Course Goal: To provide a comprehensive overview of digital marketing strategies and tactics, with a strong emphasis on leveraging AI tools and techniques for enhanced efficiency and effectiveness.

Target Audience: Marketing professionals, business owners, entrepreneurs, students, and anyone looking to understand and implement digital marketing strategies with AI.

Prerequisites: Basic understanding of marketing concepts and internet usage.

Tools & Platforms: Google Marketing Platform (Google Ads, Google Analytics), Social Media Platforms (Facebook, Instagram, LinkedIn, potentially local platforms), Email Marketing Platforms (Mailchimp, HubSpot), SEO tools (Google Search Console, SEMrush - introductory level), and various AI-powered marketing tools (conceptual introduction and demos where possible).

Day 1: Foundations of Digital Marketing and the AI Landscape (1.5 Hours)

(0-20 minutes) Introduction to Digital Marketing:

- What is Digital Marketing? Its importance and evolution.
- Key digital marketing channels: Search Engine Optimization (SEO), Search Engine Marketing (SEM/PPC), Social Media Marketing (SMM), Content Marketing, Email Marketing, Affiliate Marketing.
- Understanding the customer journey and digital touchpoints.
- Overview of the digital marketing landscape in India, with specific mentions of trends in Hyderabad.

(20-50 minutes) Introduction to Artificial Intelligence in Marketing:

- What is AI? Key concepts like Machine Learning, Natural Language Processing (NLP), Computer Vision.
- How AI is transforming digital marketing: Personalization, Automation, Prediction, Content Creation, Analytics.
- Examples of AI applications in various digital marketing channels.

(50-90 minutes) Setting Digital Marketing Goals and KPIs:

- Defining SMART goals for digital marketing campaigns.
- Key Performance Indicators (KPIs) for different channels (e.g., website traffic, conversion rates, engagement, ROI).
- Understanding the role of data and analytics in measuring success.

Day 2: Search Engine Optimization (SEO) Fundamentals and AI for SEO (1.5 Hours)

(0-30 minutes) SEO Basics:

- How search engines work (crawling, indexing, ranking).
- Keyword research: Identifying relevant keywords for your target audience.
- On-page optimization: Optimizing website content and structure.
- Off-page optimization: Building authority and backlinks.

(30-60 minutes) Technical SEO:

- Website architecture and navigation.
- Mobile-friendliness and website speed.
- XML sitemaps and robots.txt.
- Importance of user experience (UX) for SEO.

(60-90 minutes) AI in SEO:

- AI-powered keyword research tools for identifying long-tail keywords and trends.
- AI for content optimization: Suggestions for improving readability and relevance.
- AI tools for technical SEO audits and identifying issues.
- Predictive SEO analytics: Forecasting keyword rankings and traffic.

Day 3: Search Engine Marketing (SEM) with Google Ads and AI Automation (1.5 Hours)

(0-30 minutes) Introduction to Google Ads (PPC):

- Understanding the Google Ads auction process.
- Campaign structure: Account, Campaigns, Ad Groups, Keywords, Ads.
- Different types of Google Ads campaigns (Search, Display, Video, Shopping, App).

(30-60 minutes) Keyword Planning and Ad Creation:

- In-depth keyword research using Google Keyword Planner.
- Writing effective and compelling ad copy.
- Understanding Quality Score and its impact.
- Ad extensions and their benefits.

(60-90 minutes) AI-Powered Automation in Google Ads:

- Smart Bidding strategies: Target CPA, Target ROAS, Maximize Conversions, etc.
- Responsive Search Ads (RSAs) and Dynamic Search Ads (DSAs).
- Audience targeting powered by AI (Lookalike Audiences, Similar Segments).
- Performance Planner for forecasting and budget allocation.

Day 4: Social Media Marketing and AI-Driven Engagement (1.5 Hours)

(0-30 minutes) Social Media Marketing Strategy:

- Identifying target audiences on different social media platforms (Facebook, Instagram, Twitter, LinkedIn - and relevant local platforms).
- Developing content pillars and a content calendar.
- Understanding engagement metrics and their importance.

(30-60 minutes) Content Creation and Scheduling:

- Creating visually appealing and engaging content (text, images, videos).
- Utilizing social media management tools for scheduling and posting.
- Understanding platform-specific best practices.

(60-90 minutes) AI in Social Media Marketing:

- AI-powered content creation tools for generating captions and ideas.
- AI for audience segmentation and targeting.
- Chatbots for automated customer service and engagement.
- Sentiment analysis of social media mentions.
- AI tools for predicting trending topics and optimizing posting times.

Day 5: Content Marketing and AI for Content Creation & Personalization (1.5 Hours)

(0-30 minutes) Content Marketing Strategy:

- Defining target audience personas and their information needs.
- Creating valuable and relevant content (blog posts, articles, videos, infographics, etc.).
- Content distribution and promotion strategies.
- Measuring content marketing ROI.

(30-60 minutes) Content Creation Workflow:

- Brainstorming content ideas and keyword integration.
- Writing compelling and SEO-friendly content.
- Designing visuals and multimedia elements.

(60-90 minutes) AI in Content Marketing:

- AI writing assistants for generating initial drafts and improving content quality.
- AI tools for content optimization and SEO analysis.
- AI-powered content personalization based on user behavior.
- Recommendation engines for suggesting relevant content.

Day 6: Email Marketing and AI-Powered Personalization & Automation (1.5 Hours)

(0-30 minutes) Email Marketing Fundamentals:

- Building and segmenting email lists.
- Designing effective email templates.
- Writing compelling email copy.
- Understanding email deliverability and compliance.

(30-60 minutes) Email Marketing Automation:

- Setting up automated email sequences (welcome series, lead nurturing, abandoned cart emails).
- Trigger-based email marketing.
- A/B testing email elements for optimization.

(60-90 minutes) AI in Email Marketing:

- AI for email personalization: Dynamic content based on user data.
- AI-powered subject line optimization for higher open rates.
- Smart segmentation based on predicted behavior.
- AI tools for predicting optimal send times.
- Chatbots integrated with email for customer support.

Day 7: Data Analytics, Reporting, and the Future of AI in Digital Marketing (1.5 Hours)

(0-30 minutes) Digital Marketing Analytics:

- Introduction to Google Analytics and other analytics platforms.
- Tracking key metrics and understanding user behavior.
- Setting up conversion tracking.

(30-60 minutes) Reporting and Insights:

- Creating insightful reports to measure campaign performance.
- Identifying trends and areas for improvement.
- Communicating data-driven insights to stakeholders.

(60-90 minutes) The Future of AI in Digital Marketing:

- Emerging AI technologies and their potential impact on digital marketing.
- Ethical considerations of using AI in marketing (privacy, bias).
- The evolving role of the digital marketer in an AI-driven landscape.
- Resources for staying updated on AI and digital marketing trends in India and globally.
- Q&A and course conclusion.