Digital Marketing Using AI

Introduction

Learn about current Digital Marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, TikTok, Twitter, and more.

The digital industry is growing at a rate of 14% annually, making it the most desirable career in today’s scenario.

Career of Digital Marketing:
global job market is booming in the digital marketing arena. The year on year growth in the number of qualitative jobs is rapidly increasing.Learn about current Digital Marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, TikTok, Twitter, and more.

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REQUIREMENTS:

- Learners must have the Basic IT knowledge
- Should be able to read English

- At least Matriculation/O-Level

CURRICULUM:

Sr. No.	Contents
1	**Digital Marketing Foundations** • **Why Digital Wins in 2026 –** Digital vs. Traditional marketing in the AI era • **Sales as the End Goal –** How to turn clicks into customers • **AI in Marketing –** How AI reduces costs and increases conversions • **Customer Journey Mapping –** Awareness ? Consideration ? Purchase ? Loyalty
2	**Social Media Marketing (SMM) for Sales** • Introduction To SMM (Social Media Marketing) • Creating A Strong Social Media Presence • Organic And Paid Marketing

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3	**Content Creation & Branding Using AI**
	• **Branding**
	  ◦ Brand Positioning for Sales (Choosing brand colors, fonts, and style)
	  ◦ Canva & AI Design Tools for quick, high-impact visuals
	  ◦ Social content writing for product/service captions
	  ◦ Hashtag and trend analysis to boost visibility
	  ◦ Short-Form Video Selling
	  ◦ Voiceover & subtitle automation for videos
	  ◦ Content calendars that align with product launches & service promotions
	• **AI Applications**
	  ◦ **CapCut AI –** strong>Auto-edits videos with trending music and effects.
	  ◦ **InVideo AI –** Creates video ads from just text prompts.
	  ◦ **ElevenLabs AI –** Creates natural-sounding AI voices for product videos.
	  ◦ **ChatGPT –** Write captions with different tones

4	**AI-Powered SEO for Sales** • **SEO Basics Simplified –** How to get found on Google & social platforms • Finding high-intent, profitable keywords that buyers use • AI SEO tools: SurferSEO, Semrush AI, Ahrefs AI • SEO for product listings & service pages • Optimizing website speed, visuals & copy for higher conversions • Local SEO for service businesses

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5	**Facebook Marketing Using AI** • Facebook Page creation optimized for sales • Ads Manager features for conversion-focused campaigns • Setting up business assets & assigning roles • Events Manager, datasets & Facebook Pixel setup • iOS 14.5 update & Conversion API for accurate tracking • Creating custom & lookalike audiences with AI segmentation • Retargeting strategies for abandoned carts & warm leads • AI ad creative optimization for higher ROAS • Facebook Commerce Manager for product catalogs
6	**Instagram Marketing Using AI** • Instagram Personal vs Business profile – which drives more sales • Organic & paid strategies to attract buyers • Competitor analysis for content gaps & opportunities • AI-generated post & reel ideas based on trending topics • Brand-consistent post formats • Captions & CTAs written to convert followers into customers • Instagram engagement strategy for repeat sales • Account audit & profile optimization • Using AI analytics to identify your highest-value audience • Instagram Ads setup & optimization with AI tools

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7	**LinkedIn Marketing Using AI** • Building a personal profile that attracts decision-makers • AI tools for LinkedIn content creation & lead generation • Hashtag research & keyword optimization • Organic growth strategies for authority & trust • LinkedIn business page setup for B2B sales • LinkedIn Ads targeting for high-ticket services • Cold pitching scripts enhanced with AI personalization
8	**TikTok Marketing Using AI** • TikTok marketing for product virality & service awareness • Content creation strategies that tap into trends • Organic growth through challenges & niche content • TikTok Ads targeting with AI audience predictions
9	**YouTube Marketing** • Creating sales-oriented YouTube content • AI-powered YouTube SEO (titles, tags, descriptions) • YouTube Shorts for quick lead generation and product promotions • YouTube Ads for products & services
10	**Freelancing & Agency Building in 2026** • Working on freelancing platforms • Writing converting proposals • Writing high-converting proposals for local & international clients • Lead generation automation for global outreach

Outcomes:

- Create a rewarding and profitable freelancing business
- Create a side hustle or full-time source of income online
- Leave 9-to-5 for a life of financial, personal, and professional freedom.

BENEFITS:

- Build a ROCKSTAR Freelance Profile
- Find & Closing High-Ticket Clients
- Develop a Millionaire Mindset

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	30k-50k
Mid-Level	50k-100k
Advanced	100k-350k
Freelancer	30k-250k

Affiliation & Collaboarations

