Jaipur Engineers
Your One-Stop IT & Staffing Ecosystem

DIGITAL MARKETING

Digital Marketing Workflow Automation

Workflow mapping • Triggers & actions • Approvals • Lead routing • Reporting

Prior digital marketing work experience or completion of a digital marketing course.



COURSE FEE

₹20,000

JAIPUR, RAJASTHAN

+91 70146 92039

Digital Marketing Workflow Automation

Syllabus at a glance

01

Process mapping

02

Triggers, actions and data mapping

03

Lead intake and routing

04

Approvals and AI-assisted steps

05

Campaign reporting

06

Reliability and handoff

PORTFOLIO PROJECT

Lead Routing and Reporting Workflow

Build a workflow that validates sample enquiries, assigns ownership and produces a scheduled report.

Digital Marketing Workflow Automation

Core concepts

01

Process mapping

Select an existing marketing process and identify triggers, decisions, owners and expected outputs.

02

Triggers, actions and data mapping

Use sample records to map fields, build conditions and connect workflow steps.

03

Lead intake and routing

Validate inbound data, handle duplicates and assign follow-up tasks.

TOOLS & TOPICS

Workflow mapping • Triggers & actions • Approvals • Lead routing • Reporting

Digital Marketing Workflow Automation

Applied skills

04

Approvals and AI-assisted steps

Insert review gates for generated content and confirm inputs and outputs meet the brief.

05

Campaign reporting

Plan a scheduled reporting workflow and reconcile source metrics with the output.

06

Reliability and handoff

Test failures and retries, keep an audit trail, and document manual recovery and ownership.

TOOLS & TOPICS

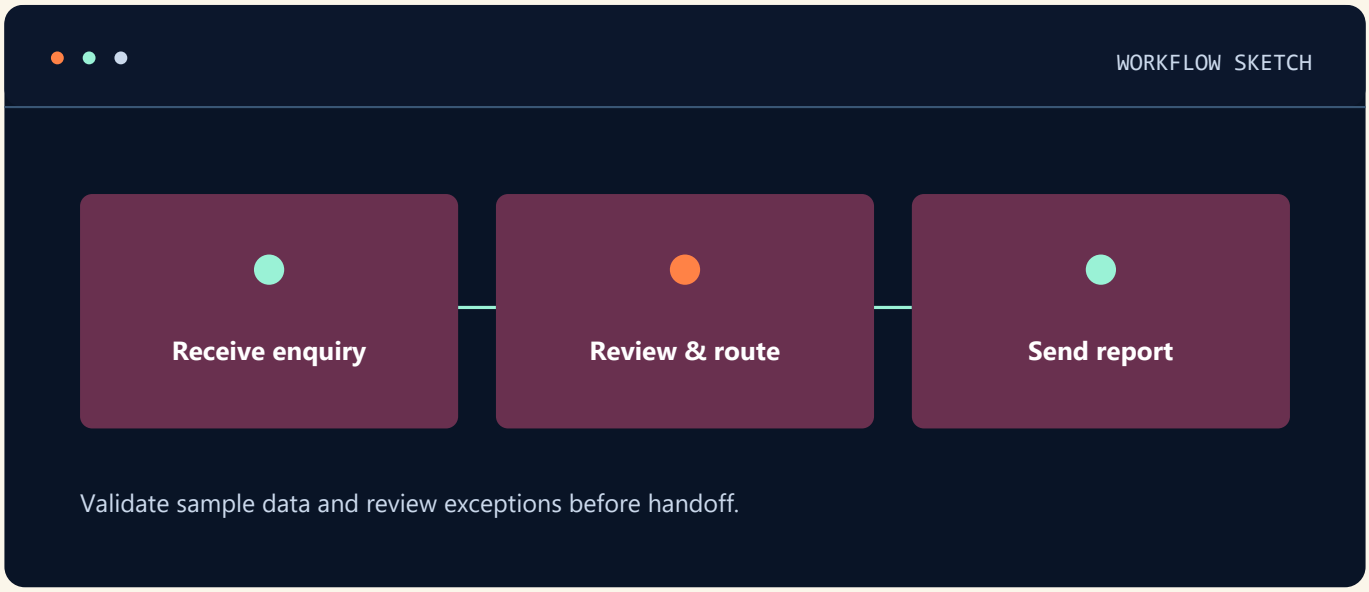
Workflow mapping • Triggers & actions • Approvals • Lead routing • Reporting

Digital Marketing Workflow Automation

Portfolio project

Lead Routing and Reporting Workflow

Build a workflow that validates sample enquiries, assigns ownership and produces a scheduled report.



Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Review the plan

Explain which result would justify a change to the campaign.

A campaign brief, sample assets, a budget plan and a measurement dashboard.

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Project checklist

Use these checks to prepare your project demo or portfolio handoff.

01

Map an existing process

Show where the workflow starts, who approves outputs and what success looks like.

02

Run sample enquiries

Test the normal case, a duplicated record and an incomplete record.

03

Write the handoff

Document reporting, alerts, ownership and how to resolve a failure.

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Course fees

COURSE FEE

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ENTRY REQUIREMENT

Prior digital marketing work experience or completion of a digital marketing course.

JAIPUR ENGINEERS ADMISSIONS

+91 70146 92039

info@jaipurengineers.com

122/228, Indra Path, Thadi Market

Mansarovar, Jaipur, Rajasthan 302020

SCAN FOR MAP

Contact admissions online

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MODULES 01–02

01 Process mapping

Lessons & practice

- Existing process mapping
- Triggers and decisions
- Owners and expected outputs

HANDS-ON Map one current marketing task from intake to completion.

02 Triggers, actions and data mapping

Lessons & practice

- Trigger and action setup
- Field mapping and conditions
- Sample input validation

HANDS-ON Run a sample record through a conditional step and check the mapped output.

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MODULES 03–04

03 Lead intake and routing

Lessons & practice

- Lead intake and assignment
- Duplicate checks
- Routing and follow-up tasks

HANDS-ON Test a new lead, a duplicate and an incomplete input.

04 Approvals and AI-assisted steps

Lessons & practice

- Approval gates
- AI-assisted drafting
- Human checks for output quality

HANDS-ON Prepare a draft and verify the workflow waits for approval before release.

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MODULES 05–06

05 Campaign reporting

Lessons & practice

- Scheduled campaign reports
- Source metrics and time windows
- Reconciliation checks

HANDS-ON Generate a sample report and compare it against source figures.

06 Reliability and handoff

Lessons & practice

- Retries and failure handling
- Audit trail and alerts
- Manual recovery and ownership

HANDS-ON Force a failed practice run, document recovery and hand over the runbook.