

# Advanced Digital Marketing with AI

By **Balaji Mancha**

Founder of **MBL Digital Academy**

## Awards & Recognition



## Certified with



We are more than  
**Academy**

MBL  
Technologies

MBL  
Connects





MEET **BALAJI MANCHA**

# A Passionate Digital Marketing **Strategist**

Meet Balaji Mancha, a passionate and results-driven digital marketing strategist, renowned for propelling businesses towards online success. With years of industry experience, he has aided numerous clients in achieving their marketing goals and establishing a robust online presence.



Put your digital marketing dreams into action with Balaji Mancha – where success is not just a destination, but a well-crafted and navigated journey. Let his expertise redefine your business's future.

**8+**

**Years of  
Experience**





## INTRODUCTION

# Digital Marketing

Digital Marketing is the process of promoting products or services using digital channels like website, social media, search, email, app, etc. It helps in connecting with the right audience and delivering the product and services.

## OPPORTUNITIES

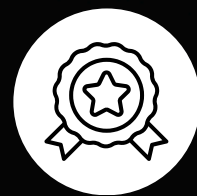
# Growth In Digital

- Internet Usage
- Brands Need Digital



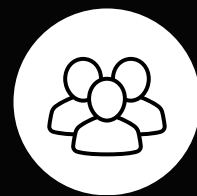
**85%**

Internet usage



**55L+**

Brands



**40bn+**

Users



# Career Opportunities for **Digital Marketers**

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## SCOPE



### Many Job Openings

Wide range of roles across industries and platforms.



### Work from Home options

Flexibility to work from anywhere in the world.



### Good Entry Level Salaries

Competitive pay with high growth potential.



### Brand Collaborations

Partner with top brands and global companies.



### Freelancing Earnings with Brands

Earn on your terms by working with multiple clients.



### Personal Branding for Projects

Build your identity and attract better opportunities.



### Own Brand Marketing

Promote your own brand and create a lasting impact.



## PROGRAM

# Course Details

Master in-demand digital marketing skills and build your career in the digital world.



Introduction of Digital Marketing



Website Designing



SEO On Page & Off Page



Google Analytics & Search Console



Content Marketing



Social Media Management



ORM(GMB)



Business Analysis



Meta Ads



Google Ads



LinkedIn Ads



Twitter Ads



Canva Designing



Video Editing



AI Tools (12+)





# Website and SEO

- Website is the **center piece** of any business on the internet.
- SEO increases **domain authority** and drives organic traffic.



## Website

The foundation for any business today. We can drive traffic, run business operations and process transactions on website.



## SEO

Using SEO techniques, we can boost the visibility of a website on search engines.



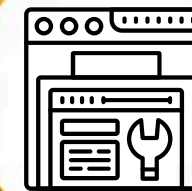
# Google Analytics & Search Console

- Analytics provides **essential insights** into user and site performance.
- Console helps **monitor and optimize** your site's presence in search results.



## Google Analytics

Google Analytics is a powerful tool for measuring website visitors, user behavior, and marketing results. Google Analytics is a powerful tool for measuring website visitors, user behavior, and marketing results.



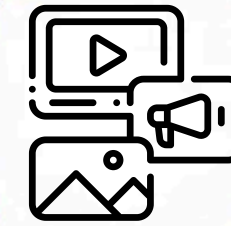
## Google Search Console

Google Search Console helps monitor, maintain, and improve your website's presence in Google Search.



# Content and Social Media

- **Good Content** is the key for brand success.
- **Social Media** is the ideal channel for branding.



## Content

Content is king and it helps the brand to communicate with their customers.



## Social Media

A networking platform where brands and businesses can connect with their customers.



# Meta & Google Ads

- Meta Ads are the most **cost effective** way to get **Branding**.
- Google Ads are the most **cost effective** way to **generate sales**.



## Social Media Ads

Social Media Ads are the most cost effective way to get Branding.



## Google Ads

Google Ads are the most cost effective way to generate sales.



# Linkedin & Twitter Ads

- **LinkedIn Ads** are perfect for B2B lead generation.
- **Twitter Ads** are great for real-time engagement and brand awareness.



## LinkedIn Ads

Reach the right professionals with powerful LinkedIn advertising and precise audience targeting. Reach the right professionals with powerful LinkedIn advertising and precise audience targeting.



## Twitter Ads

Reach the right audience with Twitter (X) Ads using advanced targeting and real-time engagement.



# Canva Designing and Video Editing

- To Create Attractive Designs we use Canva
- Create stunning videos using professional editing tools.



