

Digital Marketing + Advanced AI

**Learn Digital Marketing. Build with AI.
Execute in the Real World.**

A practical, career-focused programme for the new digital economy.

3 MONTHS



The Digital Marketing Job Has Changed.

Knowing how to post on Instagram or run a basic ad is no longer enough.

Tool Without Strategy

Tool knowledge without strategic thinking behind it.

AI Without Judgement

AI-generated content without marketing judgement to guide it.

Certificates Without Proof

Credentials without demonstrable execution behind them.

Tools Without Workflow

Too many tools, too little real integrated workflow experience.

- ❏ The market rewards people who can think, create, execute, measure and improve — not tool familiarity alone.



Four Gaps Between Learning and Earning

Skill Gap

Knowing concepts but struggling to execute them in a real context.

Execution Gap

Learning platforms without building complete campaigns or workflows.

AI Gap

Using AI casually instead of integrating it into professional marketing workflows.

Proof Gap

No portfolio, campaigns, case studies or visible work to demonstrate capability.

Knowledge becomes valuable when it turns into demonstrable execution.

This Is More Than a Digital Marketing Course.

It is a structured journey from understanding to execution to proof.



The goal is not to finish lessons. The goal is to become capable of doing the work.

One Programme. Four Capability Layers.

01 – Marketing Foundation

Strategy · Consumer · Funnel · Branding

02 – Digital Execution

SEO · Social · Meta Ads · Google Ads · Content · Analytics

03 – Advanced AI

Research · Prompting · Content · Creative · Data · Automation · AI Workflows

04 – Real-World Application

Projects · Campaign Simulations · Portfolio · Reporting · Presentation

LEARN. BUILD. EXECUTE.

Build the Marketing Foundation First.

Core Marketing

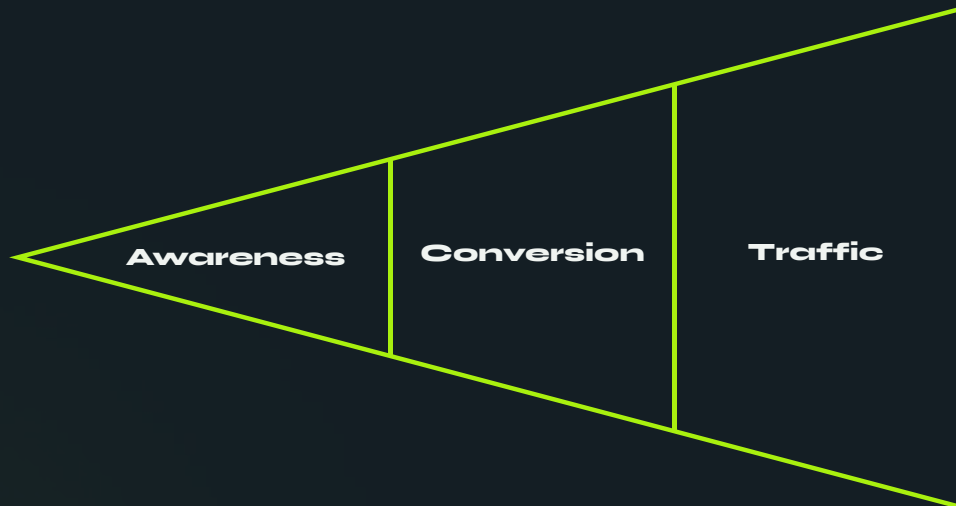
- Digital marketing ecosystem
- Customer journey & buyer persona
- Market & competitor research
- Audience research & positioning
- Marketing funnel & campaign planning
- KPIs and objectives

