SkillMove
LNTEKS TECHNOLOGIES PVT LTD

Certified Digital Marketing Program with Ai

45 Sessions | Online | Fully Ai Integrated Curriculum

STARTUP INDIA STAND UP INDIA | Skill India कौशल भारत-कुशल भारत | AICTE | UDYOG AADHAR AADHAAR MSME

Scroll to begin

SkillMove

Quick Navigator

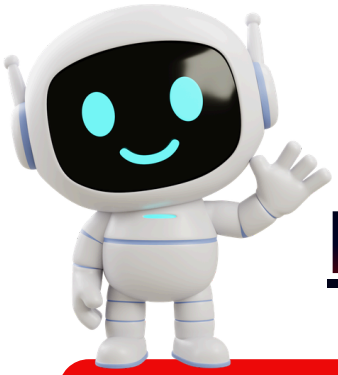
Click on any section below to explore it in detail.

1. Industry Scenario
2. Who should learn
3. SkillMove Learning Touch
4. Program Overview
5. Jobs & Revenu from
6. Curriculum
7. Who You Learn From
8. Real-World Case Studies
9. Admission Process
10. How Do We Help In Placements?
11. Tools You'll Master
12. SkillMove Channels

SkillMove

LNTEKS TECHNOLOGIES PVT LTD

AI Integrated Digital Marketing



Program Snapshot

- 45 Sessions + 1 Month Live Project
- Offline (Hybrid) + Online Live
- Beginner to Advanced
- 4 Industry Certifications
- Get Skill Move Certified Digital Marketer

5 Million Openings

Only AI-Proficient Marketers Will Win

Press Information Bureau
https://www.pib.gov.in › PressReleasePage

AI in Education

3 Mar 2026 — **Indian AI market is expected to grow at a rate of 25%-35% through 2027**. needs over 1.25 million AI professionals by 2027, at a 15% CAGR, ...

AI Overview

The Indian artificial intelligence (AI) market is projected to reach **USD 17 billion by 2027**, expanding at a compound annual growth rate (CAGR) of **25% to 35%.** Press Information Bure... +1

The Hindu
https://www.thehindu.com › Business › Industry

India's AI market set to triple to $17 billion by 2027

11 Jun 2025 — **India's AI market set to triple to $17 billion by 2027**: Boston Consulting Group India accounts for 16% of the global AI talent pool, second ...
Missing: ~~source~~ | Show results with: source

AI Overview

The AI-driven digital marketing job market through 2027–2030 is **shifting from basic execution to strategic orchestration**, where AI handles routine tasks while human judgment, data interpretation, and creative strategy become core requirements. IElevate +3

IElevate
https://www.ielevate.in › Blog › Digital Marketing

AI in Digital Marketing 2027 — How It's Changing Careers ...

19 Feb 2027 — **AI-proficient digital marketers in India are earning 20–40% more** than peers who rely on manual workflows, according to 2026–27 hiring data. New ... Read more
Missing: ~~Market~~ | Show results with: Market

The Economic Times

India's AI market to triple to $17 billion by 2027: Report

Boston Consulting Group (BCG), in a report titled "India's AI Leap: BCG Perspective on Emerging Challengers", said India has a thriving AI...



Who Is This Program For?

A no-fluff program tailored to turn AI into a daily superpower, whether you're launching a startup, chasing your first offer, or targeting your next promotion.

College Students & Freshers

Traditional resumes aren't cutting it anymore. Get the modern skillset recruiters actually notice.





Working Professionals

Stop spending hours on low-value tasks. Learn how to steer AI tools to produce higher-impact work in half the time.

Entrepreneurs

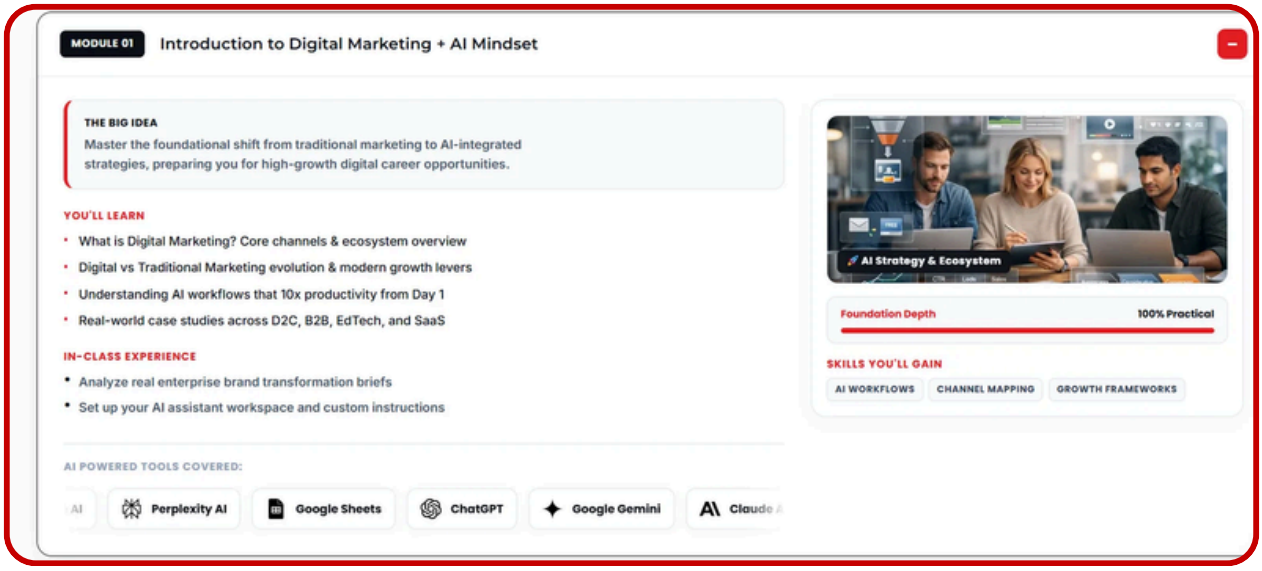
Running a business? Let AI handle repetitive tasks so you can focus on strategy, revenue, and scaling.



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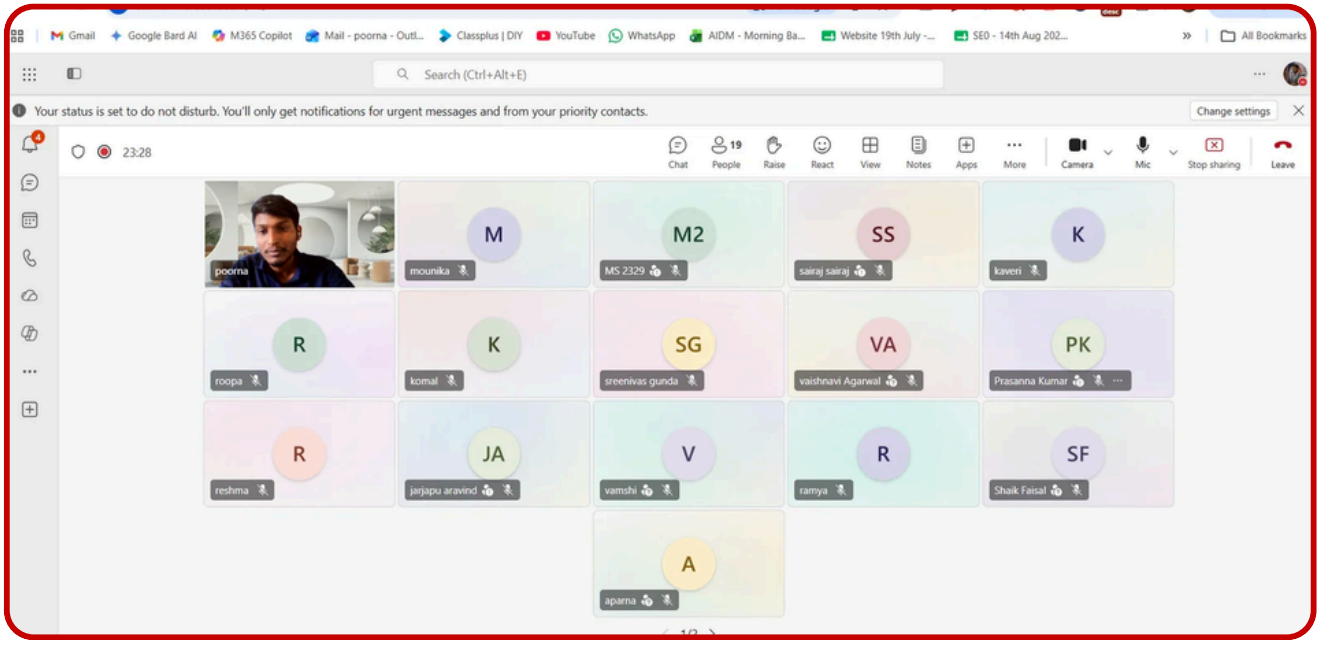
Applied Digital Marketing Curriculum

