

CLICK2SURAT PRESENTS

DIGITAL MARKETING WITH AUTOMATIONS

A 16-Module, Hands-On Program — Every Module Ends With a Real Live Classroom Activity



Modules 01–04

Foundation Skills



Modules 05–08

Build & Launch



Modules 09–12

**Growth & Lead
Capture**



Modules 13–16

**Creative, AI & Career
Edge**

01

Basic Excel

02

Basics of Marketing & Digital
Marketing

03

Understanding Digital
Marketing

04

Content Planning & Creation
(With/Without AI)

05

Website Creation Using AI &
Without AI

06

E-commerce Store Creation

07

WhatsApp Marketing &
Automation

08

Basic SEO

09

Social Media Management

10

Lead Generation Using Social
Media

11

Search Engine Marketing

12

Launch One Lead
Management System

13

Become an Influencer Using
Reels

14

Video Editing

15

Learn AI Tools

16

Soft Skills to Crack Customer
Problems

Click2Surat | 234 Hours Training

Surat, Gujarat

What's Inside This Brochure

Click2Surat trains people the way real client work actually happens — hands-on, not just slides. Every one of the 16 modules below ends with a real Live Classroom Activity: an actual spreadsheet you'll build, a real website you'll launch, a real Google Ads campaign you'll run with real money, or a real role-play you'll perform. You don't just hear about the skill — you leave class having done it once already.

How Every Module Page Is Structured

What You'll Cover	The exact topics and tools taught in this module, grouped clearly.
Live Classroom Activity	A plain-language walkthrough of the real practical you'll do in class.
Why This Module Matters	The real-world reason this skill gets clients and jobs.
Duration	How many hours of live, instructor-led training this module takes.

The 4-Stage Journey



Modules 01–04
Foundation Skills

37 HOURS



Modules 05–08
Build & Launch

67 HOURS



Modules 09–12
Growth & Lead Capture

60 HOURS



Modules 13–16
Creative, AI & Career Edge

70 HOURS

TOTAL PROGRAM

234 Hours · 16 Modules

Structured across 4 progressive stages — from foundation skills to career-ready, AI-powered marketing.

Foundation Skills	Build & Launch	Growth & Lead Capture	Creative, AI & Career Edge
37 Hrs	67 Hrs	60 Hrs	70 Hrs



SECTION 01 · Modules 01–04

FOUNDATION SKILLS

Every marketing career is built on a base of business fluency, not filters and hashtags.

Before touching a single ad campaign, you need to speak the language business runs on: spreadsheets, marketing fundamentals, real digital strategy thinking, and content that doesn't sound like everyone else's. This section builds the ground floor everything else in this brochure stands on.

By the end of this section, you'll be able to:

- Build real Excel sheets used in offices every day
- Spot the marketing fundamentals happening in businesses around you
- Plan a real business's first digital marketing strategy
- Plan and write a month of content — with or without AI

SECTION DURATION

37 Hours

Covering Modules 01–04, live instructor-led training

LIVE PRACTICALS YOU'LL BUILD

4 Real Builds

Salary Sheet · Local Business Audit · Digital Strategy ·
Content Calendar



The spreadsheet skills every office in India runs on — from your first day at work.

WHAT YOU'LL COVER

INTRODUCTION

What is Excel, Workbook & Worksheet, Rows/Columns/Cells, Excel Interface

DATA ENTRY & FORMATTING

Number Formats, Cell Styles, Alignment, Borders, Colors

BASIC FORMULAS

SUM, AVERAGE, MIN, MAX, COUNT, COUNTA, IF, AND, OR

DATA MANAGEMENT

Sort, Filter, Remove Duplicates, Find & Replace

REPORTING

Charts, Pivot Table, Conditional Formatting

LIVE CLASSROOM ACTIVITY

Picture your first day in class: you sit at a computer, open a blank Excel sheet, and your trainer builds a company's employee salary sheet live, row by row, explaining every formula as it's typed. Then it's your turn — you build your own salary sheet, a monthly sales report, and a staff attendance tracker from scratch, using the same formulas real office accountants use every day. By the end of the session you walk out with three working templates saved on your own laptop, ready to show in any job interview.

