Saarathi Academy

TR-07 Course Brief

Version 3.0.1 · Kartik 2083

Digital Marketing with AI

Duration	Live classes	Schedule	Batch size
8 weeks	**80 hours**	**Mon to Fri, 2 hrs/day**	**10 students max**

Tools you will use: WordPress SEO + AEO/GEO · Meta Ads · Google Ads · GA4 + Tag Manager · Email + WhatsApp · ChatGPT + Claude

10 students a batch. Exceptional mentors who guide you personally, and a **syllabus built from real job posts**, cuz we never skip the "hard parts" 😉

The class

10 per batch

Ten students. Never more.

A hard cap, not a target. Your mentor knows your name and your work.

The mentor

4–5 yrs in the job

Someone who does the job.

Working professionals, not full-time teachers. They read your work line by line.

The syllabus

1/3 is fundamentals

The hard parts, not just the basics.

Teaches everything the job needs and never skips the hard parts most courses skip, built from real job descriptions. Check the syllabus before you enroll.

Built into every course

- **Gate assessment**
  A short test before Day 1 finds your strengths and pace, then sets your plan.
- **Revision every 5th class**
  Every fifth class goes back over the week, so nothing piles up.
- **Certification exam**
  Pass the exam at the end of the course to earn your certificate.
- **A real, live project**
  Every course ends with a deployed project you can show employers.
- **1:1 mock interview**
  A real interview practice with your mentor in the final week.
- **CV and LinkedIn help**
  We help you rewrite your CV and LinkedIn before you apply.

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Digital Marketing with AI

Why This Course

You train as the junior digital marketer that employers and clients want. You learn to rank a website on Google, run ads that earn back their cost, and report results a business owner can trust. SEO (getting found on Google) is the spine of the course.

- **You learn the basics first.** Weeks 1 to 3 cover the sales funnel, growth marketing, your customer, marketing math and SEO basics.
- **SEO is the spine of Weeks 3 to 5.** You build it on a WordPress website you publish in Week 4. It includes AEO and GEO, which means getting picked as the answer on Google and inside AI tools like ChatGPT.
- **You learn growth marketing, not only campaigns.** You map the full customer journey, pick one number that shows real growth, and plan small tests to move it.
- **You learn paid ads one platform at a time.** You spend one full week on tracking and Meta ads, then one full week on Google ads.
- **Your multi-channel campaign goes live.** It launches in Week 7, so in Week 8 you report on real data. We give you a small ad budget to test with.
- **You use AI every week.** You work with ChatGPT, Claude, Canva AI, HeyGen and more, and learn to judge what they produce.

You leave with one live campaign across several channels and a portfolio website you built yourself.

Who Is This Course For

- **Complete beginners** who can use a smartphone and social media and want a marketing career.
- **Job seekers** moving into SEO, paid ads, content or growth jobs.
- **Freelancers** who want to sell SEO, ads and AI content services to small businesses.
- **Business owners** who run their own website and campaigns and want to stop guessing.
- **Marketing professionals** who want to use AI and measure their results properly.
- **Bloggers and creators** who want a real way to grow, not guesswork.

Course Snapshot

PARAMETER	DETAILS
Course Code	TR-07
Duration	8 Weeks (2 Months)
Schedule	Monday to Friday, 2 Hours/Day
Total Hours	80 Hours
Batch Size	Maximum 10 Students
Course Fee	NPR 26,900
Level	Absolute Beginner → Junior Digital Marketer / SEO Specialist
Outcome	Junior Digital Marketer / SEO Specialist / Performance Marketer / Growth Associate

Prerequisites

- You need a laptop with at least 4GB RAM (8GB is better), Chrome and a stable internet connection. The academy does not provide devices.
- You need a personal Gmail account for the Google and Meta accounts.
- You do not need a marketing background. We start from the basics of strategy.
- Come with a niche or small business idea to practise on. You lock it in during Week 3.
- You take the Saarathi Gate Assessment before Day 1. It only shows where you are starting, with no pass or fail.
- You set up nothing beforehand. We create the AI tool accounts, domain and hosting with you in class.
- If you want a head start, try the free Google Analytics Certification on Google Skillshop (4 to 6 hours) or the Ahrefs Academy Beginner's Guide to SEO (2 hours).

