



DIGITAL MARKETING · ADVANCED PROGRAMME

ADVANCED DIGITAL MARKETING WITH AI TOOLS

SEO . PERFORMANCE MARKETING . SOCIAL . EMAIL AUTOMATION . AI TOOLS . E-COMMERCE . PERSONALIZATION

DURATION	LEVEL	MODULES	MODE
60–80 Hours	Advanced	18	Classroom · Online · Hybrid

01 COURSE OVERVIEW

This programme covers the full digital marketing stack with AI tools built into every stage of the work. Learners move from funnel strategy and buyer research through website and landing-page optimisation, search engine optimisation, content, social media, paid advertising, email and marketing automation, analytics, e-commerce and influencer marketing.

Each module is delivered with the AI tools now used in practice — ChatGPT, Gemini, Claude, Jasper, Surfer SEO, Canva Magic Design, CapCut AI and Copilot — and ends in a practical exercise on a live account or sandbox.

WHO IT IS FOR

- Marketing executives and social media managers
- Business owners running their own campaigns
- Freelancers and agency teams
- Graduates entering digital marketing roles

PREREQUISITES

- Basic knowledge of computers and the internet.
- Digital marketing basics recommended.

02 LEARNING OUTCOMES

- 01** Map a customer journey and build campaigns against funnel stages.
- 03** Run technical, on-page, off-page and local SEO with AI assistance.
- 05** Launch and optimise Google, Meta and LinkedIn advertising campaigns.
- 07** Report performance in GA4 and Looker Studio dashboards.
- 09** Position a personal brand and price freelance or agency services.
- 02** Plan and optimise landing pages for conversion and Core Web Vitals.
- 04** Produce content calendars, blogs and email sequences using AI tools.
- 06** Build automated email and CRM workflows with lead scoring.
- 08** Manage e-commerce, influencer and affiliate campaigns end to end.

03 MODULE STRUCTURE

18 MODULES

01 DIGITAL MARKETING FUNDAMENTALS

Digital Marketing Ecosystem	Consumer Behavior in the Digital Age
Marketing Funnel (TOFU, MOFU, BOFU)	Customer Journey Mapping
Inbound vs Outbound Marketing	Omnichannel Marketing
Marketing KPIs & Metrics	

PRACTICAL

- CREATING BUYER PERSONAS
- CUSTOMER JOURNEY MAPPING

02 AI IN DIGITAL MARKETING

Introduction to AI in Marketing	Generative AI vs Traditional AI
AI-powered Marketing Strategies	AI Ethics and Responsible Marketing
AI Automation Concepts	

AI TOOLS

- CHATGPT
- GEMINI
- CLAUDE
- PERPLEXITY AI
- MICROSOFT COPILOT

PRACTICAL

- AI-GENERATED MARKETING PLANS
- AI-POWERED CAMPAIGN IDEATION

03 WEBSITE & LANDING PAGE OPTIMIZATION

Website Planning

Landing Page Design

Mobile Optimization

Core Web Vitals

UX/UI Best Practices

Conversion Rate Optimization (CRO)

Website Speed Optimization

TOOLS

WORDPRESS

ELEMENTOR

WIX

WEBFLOW

GOOGLE PAGESPEED INSIGHTS

PRACTICAL

BUILD A HIGH-CONVERTING LANDING PAGE

04 SEARCH ENGINE OPTIMIZATION (SEO)

Technical SEO

Off-Page SEO

E-commerce SEO

Schema Markup

AI-powered SEO

On-Page SEO

Local SEO

International SEO

Voice Search Optimization

AI TOOLS

SURFER SEO

SEMRUSH

AHREFS

FRASE

NEURONWRITER

CHATGPT

PRACTICAL

AI-ASSISTED KEYWORD RESEARCH

SEO CONTENT OPTIMIZATION

05 CONTENT MARKETING WITH AI

Content Strategy

Content Calendars

Storytelling

Lead Magnets

Blog Writing

Copywriting

Email Content

AI-assisted Content Creation

AI TOOLS

CHATGPT

JASPER AI

COPY.AI

WRITESONIC

GRAMMARLY

NOTION AI

PRACTICAL

GENERATE SEO BLOGS

CREATE EMAIL CAMPAIGNS

DEVELOP CONTENT CALENDARS

06 SOCIAL MEDIA MARKETING

Facebook Marketing

LinkedIn Marketing

YouTube Marketing

Threads

Instagram Marketing

X (Twitter)