WHY THIS MODULE MATTERS

Every business — from a two-person shop to a 500-employee company — runs its salary, sales and attendance records in Excel; this is the one skill no employer will ever consider optional.

8–10 Hours

Training Duration

5

Topic Clusters

1

Live Classroom Activity



Understand why customers buy — before you learn how to sell to them online.

WHAT YOU'LL COVER

MARKETING BASICS

What is Marketing, Needs vs Wants, Product/Price/Place/Promotion, Customer Journey

DIGITAL MARKETING

What is Digital Marketing, Benefits, Types, Organic vs Paid

DIGITAL FUNNEL

Awareness, Lead, Conversion, Retention

LIVE CLASSROOM ACTIVITY

Your trainer takes the whole class on a short local walk (or a guided virtual tour) past 5 real nearby businesses — a grocery store, a salon, a café, a clothing shop, a coaching class. In small groups, you observe how each one attracts customers, what offers or signage they use, and how they treat someone walking in for the first time. Back in class, each group presents its findings on the shared screen, and the trainer points out exactly which of the 4 Ps of Marketing (Product, Price, Place, Promotion) each business is using well — and where they're quietly losing customers.

WHY THIS MODULE MATTERS

Before touching a single ad or app, you need to see marketing happening in the real world around you — this activity trains your eye to spot it everywhere, for the rest of your career.

6 Hours

Training Duration

3

Topic Clusters

1

Live Classroom Activity



Move from posting content to understanding how a real digital strategy is built.

WHAT YOU'LL COVER

PLATFORMS

Google, Facebook, Instagram, WhatsApp, LinkedIn, YouTube

MARKETING CHANNELS

SEO, SEM, Social Media, Email, WhatsApp, Affiliate, Influencer

FUNNEL

Awareness, Interest, Consideration, Conversion, Loyalty

LIVE CLASSROOM ACTIVITY

Working in pairs, you'll pick one real business — your own, a family business, or one assigned by the trainer — and build its very first Digital Marketing Strategy, on paper, from a blank page. You'll choose which platforms actually make sense for it (Google? Instagram? WhatsApp?), pick the channels that fit its budget, and map its customer funnel from 'never heard of us' all the way to 'loyal repeat customer'. Your trainer reviews each pair's strategy on the classroom screen and gives live, specific feedback — so you leave with a real usable plan, not just notes.

WHY THIS MODULE MATTERS

This is the exercise that turns 'I know what Instagram is' into 'I can plan a business's entire digital presence' — the exact shift a client is paying for.

10 Hours

Training Duration

3

Topic Clusters

1

Live Classroom Activity



Great content used to take a full team. Today, one prepared person can do the work of five.

WHAT YOU'LL COVER

CONTENT TYPES

Image, Video, Carousel, Story, Reel, Blog

CONTENT CALENDAR

Monthly Planning, Festival Marketing, Seasonal Marketing

COPYWRITING

Headlines, Hooks, CTA, Emotional Writing, Sales Writing

AI CONTENT

ChatGPT, Gemini, Canva AI

LIVE CLASSROOM ACTIVITY

You'll be handed a mock brand — say, a local bakery — and, using the calendar template shown in class, plan its entire next month of content: festival posts, offers, and everyday posts. Then you'll write 30 real social media captions for it, using the copywriting hooks taught that morning plus AI tools like ChatGPT, Gemini and Canva AI. Your trainer reviews a sample of everyone's captions live on the classroom screen and shows, in real time, how one small wording change can noticeably change how engaging a post feels.

WHY THIS MODULE MATTERS

Clients don't pay for 'a nice caption' — they pay for a month of content that's already planned, on-brand, and ready to post; this activity proves you can deliver exactly that.

12 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



SECTION 02 · Modules 05–08

BUILD & LAUNCH

This is the stack Click2Surat sells to real clients every single day.

A business isn't digital until it has a website, a store, a way to message customers instantly, and a way to actually be found on Google. This section takes you from zero to fully working, live digital assets — built with your own hands, in class.