A fully industry-integrated digital marketing course curriculum where you build real marketing strategies instead of learning theory.



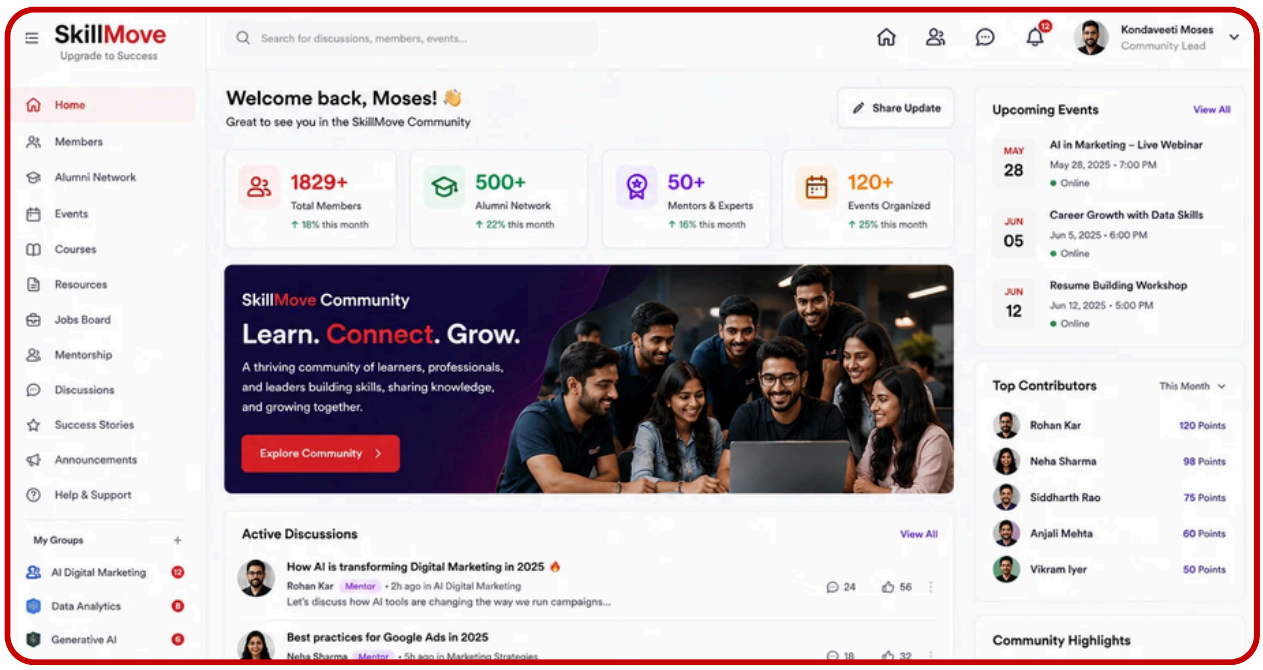
Live Sessions from Industry Experts

Learn directly from mentors who run AI-powered marketing operations for brands & agencies.



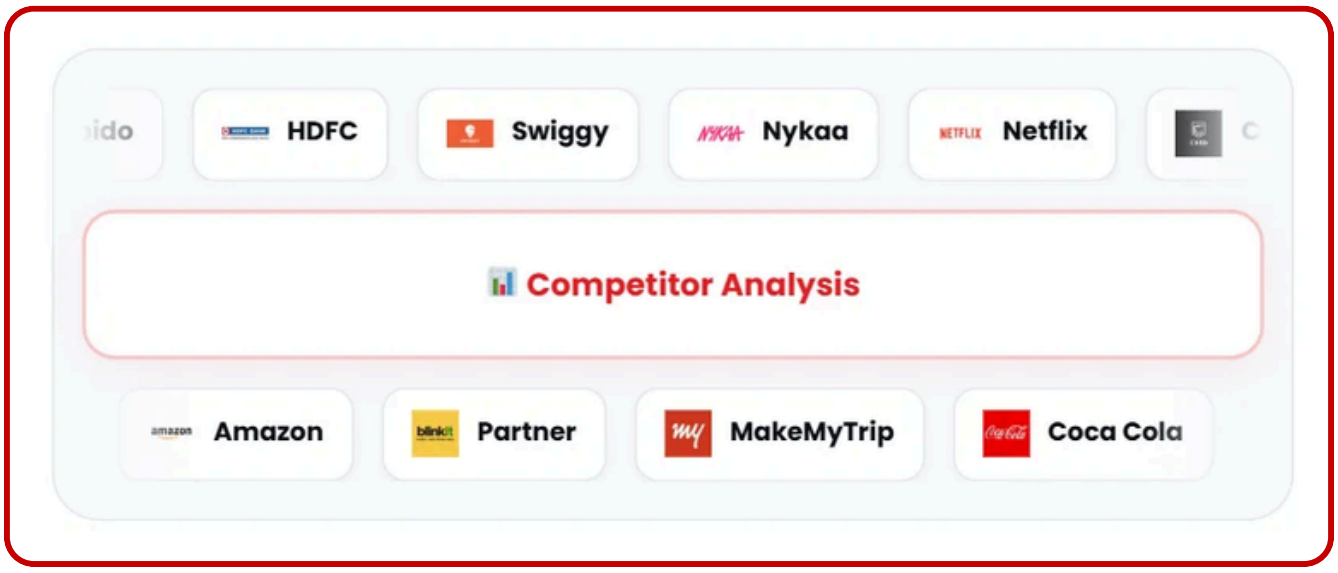
Discord Community Access

Learn, collaborate, and grow with a community that builds real-world skills together.



