



# Digital Marketing with AI: From Basics to Smart Strategies

Unlock the power of artificial intelligence to revolutionize your marketing approach and connect with customers like never before.



# Foundation of Digital Marketing

## Definition

- Understanding digital marketing and its importance in modern business.
- Transition from traditional to digital marketing.

## Key Concepts

- Digital marketing channels: SEO, SEM, Social Media, Email, Content, and Affiliate Marketing.
- The Buyer's Journey: Awareness, Consideration, Decision.
- Setting goals, KPIs, and tracking performance.

## Applications

- Developing a basic digital marketing strategy.
- Mapping audience behavior and customer touchpoints.

## Tools

Google Trends, ChatGPT.

## Practical Activities

- Create a digital marketing plan for a business.
- Use ChatGPT to identify marketing personas and content ideas.

## Outcomes

Learners understand marketing principles, key channels, and goal-based strategies.

# Setting Up a Website

## Definition

Understanding the website's central role in digital marketing.

1

### Key Concepts

- Domain, hosting, CMS basics.
- WordPress installation and customization.
- Purpose-driven website design (branding, lead generation).

2

### Applications

- Building a user-friendly, responsive website.
- Integrating AI tools for faster web development and optimization.

3

### Tools

WordPress , ChatGPT, Google Analytics.

## Practical Activities

- Set up a complete website and connect analytics.
- Generate copy and headlines using AI tools.

 **Outcomes:** Learners can independently create, customize, and optimize a business website.

## COURSE 03

# Content Strategy

## Definition

- Learning to plan, develop, and manage effective marketing content.

## Key Concepts

- Content pillars, brand storytelling, and tone of voice.
- Content calendar creation and audience targeting.

## Applications

- Creating SEO-friendly content with AI.
- Managing cross-platform content workflows.

## Tools

- Frase.io, Grammarly, ChatGPT.

## Practical Activities

- Build a 1-month content calendar.
- Generate blog ideas and SEO outlines using ChatGPT.

## Outcomes

- Students can plan, execute, and automate content creation with precision.

## COURSE 04

# Graphic Design with Canva

## Definition

- Understanding visual design and brand identity.

## Key Concepts

- Design principles: balance, contrast, hierarchy, alignment.
- Typography, color psychology, and layout design.



## Applications

- Designing marketing visuals for web and social media.
- Using AI features for quick and creative design generation.

## Tools

- Canva, Remove.bg, Coolers, Canva Magic Studio



## Practical Activities

- Create a complete brand kit using Canva.
- Use AI to design graphics and thumbnails.

## Outcomes

Learners can design professional-grade visual content with minimal effort using AI.



# Organic Social Media Marketing

## Definition

- Building brand visibility through non-paid social media strategies.

## Key Concepts

- Understanding platform algorithms.
- Community building and engagement strategies.
- Social content optimization.

### Applications

- Planning and scheduling organic content.
- Using AI tools for captions, hashtags, and post ideas.

### Tools

- Buffer, Hashtagify, ChatGPT.

### Practical Activities

- Develop a weekly social content plan.
- Analyze post engagement with AI metrics.

### Outcomes

- Learners grow online presence organically and strategically.

## COURSE 06

# Paid Advertising (SEM & Social)

## Definition

- Mastering paid campaigns across digital platforms.

## Key Concepts

- Campaign objectives, audience targeting, and bidding models.
- Ad creatives, copywriting, and conversion tracking.

## Applications

- Running search, display, and video ads on major platforms.
- Automating ad optimization using AI.

## Tools

- Google Ads, Meta Ads Manager, linkedin Ads, Twitter Ads



### Practical Activities

- Launch a real ad campaign using test budgets.
- Use AI to auto-generate multiple ad creatives.



### Outcomes

- Learners can design, run, and optimize paid campaigns effectively.

COURSE 07

# Media Planning & Buying

## Definition

- Learning how to plan, negotiate, and track ad placements.

## Key Concepts

- Media mix modeling, budgeting, and scheduling.
- Tracking ROI and KPIs.

## Applications

- Planning digital media channels with AI assistance.
- Automating reporting dashboards.

