BVR ALPHA COMMUNITY
ADVANCED DIGITAL MARKETING

PROGRAMME CURRICULUM 2026

ADVANCED DIGITAL MARKETING, AI & GROWTH MASTERY

Advanced Professional Programme

47 module learning framework · Practical projects · Industry experience

3 months	1 month	4 months	47
TRAINING	IMPLEMENTATION	TOTAL	MODULES

DESIGNED FOR	Business owners, entrepreneurs, founders, business development professionals and working professionals
OBJECTIVE	Use digital marketing, AI, automation and analytics to expand businesses, generate leads, acquire customers and improve business performance.
MODE	Classroom (Ameerpet, Hyderabad) or live online · 3 day free classroom experience



Mentored by Venkatramireddy Boddapati
Founder, BVR Alpha Community | Digital Marketing Mentor & Industry Expert

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COMPLETE CURRICULUM

8 core tracks you'll master

Every track is hands on. You finish each one with a real piece of work for your portfolio.

Business & Marketing Strategy 01

- Marketing fundamentals and business growth strategy
- Market research, competitor analysis and customer psychology
- Brand positioning, USP, customer acquisition and retention
- Online business models and monetisation

Website Development & Digital Infrastructure 02

- Domain, hosting, website architecture and WordPress
- Elementor, business websites and conversion landing pages
- Website optimisation, user experience and AI assisted development

Artificial Intelligence & Business Applications 03

- Advanced prompt engineering and AI research assistants
- ChatGPT, Claude, Gemini and generative AI platforms
- AI image, video, avatar, voice and multilingual content
- AI chatbots, WhatsApp bots, voice agents and virtual receptionists
- AI agents, business assistants and workflow automation

SEO, AEO, GEO & AI Search Visibility 04

- Advanced SEO, keyword strategy and local SEO
- AEO, GEO, AIO, LLMO and AISO
- Google AI Overviews, ChatGPT and Perplexity visibility
- Entity SEO, semantic SEO, schema markup and AI citations
- Brand authority and AI search visibility monitoring

Content, Advertising & Customer Acquisition 05

- Content marketing, copywriting and email automation
- Google Ads, Performance Max and YouTube advertising
- Meta Ads, retargeting and social media strategy
- LinkedIn, influencer marketing, media planning and budget allocation

Lead Generation & Sales Growth Systems 06

- B2B and B2C lead generation, funnels and landing pages
- CRO, WhatsApp Business API and automation
- CRM, sales pipeline, lead qualification and nurturing
- Customer acquisition, retention and ecommerce marketing

Business Automation & AI Integration 07

- Marketing automation and workflow development
- AI chatbots, customer support and AI voice agents
- CRM, WhatsApp, email, APIs and webhook integrations
- AI agents for business operations and follow up automation

Analytics, Business Performance & Growth 08

- GA4, GTM, Meta Pixel and Conversion API
- UTM tracking, attribution, CAC, ROAS and marketing ROI
- Looker Studio and business performance dashboards
- Client servicing, team management, consulting and business development

LEARN BY DOING

8 real time projects you'll build

Every project becomes part of your portfolio, so you can show real work to employers, clients or your own team.

Business growth audit 01

Audit your own business: market, competitors, USP, customer journey and the gaps in your funnel.

Conversion website & landing pages 02

Build or rebuild your business website and landing pages designed to turn visitors into enquiries.

Local SEO & AI search visibility 03

Rank your business on Google Maps and search, and make it visible in Google AI Overviews, ChatGPT and Perplexity.

Google & Meta Ads with ROAS tracking 04

Launch campaigns with a budget plan, conversion tracking and weekly optimisation against CAC and ROAS targets.

AI chatbot & WhatsApp bot 05

Deploy an AI chatbot and WhatsApp bot that answer enquiries, qualify leads and book appointments.

CRM pipeline & automation 06

Set up your CRM pipeline with webhooks, email and WhatsApp automation for follow ups and reminders.

ROI dashboard 07

Build a Looker Studio dashboard with CAC, ROAS and revenue so you can see what marketing brings in.

90 day growth plan 08

Present a 90 day growth plan for your business, implemented and reviewed with the mentor.

RECOMMENDED PROGRAMME DELIVERY

Your week by week path

WEEKS 1 TO 3
Business Foundations, Website Development & AI

WEEKS 4 TO 6
SEO, AEO, GEO, Content & Search Marketing

WEEKS 7 TO 9
Paid Advertising, Social Media & Customer Acquisition

WEEKS 10 TO 12
CRM, Automation, Analytics & Business Growth

FINAL MONTH
Business implementation

Business implementation

- ✓ Business specific digital marketing strategy and implementation plan
- ✓ Website, landing page, SEO, AEO and GEO implementation
- ✓ Google Ads, Meta Ads and AI powered content campaigns
- ✓ Lead generation funnels, WhatsApp chatbots and CRM workflows
- ✓ Analytics, ROI reporting and final business growth presentation

Expected outcomes

- ✓ Stronger digital presence and visibility across search and AI discovery
- ✓ Practical lead generation and customer acquisition systems
- ✓ Marketing and sales workflow automation
- ✓ Improved campaign measurement, ROI and performance reporting
- ✓ Business specific growth implementation project

TOOLS YOU'LL USE

Hands on with 100+ industry & AI tools

ChatGPT · Claude · Gemini · Perplexity · Canva · WordPress · Elementor · Google Ads · Meta Ads · GA4 · Tag Manager · Looker Studio · Search Console · Semrush · WhatsApp API · CRM · Zapier · AI video & voice · and many more

Certification

- ✓ BVR Alpha Community certificate of completion with a unique certificate number
- ✓ Guidance for 12+ industry certifications including Google Ads, Google Analytics, Semrush, Google Business Profile, Meta, YouTube and more
- ✓ Portfolio of website, SEO, advertising, AI and analytics projects

YOUR MENTOR

Venkatramireddy Boddapati



Founder, BVR Alpha Community | Digital Marketing Mentor & Industry Expert

- 18 Years of Industry Experience across advertising, marketing, and entertainment.
- Former Programming Head, Raj TV Network (Vissa TV & Raj Musix Telugu).
- National Brand Experience, including Dettol customer experience surveys and online brand monitoring projects.

HOW TO JOIN

Three simple steps

STEP 1
Book your free 3 day classroom experience

STEP 2
Talk to a counsellor about fees, batch & mode

STEP 3
Enrol and start building your portfolio

Ready to start?

Call or WhatsApp us for current fees, scholarships, EMI options and the next batch date.

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The final month is focused on supervised business implementation or an assigned industry project. Career guidance may be provided where relevant.

Learn. Practise. Execute. Build Your Future.