



Skill Navora

TRACK 13

Digital Marketing

Complete digital marketing guide: strategy, SEO and AI search, Google and Meta Ads, social and influencers, email and WhatsApp, GA4 and attribution, CRO, budgets and AI.

1 lessons

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Digital Marketing Complete Guide: Strategy, SEO, Google and Meta Ads, Social, Email, WhatsApp, Analytics and AI

A complete digital marketing guide for India. Build a strategy and funnel, research customers and keywords, do on-page, technical and local SEO plus AI search (AEO/GEO), run Google Ads and Meta Ads with the right bidding, targeting and creatives, grow social and influencer programmes, run email and WhatsApp marketing, measure with GA4, UTMs and attribution, optimise conversion rates, plan budgets with unit economics, and use AI tools responsibly, with a full campaign capstone.

★ 2026

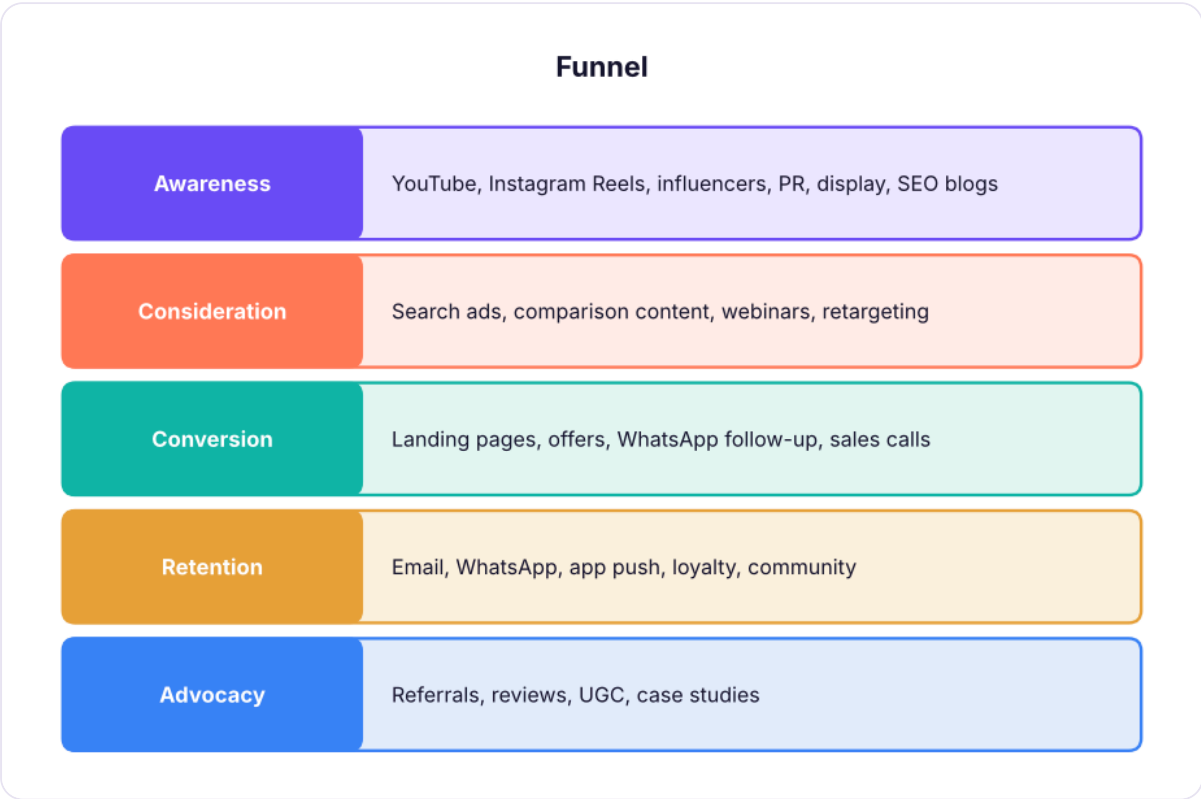
Beginner to Advanced

🕒 240 min

By the end of this lesson you can

- Build a marketing strategy with positioning, personas, funnel stages and KPIs
- Plan and execute SEO including technical, local and AI-search optimisation
- Set up and optimise Google Ads and Meta Ads campaigns
- Run social, influencer, email and WhatsApp marketing that converts
- Measure with GA4, UTMs and attribution, and optimise with CRO and unit economics

The marketing funnel and strategy



A simple full-funnel model with the main channels at each stage.