Costs. Every tool you need has a free plan, and paid tools are only shown as options. The one thing you pay for yourself is a domain and basic hosting, roughly NPR 4,000 to 8,000 for the first year. A `.com.np` domain is free for Nepali citizens, which lowers that. We give you a small ad budget to test with, so you do not need a card for ads.

Assessments at a glance

- **Gate Assessment.** You take it before Day 1. It is not pass or fail. It shows us how you learn and how fast.
- **Certification Exam.** You take it online at home on your own laptop in the final week, outside class hours. It lasts 2 hours and has around 30 questions of different types, including short cases on attribution (which ad or channel gets credit for a sale), SEO strategy, reading a paid campaign and AI content workflows.
- **Pass mark.** You need 70 percent overall and at least 50 percent in every area. You must pass to get the Certificate of Completion.
- **Attendance.** You need at least 70% attendance to sit the exam.
- **Camera.** Your camera stays on for the full 2 hours.
- **Three strikes.** Three strikes end the exam early: leaving the exam tab, someone else in the camera, or a phone in view.
- **Recorded, not a strike.** Leaving fullscreen, pasting text and looking away are recorded for the Saarathi team, but they do not end the exam.
- **Checked by a person.** A person on the Saarathi team checks the camera pictures before a pass counts.
- **Answer order.** You can answer in any order, but every question needs an answer before you submit.
- **Recommendation letters.** We may give one to learners who pass, but it is never guaranteed.

Projects

Your mentor gives you 1 project during the course. It needs to be approved before you get your certificate and before the Career Launchpad opens.

Your Learning Week

DAY	ACTIVITY
Mon–Fri	2-hour live class with your mentor, hands-on and built around real campaigns
Mon–Fri	2 hours of self-study at home: building campaigns, drafting content and SEO audits
Sunday	Open classroom. Come in to build in a quiet space, or rest.

DAY	ACTIVITY
Day 5 (every week)	In the last hour of the 2-hour class, you revise the week, get help on your campaigns and clear your doubts

> Most real progress happens between classes, when you build, break things and fix them.

Week-by-Week Curriculum

Phase 1 · Digital Marketing Foundations (Weeks 1–3, 30 Hours)

The first third of the course is real foundations: you learn why marketing works before you run anything. No advanced tooling yet, just the mental models (the funnel and growth marketing), your customer, the marketing math, and then SEO, measurement and A/B testing fundamentals as an applied base, so the build in Week 4 is fast and deliberate instead of overwhelming.

WEEK	FOCUS AREA	TOPICS
Week 1	The Marketing Landscape, Funnel & Your Customer	- What digital marketing is and how the channels fit together: **SEO** (getting found on Google), content, social, paid ads, email and **WhatsApp**, and owned vs earned vs paid media - The **marketing funnel** and the **customer journey** (awareness → interest → consideration → purchase → loyalty, also called top, middle and bottom of funnel), with one metric per stage: reach at the top, **click-through rate** in the middle, **conversion rate** and **cost per lead** at the bottom, and good metrics vs **vanity metrics** (likes and followers that change no decision) - **Growth marketing**: growing a business by improving the whole funnel with small tests, not one-off campaigns: the **AARRR funnel** (acquisition, activation, retention, referral, revenue), one **North Star metric** (the single number that shows customers are getting real value) and **growth loops** (each customer helps bring the next), with a Nepal example - Knowing your audience: an **ideal customer profile** written from a real Nepal-business interview (their jobs, pains and objections) - **Positioning, value proposition and messaging**: a sharp promise tested against three competitors and turned into a headline, proof and call to action - Competitor research with free tools: **Meta Ad Library** (any brand's live ads), **SimilarWeb** (where visitors come from), **Ahrefs** / **SEMrush** / **Ubersuggest** (which searches a site ranks for) and **Screaming Frog** (how a competitor's site is actually

