

INDUSTRY-VALIDATED POSTGRADUATE SYLLABUS

AI Powered Digital Marketing Course with Claude

A comprehensive operational masterclass integrating advanced Claude AI framework architectures, next-gen search methodologies, and live commercial campaign environments.



■ EXECUTIVE PROGRAM PARADIGM

The digital ecosystem is undergoing a generational shift. Standard operational methodologies are no longer sufficient for modern scale targets. Growth engineering now requires **AI-Augmented Executives** who combine traditional strategic marketing principles with generative automation infrastructure to execute at unprecedented speed.

This specialized program from Leworto Institute establishes elite technical competency. By positioning advanced Claude AI processing engines at the core of all digital initiatives, this matrix turns conventional theories into scalable, hands-on applications. Graduates transition into the professional arena with functional case portfolios backed by real-world financial investments and modern search system visibility.

⚡ 100% PRACTICAL LABS & REAL-LIFE CLIENT DEPLOYMENTS

We eliminate theoretical simulation datasets entirely. Your grading metric is determined strictly by measurable commercial performance metrics.

Under direct expert mentorship, every participant receives operational access to deploy live web infrastructures, direct active paid ad spends across Google and Meta ad platforms, optimize production architectures for generative search setups, and generate real corporate client performance audit statements.

Offline Classroom Hub Logistics

- **Course Duration:** 2 Months Complete
- **Weekly Schedule:** 3 Days / Week Sessions
- **Session Length:** 1.5 Hours per Class
- **Doubt Clearing:** Dedicated Saturday Doubt Labs

Online Live Interactive Track

- **Course Duration:** 2 Months Complete
- **Weekly Schedule:** 3 Days / Week Live Stream
- **Session Length:** 1 Hour per Class
- **Doubt Clearing:** Dedicated Saturday Doubt Labs

Operational Pillars

- **Advanced Claude Architecture:** Move past basic prompting frameworks into workspace design, deep context windows, and personalized project artifacts.
- **Live Laboratory Environments:** Build practical skills by running live ad spend configurations and real-world client platforms under direct mentorship.
- **Next-Generation Optimization:** Gain an early edge by mastering Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO).

Target Candidates

- **Corporate Marketers:** Pivot cleanly into modern AI-driven operational standardizations.
- **Entrepreneurs & Founders:** Maximize operational reach while keeping capital overhead low.
- **Consultants & Agency Owners:** Scale monthly client output through smart workflow automation.
- **Academic Graduates:** Enter the workforce with highly relevant, hands-on experience.

■ THE 22-MODULE ARCHITECTURE MATRIX

The specialized program curriculum is organized into five functional pillars designed for progressive mastery:

PILLAR 1: FOUNDATIONAL FRAMEWORKS & CORE INTELLIGENCE

Module 1: Digital Marketing Fundamentals

High-conversion customer mapping, performance analysis funnels, corporate positioning psychology, and digital business models.

Module 2: Claude AI Complete Mastery

Professional prompt engineering, artifact code structures, project workspaces, long-form system outputs, and tactical workflow scaling.

Module 3: The Generative Enterprise Toolkit

Comprehensive stack analysis across OpenAI ChatGPT, Google Gemini, Perplexity Enterprise, Midjourney, Leonardo AI, Gamma App, and Deep Research architectures.

PILLAR 2: DIGITAL PROPERTY ENGINEERING & CONVERSATIONAL SEARCH

Module 4: Full-Stack Platform Development

Server configurations, WordPress infrastructure deployments, Elementor asset builds, and responsive conversion pathways.

Module 4b: Advanced Search, GEO & AEO Technical site audits, structural schema deployments, and advanced search strategy optimization for AI models and answer engines.

Module 6: Google Business Profile Architecture

Local mapping algorithms, dynamic review generation engines, and local area keyword visibility structures.

Module 7: Algorithmic Content & Copywriting

Automated content plans, direct-response copy, corporate storytelling, and landing page asset builds.

PILLAR 3: ACQUISITION CHANNELS & PERFORMANCE ADVERTISING

Module 8: Omnichannel Network Marketing

Growth frameworks covering Meta platforms, LinkedIn systems, Threads, X, Pinterest, and organic YouTube channel management.

Module 9: Graphic Design via Canva AI

Automated ad layouts, unified asset brand kits, custom presentations, and creative assets built with AI design systems.

Module 10: Short-Form Video Engineering

Script development for Reels and Shorts, automated editing styles, and creative content strategy.

Module 11: Google Paid Network Optimization

Performance Max deployment strategies, automated Search/Display ads, and advanced conversion tracking configurations.

