Digital Marketing using AI

Duration: 60 to 90 Hours(Theory + Hands on Projects)**Level:** Intermediate (Requires basic computer knowledge)
Mode: Online Live Instructor Batch Only)
Course Fee: ₹10,000
- Module 1: Introduction to Digital Marketing
  - Digital Marketing Fundamentals
  - Traditional vs Digital Marketing
  - Scope & Career Opportunities
  - Components of Digital Marketing
  - SEO
  - SEM
  - SMM
  - Content Marketing
  - Email Marketing
  - Affiliate & Influencer Marketing
- Role of AI in Digital Marketing

Exploring Digital Marketing Components

- Module 2: Basics of Artificial Intelligence in Marketing
  - What is AI? What is ML? (Basic Overview)
  - AI in Internet Decision Making
  - How AI Enhances Digital Marketing
  - AI Tools Overview
    - ChatGPT, Gemini, etc.)
    - Predictive Analytics
    - Recommendation Engines
    - AI in Content Generation

AI in Content Generation Cycle

- Module 3: Search Engine Optimization (SEO) + AI Tools
  - On-Page and Off-Page SEO
  - Keyword Research
  - Keyword Research using AI Tools (e.g., Semrush AI, Surfer SEO, Ubersuggest)
  - AI-generated SEO reports
  - Competitor Analysis with AI Tools

AI-Driven SEO Strategy

- Module 4: Search Engine Marketing (Google Ads)
  - Google Ads Basics (PPC, Bidding)
  - AI-Powered Campaign Management
  - Smart Bidding Strategies
  - Creating AI-optimized Ad Copy
  - Conversion Tracking using Google Analytics + AI

Google Ads and AI

- Module 5: Social Media Marketing (SMM) + AI Integration
  - Facebook, Instagram, Linkedin, Twitter, YouTube Marketing
  - Scheduling & Automation with AI (e.g., Buffer, Hootsuite, Lately.ai)
  - AI-Powered Content Creation (Text, Image, Video)
  - AI & Social Listening and Sentiment Analysis

Social Media Marketing Elements

- Module 6: Content Marketing & AI Tools
  - Content Strategy and Planning
  - Blogging and Article Writing
  - AI Tools for Content
    - ChatGPT, Jasper, Copy.ai for content creation
    - Grammarly, Hemingway for content enhancement
  - AI Video Creation (Pictory, Synthesia, Lumen5)

Content Creation Methods

- Module 7: Email Marketing with AI
  - Email Marketing Platforms (Mailchimp, Brevo, etc.)
  - Email List Building and Segmentation
  - AI for Subject Line Optimization
  - Personalization at Scale using AI
  - Email Analytics and Improvements

Email Marketing with AI

- Module 8: E-commerce and AI Marketing Tools
  - Introduction to E-Commerce Marketing
  - Product Recommendations using AI
  - Chatbots for Sales Support
  - AI in Customer Retention (Predictive behavior models)
  - Abandoned Cart Recovery using AI

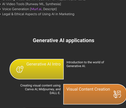
AI E-Commerce Applications

- Module 9: Web Analytics & AI
  - Google Analytics 4
  - Heatmaps (Hotjar, Clevelap)
  - Data Visualization (Google Sheets/Excel Tools (Tableau, AI, Looker Studio)
  - Forecasting Website Traffic and Conversions using AI

Website analysis tools

- Module 10: Generative AI in Marketing
  - Introduction to Generative AI
  - Text Generation (ChatGPT, Jasper, AI, Writesonic, DALL-E)
  - AI Video Tools Revisited (Pictory, Synthesia)
  - Voice Generation (ElevenLabs, Murf.ai)
  - Legal & Ethical Aspects of Using AI in Marketing

Generative AI applications

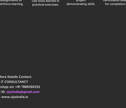


- Module 11: Capstone Projects
  - **Project 1:** Run a complete digital marketing campaign for a brand using AI tools
  - **Project 2:** Create a social media campaign and promote it using SEO + SE
  - **Project 3:** Develop and schedule a social media content calendar with automation

Top Digital Marketing Projects

- Assessment & Certification
  - Assignments
  - Capstone Project
  - Final Project Presentation
  - Step 1 Certification Exam

Course components



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