Channels

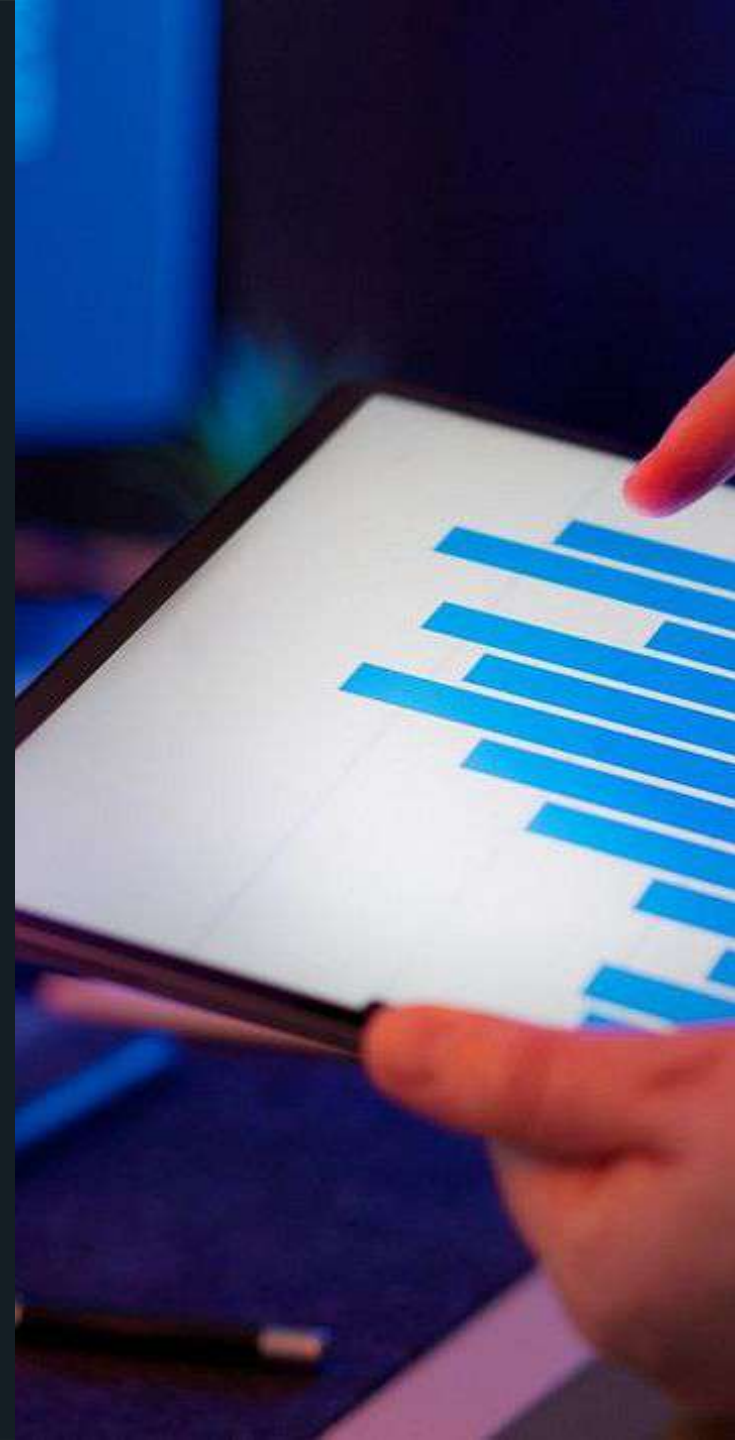
- Social Media & Content Marketing
- SEO & Local SEO
- Meta Ads & Google Ads
- YouTube & Email Marketing
- WhatsApp Marketing
- Landing pages & conversion thinking

AI is powerful only when the marketer understands what problem needs to be solved.