By the end of this section, you'll be able to:

- Launch a live website, with AI tools and manually
- Build a real online store that can accept a payment
- Set up a working WhatsApp automation system
- Run a live SEO health check and prove the results on Google

SECTION DURATION

67 Hours

Covering Modules 05–08, live instructor-led training

LIVE PRACTICALS YOU'LL BUILD

4 Real Builds

Live Website · Working Online Store · WhatsApp Bot
· SEO Fix



Every serious business needs a website — the only question is how fast you can build one.

WHAT YOU'LL COVER

WITHOUT AI

Domain, Hosting, WordPress, Themes, Plugins, Pages, Forms

USING AI

ChatGPT, Google Sites, Wix AI, Framer AI, Durable AI

SEO-FRIENDLY WEBSITE

Speed, Mobile Friendly, SSL, Contact Form

LIVE CLASSROOM ACTIVITY

This is a full hands-on build day: sitting at your own laptop, you'll register a demo domain, set up hosting, and build a complete, working business website starting from a totally blank screen — first the traditional way (WordPress, themes, plugins), then again using only AI tools (ChatGPT prompts, Wix AI, Framer AI), so you see both methods side by side. By the end of the session your website is genuinely live on the internet with a working contact form, and you'll know exactly which method to reach for depending on a client's budget and deadline.

WHY THIS MODULE MATTERS

'Can you build me a website?' is one of the most common questions any small business asks — after this module, your honest answer is yes, in more than one way.

20 Hours

Training Duration

3

Topic Clusters

1

Live Classroom Activity



Turn any product idea into a 24×7 digital storefront.

WHAT YOU'LL COVER

ECOMMERCE BASICS

Products, Categories, Pricing

PLATFORMS

Shopify, WooCommerce, Dukaan

PAYMENT GATEWAY

Razorpay, PhonePe, Cashfree

DELIVERY

Shiprocket, Delhivery

LIVE CLASSROOM ACTIVITY

You'll build a real, working online shopping store from scratch in class — adding products with prices and categories, connecting a live payment gateway in test mode (Razorpay or PhonePe) so checkout genuinely works, and linking a delivery partner like Shiprocket. To prove it all works, your trainer places a live test order on your store in front of the whole class — payment, confirmation, and order tracking — exactly like a real customer would experience it.

WHY THIS MODULE MATTERS

A store that 'looks nice' but can't actually take a payment is worthless to a client; this activity forces every piece — catalog, payment, delivery — to genuinely work together.

15 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



98% open rates — the highest-ROI channel most businesses still aren't using properly.

WHAT YOU'LL COVER

WHATSAPP BUSINESS

Profile Setup, Catalog, Labels

OFFICIAL WHATSAPP API

Template Messages, Utility Messages, Marketing Messages

AUTOMATION

Chatbot, Auto Reply, Lead Capture, Google Sheet Integration

CAMPAIGNS

Broadcast, Button Messages, QR Codes, Coupon System

LIVE CLASSROOM ACTIVITY

In this session, you'll set up a real WhatsApp Business catalog and, step by step, build an actual WhatsApp Lead Management System — one that automatically replies to a new customer enquiry, captures their details straight into a connected Google Sheet, and flags it for follow-up — plus a Reward Point System that automatically rewards repeat customers. Your trainer sends a real test message from their own phone, live, in front of the class, and everyone watches it flow instantly through your automation.

WHY THIS MODULE MATTERS

This is literally the service Click2Surat sells to clients every day — by the end of this module you can build the same system yourself, for any business.

20 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



Rank higher on Google without paying for a single click.

WHAT YOU'LL COVER

SEO BASICS

What is SEO, Search Engine Working

ON-PAGE SEO

Keywords, Meta Title, Meta Description, URL, Heading

TECHNICAL SEO

Sitemap, Robots.txt, SSL, Speed

LOCAL SEO

Google Business Profile, Reviews

LIVE CLASSROOM ACTIVITY

You'll pick one real website (your own, or a sample site provided by the trainer) and, live in class, run it through a full SEO health check — fixing its meta titles, meta descriptions and URLs, submitting its sitemap, and setting up its free Google Business Profile listing. Your trainer then pulls up a live 'before' and 'after' Google search result for that exact site, so you can see with your own eyes exactly how a few small, correct fixes change whether — and how — a business shows up when someone searches for it.