## Canva Designing

To Create Attractive  
Designs we use Canva



## Video Editing

Create stunning videos using  
professional editing tools and  
creative storytelling techniques.



# ORM & Business Analysis

- **ORM** is important for any brand to sustain and grow.
- identifying **business needs** and delivering data-driven solutions for growth.



## ORM

ORM is important for any brand to sustain and grow.



## Business Analysis

Business Analysis is the process of identifying business needs and delivering data-driven solutions for growth.





# AI Tools

AI Tools help **automate** tasks, boost **productivity**, and create **smarter** digital solutions.



## TOP AI TOOLS WE USE



### Canva AI

AI assistant for writing, brainstorming, coding and more.



### Claude

Advanced AI assistant for research, analysis and writing.



### NotebookLM

AI-powered research assistant that organizes and understands information.



### Heygen

AI video generation tool for creating realistic avatars and videos.



### Elevenlabs

AI voice platform for realistic voice generation and dubbing.



### Lovable AI

AI tool to build beautiful web apps and digital products effortlessly.



**Smarter Tools.**  
**Stronger Results.**

Leverage the power of AI to save time, work smarter and stay ahead.



# Course Fees & Duration:



## Benefits:



→ Internships



→ 100% Job Guarantee



→ Freelancing Support



→ Brand Dealing



→ Certification

**01**  
MONTH



Duration: 1 Month

Fees:

**₹15,000/-**

**02**  
MONTHS



Duration: 2 Months

Fees:

**₹35,000/-**

**03**  
MONTHS



Duration: 3 Months

Fees:

**₹65,000/-**



01

**MONTH**

Duration



Fees:

**₹15,000/-**

## Essential Program



**Meta Ads**



**Google Ads**



03

**MONTHS**

Duration



Fees:

**₹35,000/-**

## Growth program



Meta Ads



Google Ads



Website Designing



SEO



ORM



AI Tools



Social Media Management



04

**MONTHS**

**Duration**



**Fees:**

**₹65,000/-**

# Master Program

**Essential + Growth**

-  **LinkedIn Ads**
-  **Business Analysis**
-  **Twitter Ads**
-  **Video Editing**
-  **100% Job Guarantee**
-  **Internships**
-  **Freelancing Support**
-  **Brand Dealing**
-  **Industry Certification**



# Mentor Videos

Call: +91 9398642146







### MBL Connects with Balaji Mancha

Welcome to MBL Connects! Join me, Balaji Mancha, as we celebrate the inspiring stories of talented Telugu and Indian women. Discover unique journeys, diverse perspectives,...

YouTube

From Reel to Real | Nidhi Pradeep | Conversations Beyond Cinema | Godari Gattupalli  
MBL Connects with Balaji Mancha

**UNFILTERED**

*Nidhi Pradeep*

MBL Connects

Watch on YouTube

Politics. Women. Truth. | A Fearless Telugu Podcast | MBL Connects | Balaji Mancha

**POLITICS EXPOSED**

SPIRITUALITY | WOMEN | TRUTH

Watch on YouTube

Is Nara Lokesh Next CM? | Akhila Priya Shocking Answers | Allagadda Politics #1  
MBL Connects with Balaji Mancha