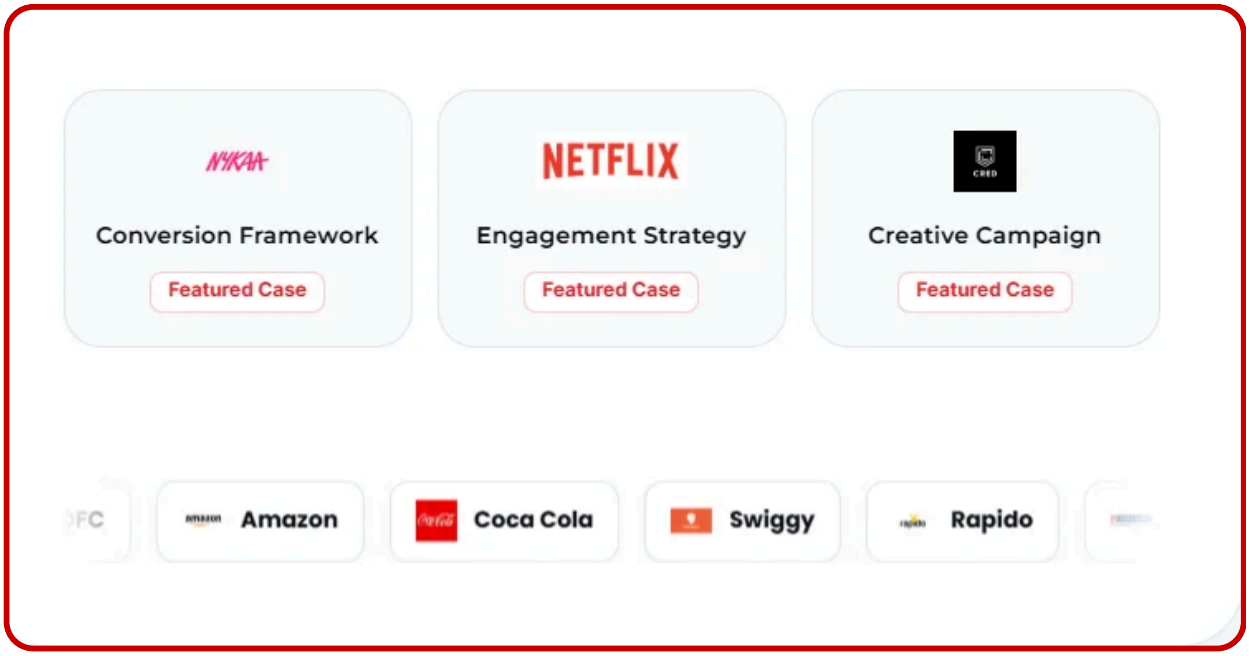
Capstone Project + Demo Day

Work on real-world digital marketing projects across strategy, SEO, social media, ads, content, and automation.



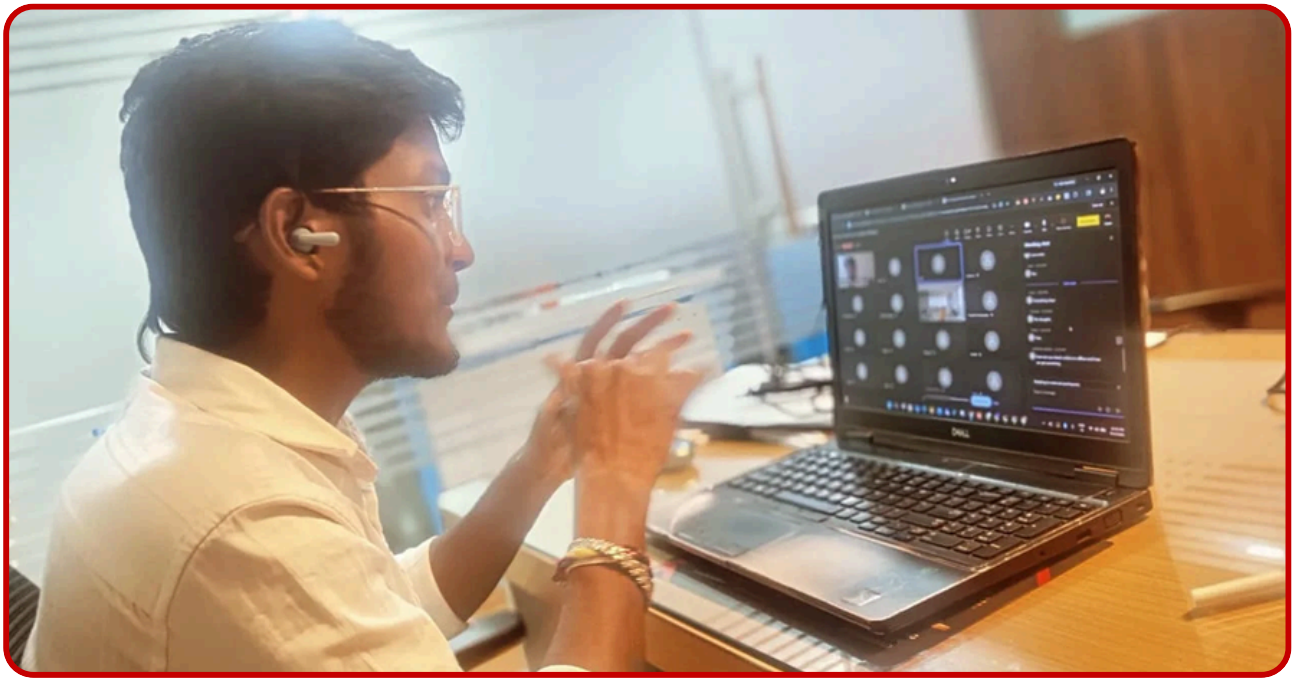
Case Studies from Top Brands

Learn real brand growth frameworks from industry leaders to generate effective marketing ROI.



Regular Doubt Solving Sessions

Dedicated clinic hours every week to clear roadblocks, untangle complex errors, and ensure complete conceptual clarity with top mentors.



Key Program Highlights

Anyone can test an AI tool. We teach you how to drive real revenue with it. Apply every framework in real time through live business briefs, field execution, and 1-on-1 expert mentorship.

- ## Hands-on Execution

  Skip mock exercises. Work on real briefs that mirror what teams and clients actually need.

- ## Practitioner-Led Training

  Learn directly from active industry experts deploying AI in current commercial operations.

- ## On-Site Field Sessions

  Walk into active businesses, audit their setup, and present your AI marketing pitch live.

- ## Recognized Certification

  Earn a high-credibility credential that proves you can build and deliver with modern AI systems.



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Program Objectives

- Build foundational digital marketing skills across all key channels
- Introduce AI workflows that 10x productivity from Day 1
- Make students internship-ready with a portfolio of real work
- Prepare students for Industry-level digital marketing roles (₹4 - 12 LPA)
- Equip freelancers to take on their first 2-3 clients independently

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THE OPPORTUNITY

Where the jobs & revenue are

NTRODUCTORY ROLES

₹4-5 LPA

Placed at top digital agencies running performance, social, and content mandates:

Paid Acquisition / Performance Marketing Associate

Organic Search & Generative Engine Optimizer (SEO / GEO)

Creative Strategist & AI Short-Form Producer

CRM & Lifecycle Marketing Associate

Digital Client Servicing & Account Executive

BRAND&BUSINESS ROLES

₹6-7.5 LPA

Business roles at top brands and fast-growing startups - driving revenue, not just execution:

Growth Marketing Manager

Demand Generation & Inbound Lead

E-Commerce & Quick-Commerce Growth Lead

Marketing Automation & Ops Specialist

Brand Strategy & Digital Communications Manager

Product / Brand Marketing Manager

Note: *You can click on any role to view its job description.*

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THE TOOLKIT

Skills employers expect

For Agency Roles

Meta Ads | PMax | Copywriting | Communication Skills | Google Search Ads | Content Creation | Live Account Audits | Faceless Reels | Multi-LLM Frameworks | Retention & Reporting

For Brand & Business Roles

Ads on Quick Commerce Platforms | Consumer Research Skills | Catalogue Management for Ecommerce Stores | AI Data Analysis | Brand Scaling | AI Content Creation | Automation Skills like Agentic AI | Strategic Thinking | Marketing Automation Platforms | Product Development

Career Paths

Agencies | Brands | Own Business | Job

<< Quick Navigator

CURRICULUM CHECKLIST

- [ ] **MODULE 1**

  Introduction to Digital Marketing + AI

- [ ] **MODULE 2**

  Prompting Techniques and Canva Graphic

- [ ] **MODULE 3:**

  No Code Website Development

- [ ] **MODULE 4:**

  SEO & Content

- [ ] **MODULE 5:**

  Social Media Mastry

- [ ] **MODULE 6:**

  Performance Marketing (Meta Ads + Google Ads)

