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AI-Powered Digital Marketing

From Learner to Digital Entrepreneur

JOIN OUR
TEAM

100% Placement
Job Guarantor

100%

JOB GUARRANTER



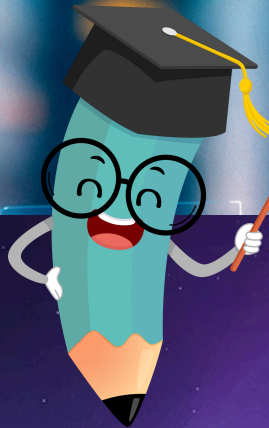
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DON'T LOSE

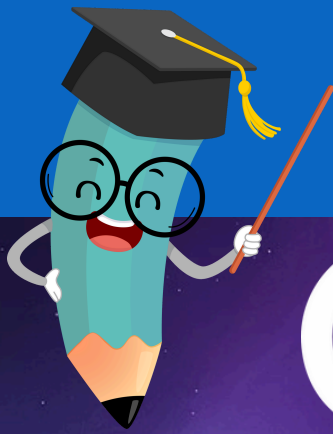
Focus



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Welcome to
CREATO
SCHOOL OF
LEARNING
Where digital
Marketing meets

AI innovation to create
tomorrow's marketing
leaders.



DIGITAL MARKETING



SEO

Search Engine Optimization

SMM

Social Media Marketing



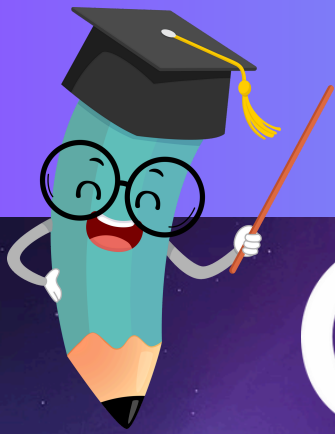
SDO

Search Engine Optimization



Advertising





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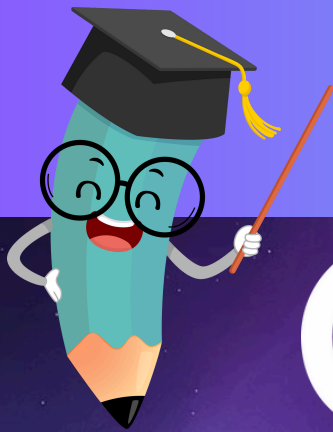


Entrepreneurship Program

AI-Powered Digital Marketing

AI innovation to create
tomorrow's marketing
leaders.





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1. AI BASED DIGITAL MARKETING
2. E-COMMERCE MARKETING
3. PERFORMANCE MARKETING
4. AUTOMATION AND - AI





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Your Learning Journey

Format

24 Weeks (6 Months)

Mode

Online/Offline / Hybrid

Weekly Commitment

6-8 Hours (Theory + Practice)

Outcome

Job-ready digital marketing specialist with AI proficiency + Portfolio Project





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Outcome & Target

This comprehensive course uniquely blends traditional digital marketing strategies with cutting-edge AI tools and techniques.

Designed to equip you with the skills needed for today's dynamic market, it prepares students to innovate and lead in the modern marketing landscape.



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Detailed Topic Explanations

Deep dive into every concept with expert guidance



Why It's Important

Understand real-world relevance and impact



AI Tools Used

Master cutting-edge technology platforms



Practical Assignments

Build deliverables that show case your skills



Real-World Applications

Apply learning to actual business scenarios



1

MONTH



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- Introduction to Digital Marketing: channels, inbound vs outbound, SEO/SEM/SMM
- Marketing Funnel & Buyer Journey (AIDA model)
- AI in Marketing: trends, case studies (Netflix, Google, Amazon)
- SEO Basics: on-page, off-page, technical optimization
- Website Creation & Conversion: landing pages, CTAs, tracking

