

Digital Marketing with AI

We bring AI to your code - learn automation, intelligence, and innovation!

Duration – 140 Hrs

Module 1: Introduction to Digital Marketing

- Understanding Digital Marketing & its importance.
- Traditional vs. Digital Marketing.
- Overview of key digital marketing channels.
- Career opportunities in digital marketing.

Module 2: Content Creation

- Fundamentals of Digital Graphics & Branding.
- Adobe Photoshop for Marketing Creatives.
- Figma for Marketing Creatives.
- Adobe Illustrator for Branding & Infographics
- Design for Digital Marketing Platforms using Canva.
- Video Editing using Canva

Module 3: Social Media Marketing (SMM), Empower with AI

- Facebook & Instagram Marketing (Ad campaigns, boosting, organic growth).
- LinkedIn Marketing & Personal Branding.
- YouTube & Video Marketing.
- Social Media Analytics & Optimization.
- AI-driven social media content & ad copy.

Module 4: SEO & Google Analytics, Optimize with AI

- SEO Fundamentals (On-page, Off-page, Technical SEO).
- Keyword Research & Content Strategy.
- Backlinking Strategies.
- Google Analytics & Performance Tracking.
- Using AI for SEO Optimization.

Module 5: Email Marketing, Email Marketing Platforms

- Understanding Email Marketing and its Necessity.
- Various Email Marketing Platforms.
- Email Marketing Template & Audience Creation.
- Recurring and Drip Email Campaign..



Module 6: Lead Generation, Management, & Business Conversion

- Understanding Lead Funnels & Conversion Optimization.
- Facebook, Google Ads & Retargeting.
- Email Marketing & Nurturing Leads.
- CRM Integration for Lead Management.
- AI-driven lead scoring & automation..

Module 7: Marketing Automation using AI

- Introduction to Marketing Automation Tools (HubSpot, Mailchimp, Zapier, etc.).
- Automated Email Campaigns & Chatbots.
- Predictive Analytics & AI in Ad Targeting.
- Sales Funnel Automation & CRM Integration.
- AI-powered Chatbots & Automated Customer Engagement.

Digital Marketing with AI Assistance

In this project, students will create a complete AI-powered digital marketing campaign for a local business, covering content creation, social media marketing, SEO, and lead generation. Using AI tools like ChatGPT, Canva AI, and Google Analytics, they will design social media posts, generate ad copy, optimize websites, and automate email marketing. By leveraging AI for targeting, engagement, and performance tracking, students will gain hands-on experience in executing a data-driven marketing strategy, preparing them for real-world digital marketing roles.

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