



WEBHOPERS
ACADEMY

Advanced AI-Driven PPC Course



“Where Digital Learning Begins”

AFFILIATED WITH



कौशल विकास और
उद्यमशीलता मंत्रालय
MINISTRY OF
SKILL DEVELOPMENT
AND ENTREPRENEURSHIP



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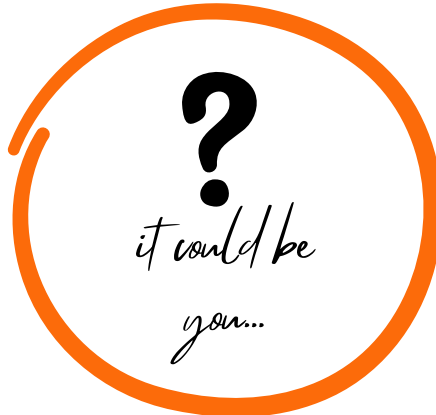
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VINEETA SINGH



PEYUSH BANSAL



RITESH AGARWAL



KAIVALYA VOHRA



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CHAPTER - 1

INTRODUCTION TO DIGITAL MARKETING & AI

- Introduction to Marketing
- Traditional vs Digital Marketing
- Digital Marketing Channels
- Scope of Digital Marketing in 2026
- Career Opportunities in Digital Marketing

AI INTEGRATION

- Introduction to Artificial Intelligence
- Difference Between AI, Machine Learning & Generative AI
- How AI is Changing Marketing
- Overview of AI Tools Used in Marketing
- ChatGPT • Gemini • Perplexity • Grok • Canva AI • Claude

CHAPTER - 2

SOCIAL MEDIA OPTIMIZATION + AI CREATIVES

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing

AI INTEGRATION

- AI for Social Media Content Calendar
- AI Caption Generator
- AI Hashtag Generator
- AI-based Viral Hook Writing
- AI for Audience Research
- AI-based Engagement Strategy

CHAPTER - 3

META ADS + AI

- Facebook Ads Structure
- Instagram Ads
- Audience Targeting
- Retargeting

- Pixel
- AI Audience Suggestions
- AI Ad Creative Generation
- A/B Testing
- Facebook Business Portfolio
- Whatsapp Marketing

CHAPTER - 4

AI GRAPHIC DESIGNING

- Canva AI
- Magic Design
- AI Background Remover
- AI Text to Image (Gemini, Chat GPT)
- Banner and Post Design using Canva AI
- Thumbnail Design with AI

CHAPTER - 5

GOOGLE ADS + AI AD OPTIMIZATION

- Google Search Ads Display Ads
- Video Ads
- Shopping Ads
- Performance Max
- ConversionTracking

AI INTEGRATION

- AI-generated Ad Headlines and Descriptions AI for Keyword Selection
- AI Bidding Suggestions
- AI for Ad Copy Testing
- AI-based Competitor Ad Analysis
- AI Tools for PPC:
 - Google Ads AI • ChatGPT • Semrush • SpyFu

CHAPTER - 6

FREELANCING IN DIGITAL MARKETING

- Freelancing Platforms
- Portfolio Building
- Proposal Writing

AI INTEGRATION

- AI Proposal Generator
- AI Resume Builder
- AI LinkedIn Profile Optimization
- AI Portfolio Content
- AI Interview Preparation

CHAPTER - 7

FINAL ASSESSMENT

- Students must create a complete AI-driven digital marketing campaign for one business.
- Market Research
- Buyer Persona
- Website Plan
- SEO Strategy
- Social Media Calendar
- Google Ads Campaign
- Meta Ads Campaign Email Funnel
- Analytics Dashboard
- AI-generated Creatives
- Portfolio Building
- 40+ AI Marketing Prompts

CHAPTER - 8

CERTIFICATIONS INCLUDED

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads Shopping Ads Certification
- Google Ads Apps Certification
- Google Ads Measurement Certification
- AI-Powered Performance Ads Certification
- WH Certification

CHAPTER - 9

INTERVIEW PREPARATION & CAREER COUNSELLING



WEBHOPERS TRAINEES ARE WORKING AT





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WE **MAKE**
YOU FUTURE
READY...

“ Keep Learning & Accelerate Your Career
As A Professional Digital Marketer ”

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NOW

~~tommorow~~



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