- [ ] **MODULE 7:**

  Email & Automation

- [ ] **MODULE 8**

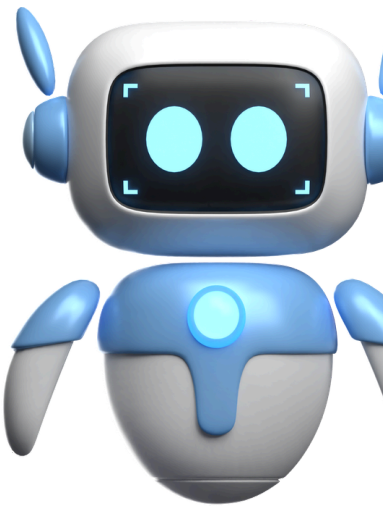
  Understanding Marketing Data & Analytics

- [ ] **MODULE 9**

  Freelancing & Business Overviews

- [ ] **MODULE 10**

  Freelancing & Business Overviews



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

MODULE 1

Introduction to Digital Marketing + AI

- What is Digital Marketing?
- Digital vs Traditional Marketing
- Digital Marketing Channels
- What is AI? Evolution of AI in Marketing
- Real world case studies
- Career paths in Digital + AI

AI Tools Covered

- ChatGPT
- Gemini
- Claude
- Perplexity
- NotebookLM

CURRICULUM OVERVIEW

AI-Powered Digital Marketing

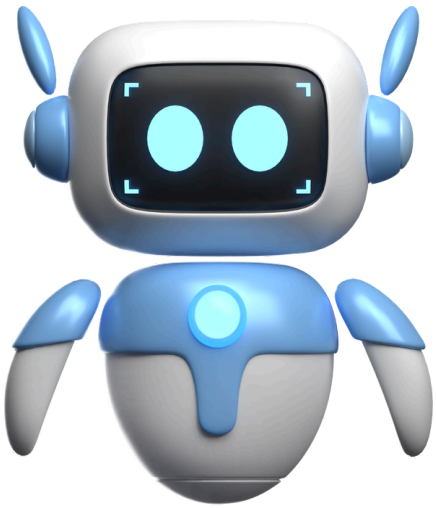
MODULE 2

Prompting Techniques and Canva Graphic

- AI Communication Frameworks
- Role-Based Prompting
- Chain of Thought Prompting
- Marketing Prompt Templates
- Canva Interface & Features
- Brand Kit Creation
- Social Media Creatives
- Carousel Design
- Presentation Design
- Video Editing in Canva

AI Tools Covered

- Canva AI
- Adobe Express
- Leonardo AI
- Midjourney



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

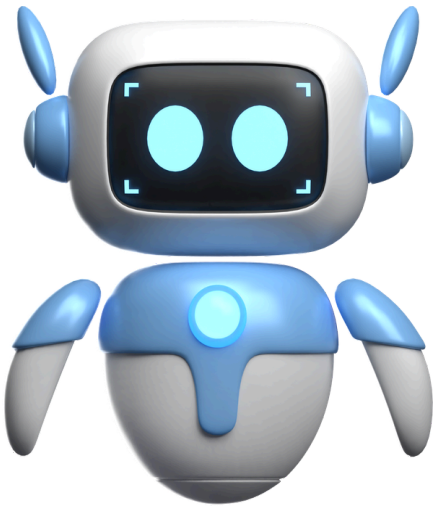
MODULE 3

No-Code Website Development

- Website Fundamentals
- Domain & Hosting
- Website Structure Planning
- WordPress Setup
- Elementor Website Design
- Landing Page Creation
- Business Website Development
- Blog Website Creation
- Mobile Responsiveness

AI Tools Covered

- Elementor AI
- Hostinger
- & More



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

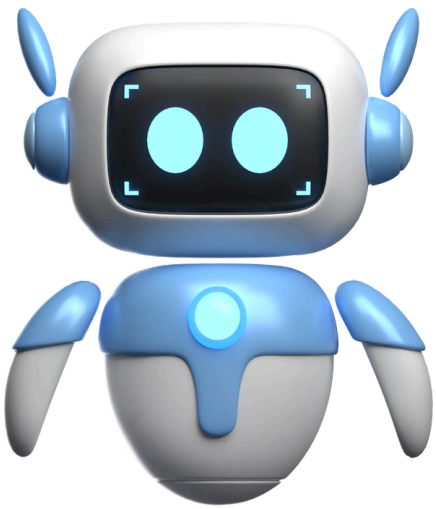
MODULE 4

SEO & Content Marketing

- Google Algorithm
- Keyword Research
- Search Intent Analysis
- On-Page SEO
- Technical SEO
- Local SEO
- Blog Writing
- Link Building (Off Page SEO)
- SEO Audits
- Google Search Console
- SEO Reporting

Tools Covered

- Surfer SEO
- SEMrush
- Ahrefs
- & More



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

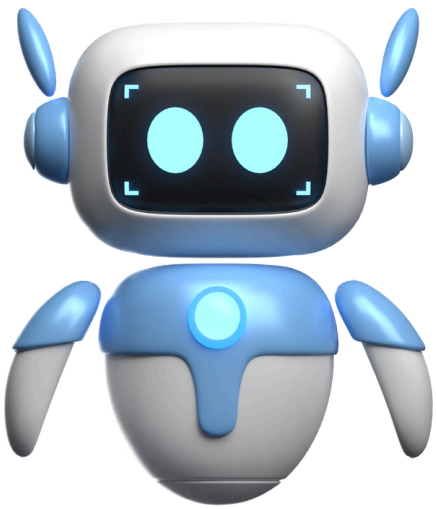
MODULE 5

Social Media Mastery

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- Social Media Strategy
- Content Planning
- Content Calendar
- Organic Growth Strategies
- Viral Content Frameworks
- Social Media Analytics

Tools Covered

- Canva AI
- InVideo AI
- HeyGen
- Google Omini etc.,



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AI-Powered Digital Marketing

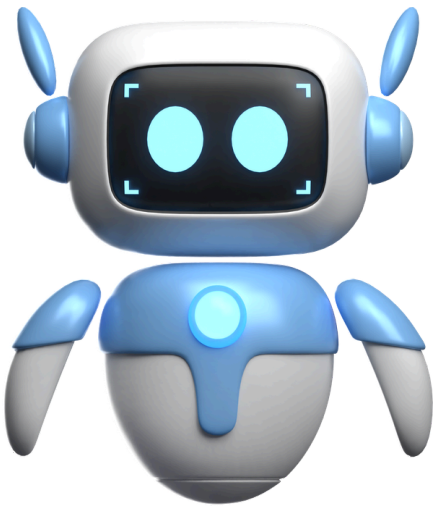
MODULE 6

Performance Marketing (Meta Ads)

- Business Manager
- Ads Manager
- Pixel Setup
- Conversion API
- Audience Research
- Campaign Creation
- Lead Generation Ads
- WhatsApp Ads
- E-commerce Ads
- Retargeting Campaigns
- Scaling Campaigns

Tools Covered

- Meta AI Creative Tools
- AdCreative AI
- ChatGPT & More
- Meta Ads Librery



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AI-Powered Digital Marketing

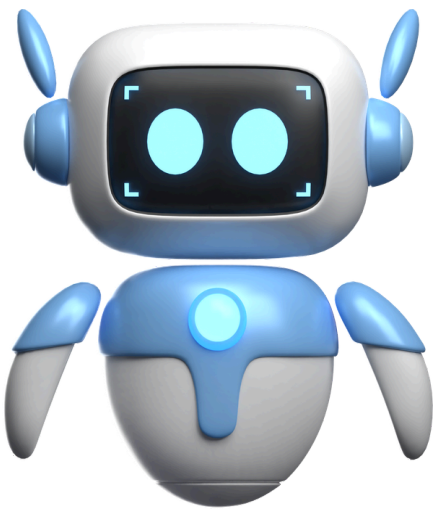
MODULE 7

Performance Marketing (Google Ads)