WHY THIS MODULE MATTERS

Most small businesses have never had anyone check their meta title once; this activity proves that basic, correct SEO is a fast, visible win any beginner can deliver.

12 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



SECTION 03 · Modules 09–12

GROWTH & LEAD CAPTURE

A perfect website nobody finds — and no lead that's actually tracked — earns exactly ₹0.

Once you can build, you need to be found, get real leads, and never lose track of a single one. This section covers the full growth stack: social media presence, organic and paid lead generation, live Google Ads, and finally a working CRM to catch and follow up on everything you generate.

By the end of this section, you'll be able to:

- Run a brand's social media presence for 15 real days
- Generate 100 real leads using organic and paid tactics
- Launch a live Google Search Ads campaign
- Build a working CRM that never lets a lead slip through

SECTION DURATION

60 Hours

Covering Modules 09–12, live instructor-led training

LIVE PRACTICALS YOU'LL BUILD

4 Real Builds

15-Day Page Report · 100 Leads · Live Ad Campaign · Working CRM



Every brand is now a media company — someone has to run the newsroom.

WHAT YOU'LL COVER

PLATFORMS

Facebook, Instagram, LinkedIn, X, YouTube

CONTENT STRATEGY

Posting Time, Engagement, Community Management

ANALYTICS

Reach, Engagement, Followers

LIVE CLASSROOM ACTIVITY

You'll be assigned one real or mock business Facebook/Instagram page to personally manage for 15 days during the course — planning posting times, replying to comments and messages as they actually arrive, and tracking how reach, engagement and followers change day by day on a simple tracker your trainer provides. At the end of the 15 days, you present a short 'before vs after' report to the class, showing exactly what grew, and what you did that made it grow.

WHY THIS MODULE MATTERS

Anyone can post once; almost no one can manage a page consistently for 15 real days — this activity is what separates a hobbyist from someone a business can actually hire.

10 Hours

Training Duration

3

Topic Clusters

1

Live Classroom Activity



Likes don't pay bills — leads and conversions do.

WHAT YOU'LL COVER

ORGANIC LEADS

Facebook Groups, Instagram, LinkedIn

PAID LEADS

Facebook Ads, Instagram Ads

FUNNELS

Landing Page, Forms, WhatsApp

CRM

Lead Assignment, Follow-up

LIVE CLASSROOM ACTIVITY

Working with a real or mock business page, you'll try both organic tactics (posting in relevant Facebook Groups, Instagram outreach, LinkedIn messages) and a small live paid ad campaign, then build a simple landing page with a lead form connected straight to WhatsApp and a basic tracking sheet. Your class challenge: generate 100 real leads before this module ends, with your trainer tracking everyone's live leaderboard on the classroom screen.

WHY THIS MODULE MATTERS

A follower count means nothing to a business owner — a phone number of someone who wants to buy means everything; this activity trains you to chase the number that actually matters.

15 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



Put a business at the very top of Google, the moment someone is ready to buy.

WHAT YOU'LL COVER

GOOGLE ADS

Search Campaign, Display, Video, Performance Max

KEYWORDS

Match Types, Negative Keywords

BUDGET

CPC, CPA, ROAS

LIVE CLASSROOM ACTIVITY

You'll actually log into Google Ads in class and launch a live Google Search Campaign for a real or demo business — choosing keywords, adding negative keywords so your ad doesn't show up for the wrong searches, and setting a small daily budget. Your trainer projects everyone's live campaign performance (clicks, cost-per-click, cost-per-lead) on the classroom screen, so you see, in real numbers, exactly how ₹1 spent on Google Ads turns into a phone call or a website visit.

WHY THIS MODULE MATTERS

Running an ad with real money attached — even a tiny budget — teaches more in one class than weeks of theory; mistakes here cost a few rupees, not a client's trust.

