

# COMPLETE DIGITAL MARKETING WITH AI COURSE CURRICULUM

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By Adwen Plus | Swapna Kumar | 20+ Years of Experience

Serving Clients across India, UK, USA & Vietnam

30 Weeks | 12 Modules | 100% AI-Integrated | Practical-First Approach

<b>12</b> Modules	<b>30</b> Weeks	<b>50+</b> AI Tools	<b>100%</b> Practical
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## COURSE OVERVIEW

This course is specifically designed for the Indian digital marketing landscape, where AI is now deeply integrated into every marketing function. This is not a theory-heavy program - every module includes hands-on projects using real AI tools, live campaigns, and practical assignments that prepare you for the real world.

AI is not treated as a separate add-on module. Instead, AI is woven into every single topic - from SEO and content creation to advertising, analytics, and automation. You will learn how to work with AI, not be replaced by it.

### Who is this Course For?

Target Audience	Key Benefit
<b>Working Professionals</b>	Career switchers or those looking to upskill with AI-integrated marketing capabilities
<b>Fresh Graduates &amp; Students</b>	Launch a high-demand career in digital marketing with modern AI skills from day one
<b>Business Owners &amp; Entrepreneurs</b>	Learn to grow your business online using AI-powered strategies and tools
<b>Freelancers</b>	Build high-value AI skills to attract better clients and charge premium rates
<b>Agency Owners &amp; Team Leads</b>	Upgrade your team's capabilities and add AI-powered services to your offerings

### Our AI Integration Philosophy

AI is not a chapter - it is the backbone of this entire curriculum. Here is how it works:

- In the SEO module, you learn AI-powered keyword clustering and Generative Engine Optimization (GEO)
- In the Content module, you master an AI-assisted writing workflow while preserving brand voice
- In the Ads module, you use AI for smart bidding, creative generation, and budget optimization
- In the Analytics module, you extract predictive insights from data using AI
- In the Automation module, you build AI agents that manage entire marketing pipelines

**Core Principle: AI = Speed + Scale. Humans = Strategy + Creativity + Brand Voice.**

## DETAILED MODULE BREAKDOWN

### MODULE 1: Digital Marketing Foundations + AI Landscape

Duration: Week 1-2

#### Topics Covered:

- ▶ The Digital Marketing Ecosystem in 2026 - What Has Changed and Why
- ▶ Customer Journey Mapping (Awareness → Conversion → Retention)
- ▶ The Role of AI in Marketing - Prediction, Creation, Automation, and Agents
- ▶ Marketing Funnel: TOFU, MOFU, BOFU with AI Touchpoints
- ▶ India's Digital Landscape - 900M+ Users, Tier 2/3 Growth, Regional Languages
- ▶ AI Tools Overview: ChatGPT, Claude, Gemini, Perplexity, Midjourney
- ▶ Understanding Consumer Psychology in the Age of AI
- ▶ Setting Up Your Digital Marketing Toolkit from Day One

**Tools & Platforms:** ChatGPT, Claude, Gemini, Google Trends, SimilarWeb, Statista

**AI Angle:** Use AI for instant market research, competitor analysis, and audience persona creation - tasks that used to take days, done in minutes.

### MODULE 2: AI-Powered SEO (Search Engine Optimization)

Duration: Week 3-5

#### Topics Covered:

- SEO Fundamentals 2026 - On-Page, Off-Page, and Technical SEO
- AI Keyword Research - Semantic Clustering and Intent Mapping
- GEO (Generative Engine Optimization) - How to Get Visible in AI-Powered Search
- AEO (Answer Engine Optimization) - Featured Snippets and Zero-Click SEO
- E-E-A-T Framework - Experience, Expertise, Authority, and Trustworthiness
- Local SEO + Google Business Profile Optimization
- Voice Search SEO - Optimization for Hindi, Tamil, Bengali, and Regional Languages
- AI Content Briefs, Topical Authority Maps, and Internal Linking Strategy
- Technical SEO: Core Web Vitals, Schema Markup, and Crawl Optimization
- RAG-Aware Content Structuring - Making Content AI-Readable

**Tools & Platforms:** Ahrefs, SEMrush, SurferSEO, Screaming Frog, Google Search Console, ChatGPT, Claude, RankMath AI

**AI Angle:** Build topical authority with AI, automate content clustering, and run competitor gap analysis in minutes instead of days.