**TDP ALLAGADDA**

WOMEN | DIFFICULTIES

**BHUMA AKHILA PRIYA REDDY**

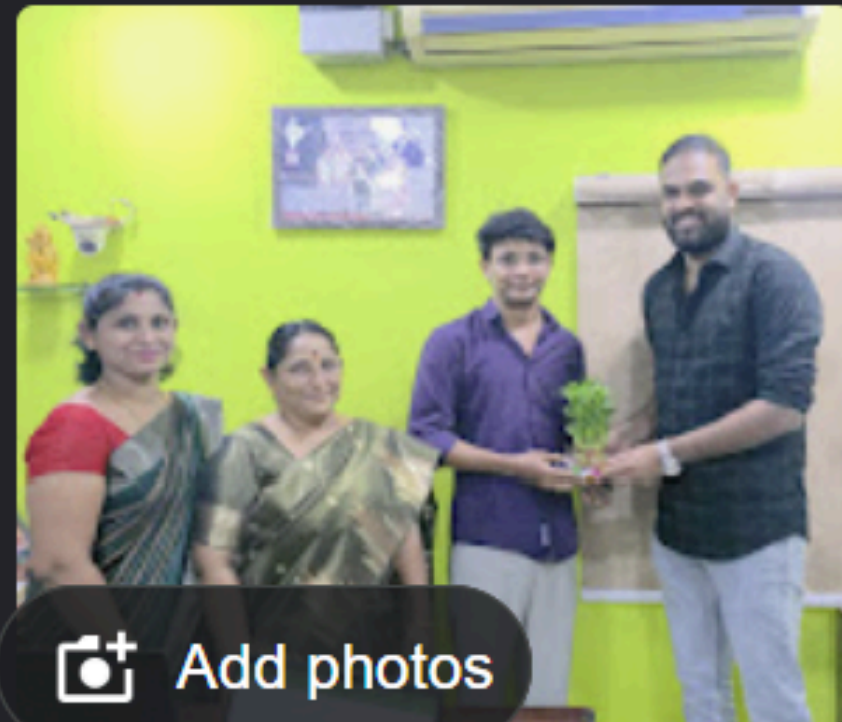
Watch on YouTube

Govt Officers Behaviour | Arikatla Tanuja Reddy | Politician | Balaji Mancha #bjp #pc  
MBL Connects with Balaji Mancha