- Search Ads
- Display Ads
- YouTube Ads
- Shopping Ads
- Performance Max
- Keyword Strategy
- Conversion Tracking
- Remarketing
- Budget Optimization

Tools Covered

- AdCreative AI
- Google ads transparency & more



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

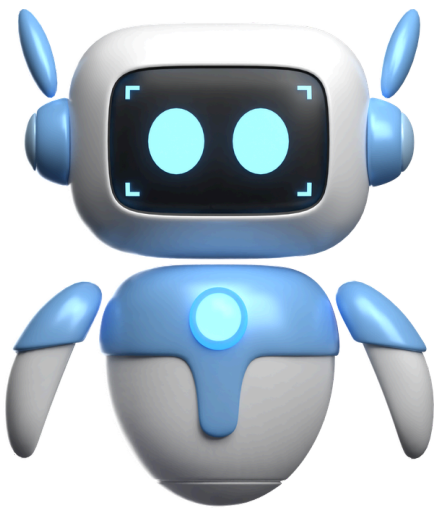
MODULE 8

Email Marketing & Automation

- Email Marketing Fundamentals
- List Building
- Email Design
- Landing Pages
- Email Copywriting
- Newsletter Campaigns
- Marketing Automation
- Sales Funnels
- CRM Integration

Platforms

- Mailchimp
- Brevo
- ConvertKit & More



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

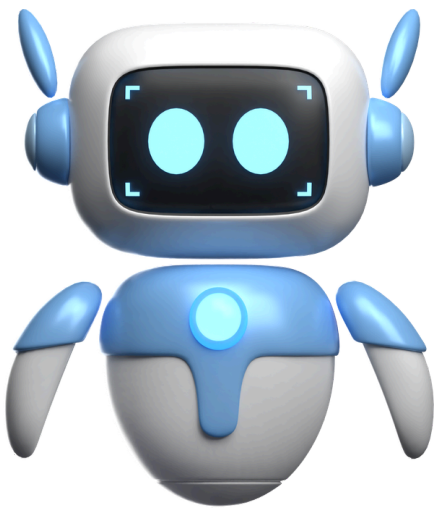
MODULE 9

Analytics & Data Intelligence

- Marketing Analytics Fundamentals
- Google Analytics 4 (GA4)
- Google Tag Manager
- Conversion Tracking
- UTM Tracking
- Event Tracking
- Dashboard Creation
- Data Visualization

AI Tools Covered

- GA4 Intelligence
- Looker Studio
- ChatGPT
- & More



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

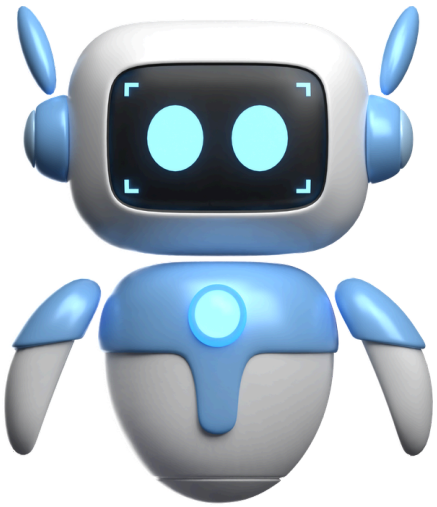
MODULE 10

Freelancing & Business Growth

- Freelancing Fundamentals
- Service Packaging
- Pricing Models
- Proposal Writing
- Client Acquisition
- LinkedIn Lead Generation
- Personal Branding

AI Tools Covered

- ChatGPT
- Notion AI
- Apollo.io
- Clay



CURRICULUM OVERVIEW

AI-Powered Digital Marketing

MODULE 10

Portfolio Development

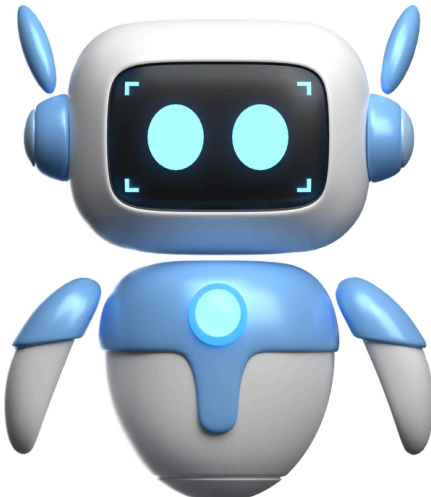
- Campaign Documentation
- Performance Reports
- Client Projects

Career Preparation

- Resume Building
- LinkedIn Optimization
- Interview Preparation
- Mock Interviews
- Digital Marketing Certifications

Capstone Projects

- SEO Project
- Social Media Project
- Performance Marketing Project



Meet your Mentor



Poorna Chander Bayya

FOUNDER @DIGITAL10XPRO

Poorna Chander Bayya is a seasoned digital marketing trainer with 8 years of experiense in DigitalMarketing Industry, AI specialist, and consultant. As the founder of **Digital10xpro** , he bridges the gap between traditional marketing and modern AI automation, helping students and enterprises scale rapidly.

CASE STUDIES

Zomato Case Study
Learn how Zomato used push notifications in drip marketing to create interest among its customers

ICICI Case Study
Learn howICICI Bank used LinkedIn Ads to promote its various financial products and services.

Decathlon Case Study
Learn how Decathlon used Google shopping ads to increase its online sales

Lenskart Case Study
How Lenskart introduced virtual try-ons to mitigate uncertainty in eyewear purchases.

Myntra Case Study
HowMyntra addressedcomplex navigation by simplifying search, enhancing user experience.

IKEA Case Study
VisuallyStunningImages Creation for IKEA

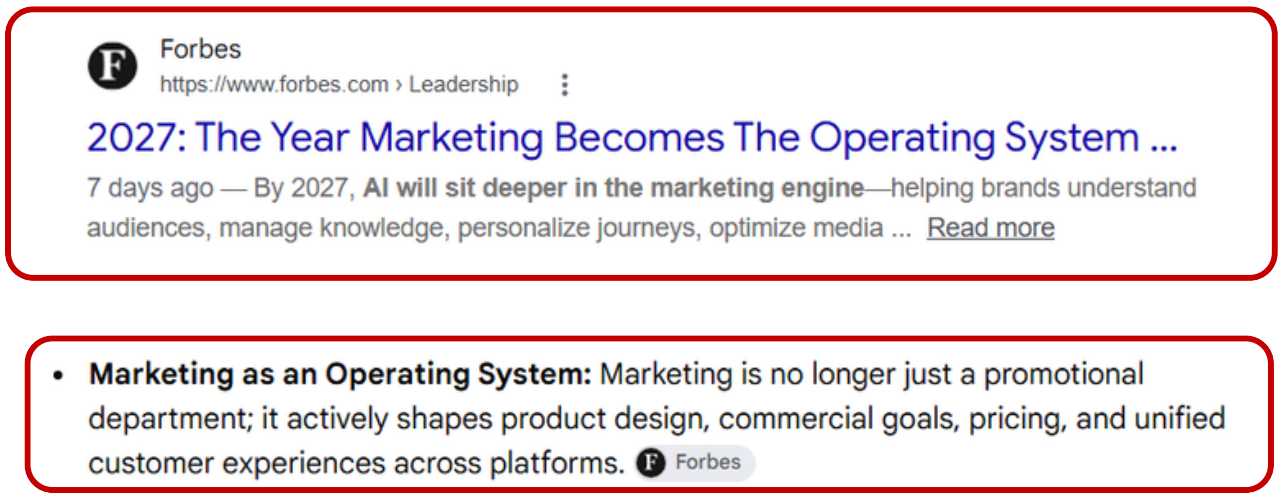
1% Club Case Study
1%Club mastery. How this guy used social media to attract, engage and convert the audience to become a part of India's youngest Finance Club

Sitara Foods Case Study
Understanding Sitara Foods Google Ads Strategy and L'oreal Thailand's Facebook Advertising Techniques

+40 More Case Studies

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WHY
AI DIGITAL MARKETING



83% Of companies say digital skills gap is their . Top #1 hiring challenge.