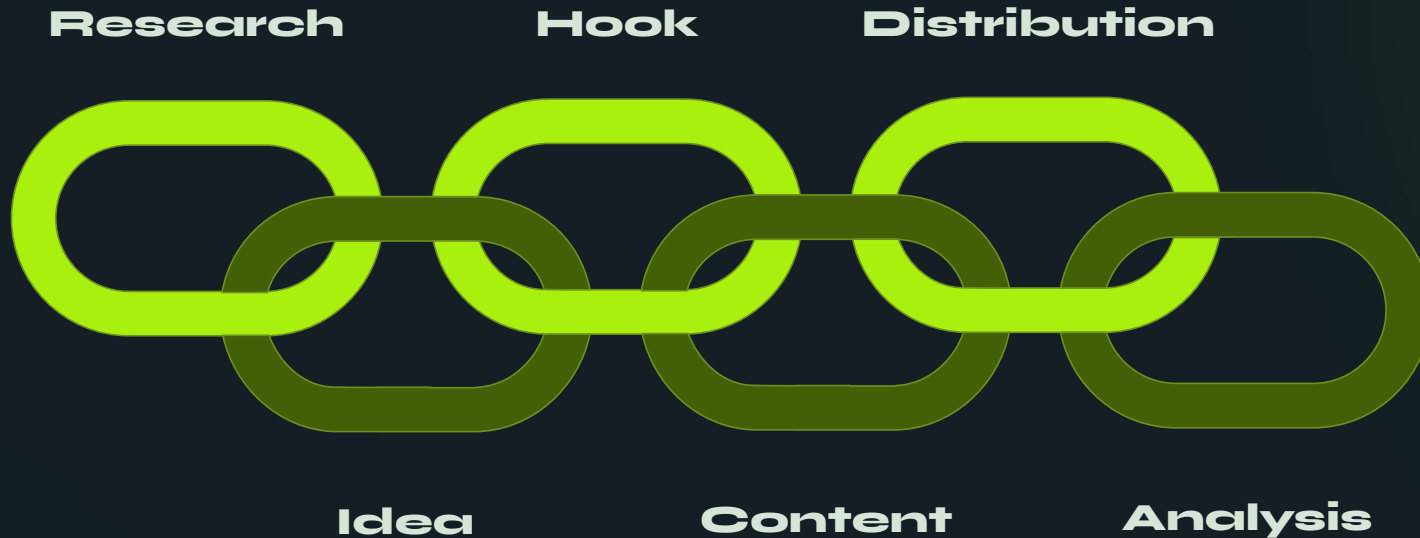
Learn to Think Like a Performance Marketer.



Cover Meta Ads, Google Search, YouTube basics, campaign structure, audience targeting, keyword strategy, creative testing, budget allocation, conversion tracking, and key metrics — ROAS, CPL, CPA, CTR, CVR. Students learn **why** a campaign works or fails, not just where to click.



Create Content That Has a Job.



Content Skills

- Reels & short-form content
- Social media strategy & content calendars
- Hooks, storytelling & copywriting
- Ad copy & landing-page copy
- Brand voice & content repurposing
- Organic growth fundamentals

AI-Assisted Production

Use AI to accelerate ideation, drafting and creative variation — without sacrificing the human strategy and judgement that makes content effective.



SEO Is Evolving. Search Is Changing.



Search Fundamentals

Keyword research, search intent, on-page SEO, technical SEO basics, content clusters and internal linking.



Local & Discovery

Local SEO, Search Console workflows, and how people discover brands through search and AI systems.



Generative Engine Optimisation

Improving discoverability, relevance, structured content and brand presence across evolving AI-driven search experiences.

Advanced AI: Your Marketing Execution Layer.



AI for Research

Market research, competitor analysis, review mining, audience insights, trend synthesis.



AI for Strategy

Personas, positioning, campaign angles, content strategy, offer ideation.



AI for Content & Creative

Copy, scripts, images, video concepts, creative variations, repurposing.



AI for Data & Optimisation

Spreadsheet analysis, campaign diagnosis, reporting, insights, recommendations.



AI for Automation

Lead workflows, email & WhatsApp workflows, CRM tasks, no-code automation, AI agents.

Learn Workflows, Not Just Tools.

Tools are grouped by **job to be done** — not presented as a logo wall.

Research & Reasoning

AI tools for market research, synthesis and strategic thinking.

Writing & Copy

AI writing assistants for copy, scripts, emails and ad creative.

Image & Video

AI image generation and video concept tools for creative production.

Data & Analytics

AI-assisted spreadsheet analysis, reporting and campaign diagnosis.

Automation & Productivity

No-code automation, AI agents, CRM tasks and productivity workflows.

Design & Presentation

AI-assisted design, landing-page creation and presentation tools.

📌 Examples may include tools from each category. The AI ecosystem evolves rapidly — the programme focuses on workflow capability, not platform dependency.