Step	Questions
Business goal	Revenue, leads, app installs, store visits? By when?
Audience and personas	Who buys, their problems, where they spend time, language (English, Hindi, regional)
Positioning	Why you vs alternatives in one sentence; proof points
Offer	Price, trial, bundle, guarantee, urgency
Channels	Where your audience is and what you can afford to test
KPIs	North-star metric plus channel metrics (CPL, CAC, ROAS, conversion rate)
Budget and timeline	Test budget, scale budget, 30-60-90 day plan



SEO (search engine optimisation)

Area	What to do
Keyword research	Google Keyword Planner, Search Console, Ahrefs/Semrush; group by intent: informational, commercial, transactional, navigational
On-page	One topic per page; keyword in title (≤ 60 characters), H1, URL, first paragraph; meta description (≈ 155 characters); internal links; FAQs
Content quality (E-E-A-T)	Experience, expertise, authoritativeness, trust: author bios, original data, examples, updated dates
Technical	Fast pages (Core Web Vitals: LCP, INP, CLS), mobile-first, HTTPS, XML sitemap, robots.txt, canonical tags, structured data (schema.org), no broken links
Local SEO	Google Business Profile, consistent name/address/phone, reviews, local pages ("PM course in Gurgaon")
Off-page	Links from relevant sites, PR, guest articles, directories, partnerships
AI search (AEO/GEO)	Clear answers early on the page, FAQ and how-to structure, schema, original facts and citations, brand mentions; check how ChatGPT, Gemini, Perplexity and Google AI Overviews describe you

Python

```
pages = [("Title tag", "Learn AI Product Management in 12 Weeks | Live Course, Gurgaon & Online",
60),
        ("Meta description", "Become an AI-first PM with live classes, 25+ case studies, a free
570-page handbook and job support. Next cohort starts soon - book a free counselling call.",
155)]
for name, text, limit in pages:
    print(f"{name}: {len(text)} characters (limit about {limit}) →", "OK" if len(text) ≤ limit
else "too long, Google may cut it")
```

OUTPUT

Title tag: 71 characters (limit about 60) → too long, Google may cut it

Meta description: 156 characters (limit about 155) → too long, Google may cut it



Google Ads

Campaign type	Use
Search	High-intent keywords ("data science course with placement")
Performance Max	Google's AI across Search, YouTube, Display, Gmail, Maps, Discover with your assets and conversion goals
Demand Gen	Visual ads on YouTube Shorts, Discover and Gmail for mid-funnel demand
YouTube (video)	Awareness and consideration
Display	Remarketing and reach
App campaigns	Installs and in-app actions

Key ideas: **match types** (broad with smart bidding, phrase, exact), **negative keywords**, responsive search ads (up to 15 headlines and 4 descriptions), **Quality Score** (expected CTR, ad relevance, landing page experience), **smart bidding** (Maximise conversions, Target CPA, Target ROAS) once you have conversion data, and **conversion tracking** with Google tag / GA4 and enhanced conversions.

Meta Ads (Facebook and Instagram)

- **Objectives:** Awareness, Traffic, Engagement, Leads, App promotion, Sales.
- **Structure:** Campaign (objective, budget with Advantage+ campaign budget) → Ad set (audience, placements, optimisation event) → Ads (creatives).
- **Audiences:** broad targeting with strong creatives often wins; custom audiences (site visitors, customer lists) and lookalikes; **Advantage+** automation.
- **Tracking:** Meta Pixel + **Conversions API** (server-side) for reliable conversion data.
- **Creatives** are the biggest lever: hook in the first 2 seconds, vertical video for Reels and Stories, captions, clear offer and CTA, test 3–5 concepts at a time.
- **Lead ads** with instant forms and a WhatsApp or call follow-up within minutes.

Python

```
spend, impressions, clicks, leads, sales, revenue = 50_000, 400_000, 6_000, 300, 30, 1_80_000
print(f"CPM ₹{spend / impressions * 1000:.0f} | CTR {clicks / impressions:.2%} | CPC ₹{spend / clicks:.1f}")
print(f"CPL ₹{spend / leads:.0f} | lead-to-sale {sales / leads:.0%} | CAC ₹{spend / sales:,.0f} | ROAS {revenue / spend:.1f}x")
```

OUTPUT

CPM ₹125 | CTR 1.50% | CPC ₹8.3
CPL ₹167 | lead-to-sale 10% | CAC ₹1,667 | ROAS 3.6x

Social media and influencers

Platform	Best for (India)
Instagram (Reels, Stories, carousels)	Consumer brands, education, creators
YouTube (long form + Shorts)	Tutorials, reviews, trust, search on YouTube
LinkedIn	B2B, careers, professional education
X (Twitter)	News, tech and founder voice
WhatsApp Channels and communities	Retention, updates, community
Moj/Josh/ShareChat	Regional-language reach

Plan content pillars (educate, entertain, prove, sell), a weekly calendar, and repurpose one long piece into many short ones. For influencers: choose fit over follower count (micro-creators often convert better), brief clearly, track with unique codes and UTMs, and follow ASCI guidelines (#ad / disclosure labels).