WEEK	FOCUS AREA	TOPICS
		built), plus the free browser extensions you will use all course: **Detailed SEO Extension**, **Site Checker** and **Wappalyzer** (what a site is built with), with AI as your research partner from day one (**ChatGPT**, **Claude**, **Perplexity**) - Hands-on: your niche's funnel map with the channel and one metric at every stage, and a first North Star metric
Week 2	How Search, Social & AI-Search Work + Marketing Math	- How search engines actually decide what to show: crawl → index → rank, what relevance and authority mean, and how Google's **AI Overviews** changed search - How social feeds and the **ad auction** work: why you win an auction rather than "buy clicks", and **CPM** (cost per 1,000 impressions) as the price of winning it - How answer engines and AI search decide what to show: **AEO** (**Answer Engine Optimisation**, being the direct answer in a **featured snippet**, **People Also Ask**, a voice assistant or Google's AI Overviews) and **GEO** (**Generative Engine Optimisation**, being cited inside **ChatGPT**, **Perplexity** and **Gemini** answers), built on the first-200-words answer, **query fan-out** and source credibility - **Analytics literacy** (what a session, user, event and conversion are) and **marketing math** in a Google Sheet: **CPM** = spend ÷ impressions × 1,000, **CPC** = spend ÷ link clicks, **click-through rate** = link clicks ÷ impressions (link CTR vs all CTR), and the check **CPC = CPM ÷ (1,000 × CTR)**; **conversion rate** = conversions ÷ visitors; **cost per lead** = spend ÷ leads; frequency - **Unit economics**: **ROAS** = revenue ÷ ad spend, **breakeven ROAS = 1 ÷ margin**, **ROI** and how it differs from ROAS, **CPA** (cost per result), cost per lead → cost per qualified lead → cost per customer, and breakeven cost per lead; LTV:CAC, POAS and MER at awareness level - **Attribution** (which touch gets credit): GA4's **data-driven** default vs **last click**; Meta's 7-day click and 1-day view windows; why platforms disagree, and why first-party data and server-side tracking exist
Week 3	SEO, Measurement & Testing Fundamentals + Site Setup	- From "how search works" to *your* site: Google's core ranking rewards helpful, people-first content; what makes a page crawlable and indexable; and why speed and structure are ranking groundwork - **Keyword research and search intent**: the four intents,

WEEK	FOCUS AREA	TOPICS
		branded vs non-branded keywords, and a first keyword-and-intent map with free tools (**Google Keyword Planner**, **Ahrefs Webmaster Tools**, **Bing Webmaster Tools**, **Search Console**) - Your **measurement plan**: the events and conversions that matter, a **UTM** naming rule, and what **Search Console**, **GA4**, **Google Tag Manager** and **Microsoft Clarity** will each track (Search Console goes live in Week 4, the rest in Week 6) - **A/B testing** and the **growth experiment loop** (an idea backlog → an **ICE** score for Impact / Confidence / Ease → one test → a written learning): a hypothesis, one variable, **sample size** and **MDE** (the smallest lift worth detecting), why **peeking** crowns false winners, and calling small results "directional"; practised on the class's pooled numbers, big enough to do the math properly - **Owned channels and platform risk**: your site, email list, YouTube and WhatsApp contacts, and what the September 2025 social media block taught Nepali businesses that lived only on Facebook - Accounts and hosting setup: free AI-tool accounts, niche locked, domain registered (or a free `.com.np` claimed) and hosting (**Hostinger** / **Bluehost** / **SiteGround**) chosen with the real first-year price checked

Phase 2 · SEO Mastery + WordPress + Owned Channels (Weeks 4–5, 20 Hours)

With the foundations in place, this is where the *why* becomes the *how*: a live WordPress site built for search, taken to depth on content, links, local search and AI search, with your owned channels (email, YouTube SEO and WhatsApp Business) built alongside it, before you spend on ads. SEO is the spine of Weeks 3 to 5.