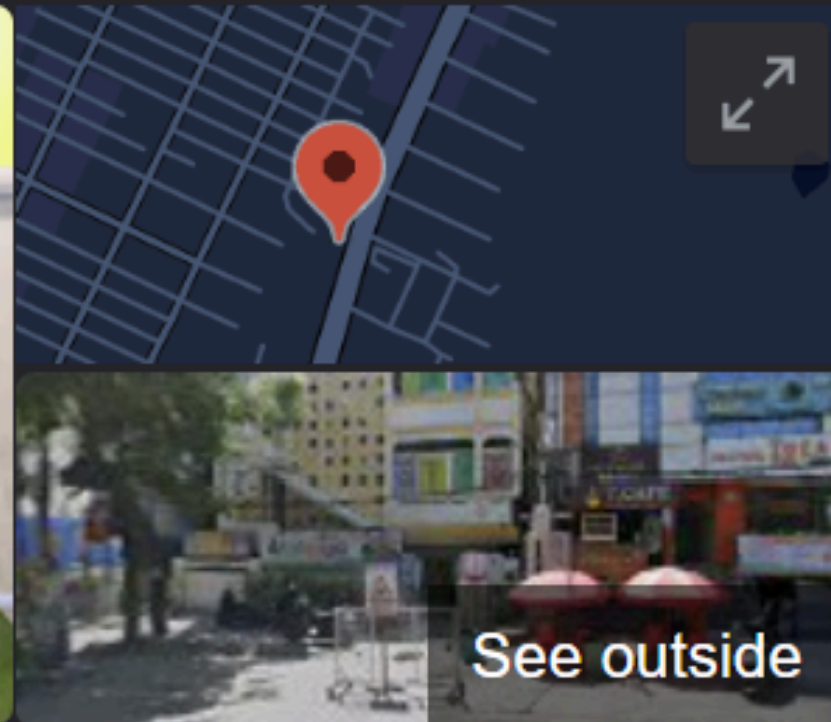
**HOW GOVT OFFICERS TREAT PEOPLE?**

REAL STORIES. | RAW CONVERSATIONS. Watch on YouTube





 Add photos



## MBL Digital Academy - Best Digital Marketing Academy

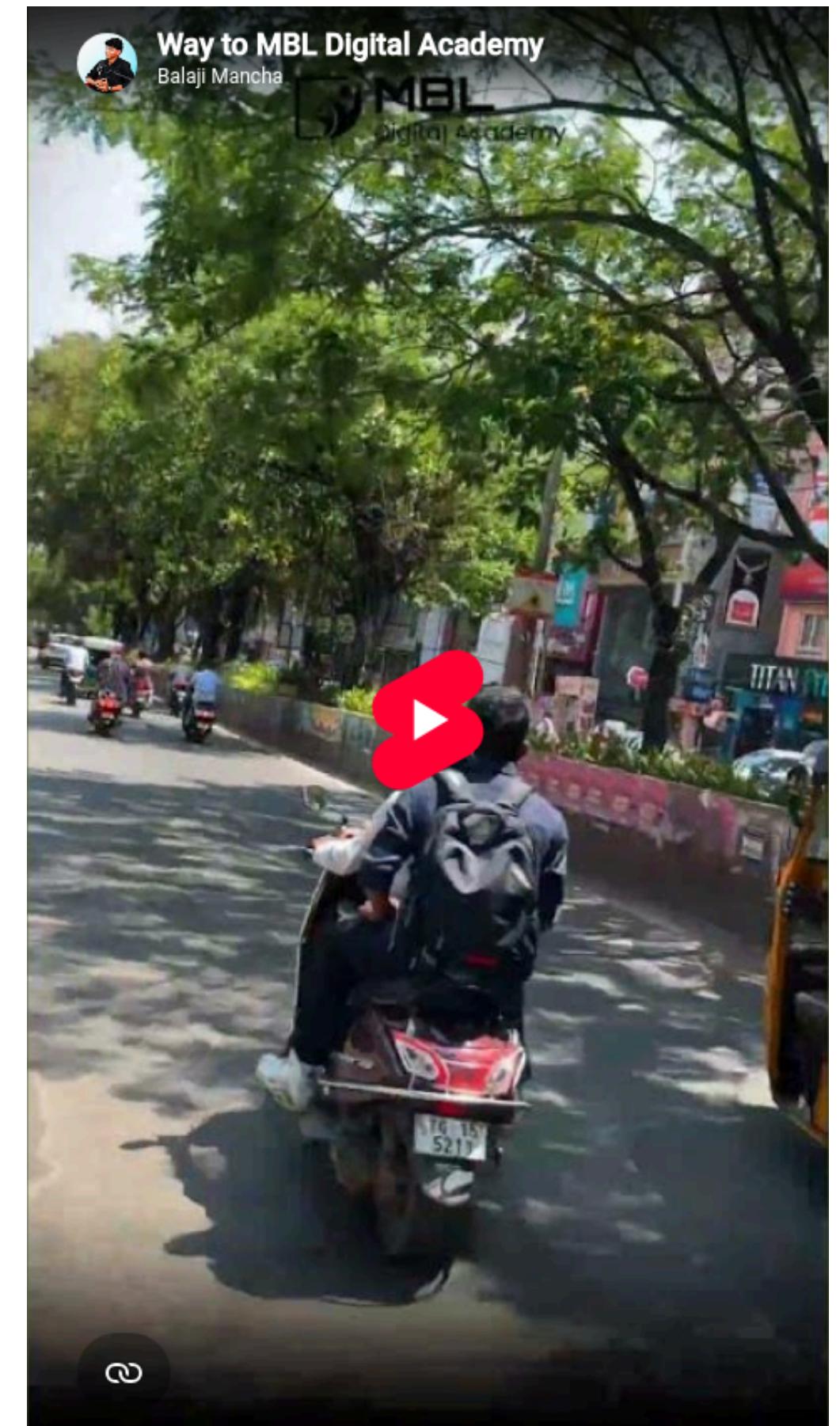
Location: <https://share.google/mMnXqjWRXHkcw6wUF>