Statistic	Insight
₹8,000 Crore+	India's digital advertising market size by 2026
4.2 Lakh+	Digital marketing job openings in India right now
67%	Companies increasing AI marketing budgets in 2027
3X	Salary premium for AI-fluent marketers vs traditional marketers

CAREER OPPORTUNITIES

AI-Powered Digital Marketing

Job Role	Expected Salary
Digital Marketing Executive	₹3.5 – ₹4.5 LPA
Social Media Manager	₹3 – ₹4.5 LPA
SEO Analyst	₹2.5 – ₹4.5 LPA
Content Marketing Associate	₹3 – ₹4.5 LPA
Performance Marketing Trainee	₹3 – ₹7.5 LPA
Freelance Digital Marketer	₹25,000 – ₹60,000/month



Learner Journey at Skill Move

Start

1

ONBOARDING

- Joining Form
- 30 Minutes career consultation
- Confirm seat
- LMS & Job Portal App

2

PROGRAM START

- Starts with Foundamentals to Advance level

3

DURING THE COURSE

- Material
- Assessment
- Attendance
- Real-Time Project
- Guest Lectures
- Doubt Clarification Sessions

5

COURSE COMPLETION

- 5+ Case Studies on Brands
- Final Assessment

6

CAPSTONE PROJECT

- Website Project
- SEO Project
- Social Media Project
- Performance Marketing Project

7

PLACEMENT PREP

- Mock Interviews
- Resume Building
- Portfolio Building
- Interview Deck

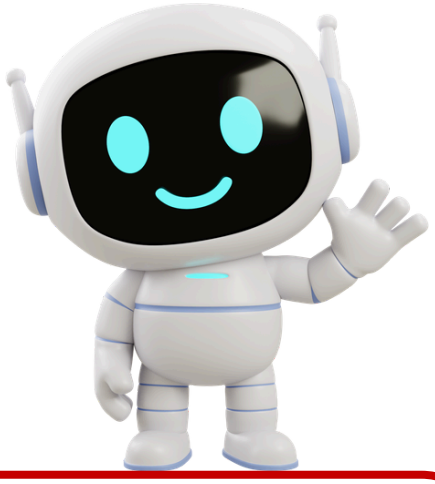
8



LIFETIME ALUMNI SUPPORT

- Newsletter
- Events
- Workshops
- Networking

About SkillMove



India is in the middle of a digital gold rush. Yet most digital marketing training still teaches 2020 tools and 2025 strategies. Meanwhile, AI has fundamentally rewritten every rule of marketing, content creation, campaign targeting, audience research, funnel building, and performance optimisation with AI.

SkillMove was born from a single uncomfortable truth: traditional digital marketing institutes are producing graduates who are unemployable within six months of training.

We started Skill Move to change that. Every curriculum decision is driven by one question: What do employers actually hire for after 2026?

Our answer: AI fluency + practical execution + business thinking. That is what we teach. That is what our students deliver.

Strong Number and Counting

3,000+
Tranees

5.0
Google Rating

5+
Technology Apps

2100+
Recruitments Completed

10+
Collaborations & Partnerships

Recognized by Leading

National Skill & Startup Missions

Skill India
कौशल भारत - कुशल भारत

AICTE
All India Council for Technical Education
PMSSS
Scholarship for Students

STARTUP INDIA
STAND UP INDIA

UDYOG AADHAR
AADHAAR
MSME

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Get Global Certification





Google Ads

Google Analytics

facebook blueprint
CERTIFIED PLANNER

Google Video Advertising

Google Display Ads

Google Shopping Advertising

Bing ads

HubSpot
CERTIFIED PARTNER

Hootsuite™

Placement Process

Our dedicated placement team ensures that every learner transitions smoothly from training to employment. We leverage our network of corporate recruiters Hiring Partners with Multiple Opportunities

Our placement process includes:

1. Personalized resume and LinkedIn optimization
2. Mock interviews with industry professionals
3. Internship opportunities for top performers
4. Direct placement assistance and hiring drives



KEY PLACEMENT HIGHLIGHTS

100% Placement Assistance
Personalized support until you land your dream job.

Job Guarantee Programs
Our flagship AIDMP 100% job guarantee for eligible candidates.

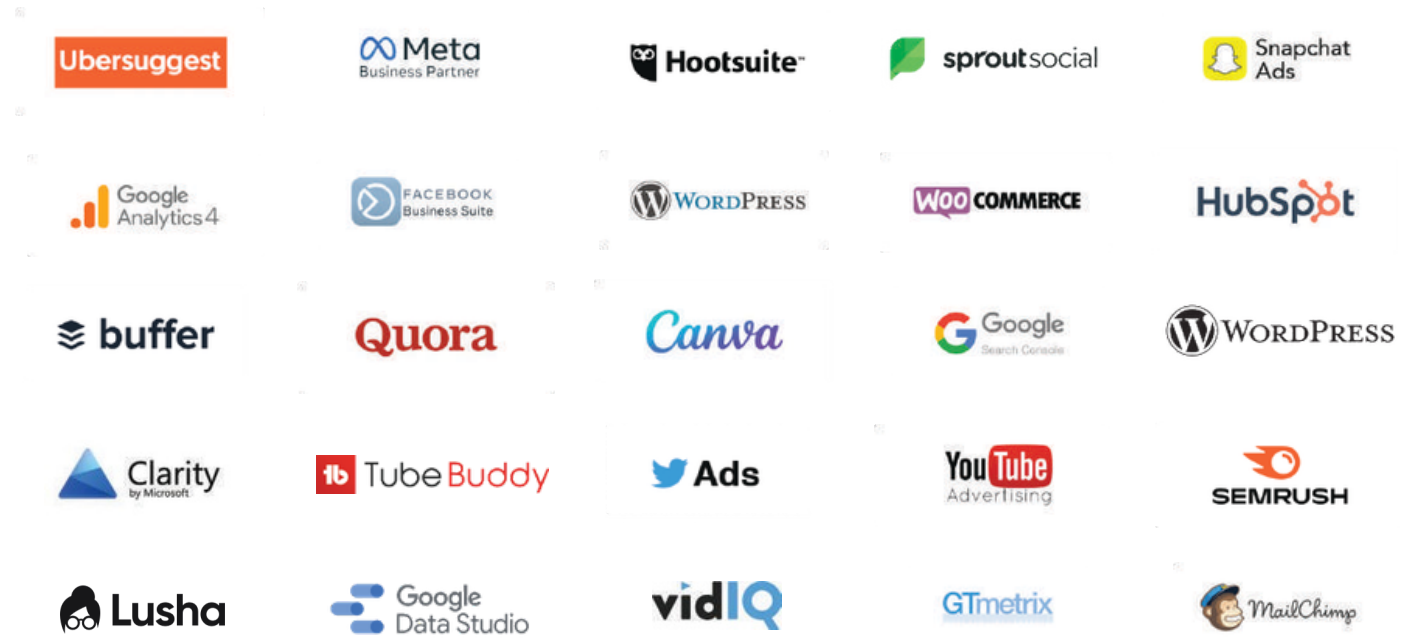
Top Recruiters Onboard
Partnered with 500+ companies across digital, IT, marketing, and media sectors.

Mock Interviews & Resume Building
Simulated interview rounds and expert resume reviews by hiring professionals.