WEEK	FOCUS AREA	TOPICS
Week 4	WordPress Build, Technical SEO + Keyword-Driven Content	- From your Week 3 hosting plan to a live site: **WordPress** installed on **Hostinger** / **Bluehost** / **SiteGround** - Your site's look: a fast ready-made theme (**Astra** / **Kadence** / **GeneratePress**) vs a page builder (**Elementor**) - SEO plugin setup (**Yoast** or **Rank Math**): page titles, **sitemaps** (the page list you hand Google) and **structured data** (labels describing each page) - The supporting plugin stack: **Google Site Kit** (Search Console and PageSpeed inside WordPress) and **Redirection** (moved pages keep their rankings)

WEEK	FOCUS AREA	TOPICS
		- Performance, indexing and schema: caching with free **LiteSpeed Cache**, image compression (**ShortPixel**) and Google's **Core Web Vitals** (Google's speed scores), alongside **robots.txt**, sitemaps and **canonical tags** (which page version counts); Article, Breadcrumb, LocalBusiness and Organization schema, and why FAQ and HowTo markup no longer show anything in Google - Launch crawl with **Screaming Frog** for show-stoppers only, **HTTPS** and redirects without losing rankings, **ChatGPT** / **Perplexity** for SEO debugging, and the site verified in **Search Console** with its sitemap submitted - Turning your Week 3 keyword-and-intent map into a **pillar + cluster** plan with **on-page SEO** (titles, headings, internal links, image text, clean URLs) - Your first ranking-intent articles with the **2026 AI content stack**, one tool per job: **Perplexity** (research), **Claude** (long-form), **ChatGPT** (hooks), **Gemini** (Google tasks), with reusable briefs and the 30% manual rewrite, two articles published, then reading **Search Console** (clicks, impressions, position, branded vs non-branded queries, why a page is not indexed)
Week 5	EEAT Content, Owned Channels, Off-Page, Local SEO & AI-Search Visibility (AEO + GEO)	- Trust signals Google rewards: a real author, sources, original data, first-hand experience (**EEAT**), with each draft compared against the top 5 results using AI and a free checklist (**Surfer SEO** / **Frase** are paid, shown as a demo), plus internal-link silo and visuals from free tools (**Canva**, **Adobe Firefly**, **ChatGPT** / **Gemini** images) - **Owned channel: Email** (your main **retention** channel, bringing past visitors and buyers back): **Brevo** or **MailerLite** on free plans (**Mailchimp** optional), **deliverability** (**SPF** / **DKIM** / **DMARC** to stay out of spam), and a welcome + 3-email sequence - **Owned channel: YouTube SEO + WhatsApp Business**: **TubeBuddy** / **vidIQ** research, titles, thumbnails, chapters and Shorts; WhatsApp Business shown as a demo, connected through Meta's API or an Indian provider that serves Nepal (**Wati** / **AiSensy** / **Interakt**) - How links and brand mentions build trust, and how to earn them honestly with **outreach campaigns** (prospecting, pitching, follow-up, tracking), plus **broken-link** and **unlinked-mention reclamation** - **Google Business Profile** end to end: categories, services,

WEEK	FOCUS AREA	TOPICS
		products, photos, posts, reviews and replies, which now feed Google's AI answers about the business; consistent listings (**NAP**) on Google, Bing Places, Apple Business Connect, Yellow Pages Nepal and niche Nepali directories; local service-area pages - AI-search visibility, in two parts. **AEO** (**Answer Engine Optimisation**): question-led headings with a short direct answer (about 40 to 60 words) under each, aimed at **featured snippets** and **People Also Ask**; it comes from structure, not markup. **GEO** (**Generative Engine Optimisation**): the first-200-words answer and query fan-out, with a logged test of whether **ChatGPT**, **Perplexity**, Google's AI Overviews and **Microsoft Copilot** cite you - A monthly SEO dashboard (one client-readable page) in **Looker Studio**, pulling **Search Console** + **GA4** for free