Practical Work

Buyer Persona

Create using HubSpot AI

Landing Page

Build for a product

SEO Report

Generate optimization insights

ChatGPT, Jasper AI, Google Analytics, HubSpot, SEMrush, Google Keyword Planner



Foundations of Digital Marketing & AI Basics

2

MONTH



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Content Creation, Branding & AI- Driven Copywriting



Content Marketing Strategy

Plan blogs, social posts, emails
with 30 - day calendars

AI Copywriting & Visuals

Generate ad copy, headlines,
infographics with AI

Video Marketing & Editing

Create Reels , Shorts,
TikTok with AI-assisted
editing

Branding & Storytelling

Develop brand voice, tone, and
visual identity with AI

AI Tools: Trello, Notion, ChatGPT,
Copy.ai, Canva AI, Pictory, InVideo,
MidJourney, Runway ML

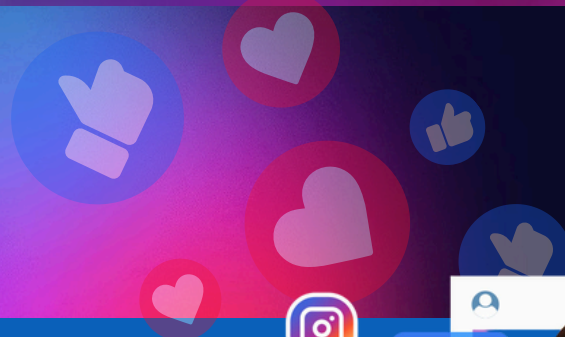


Outcome: Create and manage branded content across platforms using AI tools

MONTH



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Choose platforms, growth tactics , AI-based planning

Automate posts, analyze audience emotions with AI

Find niche influencers ,build collaborations using AI

Facebook, Instagram, LinkedIn Ads with AI targeting

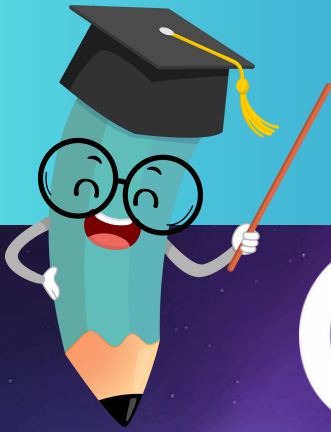
Buffer, Hootsuite, Sprout Social,
Brandwatch, BuzzSumo, Heepsy,
Meta Ads Manager

- Build social media growth plan
- Analyze campaign sentiment
- Identify niche influencers
- Run demo paid ad campaign

Social Media Marketing with AI

4

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1

Advanced SEO

Back link strategy, site audits, competitor analysis, voice SEO

2

Google Ads with AI

Smart Bidding , Responsive Ads, Performance Max campaigns

3

Programmatic Advertising

Display & Native Ads with AI-automated bidding

4

AI-Powered Analytics

Campaign performance analysis and predictive forecasting



AI Tools

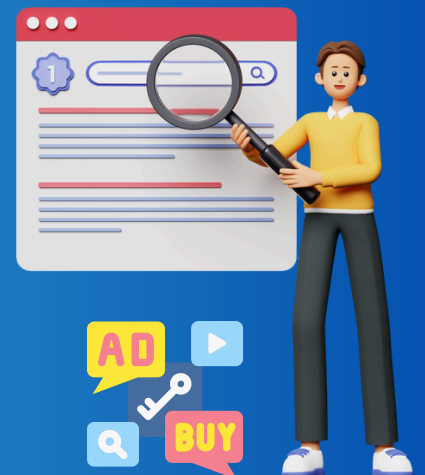
Ahrefs, SEMrush, Google Ads AI, DV360, Taboola, Google Analytics 4

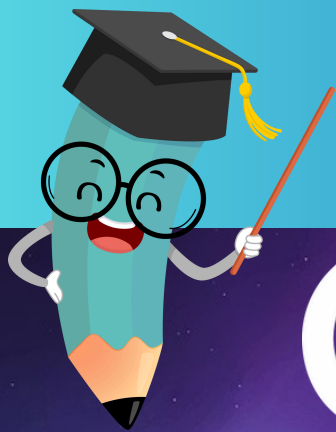
Practical Deliverables

- Competitor SEO analysis report
- Google PPC ad campaign setup
- Programmatic campaign outline
- Performance analysis dashboard