15 Hours

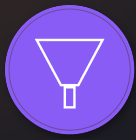
Training Duration

3

Topic Clusters

1

Live Classroom Activity



A lead that isn't tracked is a sale that's lost — build the system that never lets one slip through.

WHAT YOU'LL COVER

CRM

Google Sheets CRM, Customer Database

AUTOMATION

Auto Lead Entry, Employee Assignment, Follow-up
(WhatsApp/SMS/Email)

DASHBOARD

Reports, Daily Performance

LIVE CLASSROOM ACTIVITY

This is your capstone build: using nothing more than Google Sheets, you'll construct a complete, working CRM from the ground up — one that automatically logs every new lead, assigns it to the right team member, sends automatic WhatsApp, SMS and Email follow-ups, and displays a live daily performance dashboard. Your trainer feeds in 5 sample customer enquiries live in class, and the whole class watches your CRM sort, assign, and follow up on every single one automatically — with no manual work at all.

WHY THIS MODULE MATTERS

This single Google Sheet is the same system many small businesses currently pay thousands of rupees a month for — you'll leave this module able to build it yourself, for free.

20 Hours

Training Duration

3

Topic Clusters

1

Live Classroom Activity



SECTION 04 · Modules 13–16

CREATIVE, AI & CAREER EDGE

The tools change every year. The people who master them first get paid first.

This final section is what separates a good employee from an indispensable one: the ability to be on camera, cut a scroll-stopping video, run circles around competitors using AI, and handle any client conversation with total confidence. This is your unfair advantage.

By the end of this section, you'll be able to:

- Publish 30 real Reels and get honest, professional feedback
- Edit 10 professional-quality reels across multiple tools
- Build a full AI-only marketing campaign in one session
- Handle real client conversations through live role-play

SECTION DURATION

70 Hours

Covering Modules 13–16, live instructor-led training

LIVE PRACTICALS YOU'LL BUILD

4 Real Builds

30 Published Reels · 10 Edited Videos · AI Campaign · Role-Play Session



You don't need a lakh followers — you need one loyal, high-trust niche audience.

WHAT YOU'LL COVER

PERSONAL BRANDING

Niche Selection, Audience

REEL STRATEGY

Hooks, Storytelling, Trending Audio

GROWTH

Hashtags, Engagement, Collaboration

MONETIZATION

Sponsorship, Affiliate, Courses

LIVE CLASSROOM ACTIVITY

You'll pick your own niche — finance, food, fashion, comedy, whatever genuinely fits you — and over this module, script, shoot and edit 30 real Instagram Reels using the hook-writing and storytelling techniques taught in class, choosing trending audio for each one. Your trainer reviews your best 3 reels on-screen in front of the class and gives specific, honest feedback on your hook, pacing, and call-to-action — exactly like a professional content coach would.

WHY THIS MODULE MATTERS

Thirty real, published reels is a portfolio a brand can actually judge — far more convincing to a client than simply saying 'I understand social media'.

15 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



MODULE 14

VIDEO EDITING

DURATION

20 Hours

Every reel, ad and YouTube video that goes viral was won or lost in the edit.

WHAT YOU'LL COVER

SOFTWARE

CapCut, Canva, VN Editor, Premiere Pro

EDITING SKILLS

Cut, Trim, Music, Effects, Captions, Color Correction

LIVE CLASSROOM ACTIVITY

Sitting with your laptop or phone, you'll edit 10 professional-quality reels using CapCut, Canva, VN Editor and Premiere Pro — cutting, trimming, adding trending music, motion effects, captions, and color correction to each one. Your trainer picks two or three student edits at random and plays them on the big screen for the whole class, pointing out exactly what's working and what one small change would make the edit look noticeably more professional.

WHY THIS MODULE MATTERS

The difference between a video that gets scrolled past and one that gets watched to the end is almost always the edit — this activity builds that instinct through repetition, not theory.

20 Hours

Training Duration

2

Topic Clusters

1

Live Classroom Activity



AI won't take your job — someone using AI better than you will. This module makes sure that's you.

