

Since 2007, Making IT Experts & Products

Course: AI-Driven Digital Marketing

Duration: 10 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, Salesforce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



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AI Marketing and Automation

Module 1: Introduction to AI Marketing (1 Hour)

- * Introduction to artificial intelligence in digital marketing
- * Benefits of AI in modern marketing strategies
- * Overview of ChatGPT, Gemini, and other AI marketing tools
- * AI-assisted marketing planning and campaign ideas

Module 2: AI-Powered Content Creation (1 Hour)

- * Generating marketing content using AI
- * Writing blogs, captions, advertisements, and product descriptions
- * Prompt engineering for marketing content
- * Content editing, fact-checking, and brand voice consistency

Module 3: AI for Search Engine Optimization (1 Hour)

- * Keyword research using AI tools
- * SEO-friendly titles, headings, and meta descriptions
- * Content optimization and search intent analysis
- * AI-assisted SEO audits and content improvement

Module 4: AI for Social Media Marketing (1 Hour)

- * Social media content planning and calendar creation
- * AI-generated posts, captions, and hashtags
- * AI-assisted image and creative generation
- * Social media engagement and performance analysis

Module 5: AI for Digital Advertising (1 Hour)

- * Introduction to Google Ads and social media advertising

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- * Generating ad copy and creative ideas using AI
- * Audience targeting and campaign planning
- * Ad performance analysis and optimization

Module 6: AI for Email and Customer Communication (1 Hour)

- * Creating personalized email campaigns
- * AI-assisted email subject lines and content
- * Customer segmentation and lead nurturing
- * Introduction to automated customer communication

Module 7: AI Marketing Automation (1 Hour)

- * Introduction to marketing automation workflows
- * Automating repetitive marketing tasks
- * Introduction to tools such as Zapier and Make
- * Creating a simple automated marketing workflow

Module 8: AI Analytics and Marketing Insights (1 Hour)

- * Understanding website and campaign performance metrics
- * AI-assisted customer behaviour analysis
- * Interpreting marketing reports and campaign results
- * Using insights to improve marketing strategies

Module 9: AI for Lead Generation and Conversion (1 Hour)

- * AI-assisted lead generation strategies
- * Creating landing page content and calls to action
- * Lead nurturing and conversion optimization

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- * Personalization and customer journey mapping

Module 10: Practical Project and Evaluation (1 Hour)

- * Create an AI-assisted digital marketing campaign.
- * Generate social media content and advertisement copy.
- * Prepare a basic SEO and keyword plan.
- * Design a simple marketing automation workflow.
- * Present the campaign and identify improvement opportunities.

Learning Outcomes

- * Use AI tools for digital marketing content and campaign planning.
- * Apply AI techniques to SEO, social media, and advertising.
- * Understand marketing automation and lead generation.
- * Analyze campaign performance and marketing data.
- * Develop a practical AI-assisted digital marketing campaign.

(Click on Course for more details)

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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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