeed in the global economy. We envision a Northeast India where digital expertise is accessible to all, where traditional career paths are enhanced by modern capabilities, and where our graduates compete successfully on the global stage.

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Enroll Now: Transform Your Digital Future

The future of marketing is here, and it's powered by artificial intelligence. Don't let this opportunity pass—whether you're just starting your career journey or looking to advance to the next level, our certification programs provide the skills, knowledge, and credentials you need to succeed in today's competitive digital landscape.

Why Enroll Today?

Industry-Leading Curriculum

Learn the most current AI-powered marketing strategies and tools that top companies are using right now

Google Certified Expert Instruction

Benefit from training delivered by a Google Certified professional with extensive real-world experience

Flexible Learning Options

Choose between regular or fast-track schedules with hybrid delivery that fits your lifestyle and commitments

Recognized Certification

Earn an industry-recognized credential from Revelation Consulting Group that enhances your professional profile

Career-Ready Skills

Complete the program with a professional portfolio, practical experience, and the confidence to pursue your goals

Choose Your Path

🎚️ Beginner Level

Perfect for: Career starters, professionals pivoting to digital marketing, entrepreneurs building online presence

Duration: 1-2 months

Outcome: Foundational AI-powered marketing skills

🚀 Advanced Level

Perfect for: Experienced marketers, freelancers seeking premium skills, professionals targeting senior roles

Duration: 2-4 months

Outcome: Expert-level strategic and technical capabilities

How to Join

Ready to start your journey?

📍 **Visit our website:** www.revelationconsultinggroup.in

📞 **Call or WhatsApp:** +91 70026 90074

✉️ **Email us:** info@revelationconsultinggroup.in

💬 **Schedule a consultation** to discuss which program is right for you

✨ Transform Your Digital Future with AI-Powered Skills!

Join hundreds of successful graduates who have launched or advanced their careers through our certification programs. The digital economy is growing rapidly—position yourself at the forefront with skills that employers actively seek. Whether you're beginning your journey or advancing your expertise, Revelation Consulting Group provides the training, support, and credentials you need to achieve your professional goals. Enroll today and start building your future in digital marketing.