WHAT YOU'LL COVER

AI WRITING

ChatGPT, Gemini, Claude

AI IMAGE

Midjourney, Adobe Firefly, Canva AI

AI VIDEO

Runway, Pika, Veo, InVideo AI

AI PRESENTATION & PRODUCTIVITY

Gamma, Tome, Notion AI, Perplexity

LIVE CLASSROOM ACTIVITY

In this session, you'll be given a single real business brief and challenged to build its entire marketing campaign using AI tools only — writing copy with ChatGPT, Gemini or Claude, generating images with Midjourney, Adobe Firefly or Canva AI, creating a short video with Runway, Pika or Veo, and building the pitch presentation with Gamma or Tome — no manual design or writing allowed. At the end, each student presents their AI-built campaign to the class, and everyone votes on which one they'd genuinely approve as a real client.

WHY THIS MODULE MATTERS

This activity proves, in one afternoon, that a single trained person with the right AI tool-stack can now do what used to take an entire small agency team.

20 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity



Technical skills get you the interview. Soft skills get you the client, the referral and the repeat business.

WHAT YOU'LL COVER

COMMUNICATION

English Speaking, Gujarati/Hindi Communication, Professional Conversation

SALES SKILLS

Objection Handling, Closing Techniques, Negotiation

CUSTOMER SERVICE

Handling Angry Customers, Complaint Resolution, Follow-up

PROFESSIONAL SKILLS

Time Management, Email Writing, WhatsApp Etiquette, Interview Skills

LIVE CLASSROOM ACTIVITY

This entire module is run as live role-play: you'll take turns playing 'the customer' and 'the salesperson' in real scenarios — an angry customer demanding a refund, a hesitant lead who needs convincing on a sales call, and a nervous candidate in a mock job interview — while your trainer and classmates watch and give feedback after every round. It's the closest thing to real client-facing experience you can get before your very first real workday.

WHY THIS MODULE MATTERS

No one has ever lost a client over a wrong formula — they lose clients over how a difficult conversation was handled; this module is rehearsal for the moments that actually decide careers.

15 Hours

Training Duration

4

Topic Clusters

1

Live Classroom Activity

Course Duration, Fees & Enrolment

A 234-hour, fully hands-on program across 16 modules — every single module ends with a real Live Classroom Activity, not just a lecture. Delivered by live instructors, with hours per module scaled to how much practice that skill genuinely needs.

FULL PROGRAM FEE

₹25,000

All 16 Modules · 234 Hours · Live Classroom Activity in Every Module

Flexible 3-installment EMI available — approx ₹8,334 per instalment, no extra interest.

That works out to roughly ₹107 per hour of live, instructor-led, hands-on training.

Module-wise Duration Schedule · 234 Hours Total

01 Basic Excel	8–10 Hours	09 Social Media Management	10 Hours
02 Basics of Marketing & Digital Marketing	6 Hours	10 Lead Generation Using Social Media	15 Hours
03 Understanding Digital Marketing	10 Hours	11 Search Engine Marketing	15 Hours
04 Content Planning & Creation (With/Without AI)	12 Hours	12 Launch One Lead Management System	20 Hours
05 Website Creation Using AI & Without AI	20 Hours	13 Become an Influencer Using Reels	15 Hours
06 E-commerce Store Creation	15 Hours	14 Video Editing	20 Hours
07 WhatsApp Marketing & Automation	20 Hours	15 Learn AI Tools	20 Hours
08 Basic SEO	12 Hours	16 Soft Skills to Crack Customer Problems	15 Hours

What You Walk Away With

- 16 real, completed practical projects: salary sheets, a live website, an online store, a WhatsApp automation, a working CRM, 30 published reels, and more
- Certificate of Completion co-branded with Click2Surat
- Placement & internship support with Click2Surat's client network
- Lifetime access to recorded sessions and template library

ENROLL WITH CLICK2SURAT TODAY

₹25,000 · 234 Hours · 16 Modules · 16 Live Classroom Activities

Click2Surat · Surat, Gujarat · WhatsApp API · CRM · Lead Generation · Google Ads Automation