

DIGITAL MARKETING WITH AI

Professional Program

Learn Strategy. Create with AI. Run Ads. Generate Leads. Automate Growth.

Duration 3 Months	Classes 3 per Week	Total Classes 36	Course Fee INR 25,000
-----------------------------	------------------------------	----------------------------	---------------------------------

Program Overview

A practical 3-month program designed to take learners from digital marketing fundamentals to AI-powered content creation, paid advertising, SEO, lead generation, analytics and marketing automation. The focus is on implementation, not just theory.

- **Level:** Beginner to Advanced
- **Format:** Live Practical Classes + Assignments + Real Projects
- **Best For:** Students, Freelancers, Working Professionals, Business Owners and Aspiring Marketers

What Students Will Build

- A complete brand and social-media strategy
- A 30-day content calendar using AI
- SEO keyword research and an optimized article
- A complete Meta lead-generation campaign structure
- Landing-page and follow-up funnel copy
- AI-generated ad creatives, scripts and short-form video concepts
- A lead qualification / marketing automation workflow
- A final business marketing plan and portfolio-ready project

MONTH 1 - Digital Marketing Foundation + AI Content

Week	Class 1	Class 2	Class 3
Week 1	Digital Marketing Fundamentals	Customer Persona & Market Research with AI	Personal & Business Branding
Week 2	Social Media Marketing Strategy	Instagram & Facebook Growth	LinkedIn + YouTube Marketing
Week 3	AI Prompt Engineering for Marketing	AI Content Research & Ideation	AI Captions, Hooks & Content Calendar
Week 4	AI Blog & SEO Content Writing	AI Script Writing	Canva AI + Social Media Creative Design

Month 1 Outcome: Students can build a brand setup, content strategy, AI prompting system and social-media content workflow.

MONTH 2 - SEO, Meta Ads, Creatives + Lead Generation

Week	Class 1	Class 2	Class 3
Week 5	SEO Fundamentals + Keyword Research	On-Page SEO with AI	Google Business Profile + Local SEO
Week 6	Meta Ads Fundamentals	Campaign Setup, Audience & Targeting	Lead Generation Campaign Practical
Week 7	Meta Ads Creative Strategy	AI Ad Copy + Creative Generation	Retargeting & Funnel Strategy
Week 8	Landing Page & Funnel Copy	WhatsApp Marketing	Email Marketing + AI Sequences

Month 2 Outcome: Students can work on SEO, lead generation, Meta Ads, landing pages and conversion-focused marketing funnels.

MONTH 3 - AI Automation, Analytics + Business Growth

Week	Class 1	Class 2	Class 3
Week 9	Google Ads Fundamentals	Analytics, Tracking & Marketing KPIs	Campaign Optimization with AI
Week 10	AI UGC & Ad Creative	AI Avatar + Video Marketing	YouTube Shorts / Reels Content System
Week 11	Marketing Automation Fundamentals	AI Agents for Lead Qualification	n8n / Automation Workflow Practical
Week 12	Client Acquisition & Proposal Building	Pricing, Reporting & Client Management	Final Live Business Project + Presentation

Month 3 Outcome: Students can use AI for campaign optimization, automation, client work and business growth systems.

Tools Covered

AI & Research	ChatGPT, Gemini, Claude, Perplexity
Design & Content	Canva AI, AI script and creative workflows
SEO	Google Keyword Planner, Search Console, AI-assisted SEO workflows
Advertising	Meta Ads Manager, Google Ads
Analytics	GA4, Meta reporting and marketing KPIs
Automation	n8n and practical lead/workflow automation
Email & Follow-up	Email sequence and WhatsApp follow-up workflows

Why This Program Is Worth INR 25,000

- **36 structured live classes** instead of random tool demonstrations
- **Project-based learning** with practical business use cases
- **Portfolio-ready outputs** students can show to clients or employers
- **Paid advertising + SEO + content + automation** in one integrated curriculum
- **AI workflows** focused on productivity and marketing outcomes

Digital Marketing with AI - Professional Program
3 Months | 36 Practical Classes | Course Fee: INR 25,000