Phase 3 · Paid Ads with AI: Meta then Google + Lead Quality & Retargeting (Weeks 6–7, 20 Hours)

Paid is the highest-stakes part of the course: real ad money is spent, and Meta and Google are two different machines. So we split it: Week 6 wires your tracking and makes you fluent on Meta, with tests your budget can afford and leads traced to real customers; Week 7 carries the same way of working onto Google Search, adds retargeting and creative fatigue, and puts your multi-channel campaign live so Week 8 has real data. You run your ads on the small ad budget we give you.

WEEK	FOCUS AREA	TOPICS
Week 6	Paid Ads I: Tracking, Meta Ads, AI Creative, Testing & Lead Quality	- The one operator model you reuse on Google: campaign → ad set → ad, one objective per campaign, clean naming, daily vs lifetime budgets and frequency caps (ad-repeat limits) - How Nepali businesses pay for ads (a dollar card or an agency account billed in NPR with a VAT invoice; no direct eSewa or Khalti to Meta) and the **learning phase** (about 50 results a week to exit; a large budget change or a new audience or optimisation event can restart it) - Tracking wired through **Google Tag Manager**: **Google Analytics 4** (data-driven attribution by default, last click the only alternative), **Microsoft Clarity** (session recordings and heatmaps), the **Meta Pixel** and the **Conversions API** (**CAPI**, server-side), all checked in DebugView and Test Events before spend

WEEK	FOCUS AREA	TOPICS
		- **Advantage+** (**Advantage+ Sales** and **Advantage+ Audience**) vs manual ad sets with a written go/no-go, **Advantage+ creative enhancements** you switch on or off, core, custom and retargeting audiences, and **lookalike audiences**: hard controls vs suggestions, and why a lookalike built from paying customers beats one built from page likers - **Hook rate** (3-second views ÷ impressions) and **hold rate** (ThruPlays ÷ 3-second views), and placement-specific creative made fast with free AI tools (**Canva AI**, **Adobe Firefly**, **CapCut**, **HeyGen**, **ElevenLabs**); Meta rewards varied creative, so variety means a new hook or angle - **A/B testing on Meta**: Experiments vs the Creative Testing tool, why duplicate ad sets mislead, and judging a small-budget test on hook rate, link click-through rate and cost per message - **Social commerce** and **lead quality**: click-to-WhatsApp and click-to-Messenger ads, first-reply speed and the split first reply, CRM stages and lead IDs, **cost per lead vs cost per qualified lead**, one **Make.com** lead flow into **HubSpot**'s free CRM with an email alert (**n8n** at awareness), Conversions API for CRM as a concept; **eSewa** / **Khalti** taken in the chat - **CRO** (conversion rate optimisation, turning more visitors into leads): landing-page **conversion rate** read in **GA4**, five **Microsoft Clarity** recordings watched before touching anything, and one landing-page fix shipped (the headline or the call to action), with the before and after called directional
Week 7	Paid Ads II: Google, Retargeting, Creative Fatigue & Campaign Launch	- Google Search with the same operator model: campaign type by intent, **match types**, **negative lists**, **Quality Score** and AI-assisted ads - **Enhanced Conversions** on your own Search campaign and **Smart Bidding** (Target CPA, Target ROAS or Maximise Conversions by volume); **Performance Max**, **AI Max for Search** and **Demand Gen** as a mentor demo on a real account; **Customer Match** explained for when an account qualifies - **Retargeting**: 7, 30 and 180-day audiences set up, exclusions as a hard control (buyers out, warm pools out of cold ads), and why a new site's pool is too small to run on its own - **Creative fatigue**: frequency above about 3 on cold audiences, link CTR down 20–30% from its baseline, CPM rising, hook rate falling; act when two agree, refresh with a