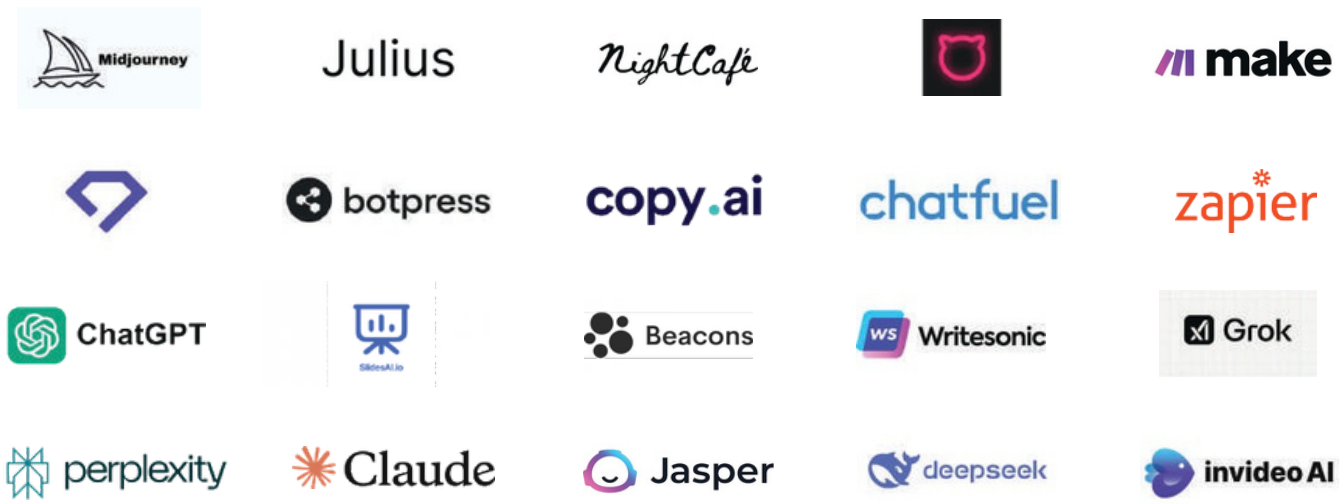
Alumni Working at Top Brands
Leverage alumni referrals in Google, Amazon, TCS, Cognizant, & many more.

Internships that Convert to PPOs
Hands on experience through internships that often lead to full-time roles.