**Address: MBL Digital Academy, 4th Floor, Triveni Towers, Rd Number 1, beside SBI, KPHB, Hyderabad, Telangana 500072**

<https://balajimanacha.com>

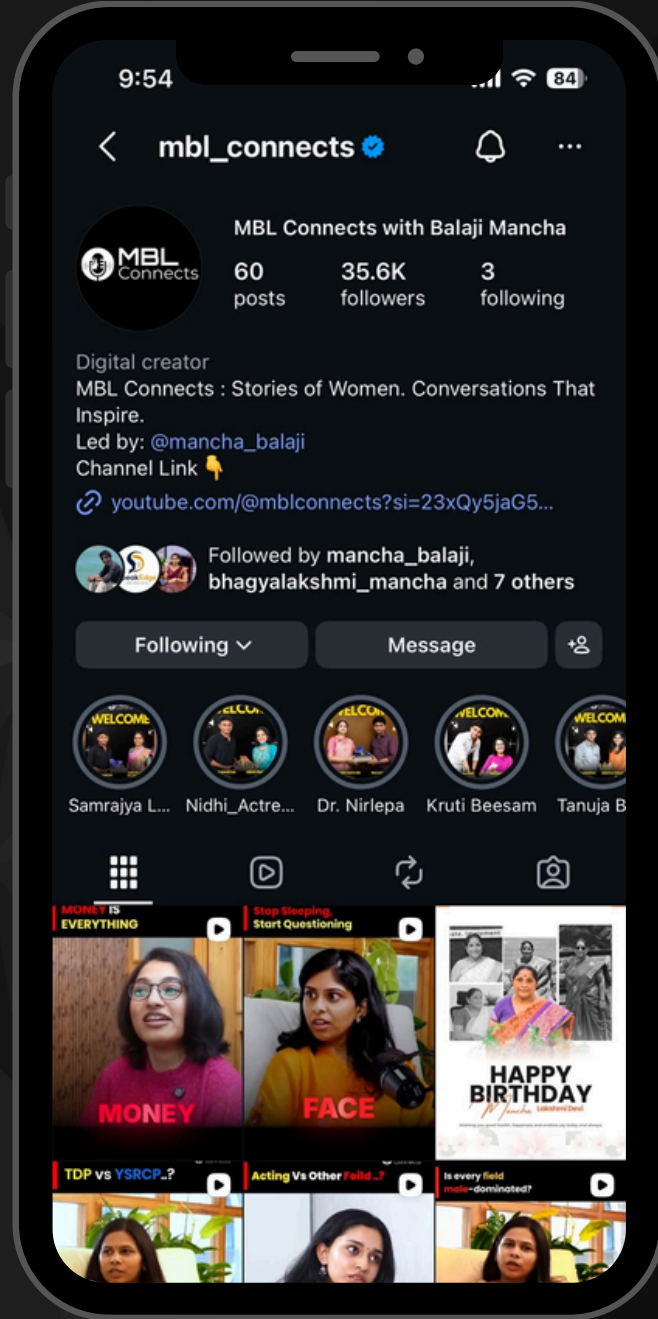
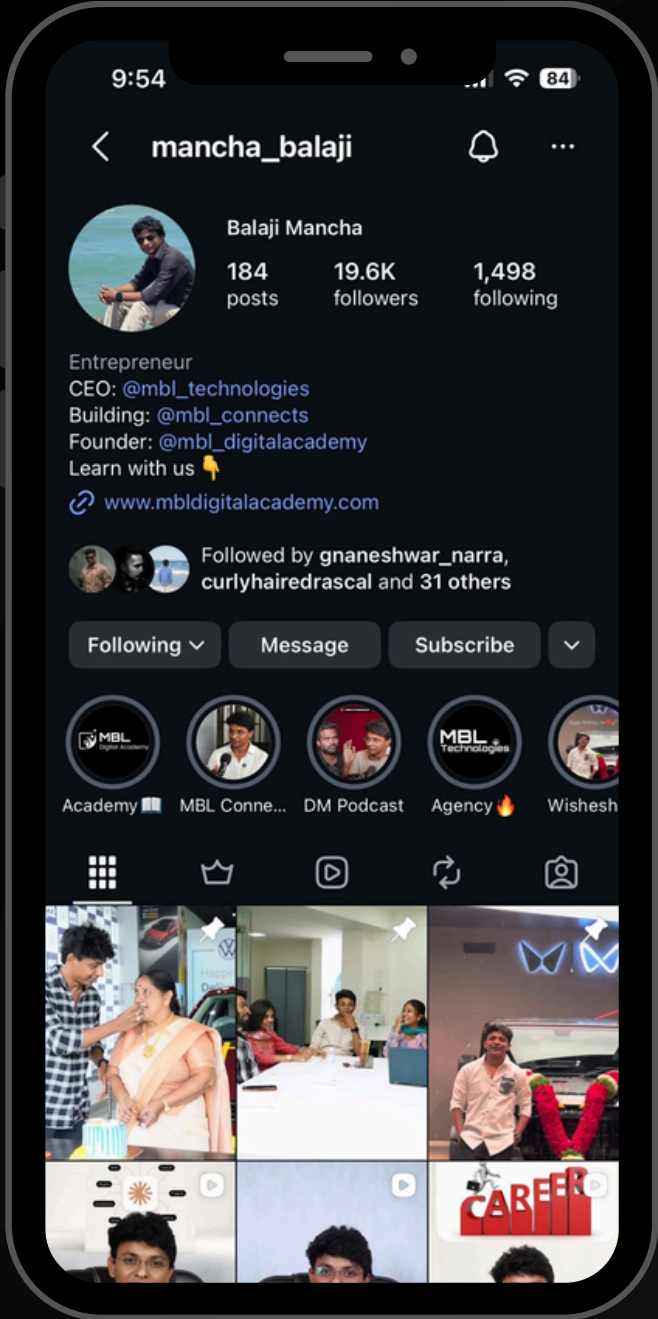
<https://mbltechnologies.in/>

<https://mbldigitalacademy.com/>





# Useful Links



Scan to View



# Thank You!

**Thank you** for being a part of this journey.

Let's continue **learning, creating,** and  
**growing** together.



Let's Connect



Website



LinkedIn



Instagram



Facebook

*Keep Learning. Keep Growing.*