WEEK	FOCUS AREA	TOPICS
		new concept, and scale budgets gradually (about 20% at a time is a common rule of thumb) - Cross-platform **UTM check**: every ad link **UTM-tagged** into GA4, why Meta, Google and GA4 all claim the same sale, a "how did you hear about us" field, and holdout or lift tests as a concept - **Multi-channel campaign launch** on your own niche site and page (or a real local business when your mentor finds one): one SEO piece, one paid channel and one organic-social channel live by Day 3, with tracking verified and a daily read-out plan

Phase 4 · Campaign Reporting & Career (Week 8, 10 Hours)

WEEK	FOCUS AREA	TOPICS
Week 8	Campaign Reporting, Attribution Read-Out & Career	- The live campaign optimised on its real data, one change at a time, with fatigue signals checked, plus a steady **organic-social** cadence on the ONE platform your audience uses - Full-funnel reporting: impressions, **CPM**, link click-through rate, **CPC**, conversion rate, **cost per lead**, cost per qualified lead, and **ROAS** only where there were sales (otherwise the result against breakeven), plus search clicks, non-branded rankings and email replies, all read against your **North Star metric** - A **cross-channel attribution** read-out across **Analytics**, **Meta**, **Google Ads** and **Search Console**, written up as a one-page client report in Google Sheets a Nepal SME owner could act on, ending with your next three tests ranked by **ICE** score (Impact / Confidence / Ease) and sized with the Week 3 sample-size rule - Freelance pricing in NPR and USD for SEO, paid ads and AI content work - **Day 3 · CV, job applications and LinkedIn:** your CV rewritten with real campaign numbers in Nepal and remote versions; where marketing jobs are posted (company career pages, **merojob**, **KumariJob**, **JobAxle**, **LinkedIn**, Saarathi hiring-network referrals, **Upwork** and **Fiverr**); reading a job post, tailoring your CV, a short cover note and an application tracker; **LinkedIn** headline, About, skills, your project in Featured and a post about it; portfolio published on your Week 4 **WordPress** site - **Day 4 · Mock interview:** a mock interview day for everyone; each student gets a short mock with the mentor, diagnosing an unfamiliar account with AI allowed and answering a few

WEEK	FOCUS AREA	TOPICS
		questions, completed with written feedback and one thing to fix - **Day 5 · Project showcase and presentation:** a 5-minute pitch of your project and live campaign results to the batch and mentor: the problem, what was hard, what you would do next, then questions and feedback

Skills You Will Gain

CATEGORY	TOOLS & SKILLS
Analytics & Reporting	Google Analytics 4, Google Tag Manager, Looker Studio, Search Console, Microsoft Clarity
SEO	WordPress, Yoast / Rank Math, Google Site Kit, Redirection, Screaming Frog, Ahrefs Webmaster Tools, Ubersuggest, Bing Webmaster Tools, structured data, page speed, Google Business Profile, AI search (AEO + GEO), featured snippets
Growth marketing	AARRR funnel, North Star metric, growth loops, ICE scoring
Paid Ads	Meta Ads (Advantage+, lookalike audiences, Pixel + conversion tracking, A/B tests), Google Ads (Search, Enhanced Conversions, smart bidding; Performance Max, AI Max and Demand Gen as demos)
Marketing math	Funnel metrics, CPM, CPC, click-through rate, conversion rate, cost per lead, ROAS, breakeven, hook rate
Conversion (CRO)	A/B testing, Microsoft Clarity, landing-page fixes
AI Content	ChatGPT, Claude, Gemini, Perplexity, Canva AI, Adobe Firefly, CapCut, HeyGen, ElevenLabs, Notion AI
Social	Instagram, LinkedIn, TikTok, YouTube SEO + Shorts
Email	Brevo / MailerLite (Mailchimp optional), deliverability (staying out of spam)
Automation	Make.com (or a 2-step Zapier flow), WhatsApp Business
CRM	HubSpot free CRM

CATEGORY	TOOLS & SKILLS
Platform	WordPress, Google Sheets, Notion

Topic Depth and Awareness

- **Depth:** You practise it until you can use it with confidence.
- **Impactful:** You use it every week, but it has no module of its own.
- **Awareness:** You learn enough to read about it and compare options later.