Module 12: Meta Conversion Advertising

Server-side Pixel API management, high-conversion custom target audiences, and programmatic ad spend scalability.

Module 13: Corporate B2B LinkedIn Systems

Executive personal branding, inbound pipeline strategies, and systematic extraction via Sales Navigator.

PILLAR 4: BEHAVIORAL RETENTION & AUTOMATION SCALING

Module 14: Automated Email Lifecycles

Behavioral trigger flows, automated newsletter design, list division rules, and subscriber nurturing funnels.

Module 15: Enterprise WhatsApp Automation

Official Meta Cloud API systems, automated broadcasts, CRM integrations, and interactive conversational bots.

Module 16: Marketing Automation & CRM Engines

Cross-platform integration webhooks, centralized CRM operational dashboards, and database pipeline synchronization.

Module 17: Big Data Analytics & Tag Architectures

Google Analytics 4 event streams, Google Tag Manager variable conditions, and Search Console analytical maps.

Module 18: E-Commerce Infrastructure Marketing

Shopify management frameworks, WooCommerce logistics, e-commerce SEO, and commercial marketplace funnels.

PILLAR 5: MARKET COMMERCIALIZATION & ENTERPRISE GROWTH

Module 19: High-Ticket Freelance Architecture

Platform positioning tactics across Upwork and Fiverr, structured pitch creation, and high-value service pricing models.

Module 20: Digital Agency Operational Management

Client workflow systems, team production management, project delivery frameworks, and standardized account documentation.

Module 21: Capstone Portfolio Building

Verifiable platform deployments, live ad management accounts, and documented AI case portfolios.

Module 22: Elite Corporate Career Preparation

Modern resume engineering, optimization profiles for headhunters, and deep technical simulation interviews.

■ CLAUDE AI FUNCTIONAL APPLICATION PARAMETERS

Participants build dedicated technical workflows utilizing Claude AI to execute critical enterprise requirements across key areas:

Competitor Extraction Strategies

High-Intent Keyword Mapping

Direct-Response Ad Copywriting

Automated Production Scripts

B2B Commercial Proposals

Conversion Interface Wireframes

■ STRATEGIC BENEFITS & EXECUTIVE BONUSES

Enrolling in the Leworto Institute masterclass provides structural advantages designed to ensure rapid professional monetization and long-term career resilience.

Premium Course Benefits

- 1. Elite AI Workflows Efficiency:** Learn how to slash structural asset turnaround time by up to 80% while enhancing output quality using professional multi-agent systems.
- 2. Verifiable Client Experience:** Avoid theoretical simulations. Run active, live market operations that showcase your capabilities directly to prospective global employers.
- 3. Complete Strategic Autonomy:** Acquire end-to-end full-stack development, media buying, data interpretation, and workflow engineering skillsets without writing code.
- 4. Non-Linear Career Trajectory:** Graduate prepared to land premium corporate positions, transition into high-paying consultancy work, or establish your own digital agency.

Exclusive Executive Bonuses (Valued at ₹45,000+)

Bonus 1: Premium Agency Proposal & Contract Boilerplates

Gain immediate access to copy-and-paste commercial pitches, monthly strategy report templates, and legal client contract frameworks used by top growth agencies.

Bonus 2: The Master Prompt Matrix Library

Receive an exclusive compilation of highly advanced, context-engineered master prompts developed for competitive research, bulk layout planning, and high-conversion ad copy creation.

Bonus 3: Premium Software Toolkit

Get free access to curated premium design grids, conversion-optimized landing page theme keys, and premium automation plugins to build your capstone portfolio.

Bonus 4: Elite Alumni Mastermind

Get lifetime access to the Leworto Institute private discord hub for regular strategy updates, active client leads, project partnerships, and continuous mentor tracking.

■ PROGRAM INVESTMENT & FORMATS

TRAINING FORMAT	STANDARD FEE	COHORT PARAMETERS & LOGISTICS
Offline Classroom Hub	₹25,000 + 18% GST	2 Months • 3 Days/wk • 1.5 Hr Classes • Saturday Doubt Lab
One-Time Investment Rate	₹20,000 Flat	Applies directly to full upfront Offline registrations
Online Live Interactive Stream	₹10,000 Flat	2 Months • 3 Days/wk • 1 Hr Classes • Saturday Doubt Lab

Secure Enrollment Status

Advance your professional capabilities with advanced automation skillsets built for modern market requirements.

Offline Training Center Location

Vistara Co-Work, Rohini Sector-22,
Rohini, Delhi - 110087

Primary Portal Address

lewortocourse.in

Academic Contact

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