MSA DIGITAL SKILLS

#Empowering Digital Marketers for a Smarter Future



MASTER DIGITAL MARKETING WITH AI

Learn. Practice. Perform. Grow.

Learn practical digital marketing skills with

AI • Advertising • SEO • Social Media • E-Commerce

AI-Powered Digital Marketing	Performance Marketing	E-Commerce Digital Marketing	Foundation in Digital Marketing
4 / 6 Months	1 Month	6 Months	2 Months

Practical Training | Live Projects | AI Tools

Since 2017

Laxmi Nagar, Delhi

+91 7303377975 | +91 8744847037

www.msadigitalskills.com

Build Your Career in Digital Marketing

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ABOUT US

LEARN DIGITAL MARKETING THE PRACTICAL WAY

MSA Digital Skills, established in **2017**, focuses on practical, industry-oriented digital marketing training.

Our goal is simple:

Help students understand digital marketing and learn how to use it in real situations.

Since 2017

OUR LEARNING APPROACH

LEARN
Concepts the Right Way

→

PRACTICE
Hands-On Learning

→

BUILD
Real Projects & Skills

→

GROW
Career & Opportunities

WHAT YOU'LL EXPERIENCE

- Practical Learning
- AI-Powered Training
- Live Project Exposure
- Industry Tools
- Hands-On Activities

WHO CAN JOIN?

Students | Graduates | Beginners | Working Professionals | Freelancers | Business Owners

Your Growth Our Mission

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Since 2017

YOUR GOAL IS DIFFERENT. SO IS THE RIGHT COURSE

Practical Skills
Real Career Opportunities



AI-POWERED DIGITAL MARKETING

4 Months / 6 Months

SEO | Social Media | Google Ads | Meta Ads | WordPress | Analytics | AI Tools

Best For:

Students | Beginners | Career Seekers | Freelancers



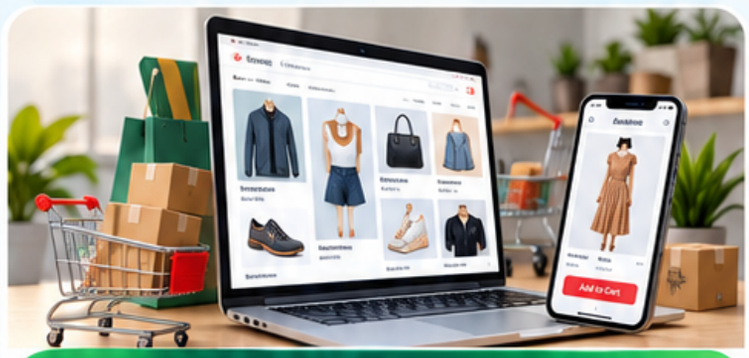
PERFORMANCE MARKETING

1 Month

Google Ads | Meta Ads | Audience Targeting | Lead Generation | Conversion Tracking

Best For:

PPC Learners | Marketers | Freelancers | Business Owners



E-COMMERCE DIGITAL MARKETING

6 Months

E-Commerce | SEO | Social Media | Paid Ads | Product Marketing | Analytics

Best For:

Online Sellers | Entrepreneurs | Students



FOUNDATION IN DIGITAL MARKETING

2 Months

Fundamentals | WordPress | SEO | Social Media | Google Ads Basics | Content | Analytics | AI Tools

Best For:

Students | Beginners

Practical Training | Live Projects | Industry Tools

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AI-POWERED DIGITAL MARKETING

ONE COURSE.
MANY DIGITAL SKILLS.

A complete learning path for students who want to understand digital marketing across different channels and learn how AI fits into modern marketing.



DURATION
4 Months / 6 Months

YOU'LL LEARN

- Digital Marketing Fundamentals
- SEO
- Social Media Marketing
- Google Ads & Meta Ads
- Website & WordPress
- Content Marketing
- Analytics & Search Console
- AI Tools

THE GOAL

Understand how different digital marketing channels work together.

BEST FOR

- Students
- Beginners
- Career Seekers
- Freelancers
- Business Owners

Practical Training | Live Projects | Industry Tools

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PERFORMANCE MARKETING

DON'T JUST RUN ADS. UNDERSTAND THE PERFORMANCE.

Performance Marketing focuses on reaching the right audience and understanding measurable campaign performance.

DURATION
1 MONTH

GOOGLE ADS

- Search Campaigns
- Keyword Targeting
- Ad Copy
- Audience & Intent
- Performance Analysis

META ADS

- Facebook & Instagram Ads
- Audience Targeting
- Campaign Objectives
- Lead Generation
- Creative Strategy

LEAD GENERATION

Audience → Ad → Landing Page → Enquiry → Lead





UNDERSTAND THE NUMBERS

Clicks | Leads | Conversions | Cost | Performance



BEST FOR

PPC Learners | Marketers | Freelancers | Business Owners

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E-COMMERCE DIGITAL MARKETING

DURATION
6 MONTHS

LEARN HOW TO MARKET PRODUCTS ONLINE

Running an online business is more than putting products on a website. You also need to understand audience, visibility, traffic and the customer journey.