Pinterest Marketing

Community Building

AI TOOLS

BUFFER AI

HOOTSUITE

CANVA MAGIC STUDIO

PREDIS.AI

OCOYA

METRICOOOL

PRACTICAL

AI-GENERATED SOCIAL MEDIA CALENDAR

SOCIAL MEDIA AUTOMATION

07 CANVA & AI DESIGN

Brand Kit

Social Media Graphics

Infographics

Marketing Creatives

Logo Design

Presentation Design

Short Videos

AI TOOLS

CANVA MAGIC DESIGN

ADOBE EXPRESS AI

MICROSOFT DESIGNER

LEONARDO AI

IDEOGRAM

PRACTICAL

DESIGN COMPLETE MARKETING CREATIVES

CREATE AI-GENERATED PROMOTIONAL VIDEOS

08 VIDEO MARKETING WITH AI

YouTube Marketing

Video SEO

Video Editing

Shorts & Reels Strategy

Video Scripts

Thumbnail Design

AI TOOLS

CAPCUT AI

INVIDEO AI

PICTORY

SYNTHESIA

RUNWAY

VEED

PRACTICAL

AI-GENERATED PROMOTIONAL VIDEO

YOUTUBE OPTIMIZATION

09 SEARCH ENGINE MARKETING (SEM)

Google Ads

Display Ads

Performance Max

Keyword Planning

Search Ads

Shopping Ads

YouTube Ads

Bid Strategies

AI TOOLS

GOOGLE ADS AI

GOOGLE KEYWORD PLANNER

CHATGPT

OPTMYZR

PRACTICAL

LAUNCH GOOGLE ADS CAMPAIGN

10 SOCIAL MEDIA ADVERTISING

Facebook Ads

LinkedIn Ads

Audience Targeting

A/B Testing

Instagram Ads

YouTube Ads

Remarketing

PRACTICAL

CREATE AND OPTIMIZE AD CAMPAIGNS

AI-ASSISTED AD COPY GENERATION

11 EMAIL MARKETING & AUTOMATION

Email Funnels

Segmentation

Automation Workflows

Lead Nurturing

Personalization

Drip Campaigns

AI TOOLS

MAILCHIMP

BREVO

HUBSPOT

ACTIVECAMPAIGN

CHATGPT

PRACTICAL

BUILD AUTOMATED EMAIL SEQUENCES

12 MARKETING AUTOMATION

CRM Integration

Lead Scoring

AI Customer Support

Workflow Automation

Chatbots

WhatsApp Automation

TOOLS

ZAPIER

MAKE

N8N

HUBSPOT

ZOHO CRM

PRACTICAL

CREATE AUTOMATED MARKETING WORKFLOWS

13 ANALYTICS & PERFORMANCE TRACKING

Google Analytics 4 (GA4)

Google Search Console

Looker Studio

Heatmaps

Conversion Tracking

Attribution Models

AI TOOLS

GA4 INSIGHTS

LOOKER STUDIO AI FEATURES

CHATGPT FOR DATA ANALYSIS

PRACTICAL

BUILD MARKETING DASHBOARDS

CAMPAIGN PERFORMANCE REPORTING

14 E-COMMERCE MARKETING

Shopify Marketing

WooCommerce

Product Listings

Marketplace Marketing

Conversion Optimization

Customer Retention

AI TOOLS

SHOPIFY MAGIC

CHATGPT

CANVA

KLAVIYO

PRACTICAL

LAUNCH AN AI-POWERED ONLINE STORE CAMPAIGN

15 INFLUENCER & AFFILIATE MARKETING

Influencer Research

Campaign Planning

Affiliate Marketing Models

Tracking & ROI

AI Influencer Discovery

AI TOOLS

UPFLUENCE

HEEPSY

ASPIRE

CHATGPT

16 AI-POWERED PERSONAL BRANDING

LinkedIn Branding

Portfolio Development

Resume Optimization

Thought Leadership

Personal Website

AI Portfolio Creation

PRACTICAL

BUILD A PROFESSIONAL PERSONAL BRAND

17 FREELANCING & AGENCY MANAGEMENT

Client Acquisition

Pricing Strategies

Reporting

Scaling a Digital Agency

Proposal Writing

Contracts

Team Collaboration

AI TOOLS

NOTION AI

CLICKUP AI

TRELLO

ASANA AI

18 CAPSTONE PROJECTS

Participants will complete real-world projects such as:

Complete Brand Launch Strategy

Google Ads & Meta Ads Campaign

Social Media Automation System

YouTube Growth Strategy

Marketing Agency Portfolio

AI-powered SEO Campaign

E-commerce Marketing Campaign

AI Content Marketing Plan

Lead Generation Funnel

AI Marketing Dashboard

04 ASSESSMENT & CERTIFICATION

Module assignments and labs	25%
Mini projects	20%
Internal assessments	15%
Capstone project and review	40%

CERTIFICATION

Learners who complete all modules, submit the capstone project and clear the final review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio and GitHub profile, and interview preparation is included in the final week.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

DIGITAL MARKETING EXECUTIVE

SEO SPECIALIST

PERFORMANCE MARKETING ANALYST

CONTENT MARKETER

SOCIAL MEDIA MANAGER

MARKETING AUTOMATION SPECIALIST

E-COMMERCE MARKETER

FREELANCE DIGITAL MARKETER

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