You Don't Just Learn. You Build.

Every major concept leads to a tangible output.

1 Digital Marketing Strategy

A complete strategic document covering audience, channels and objectives.

2 Content Portfolio & Social System

Real content assets and a structured content calendar with distribution logic.

3 Paid Advertising Campaign Structure

Campaign architecture, audience targeting, creative and tracking setup.

4 SEO & Search Strategy

Keyword research, on-page work and a structured content cluster plan.

5 AI Workflows & Automation

Documented AI-powered workflows and at least one automation example.

6 Final Integrated Campaign Project

An end-to-end campaign with analytics, reporting and recommendations.

From Brief to Campaign – With AI in the Workflow.



At every stage, AI reduces repetitive work and increases the speed and depth of execution — from faster research to more creative variations to quicker data interpretation.

The Key Principle

AI does not replace the marketer. Human judgement remains responsible for strategy, quality and decisions.

What You Will Actually Do

Create

Produce real marketing assets — copy, creatives, content and campaign materials.

Analyse

Audit brands, audiences and campaign performance using data and AI tools.

Build

Create funnels, campaigns and content systems from brief to execution.

Automate

Turn repetitive marketing work into AI-assisted, documented workflows.

Present

Explain strategy, decisions, results and recommendations clearly and confidently.

Every major concept should lead to an output.

Finish With Proof. Not Just a Certificate.

When an employer or client asks *"What can you do?"*— your portfolio should answer before you do.

1

Campaign Strategy

Ad creatives, copy samples and content calendar.

2

SEO & Landing Page

Search strategy, funnel structure and conversion-focused copy.

3

Analytics & Reporting

Performance dashboards and data-driven recommendations.

4

AI Workflows

Documented automation examples and AI-assisted marketing processes.

5

Case-Study Project

End-to-end integrated campaign documented as a professional case study.

The Capability Shift

BEFORE

-  consumes tutorials
-  knows tools separately
-  unsure what to build
-  creates generic content
-  uses AI for basic prompts
-  has little proof of work
-  struggles to explain marketing decisions

AFTER

-  thinks in campaigns and funnels
-  connects channels strategically
-  builds complete marketing workflows
-  creates with a clear objective
-  uses AI as an execution layer
-  has tangible project outputs
-  can explain decisions using data

Digital Marketing + Advanced AI vs Traditional Learning

Dimension	Typical Course	This Programme
Learning Model	Theory / recorded lessons	Guided execution + output
AI Integration	Standalone tool tutorials	AI embedded in marketing workflows
Projects	Assignments	Portfolio-oriented projects
Performance Marketing	Concepts / simulations	Practical campaign-building logic
Content	Posting basics	Strategy + creation + optimisation
Analytics	Reporting basics	Decision-making from data
Career Readiness	Certificate-focused	Proof-of-work focused

Let's Be Clear About What This Programme Can – and Cannot – Do.

What We Build

- Structured learning with practical execution
- AI-enabled marketing workflows
- Projects and a real portfolio
- Marketing decision-making capability

What It Requires

- Consistent effort and practice outside class
- Willingness to build and receive feedback
- Actual use of the tools and workflows

Who It Is Not For

- People looking for instant income
- People expecting AI to do all the work
- People unwilling to practise
- People who only want a certificate

❏ No honest programme can guarantee a job, clients or income. What it can do is build capability and proof.



The Digital Economy Doesn't Need More Tool Users. It Needs Better Marketers.

Build the marketing skill. Add the AI advantage. Prove what you can do.

The Hard Part

It is not finding information. The hard part is turning information into repeatable execution — connecting channels, reading data, building a portfolio, and explaining your work.

The Opportunity

Marketers who can plan, create, launch, analyse and improve AI-assisted campaigns are in a different category entirely.

The Decision Is Simple

Keep Learning – or Start Building.

Built for the New Market

Digital marketing is not learned by watching more tutorials. It is built by creating, executing, analysing, and improving. This programme gives you the structure, skills, and AI-powered workflows to start doing the work.

Your 3-Month Journey Starts Here