

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.

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

REQUIREMENTS:

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

- At least Matriculation/O-Level

CURRICULUM:

Sr. No.	Contents
1	<p>Digital Marketing Foundations</p> <ul style="list-style-type: none"> • 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	<p>Social Media Marketing (SMM) for Sales</p> <ul style="list-style-type: none"> • Introduction To SMM (Social Media Marketing) • Creating A Strong Social Media Presence • Organic And Paid Marketing

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3	<p>Content Creation & Branding Using AI</p> <ul style="list-style-type: none"> • Branding <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ CapCut AI – 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	<p>AI-Powered SEO for Sales</p> <ul style="list-style-type: none"> • 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	<p data-bbox="480 248 986 286">Facebook Marketing Using AI</p> <ul data-bbox="528 331 1458 846" style="list-style-type: none"> <li data-bbox="528 331 1262 369">• Facebook Page creation optimized for sales <li data-bbox="528 376 1294 454">• Ads Manager features for conversion-focused campaigns <li data-bbox="528 461 1275 499">• Setting up business assets & assigning roles <li data-bbox="528 506 1370 544">• Events Manager, datasets & Facebook Pixel setup <li data-bbox="528 551 1458 589">• iOS 14.5 update & Conversion API for accurate tracking <li data-bbox="528 595 1302 674">• Creating custom & lookalike audiences with AI segmentation <li data-bbox="528 680 1378 759">• Retargeting strategies for abandoned carts & warm leads <li data-bbox="528 766 1259 804">• AI ad creative optimization for higher ROAS <li data-bbox="528 810 1386 848">• Facebook Commerce Manager for product catalogs
6	<p data-bbox="480 960 991 999">Instagram Marketing Using AI</p> <ul data-bbox="528 1043 1458 1603" style="list-style-type: none"> <li data-bbox="528 1043 1426 1122">• Instagram Personal vs Business profile – which drives more sales <li data-bbox="528 1128 1235 1167">• Organic & paid strategies to attract buyers <li data-bbox="528 1173 1401 1211">• Competitor analysis for content gaps & opportunities <li data-bbox="528 1218 1458 1256">• AI-generated post & reel ideas based on trending topics <li data-bbox="528 1263 1038 1301">• Brand-consistent post formats <li data-bbox="528 1308 1347 1386">• Captions & CTAs written to convert followers into customers <li data-bbox="528 1393 1331 1431">• Instagram engagement strategy for repeat sales <li data-bbox="528 1438 1123 1476">• Account audit & profile optimization <li data-bbox="528 1482 1315 1561">• Using AI analytics to identify your highest-value audience <li data-bbox="528 1568 1331 1606">• Instagram Ads setup & optimization with AI tools

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7	<p data-bbox="480 248 967 286">LinkedIn Marketing Using AI</p> <ul data-bbox="528 331 1453 629" style="list-style-type: none"><li data-bbox="528 331 1453 369">• Building a personal profile that attracts decision-makers<li data-bbox="528 371 1453 409">• AI tools for LinkedIn content creation & lead generation<li data-bbox="528 412 1453 450">• Hashtag research & keyword optimization<li data-bbox="528 452 1453 490">• Organic growth strategies for authority & trust<li data-bbox="528 492 1453 530">• LinkedIn business page setup for B2B sales<li data-bbox="528 533 1453 571">• LinkedIn Ads targeting for high-ticket services<li data-bbox="528 573 1453 611">• Cold pitching scripts enhanced with AI personalization
8	<p data-bbox="480 741 935 779">TikTok Marketing Using AI</p> <ul data-bbox="528 824 1382 1032" style="list-style-type: none"><li data-bbox="528 824 1382 902">• TikTok marketing for product virality & service awareness<li data-bbox="528 904 1382 943">• Content creation strategies that tap into trends<li data-bbox="528 945 1382 983">• Organic growth through challenges & niche content<li data-bbox="528 985 1382 1023">• TikTok Ads targeting with AI audience predictions
9	<p data-bbox="480 1146 815 1184">YouTube Marketing</p> <ul data-bbox="528 1229 1430 1438" style="list-style-type: none"><li data-bbox="528 1229 1430 1267">• Creating sales-oriented YouTube content<li data-bbox="528 1270 1430 1308">• AI-powered YouTube SEO (titles, tags, descriptions)<li data-bbox="528 1310 1430 1388">• YouTube Shorts for quick lead generation and product promotions<li data-bbox="528 1391 1430 1429">• YouTube Ads for products & services
10	<p data-bbox="480 1552 1145 1590">Freelancing & Agency Building in 2026</p> <ul data-bbox="528 1635 1321 1843" style="list-style-type: none"><li data-bbox="528 1635 1321 1673">• Working on freelancing platforms<li data-bbox="528 1675 1321 1713">• Writing converting proposals<li data-bbox="528 1715 1321 1794">• Writing high-converting proposals for local & international clients<li data-bbox="528 1796 1321 1843">• 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 & Collaborations

