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EGL ACADEMY

(AN INITIATIVE POWERED BY EGL DIGITAL MARKETING AGENCY)

AI-Powered Social Media Marketing Program

BUILD SKILLS. CREATE VALUE. EARN CONFIDENTLY.

2 MONTHS | PRACTICAL | INDUSTRY-
INTEGRATED | PORTFOLIO-BASED
LEARNING

About EGL Academy



EGL Academy is powered by EGL Agency — a digital marketing firm actively working with multiple clients across branding, social media marketing, content creation, advertising, and performance campaigns. Unlike traditional institutes that operate separately from the real market, EGL is directly connected to it. We understand industry expectations because we work with them daily.

EGL Academy was created to bridge the gap between learning and real-world execution. Our training model is built around actual client workflows, practical strategies, and market-relevant tools — not outdated theory. Students are trained according to current trends, evolving technologies, and real business scenarios so they develop skills that are immediately applicable.

At EGL, we believe education should build clarity, confidence, and capability. That is why our programs focus on structured thinking, practical implementation, and performance-oriented learning. By integrating agency experience into the classroom, we ensure that every student learns not just how tools work — but how they are used professionally in real projects.

EGL Academy is where industry experience meets structured learning — preparing students to step into the digital world with confidence and competence.

ABOUT THE AI-POWERED SOCIAL MEDIA

The AI-Powered Social Media Marketing Program by EGL Academy is designed to bridge the gap between learning and real-world execution. In today's digital world, simply knowing how to post content is not enough. Brands grow through strategy, structure, creativity, and smart use of technology. This program combines Artificial Intelligence with professional social media marketing to help you build skills that are practical, relevant, and market-ready.

The course is divided into two structured phases:

Month 1 – AI Foundation:

You will master structured prompt writing, AI-powered content creation, image and video generation, brand thinking, and productivity workflows. This foundation helps you think logically and create faster using modern tools.

Month 2 – Professional Social Media Marketing:

You will learn how to build and optimize Instagram, Facebook, LinkedIn, and YouTube accounts professionally. Along with content strategy, you will also understand Meta Ads basics, audience targeting, and campaign structure.

Powered by the real-world experience of EGL Digital Marketing Agency, this program focuses on practical learning, real execution methods, and current market standards.

We don't just teach how platforms work.
We teach how professionals use them.

By the end of this program, you will not only understand social media – you will know how to plan, create, and execute with clarity and confidence.

MONTH 1: AI FOUNDATION

Before marketing, you must understand leverage.
In the first month, you will learn:

- Structured Prompt Engineering
- AI for Content Creation
- AI Image & Video Generation
- Brand Persona Development
- Content Planning Using AI
- Productivity & Automation Tools

MONTH 2: SOCIAL MEDIA MARKETING (PRACTICAL)

Now we apply everything to real platforms.
You will learn:

Instagram Marketing ◀

- Professional profile setup
- Bio positioning & branding
- Content strategy
- Reel structure
- Growth fundamentals



Facebook Marketing ◀

- Business page setup
- Audience targeting basics
- Content planning
- Engagement strategies

LinkedIn Marketing ◀

- Professional profile building
- Personal branding
- B2B positioning
- Authority content strategy

YouTube Basics ◀

- Channel setup
- Thumbnail psychology
- Video positioning
- Content planning strategy

Meta Ads Management ◀

- Campaign structure understanding
- Ad objective selection
- Audience targeting basics
- Budget setting
- Ad copy writing
- Performance monitoring basics



WHAT MAKES EGL DIFFERENT?

Most institutes focus on tools. We focus on clarity, logic, and confidence.

At EGL Academy, learning follows a strategic flow:

AI Thinking & Prompt Engineering

Branding & Content Creation

AI Video & Creative Automation

Portfolio & Freelancing Blueprint

You will not just “learn AI.”
You will learn how to use AI strategically in real scenarios.

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WHO SHOULD JOIN?

Students looking for future-ready skills

Graphic Designers & Video Editors

Digital Marketing Aspirants

Freelancers

Content Creators

Business Owners

Housewives

**No coding required.
No prior AI experience required.**



AFTER 2 MONTHS AT EGL ACADEMY, YOU WILL BE ABLE TO:

**Build and optimize professional Instagram, Facebook,
LinkedIn & YouTube accounts**

Create AI-powered content with strategy and consistency

Plan structured monthly content calendars

Generate high-quality visuals and reel concepts

Understand Meta Ads campaign structure and targeting basics

Offer social media management services confidently

CERTIFICATION & SUPPORT

Course Completion Certificate from EGL Academy

Portfolio & Career Guidance

Industry-Oriented Training

Practical Case-Based Learning

Our goal is to create confident digital professionals — not just certificate holders.

ENROLLMENT DETAILS

Start your AI journey with EGL Academy.

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LOCATION

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