FOCUS AREA	LEARNING FOCUS
WordPress + technical SEO (site speed, structured data, launch crawl)	Depth
On-page SEO + content with EEAT trust signals	Depth
Search Console (performance and indexing reports)	Depth
Off-page SEO (link building, digital PR)	Depth
Local SEO + Google Business Profile	Depth
AI search visibility (AEO + GEO)	Depth
Growth marketing (AARRR funnel, North Star metric, growth loops, ICE scoring)	Impactful
Analytics + Tag Manager + Looker Studio	Depth
The funnel, with one metric per stage	Depth
Conversion rate	Depth
A/B testing (sample size, one variable, no peeking)	Depth
Cost per lead and cost per qualified lead	Depth
Click-through rate	Depth
CPM	Depth

FOCUS AREA	LEARNING FOCUS
CPC	Depth
ROAS and breakeven ROAS	Depth
Retargeting set-up and exclusions	Depth
Lookalike audiences	Depth
Hook rate and hold rate	Depth
Attribution	Depth
Creative fatigue	Depth
Meta Ads (Advantage+, Pixel + conversion tracking, learning phase)	Depth
Google Search Ads with Enhanced Conversions	Depth
AI content stack (Perplexity, Claude, ChatGPT, Canva AI, Adobe Firefly, HeyGen, ElevenLabs)	Impactful
Email marketing + deliverability	Impactful
YouTube SEO + Shorts	Impactful
Organic social on one platform (Instagram, TikTok or LinkedIn)	Impactful
Conversion optimisation (Clarity recordings, one landing-page fix)	Impactful
Marketing automation (one Make.com lead flow)	Impactful
Performance Max, AI Max and Demand Gen	Awareness
Customer Match	Awareness
Consent Mode v2 (needed for ads to Europe)	Awareness
WhatsApp Business Platform (API)	Awareness
Conversions API for CRM	Awareness
Paid content tools (Surfer SEO, Frase, Midjourney, WP Rocket)	Awareness

FOCUS AREA	LEARNING FOCUS
LTV:CAC, POAS and MER	Awareness
LinkedIn Ads	Awareness
Threads	Awareness
Advanced attribution (media-mix modelling, incrementality, holdout and lift tests)	Awareness
Affiliate and influencer marketing	Awareness

Career Paths & Trajectory

ROLE	TIMELINE	FOCUS
Junior Digital Marketing Executive / SEO Specialist	0–2 yrs	Run campaigns, ship SEO, create content, report
Digital Marketing Specialist / Senior SEO / Growth Associate	2–4 yrs	Own channels, optimise funnels, lead SEO programmes
Marketing Manager	4–7 yrs	Strategy, team, budget
Head of Growth / CMO	7+ yrs	Revenue ownership, strategy
Freelance SEO & Ads for Local Businesses	Alongside or instead of employment	Run SEO audits, WordPress fixes and small paid campaigns for Nepal SMEs, priced and reported like an agency

FAQ

What does the Digital Marketing course cost and how do I pay?

NPR 26,900 for the full 8-week, 80-hour course. You can pay in cash at our Old Baneshwor campus, by bank transfer, or with Fonepay. Email info@saarathiacademy.com.np to ask about a payment plan.

Are there costs beyond the fee?

Only your domain and hosting, roughly NPR 4,000 to 8,000 for the first year (a `.com.np` domain is free for Nepali citizens). Every tool you need has a free plan, and we give you a small ad budget to test with.

Do I need prior experience?

No. We start from zero. The Gate Assessment before Day 1 shows where you are starting, and there is no pass or fail.

How long is the course?