Email and WhatsApp marketing

- **Email:** welcome series, nurture sequences, newsletters, abandoned cart, win-back; segment by behaviour; authenticate the domain (SPF, DKIM, DMARC) and follow Gmail/Yahoo bulk-sender rules.
- **WhatsApp Business Platform:** opt-in first; approved templates for marketing, utility and authentication messages; click-to-WhatsApp ads; chatbots for FAQs and lead qualification; respect frequency.
- **Consent:** the DPDP Act requires clear notice and consent and easy withdrawal; SMS needs DLT-registered headers and templates.

Analytics and attribution

Tool	Use
GA4	Events and conversions (key events), traffic sources, funnels, explorations, audiences
UTM parameters	utm_source , utm_medium , utm_campaign , utm_content , utm_term on every link you control
Google Tag Manager	Add and manage tags without code
Search Console	Queries, impressions, indexing and Core Web Vitals
Looker Studio	Free dashboards from GA4, Ads and Sheets
Microsoft Clarity / Hotjar	Heatmaps and session recordings for CRO

Python

```
from urllib.parse import urlencode
base = "https://www.skillnavora.in/program/genai-launchpad.html"
utm = {"utm_source": "instagram", "utm_medium": "paid_social", "utm_campaign": "genai_nov26",
"utm_content": "reel_hook_a"}
print(base + "?" + urlencode(utm))
```

OUTPUT

```
https://www.skillnavora.in/program/genai-launchpad.html?
utm_source=instagram&utm_medium=paid_social&utm_campaign=genai_nov26&utm_content=reel_hook_a
```

Attribution: last-click undervalues awareness; GA4's data-driven attribution, incrementality tests (geo or hold-out), and **marketing mix modelling** (MMM, for example Google's Meridian or Meta's Robyn) give a fuller picture.

Conversion rate optimisation (CRO)

Landing page checklist: one goal and one CTA, headline that matches the ad, proof (reviews, logos, numbers), clear price or "book a call", short forms, fast mobile load, WhatsApp button, FAQs, urgency only if real. Run **A/B tests** with enough traffic and one change at a time.

Python

```
import math
visitors_each, conv_a, conv_b = 4000, 0.040, 0.050
se = math.sqrt(conv_a * (1 - conv_a) / visitors_each + conv_b * (1 - conv_b) / visitors_each)
z = (conv_b - conv_a) / se
print(f"lift {conv_b / conv_a - 1:.0%}, z = {z:.2f} →", "significant at 95%" if abs(z) > 1.96
else "not significant yet; keep testing")
```

OUTPUT

```
lift 25%, z = 2.16 → significant at 95%
```

Budgeting with unit economics

Python

```
aov, gross_margin, repeat_orders = 2_500, 0.45, 2.2
ltv = aov * gross_margin * repeat_orders
for cac in (600, 1200, 2000):
    print(f"CAC ₹{cac:5,d}: LTV ₹{ltv:,.0f}, LTV/CAC = {ltv / cac:.1f}", "→ healthy" if ltv /
cac ≥ 3 else "→ fix CAC or LTV")
```

OUTPUT

CAC ₹ 600: LTV ₹2,475, LTV/CAC = 4.1 → healthy
CAC ₹1,200: LTV ₹2,475, LTV/CAC = 2.1 → fix CAC or LTV
CAC ₹2,000: LTV ₹2,475, LTV/CAC = 1.2 → fix CAC or LTV

Start with a test budget split across 2–3 channels, kill losers quickly, scale winners gradually (20–30% budget steps), and keep 10–20% for new experiments.

AI in digital marketing

Task	Tools
Research and strategy	Claude, ChatGPT, Gemini, Perplexity (with your data and fact-checking)
Copy and content	Claude/ChatGPT for drafts in your brand voice; Canva Magic Studio; Adobe Firefly
Video	CapCut, Descript, HeyGen, Synthesia, Runway (disclose AI avatars)
Ads	Google Performance Max assets, Meta Advantage+ creative, AI-generated variants for testing
Automation	n8n, Make, Zapier connecting forms, CRM, WhatsApp and email
Analytics	GA4 insights, Looker Studio, Claude for analysing exported data

Rules: keep a human editor, check facts and claims (ASCI rules on misleading ads), protect customer data, and label synthetic media.