01

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### Tools

Google Sheets, Looker Studio, GA4 + AI.

02

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### Practical Activities

Create a full media plan and campaign calendar.

03

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### Outcomes

Learners can manage multi-channel advertising budgets efficiently.

COURSE 08

# Organic Search (SEO)

## Definition

- Optimizing websites for higher organic visibility.

## Key Concepts

- On-page, Off-page, Technical, and Local SEO.
- AI-powered keyword clustering and content optimization.

## Applications

- SEO audits, ranking improvement, and traffic analysis.



### Tools

Ahrefs, Semrush, Google Search Console.



### Practical Activities

- Conduct SEO audits using AI insights.
- Optimize pages for specific keywords.



### Outcomes

Students master both human and AI-led SEO strategies.

COURSE 09

# Affiliate Marketing

## Definition

Learning how affiliate ecosystems create passive and performance-based revenue.

## Key Concepts

- Affiliate models for freelancers and companies.
- Performance monitoring and optimization.



## Applications

- Setting up and scaling affiliate programs.
- Using AI to analyze conversion data.



## Practical Activities

Build an affiliate marketing campaign using analytics dashboards.



## Tools

Impact, Zavio, Amazon Associate



## Outcomes

Learners can launch, manage, and optimize affiliate programs effectively.

COURSE 10

# Online Reputation Management

## Definition

- Managing how a brand is perceived online.

## Key Concepts

- Monitoring mentions, reviews, and sentiment
- Building positive content strategies

## Applications

- Using AI for sentiment tracking and alerts
- Crisis management planning

### Tools

- Google Alerts, ChatGPT

### Practical Activities

- Create a sentiment analysis report using AI

### Outcomes

Learners maintain brand trust and reputation across platforms

# LEAD GENERATION & NURTURING

## Definition

Understanding how to attract, convert, and retain leads.

## Key Concepts

- Landing pages, lead magnets, and automated nurturing.
- CRM pipelines and email automation.

## Applications

Setting up lead tracking and chatbots.

### Tools

Zoho CRM, Mailchimp, ManyChat.

### Practical Activities

Build an automated lead funnel with drip emails.

## Outcomes

Students can generate, nurture, and close leads efficiently.

COURSE 12

# GROWTH & ANALYTICS

## Definition

Applying data-driven growth strategies.

## Key Concepts

- Growth hacking frameworks.
- Cohort analysis and funnel optimization.

## Applications

- Building AI-driven analytics dashboards.
- Tracking customer journeys in real time.

## Tools

GA4, Looker Studio

## Practical Activities

Develop a visual analytics dashboard for campaigns.

## Outcomes

Learners interpret data and create actionable growth strategies.

# INFLUENCER MARKETING

## Definition

Leveraging influencer collaborations for brand visibility.

## Key Concepts

- Identifying right influencers, collaboration models, and contracts.
- Measuring influencer campaign ROI.

## Applications

Using AI to find and analyze influencer performance.

### Tools

Modash, AspireIQ.

### Practical Activities

Create and manage a small influencer campaign using AI tools.

### Outcomes

Learners can design, track, and scale influencer campaigns effectively.

COURSE 14

# FOUNDATION OF AI IN DIGITAL MARKETING

## Definition

Understanding AI's role in transforming marketing strategies.

## Key Concepts

- Generative AI, predictive analytics, and automation.
- Machine learning in customer insights.

## Applications

Audience segmentation, personalization, and data-based decision-making.

## Outcomes

Students can integrate AI across all marketing workflows.

## Tools

ChatGPT, Jasper, Gemini, Google Cloud AI.

## Practical Activities

- Build a predictive engagement model.
- Use ChatGPT for campaign idea generation.

COURSE 15

# PROMPT ENGINEERING

## Definition

Creating clear and structured prompts to get accurate and high-quality results from AI tools.

## Key Concepts

- Prompt structure (role, task, context, output).
- Instruction, creative, and conversational prompts.
- Refining prompts for better accuracy.

## Applications

- Writing content, ads, and scripts.
- Generating visuals and videos.
- Training chatbots and building AI workflows.

## Outcomes

Students learn to write effective prompts that improve AI accuracy and speed up marketing tasks.