MASTER 100+ POWERFUL
DIGITAL MARKETING TOOLS



GENERATIVE AI TOOLS

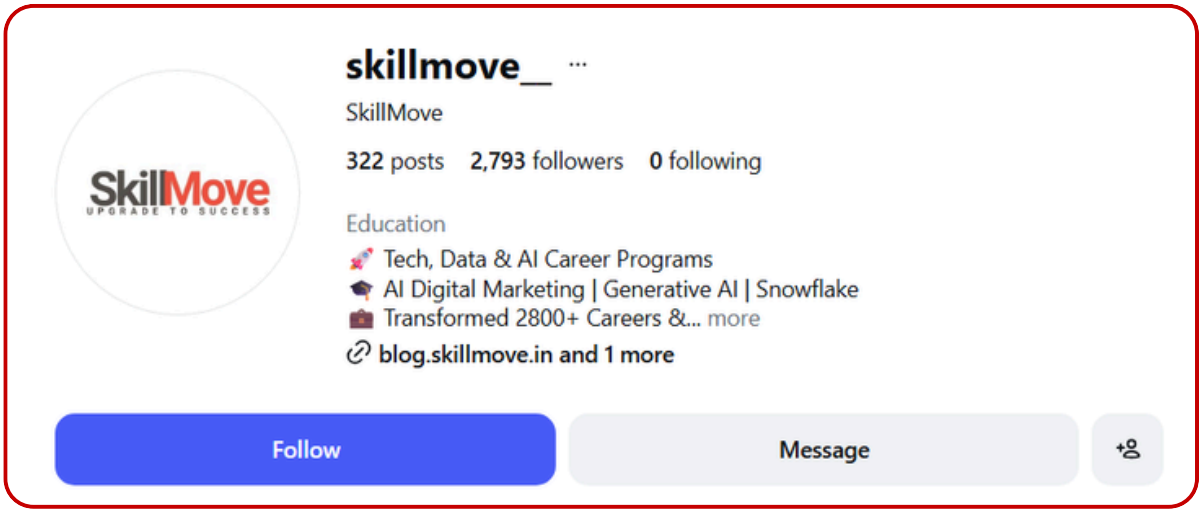


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OUR TRAINEES HAIL FROM



Official Instagram - @skillmove__

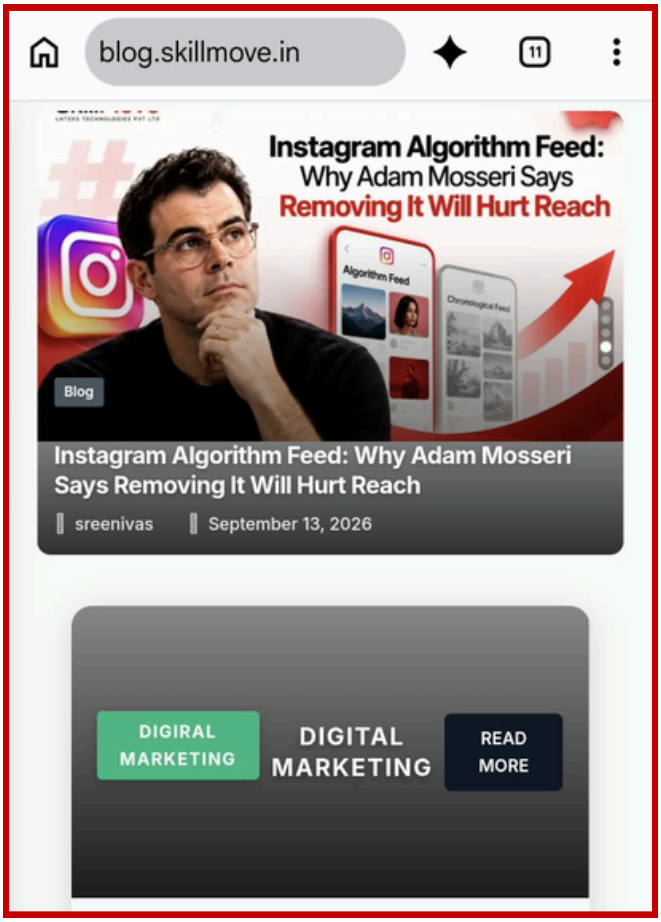


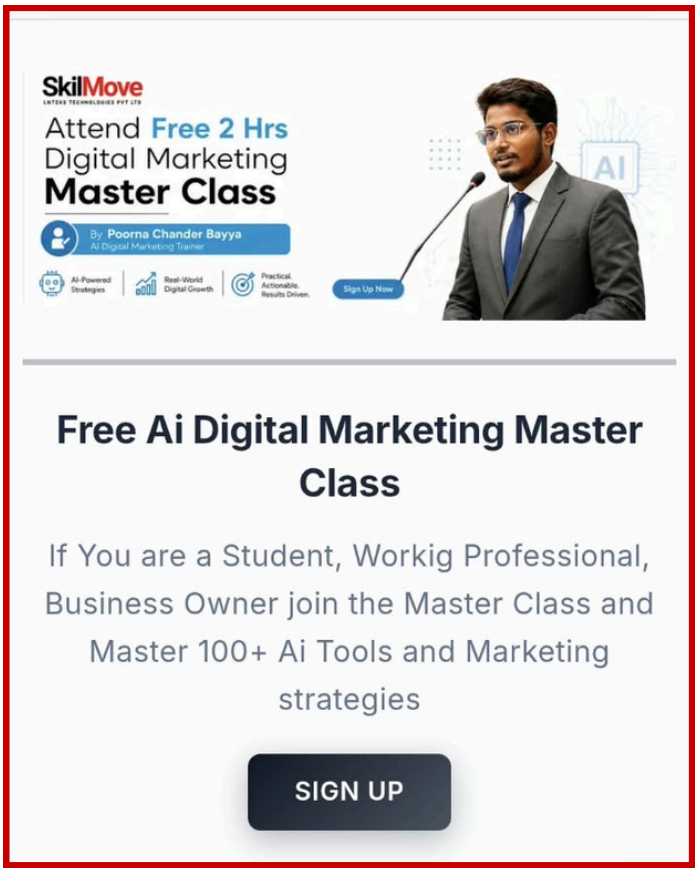


Official Blog site

Welcome to Skill Move Blog

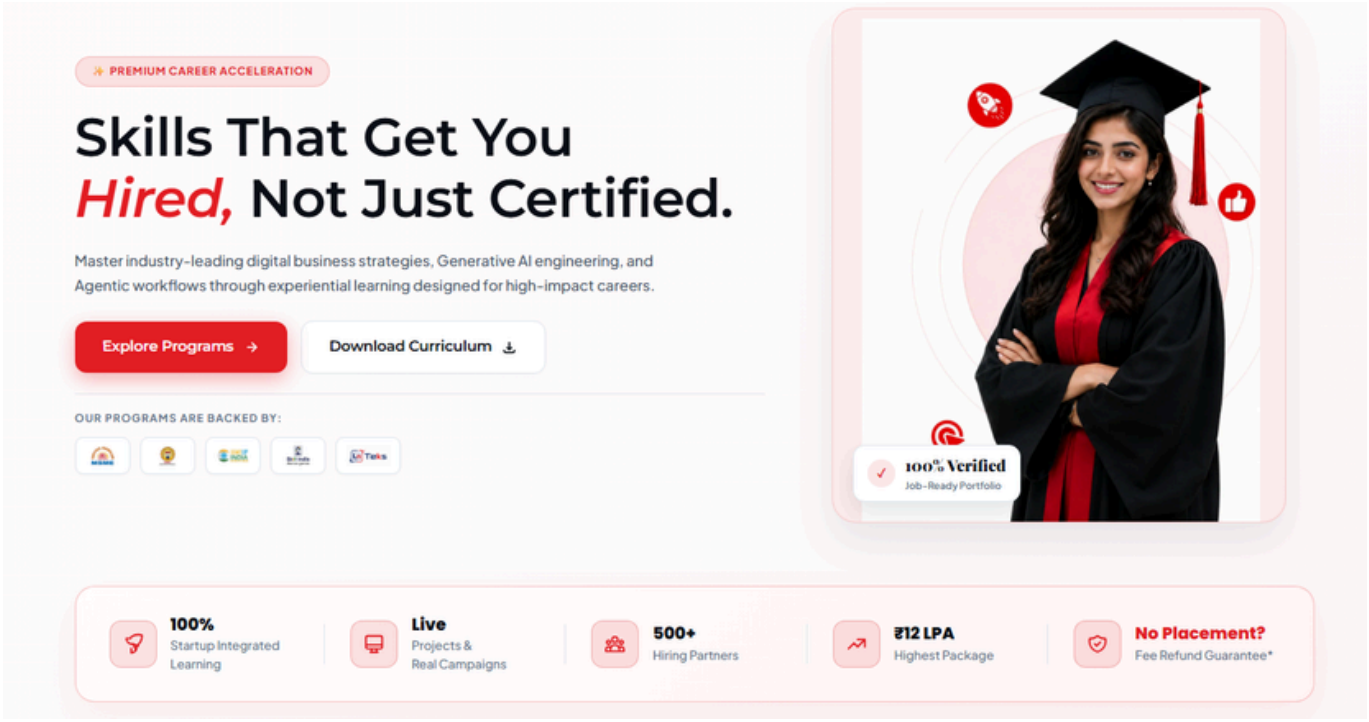
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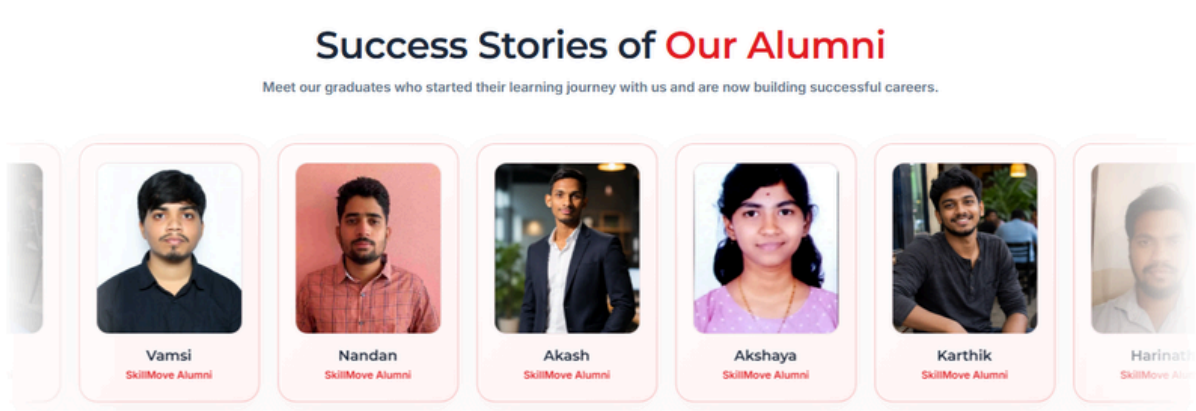


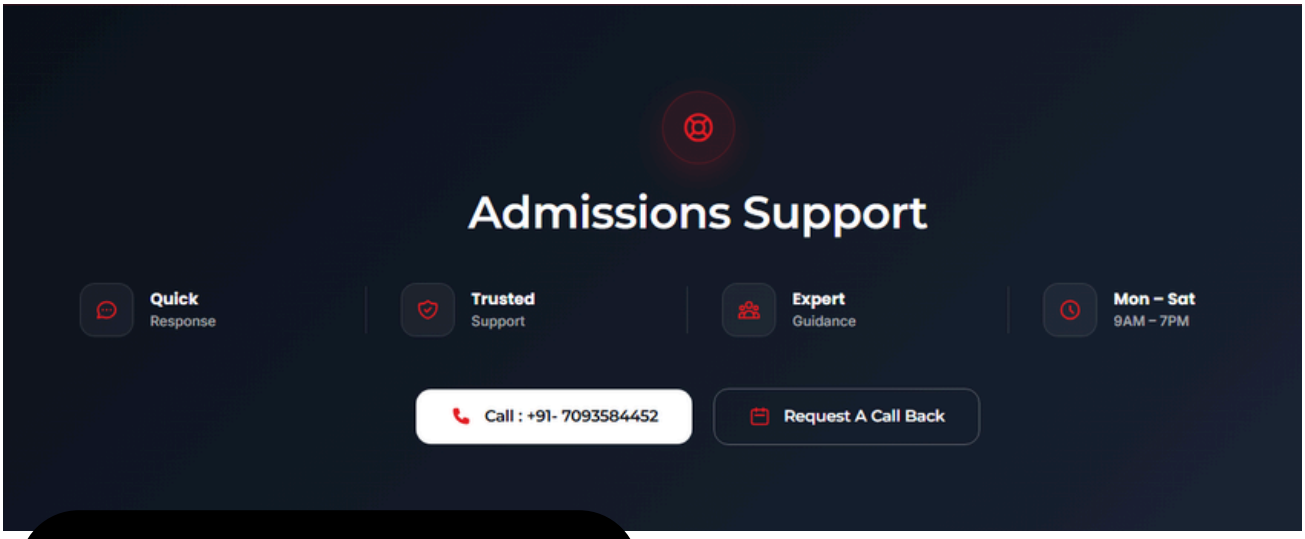


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