

AI-Powered Digital Marketing Course

Master modern digital marketing while embedding AI tools like ChatGPT and Claude into every stage of your campaign workflow, from ad copy to audience targeting to reporting.

Level: Intermediate Duration: 9 weeks, 6-8 hrs/week Language: English

Curriculum

1. The AI-Powered Marketer	
• How AI Is Changing Digital Marketing	16 min
• Building Your AI Toolkit: ChatGPT, Claude & Beyond	20 min
• Prompting Fundamentals for Marketers	18 min
2. AI-Assisted Ad Copy & Creative	
• Generating and Iterating Ad Copy with AI	24 min
• Building a Prompt Library for Your Brand Voice	20 min
• AI-Assisted A/B Testing at Scale	22 min
3. AI-Driven Audience Targeting	
• Building Audience Personas with AI	22 min
• Predictive Targeting and Lookalike Strategy	24 min
• Segmenting Audiences with AI-Assisted Analysis	20 min
4. Core Channels: SEO, Meta & Google Ads	
• AI-Assisted Keyword and Content Research	24 min
• Meta Ads Campaign Structure	22 min
• Google Ads Search & Performance Max	22 min
5. Automated Campaign Optimization	
• Setting Up Automated Optimization Rules	24 min
• AI-Assisted Budget Reallocation	20 min
• Guardrails: Keeping Automation Safe	16 min
6. AI Analytics & Reporting	
• Building an AI-Powered Analytics Dashboard	28 min
• Natural-Language Campaign Reporting	20 min
• Turning Insights into Next Actions	18 min
7. Capstone: The AI-Augmented Campaign	
• Planning a Full AI-Assisted Campaign	20 min
• Launch, Monitor, and Optimize	24 min
• Presenting Results with AI-Generated Reporting	16 min

Pricing

Self-Paced One-time payment, lifetime access	Rs 45,000 (was Rs 81,000)
Live Sessions One-time payment, includes live cohort access	Rs 70,000 (was Rs 126,000)
1-on-1 Per engagement, scheduled with your mentor	Rs 140,000 (was Rs 252,000)