

Digital Marketing Using AI Course Structure

Duration – 40 Hours (2 Months)



Module 1: Introduction to Digital Marketing & AI Fundamentals – 3 Hours

- Overview of the digital marketing landscape.
- Basic marketing principles (4 Ps, STP).
- Understanding AI, machine learning, and generative AI in a marketing context.
- Ethical considerations and responsible AI usage.

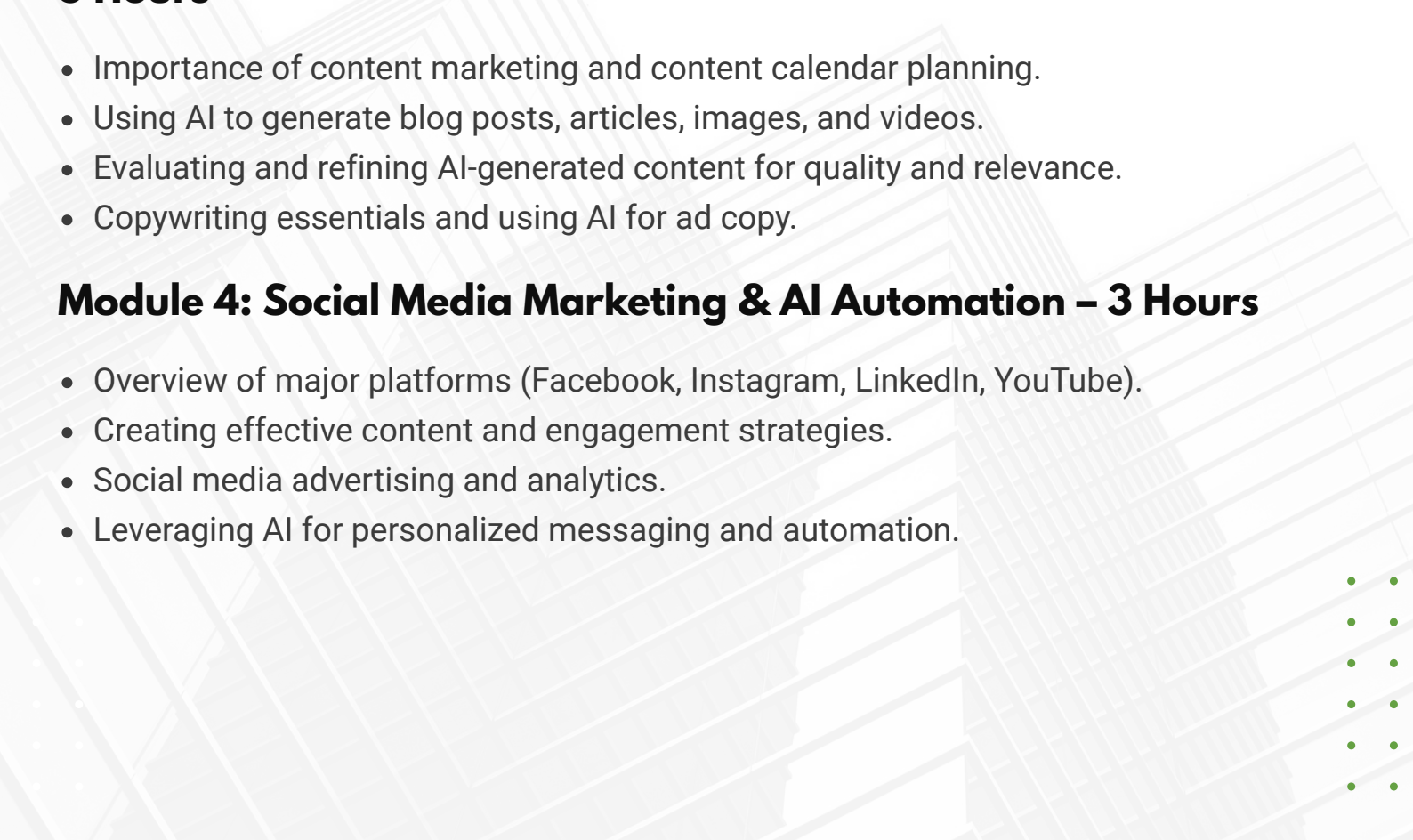
Module 2: AI-Powered Website & SEO – 4 Hours

- Website creation fundamentals (e.g., WordPress).
- Introduction to search engine optimization (SEO).
- Keyword research and competitor analysis using AI tools.
- AI-assisted content creation and on-page optimization.
- Technical and off-page SEO strategies, including AI-driven insights.

Module 3: Content Marketing Strategies with Generative AI – 3 Hours

- Importance of content marketing and content calendar planning.
- Using AI to generate blog posts, articles, images, and videos.
- Evaluating and refining AI-generated content for quality and relevance.
- Copywriting essentials and using AI for ad copy.

Module 4: Social Media Marketing & AI Automation – 3 Hours

- Overview of major platforms (Facebook, Instagram, LinkedIn, YouTube).
 - Creating effective content and engagement strategies.
 - Social media advertising and analytics.
 - Leveraging AI for personalized messaging and automation.
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Module 5: Pay-Per-Click (PPC) Advertising & AI Tools – 4 Hours

- Understanding platforms like Google Ads and Meta Ads.
- Keyword research, bidding strategies, and budgeting.
- Using AI for ad targeting, optimization, and performance analysis.

Module 6: Email Marketing & Marketing Automation – 3 Hours

- Building email lists and segmentation.
- Designing effective, AI-enhanced email campaigns.
- Introduction to marketing automation tools and A/B testing.

Module 7: Data Analytics and Performance Measurement – 5 Hours

- Tracking and measuring performance with tools like Google Analytics.
- Using AI and predictive analytics for data-driven decision making.
- Reporting and interpreting key metrics and ROI.

Module 8: Practical Applications and Case Studies – 5 Hours

- Hands-on projects and exercises using various AI marketing tools.
- Analysis of successful AI-driven campaigns.
- Building chatbots and virtual assistants.





Contact Us Today!



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