XIME
Shaping Future Leaders | Kochi

2 Day Hands-on Workshop in Digital Marketing

Digital Marketing, taught the way it's *actually done* in 2026.

SEO and paid ads are still the backbone. Now add the new layer: showing up in ChatGPT and AI Overviews. Learn each, then put it to work, hands-on.

Reserve your seat →

SEO
Google Ads
Meta Ads
AEO/GEO
Analytics

14 & 15 Nov 2026

2 full days at XIME Kochi campus

25

Seats — kept small for hands-on attention

SEO+Ads+AI

Search, Google & Meta Ads, and AEO/GEO in one programme

SEO GOOGLE ADS META ADS AEO / GEO
CHATGPT ADS ANALYTICS

WHAT EVERY MARKETER SHOULD KNOW IN 2026

Search stopped being just a Google box.

People still search — but a growing share of that search now happens inside ChatGPT, Perplexity and Google's AI Overviews, not just ten blue links. Marketers who only know classic SEO and ad platforms are already behind. This workshop covers the fundamentals that still work, and the new layer that's forming on top of them.

STILL TRUE

SEO & paid ads remain the engine

Organic search and Google/Meta ads still drive the bulk of discovery and revenue for most businesses. Nothing here replaces that — the workshop builds it properly, tool in hand.

WHAT'S CHANGING

Answers are replacing links

AI Overviews, ChatGPT and Perplexity answer the question directly, often without a click. Getting cited inside that answer is a new, learnable skill — Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO).

WHAT'S ARRIVING

Ads inside AI chat itself

Platforms are actively testing advertising formats inside AI assistants. We'll discuss what's live, what's piloting, and how to think about budget allocation as this space opens up.

WHO SHOULD ATTEND

For anyone starting a business, switching careers, chasing a side

income, or just getting curious about a growing field.

Business owners

— Starting digital marketing for their business

— Currently outsourcing it and want to judge it properly

— Want a staff member trained up

Freelancers & consultants

— Building a client-facing skill

— Looking for a credible secondary income

Working professionals

— Upskilling into a monetisable, in-demand skill

— Switching tracks into digital marketing

Faculty & Students

— Faculty bringing current practice into their teaching

— Students preparing for a digital marketing career

— Curious about the field, from scratch

THE PROGRAMME

Two days of hands-on learning.

Concepts explained clearly, then applied hands-on. Bring a laptop; freely available tools will be used in sessions. A pre-workshop onboarding checklist will be sent to help set up free ad manager accounts before Day 1.

01

Saturday, 14 Nov 2026

SEO, Google Ads & your own website

Getting found, paying to be found, and fixing a real site

9:30 AM – 1:00 PM · SEO

- **How search works —** crawling, indexing, ranking, and where digital marketing fits against traditional marketing.
- **Keyword research, live —** finding what your customers actually type, and what competitors already rank for.
- **On-page & technical SEO —** site structure, E-E-A-T, Core Web Vitals, and fixing what's holding a page back, using Google Search Console.
- **Tools used —** SEMrush, Screaming Frog, Ubersuggest, AnswerThePublic, Google Search Console.

2:00 PM – 3:45 PM · GOOGLE ADS, HANDS-ON

- **Google Ads, built from scratch —** account structure, search vs. display, keyword match types, negative keywords, and reading auction insights.

3:45 PM – 5:00 PM · LIVE WEBSITE REVIEW

- **Live website review —** the instructor reviews one website live, then you apply the same review to your own site, working with the instructor.

02

Sunday, 15 Nov 2026

AI search, Meta Ads, tracking & what's next

Visibility in AI answers, paid social, proof it worked, and where ads are headed

9:30 AM – 10:30 AM · AEO/GEO

- **AEO/GEO —** earning citations in Google AI Overviews and ChatGPT.

10:45 AM – 2:30 PM · META ADS (WITH LUNCH BREAK)

- **Meta Ads, built from scratch —** campaign structure, creative formats, lead forms, and optimising a live campaign.

2:30 PM – 3:45 PM · TRACKING

- **Tracking you can trust —** Google Tag

Manager, tags/triggers/events, Google Analytics reporting, and Microsoft Clarity for on-site behaviour.

3:45 PM – 4:15 PM · WHAT'S NEXT

- **ChatGPT Ads & emerging ad surfaces —** what's live, what's in pilot, and how to think about testing budget here early.

4:15 PM – 4:30 PM · CLOSE

- **Bringing it together —** wrap-up and certification.

BEYOND THE SLIDES

Tools you will get to use

- Google Ads
- Meta Ads Manager
- Google Tag Manager
- Google Analytics (GA4)
- Google Search Console
- SEMrush
- Screaming Frog
- Ubersuggest
- AnswerThePublic
- Microsoft Clarity
- Google PageSpeed Insights
- ChatGPT/Gemini

WHO'S TEACHING IT

Alok Krishna

Group Head Marketing, XIME

His area of expertise is Digital Marketing, and he has personally handled digital campaigns with budgets exceeding ₹1 crore every year, and has taken sessions in the marketing domain for corporate teams at Kochi Refineries, Coconut Development Board, VKC Group, Kudumbashree, Government of Kerala, among others.

Earlier career spans ICICI Bank (Personal Loans, Credit Cards, Forex, Home Loans) and the BK Birla Group. He is a mechanical engineering graduate of PSG College of Technology, a PGDM from TAPMI Manipal, and FDPM alumnus of IIM Ahmedabad.

PROGRAMME AT A GLANCE

Block your dates and register now.

SCHEDULE & VENUE

Format

In-person, hands-on

Dates

14 & 15 November 2026 (Saturday & Sunday)

Timing

Day 1: 9:30 AM – 5:00 PM
Day 2: 9:30 AM – 4:30 PM

Venue

XIME Kochi, Kinfra Hi-Tech Park, Kalamassery, Ernakulam

Seats

Limited to 25

Certificate

Issued by XIME on completion

FEE & REGISTRATION

STANDARD FEE

~~₹9,500~~ incl. GST

EARLY-BIRD FEE - TILL 1 NOV 2026

₹8,500 incl. GST

Early-bird ends

1 November 2026

Group price

₹7,500 per person, including GST, for 3 or more registering together, while seats last

Queries

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Register now →

Cancellations up to 7 days before the workshop (by 7 Nov) get a full refund less a processing fee of ₹500. After that, seats are non-refundable. If XIME has to reschedule or cancel, you get a full refund.

XIME Kochi — Xavier Institute of Management & Entrepreneurship

Kinfra Hi-Tech Park, Kalamassery, Ernakulam, Kerala