## Tools

ChatGPT, Gemini, Claude

## Practical Activities

- Build a set of prompts for a brand (content, ads, visuals, scripts).

# AI MARKETING AUTOMATION

## Definition

Using AI and no-code tools to automate repetitive marketing activities.

## Key Concepts

- AI-based task automation.
- Automated lead scoring and nurturing.

## Applications

Automating CRM updates, email sequences, ad management, and repetitive marketing tasks.



### Tools

Zapier, Make, HubSpot AI, Pabbly Connect.



### Practical Activities

Build a simple AI-powered automation (e.g., auto-lead entry → email → CRM update).



### Outcomes

Learners automate core marketing processes to save time and reduce manual work.

# AI WORKFLOW DESIGN & ORCHESTRATION

## Definition

Creating structured, multi-step workflows that integrate AI decision-making across the customer journey.

## Key Concepts

- Workflow design, triggers, and decision logic.
- AI-driven routing, personalization, and journey mapping.

## Applications

Creating personalized journeys, integrating tools, mapping customer stages, and using AI to optimize the flow.



### Tools

Make (Integromat), Zapier advanced workflows, HubSpot workflows, N8N.

### Practical Activities

Design an end-to-end AI workflow: form → scoring → segmentation → personalized journey.

### Outcomes

Learners master building AI-driven workflows that improve customer experience and maximize ROI.

# AI-POWERED CONTENT & COPYWRITING

## Definition

Exploring AI's role in creative writing and storytelling.



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### Key Concepts

Prompt engineering, tone control, and content repurposing.



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### Tools

ChatGPT, Jasper, Writesonic.

## Outcomes

Learners generate engaging and conversion-optimized content using AI.



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### Applications

Blog, ad copy, social captions, and SEO writing.



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### Practical Activities

Create an entire campaign's content suite using AI tools.

# AI IN VISUAL MARKETING

## Definition

Using AI tools to automate visual design, image creation, and branding assets.

## Key Concepts

- Generative visuals (AI images, graphics, thumbnails).
- AI-powered editing and enhancements.
- Visual personalization for marketing campaigns.

## Applications

Creating social media posts, ad creatives, thumbnails, posters, brand visuals, and storytelling graphics using AI.

## Tools

Canva Magic Studio

## Practical Activities

Design a complete brand visual kit (posts, banners, creatives) using AI tools.

## Outcomes

Students learn to create professional-quality visuals quickly by leveraging AI for marketing design.

# AI IN VIDEO MARKETING

## Definition

Using AI to automate video production, editing, scripting, and content creation.

## Key Concepts

- AI video generation.
- Automated editing, captions, and voiceovers.
- Personalised video creation with AI avatars.

## Applications

Producing reels, ad videos, explainer videos, talking head videos, and repurposing long/short-form content.

## Tools

Pictory, HeyGen, Canva Video AI.

## Practical Activities

Produce a complete marketing video (script → visuals → voiceover → final edit) using AI tools.

## Outcomes

Students learn advanced AI-driven video creation workflows that reduce production time and boost engagement.

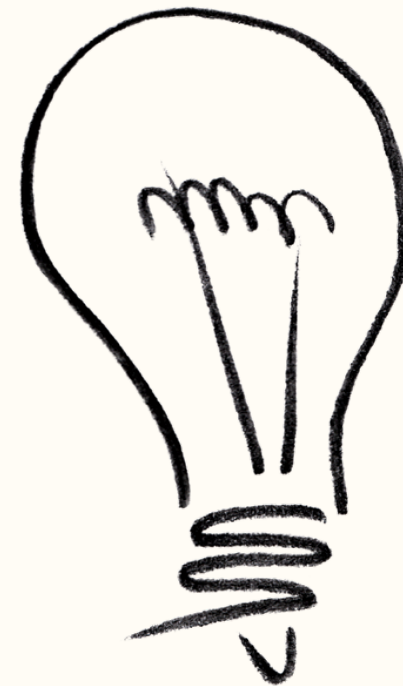
# Your Digital Marketing Journey Starts Now

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## LET'S WORK TOGETHER!