SEO, SEM & AI-Driven Advertising





5

Month

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Marketing Automation & Data-Driven Campaigns

Email Marketing Automation

Drip campaigns, behavioural triggers, AI subject line personalization

CRM Integration

AI customer journey mapping, automated follow-ups, retention strategies

AI Predictive Analytics

Forecast ROI, churn analysis, lifetime value prediction

A/B Testing & Optimization

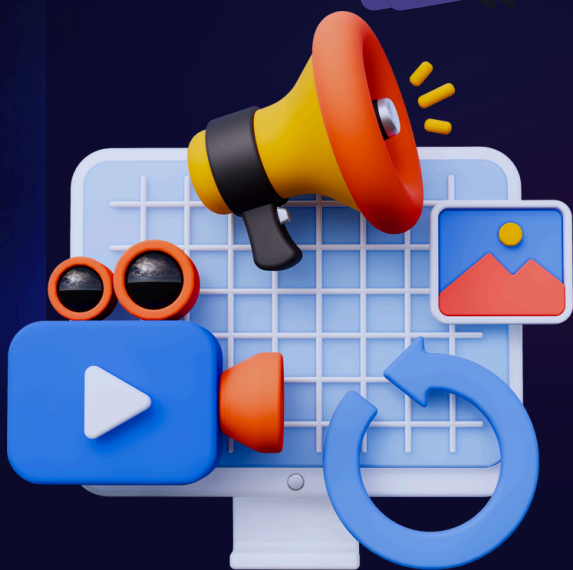
Multi-variant testing with AI-powered suggestions

AI Tools

Mailchimp, Active Campaign,
HubSpot CRM, Salesforce Einstein,
IBM Watson, Tableau, Optimizely

Practical Work

Create 3-step email workflow
Design customer journey map
Predict campaign ROI using AI
Conduct A/B test on ad creatives



6

Month



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Capstone Project, Certifications & Career Prep

01

Capstone Project Planning

Design and run a real client campaign using AI tools

02

Results Analysis & Reporting

Present campaign performance with KPIs, ROI, AI-driven dashboards

03

Portfolio Building

Create case studies, LinkedIn branding, personal website/portfolio

04

Career Preparation

Resume building with industry keywords, interview prep with real scenarios



❑ **Graduate Job-Ready:** Complete with certifications (Google, HubSpot, Meta, ChatGPT Badge), live project portfolio, and professional profile

AI Tools: Google Analytics 4, HubSpot, Tableau AI, ChatGPT, Canva AI





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Mastery & Certifications

Complete expertise in Digital Marketing + AI Tools with Google Analytics, Google Ads, HubSpot, Meta, and AI certifications



Hands-On Portfolio

Real projects in SEO, Social Media, Paid Ads, Analytics, and Marketing Automation



Placement-Ready Profile

Professional portfolio, optimized resume, and LinkedIn profile for immediate job opportunities

Career Paths Unlocked

**Digital
Marketing
Specialist**

**AI Marketing
Analyst**

**Performance
Marketer**

**Marketing
Automation
Expert**



Key Final Outcomes



3 Months ka Real Ad Budget



Ready to Transform Your Future?



Expert-Led Curriculum



AI-Powered Tools



Career-Ready Skills

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[Contact Us](#)



Mastery of Digital Marketing +
AI Tools



Hands-on project portfolio
(SEO, Social, Ads, Analytics, Automation)



Industry Certifications
Google Analytics, Google Ads, HubSpot,
Meta, AI Tools



Placement-ready
with portfolio, resume & LinkedIn profile



Diverse Career Paths
Digital Marketing Specialist, AI Marketing
Analyst, Performance Marketer, Marketing
Automation Expert



Join **CREATOSCHOOL OF LEARNING**
and equip yourself with the skill set in the
dynamic world of digital marketing and AI.



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