Capstone: launch a course or D2C product in 60 days

1. Strategy one-pager: persona, positioning, offer, KPIs, budget.
2. SEO: 10 keywords by intent, 3 pages and 4 blog posts, Google Business Profile.
3. Ads: one Search campaign with negatives, one Meta lead campaign with 3 creative concepts, remarketing.
4. Social: 4-week Reels and carousel calendar; 3 micro-influencers with codes.
5. Email/WhatsApp: welcome and nurture sequences; lead follow-up within 5 minutes.
6. Measurement: UTMs, GA4 key events, Looker Studio dashboard; weekly review of CPL, CAC, conversion rate and ROAS; one A/B test per week.

Summary

KEY TAKEAWAYS

- Start with goal, audience, positioning, offer and KPIs; then pick channels per funnel stage.
- SEO needs intent-based keywords, quality content, technical health, local presence and AI-search readiness.
- Google Ads captures intent; Meta Ads creates demand with creatives as the main lever.
- Measure with GA4, UTM's and better attribution; optimise landing pages and budgets with unit economics.
- Use AI to speed up research, content and testing, with human review and compliance.

Quick quiz

6 questions · tap an answer to check it

1. Which metric tells you the cost of acquiring one paying customer?

A CAC

B CTR

C CPM

D Bounce rate

Answer: A. $\text{CAC} = \text{spend} \div \text{new customers}$.

2. Which Google Ads campaign type uses AI across Search, YouTube, Display, Gmail, Maps and Discover?

A Performance Max

B Standard Search only

C Display only

D Shopping only

Answer: A. Feed it good assets and conversion data.

3. What improves Meta conversion tracking when browser cookies are limited?

A The Conversions API (server-side)

B More hashtags

C Longer captions

D Removing the Pixel

Answer: A. Use Pixel + CAPI together.

4. What does utm_medium describe?

A The marketing medium, such as email, cpc or paid_social

B The page title

C The customer's city

D The ad budget

Answer: A. Use consistent naming.

5. Which is a healthy LTV:CAC ratio guideline?

A About 3:1 or better

B 0.5:1

C 1:5

D Exactly 1:1

Answer: A. Below 1 loses money on every customer.

6. What must Indian influencer posts include?

- A** Clear disclosure of paid partnerships as per ASCI guidelines
- B** No hashtags
- C** A discount code only
- D** Nothing

Answer: A. Labels like #ad or "Paid partnership".

EXERCISE Practice

Create a 30-day digital marketing plan for the GenAI Launchpad program with a ₹1,00,000 budget: persona, positioning line, 10 keywords by intent, one Search and one Meta campaign structure with 3 ad ideas each, a UTM naming convention, a landing-page checklist, and a KPI table with targets for CPL, conversion rate and CAC.

Show solution (worked answer)

A strong plan allocates for example ₹40k Search, ₹45k Meta, ₹15k tests and remarketing; defines CPL targets from past data or benchmarks; uses consistent UTMs (source/medium/campaign/content); and includes a weekly review rhythm and an A/B test backlog.

INTERVIEW CORNER Questions you may be asked

Q: Your CPL doubled last week. What do you check? Tracking changes, auction/competition and CPMs, creative fatigue (frequency, CTR drop), audience or budget changes, landing page speed or errors, and seasonality; then fix the biggest driver.

Q: SEO vs paid search? SEO builds compounding, lower-cost traffic over months; paid search buys immediate, controllable intent. Most brands run both and share keyword insights.

Q: How do you measure brand campaigns? Reach and frequency, brand-search lift, direct traffic, brand-lift studies, and incrementality or MMM, not last-click conversions alone.

Q: What is a good landing page? Message match with the ad, one goal, clear value and proof, simple form, fast mobile load, and a tested CTA.

Q: How do you use AI responsibly in marketing? For research, drafts and variants with human review, fact-checking, brand and legal compliance, consent-based data, and disclosure of synthetic media.

Learn more

- [Google Skillshop \(free Google Ads and Analytics certifications\)](#)
- [Meta Blueprint \(free\)](#)
- [Google Search Central: SEO starter guide](#)
- [HubSpot Academy \(free courses\)](#)