CUSTOMER JOURNEY

DISCOVER → EXPLORE → VISIT → BUY → RETURN

YOU'LL LEARN

E-Commerce Fundamentals
Understand online business models and platform setup.

Product Marketing
Learn how to position and market your products.

E-Commerce SEO
Improve product visibility on search engines.

Social Media Marketing
Grow your brand with social media strategies.

Google & Meta Ads
Run effective paid campaigns to drive sales.

Content & Creative Strategy
Create high-converting product content.

Analytics & Performance
Track sales, revenue and optimize performance.



BEST FOR

Online Sellers | Entrepreneurs | E-Commerce Beginners | Students

Practical Training | Live Projects | Industry Tools

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Practical Skills Real Career Opportunities



FOUNDATION COURSE

START WITH THE BASICS. BUILD YOUR DIGITAL SKILLS.

Right Foundation Brighter Future

FOUNDATION IN DIGITAL MARKETING

A focused starting point for beginners who want to understand the fundamentals before moving into advanced digital marketing.

DURATION
2 MONTHS

YOU'LL COVER

Digital Marketing Fundamentals
Understand the complete digital marketing ecosystem.

Website & WordPress
Learn website setup, page creation and basic customization.

SEO Basics
Learn keyword research, on-page SEO and search rankings.

Social Media Marketing
Create and grow your brand on social platforms.

Google Ads Basics
Understand ad setup, campaigns and targeting.

Content Marketing
Learn content strategy and content creation.

Canva / Creative Basics
Create professional designs for social media and marketing.

Analytics & Search Console
Track performance and understand website data.

AI Tools
Explore useful AI tools to work faster and smarter.

LEARNING DOESN'T STOP AT THEORY.

Assignments | Tools | Projects | Activities

THE LEARNING FORMULA

LEARN → PRACTICE → APPLY

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TOOLS & CAREER

From Learning Tools to Building Real Opportunities

BUILD SKILLS YOU CAN ACTUALLY USE.

TOOLS & PLATFORMS

- Google Ads
- Meta Ads
- WordPress
- Google Analytics
- Search Console
- Canva
- SEO Tools (ahrefs)
- AI Tools

PRACTICAL EXPOSURE

- Campaign Practice
- SEO Activities
- Analytics Practice
- Project Work

WHERE CAN DIGITAL MARKETING TAKE YOU?

- Digital Marketing Executive
- SEO Executive
- Social Media Executive
- Google Ads Executive
- PPC Executive
- Performance Marketing Executive
- E-Commerce Marketing Executive
- Digital Marketing Analyst



SKILLS
JOBS
FREELANCING
BUSINESS
GROWTH

FOR FREELANCERS

- SEO
- Social Media
- Google Ads
- Meta Ads
- Content
- E-Commerce



FOR BUSINESS OWNERS

Turn Your Business into a Digital Brand.

Visibility → Traffic → Enquiry → Lead → Customer

Practical Training | Live Projects | Industry Tools

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FAQ?

THINKING ABOUT JOINING?

HERE ARE SOME COMMON QUESTIONS.



01 Who can join?

Students, graduates, beginners, working professionals, freelancers and business owners.

02 Do I need prior experience?

No advanced digital marketing experience is required to get started.

03 Is the training practical?

Yes. Learning includes practical activities, tools and project-based work.

04 Will I learn AI tools?

Yes. AI tools are part of our AI-powered digital marketing learning approach.

05 Can I choose my batch timing?

Batch timings are discussed during counselling based on student availability.

06 When will my batch start?

New batches start regularly. Your batch date is confirmed during counselling.

07 Are Online & Offline Classes available?

Yes, both Online and Offline Classes are available.

08 Which course should I choose?

It depends on your goal. See the recommendations below for guidance.

09 Is placement guaranteed?

Placement assistance does not mean a guaranteed job.

WHICH COURSE SHOULD I CHOOSE?

Complete Digital Marketing	Ads & Lead Generation	Online Products	Digital Marketing Basics
AI-Powered Digital Marketing	Performance Marketing	E-Commerce Digital Marketing	Foundation Course

Practical Learning | Live Projects | Industry Tools | Expert Guidance | Certification Support

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SINCE 2017

AI-POWERED DIGITAL MARKETING TRAINING INSTITUTE

ADMISSION & CONTACT

READY TO START?

LET'S FIND THE RIGHT COURSE FOR YOU.



OUR COURSES

- **AI-Powered Digital Marketing** — 4 / 6 Months
- **Performance Marketing** — 1 Month
- **E-Commerce Digital Marketing** — 6 Months
- **Foundation Course** — 2 Months

OUR COUNSELLING SUPPORT

- Understand your goals
- Help you choose the right course
- Guide you on batch timing
- Answer all your queries

ADMISSION PROCESS

1. **Get in Touch** — Call / Visit / Enquire
2. **Counselling** — Discuss your goals
3. **Choose Course** — & Batch Timing
4. **Complete** — Admission Process
5. **Start Learning** — & Build Your Skills



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