DIGITAL MARKETING WITH AI



3 Hours per Day | **Total Duration: 30 Hours (10 Days)**

DAY 1 — Introduction to Digital Marketing & AI

- Digital marketing fundamentals and ecosystem
- Marketing funnel and target audience
- Introduction to AI in digital marketing
- **Practical:** Create a basic digital marketing strategy

DAY 2 — Website, SEO & Keyword Research

- Website and landing page basics
- SEO fundamentals
- Keyword research and search intent
- AI-assisted SEO content
- **Practical:** Keyword research and SEO plan

DAY 3 — Content Marketing with AI

- Content strategy and content calendar
- Blog, copywriting, and social media content
- AI tools for content creation
- **Practical:** Create AI-assisted marketing content

DAY 4 — Social Media Marketing

- Social media platforms and strategies
- Post and campaign creation
- AI-generated captions and creative ideas
- **Practical:** Develop a social media campaign

DAY 5 — Online Advertising

- Google Ads and social media advertising concepts
- Audience targeting and campaign objectives
- AI-assisted ad copy creation
- **Practical:** Design a sample advertising campaign

DAY 6 — Email Marketing & Automation

- Email marketing fundamentals
- Customer segmentation and personalization
- Marketing automation
- AI-assisted email content
- **Practical:** Create an email marketing campaign

DAY 7 — Video & Influencer Marketing

- Video marketing strategies
- Short-form content and video scripts
- Influencer marketing basics
- AI tools for video content creation
- **Practical:** Develop a video marketing plan

DAY 8 — Digital Marketing Analytics

- Marketing metrics and KPIs
- Website and campaign performance analysis
- Customer behaviour and conversion analysis
- AI-assisted insights
- **Practical:** Analyze campaign performance data

DAY 9 — AI-Powered Marketing Strategy

- AI for customer segmentation
- Personalization and chatbots
- Market and competitor analysis
- AI-based marketing automation
- **Practical:** Develop an AI-powered marketing strategy

DAY 10 — Final Digital Marketing Project

- Digital marketing campaign planning
- Content, SEO, social media, and advertising strategy
- AI-assisted campaign development
- Performance measurement and reporting
- **Practical:** Final project presentation