8 weeks, with 80 hours of live class, Monday to Friday, 2 hours a day, plus self-study. Your multi-channel campaign goes live in Week 7. In Week 8 you report on it, build your CV and LinkedIn, have a mock interview day and present your project at the showcase.

What tools will I use?

Five main tools get the most hours: **WordPress** (for SEO), **Meta Ads**, **Google Ads**, **GA4 + Search Console + Looker Studio** (for reports) and **ChatGPT + Claude** (for AI content).

You also use, compare or try these tools, all on free plans:

- **SEO:** Yoast or Rank Math, Google Site Kit, Redirection, Screaming Frog, Ahrefs Webmaster Tools, Ubersuggest
- **Tracking:** Google Tag Manager, Microsoft Clarity
- **Ads:** Meta Advantage+, Pixel + Conversions API, Google Enhanced Conversions
- **AI:** Gemini, Perplexity, Canva AI, Adobe Firefly, CapCut, HeyGen, ElevenLabs
- **Email and automation:** Brevo / MailerLite, Make.com, HubSpot

Paid tools such as Surfer SEO, Frase, Midjourney and WP Rocket are shown as options only.

Why so much SEO?

One good article can bring visitors for years, and SEO is the cheapest channel to grow once it works. AI has also changed SEO, with AEO and GEO (being the answer on Google and inside AI tools). So SEO is the spine of Weeks 3 to 5, and you keep reading your site's Search Console data until Week 8.

Does the course cover AEO, GEO and growth marketing?

Yes, all three.

- **AEO** (Answer Engine Optimisation) is getting picked as the direct answer on Google: featured snippets, People Also Ask and AI Overviews. You learn the idea in Week 2 and build it on your site in Week 5.

- **GEO** (Generative Engine Optimisation) is getting quoted inside ChatGPT, Perplexity and Gemini answers. You test it on your own site in Week 5.
- **Growth marketing** is growing a business with small, measured tests across the whole customer journey. It starts in Week 1 (AARRR funnel, North Star metric), continues in Week 3 (ICE-scored test ideas) and ends with the next tests in your Week 8 report.

Will I actually rank a site by the end?

We do not promise page 1 of Google, because a new site has only about four weeks to grow. We aim for progress on a non-branded keyword (a search that does not include your brand name):

- a position in Google's top 20, or
- growing non-branded impressions in Search Console.

This is realistic for specific, longer searches. It is not realistic for a hard search like "best laptop in Nepal". It is a job-readiness goal, not a certificate requirement.

Is a small ad budget enough to learn anything?

Yes. We give you a small ad budget to test with, and it runs a real campaign with real numbers, such as hook rate, link click-through rate, CPM, CPC and cost per message. But it is too small to prove a winning ad or judge ROAS (sales earned for each rupee spent on ads). So:

- we call small test results directional, which means a hint, not proof.
- you practise statistics on a combined class dataset.
- you report cost per lead against your breakeven point.

What roles can I target after the course?

Junior Digital Marketing Executive, SEO Specialist, Social Media Manager, Performance Marketer, Content Marketer, Marketing Analyst, Growth Associate and freelance marketing support.

- You finish with the SEO work a junior SEO post asks for, plus a live site to show it.
- In paid ads and analytics, you start as an assistant under a senior until you have managed real budgets.
- We do not promise a salary or a job. We build the portfolio that lets you compete.

How does the batch and mentorship work?

Each batch has at most 10 students. Classes run at Old Baneshwor and online, with recordings and office hours. The Sunday Open Classroom is free for enrolled students. Mentor time covers your project, feedback on your ad designs, and your SEO and attribution decisions.

Enrollment

- **Next Batch:** see the live course page
- **Location:** Old Baneshwor Chowk, Kathmandu, Nepal
- **Mode:** Online + Offline
- **Contact:** 9744442469, 9761095364
- Each batch has only 10 seats.

Digital Marketing with AI — full details, fees and next batch dates: saarathiacademy.com.np/digital-marketing-course-in-nepal-with-ai

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