## MODULE 3: AI Content Marketing & Copywriting

Duration: Week 6-8

### Topics Covered:

- ▶ Content Strategy 2026 - Pillar Pages, Topic Clusters, and Content Calendars
- ▶ The AI Content Workflow: Brief → AI Draft → Human Edit → Brand Voice → Publish → Refresh
- ▶ Prompt Engineering for Marketers - Better Prompts = Better Outputs
- ▶ Copywriting Frameworks: AIDA, PAS, FAB, and Storytelling with AI Assistance
- ▶ Blog Writing, Landing Pages, and Email Copy - AI-Assisted but Human-Led
- ▶ Regional and Vernacular Content - Creating Hindi/Hinglish Content at Scale
- ▶ AI Image and Visual Generation: Midjourney, DALL-E, Canva AI
- ▶ Content Repurposing - Turn 1 Blog Post into 10+ Content Pieces Using AI
- ▶ Maintaining Authenticity - Avoiding AI-Sounding Generic Content

**Tools & Platforms:** ChatGPT, Claude, Jasper, SurferSEO, Canva AI, Midjourney, DALL-E, Grammarly, Hemingway

**AI Angle:** Achieve 10x content production without losing authenticity. Train AI to match your brand voice and create content that sounds human, not robotic.

## MODULE 4: Social Media Marketing with AI

Duration: Week 9-11

### Topics Covered:

- ▶ Platform Strategy 2026: Instagram, YouTube, LinkedIn, WhatsApp, and X (Twitter)
- ▶ Short-Form Video Marketing - Reels, Shorts, and Scaled Video Creation
- ▶ AI-Powered Content Calendars and Automated Scheduling
- ▶ Community Building - WhatsApp Groups, Discord, and Facebook Groups
- ▶ Influencer Marketing + AI - Creator Discovery, Fake Follower Detection, ROI Tracking
- ▶ Social Commerce - Instagram Shops, WhatsApp Business
- ▶ Engagement Automation - AI Chatbots, Auto-Responses, and Comment Management
- ▶ Social Listening and Sentiment Analysis with AI Tools
- ▶ Hashtag Strategy, Viral Content Patterns, and Trend Hijacking
- ▶ Building a Video-First Marketing Stack for the Indian Market

**Tools & Platforms:** Meta Business Suite, Hootsuite, Buffer, Canva, CapCut, ChatGPT, Brandwatch, ManyChat

**AI Angle:** Use AI to predict trends, generate content variations at scale, identify optimal posting times, and detect fake influencer metrics before you spend a single rupee.

## MODULE 5: Performance Marketing & AI-Powered Advertising

Duration: Week 12-14

### Topics Covered:

- ▶ Google Ads 2026 - Search, Display, Shopping, and Performance Max (PMax) Campaigns
- ▶ Meta Ads (Facebook + Instagram) - Advantage+ AI-Driven Campaigns
- ▶ YouTube Ads - In-Stream, Shorts Ads, and AI-Optimized Bidding
- ▶ AI-Powered Bid Optimization and Smart Bidding Strategies
- ▶ Ad Creative Generation with AI - Copy, Images, and Rapid Variations
- ▶ A/B Testing at Scale - Test 50+ Variations Simultaneously Using AI
- ▶ Retargeting and Lookalike Audiences with AI Precision
- ▶ Budget Allocation - AI Predictive Budgeting Across Platforms
- ▶ LinkedIn Ads for B2B - Lead Generation and Thought Leadership Campaigns
- ▶ Measuring ROAS, CPA, and Full-Funnel Attribution

**Tools & Platforms:** Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, ChatGPT, AdCreative.ai, Google Keyword Planner

**AI Angle:** Let AI generate ad copy, optimize bidding in real time, and maximize ROAS. Manual campaign tweaking is becoming obsolete - learn to train AI systems instead.

## MODULE 6: Email Marketing & AI-Powered Automation

Duration: Week 15-16

### Topics Covered:

- ▶ Email Marketing Strategy 2026 - List Building, Segmentation, and Deliverability
- ▶ AI-Powered Email Copywriting - Subject Lines, Body Content, and CTAs
- ▶ Marketing Automation Workflows - Welcome Series, Nurture Sequences, and Win-Back Campaigns
- ▶ Hyper-Personalization at Scale - Dynamic Content Based on User Behavior
- ▶ Lead Scoring with AI - Automatically Identify and Prioritize Hot Leads
- ▶ WhatsApp Marketing Automation - India's #1 Communication Channel
- ▶ Deliverability Optimization - Avoiding Spam Filters and Improving Open Rates
- ▶ AI-Powered A/B Testing for Subject Lines, Content, and Send Times

**Tools & Platforms:** Mailchimp, ConvertKit, ActiveCampaign, WhatsApp Business API, ChatGPT, Zapier

**AI Angle:** Build personalized email journeys unique to every customer - impossible manually, effortless with AI. Automate WhatsApp flows for the Indian market.

## MODULE 7: Data Analytics & AI-Driven Insights

Duration: Week 17-19

### Topics Covered:

- ▶ Google Analytics 4 (GA4) - Events, Conversions, and User Journey Tracking
- ▶ Dashboard Building with Looker Studio (Google Data Studio)
- ▶ AI-Powered Analytics - Predictive Insights and Anomaly Detection
- ▶ Attribution Modeling - Understanding Which Channels Actually Drive Results
- ▶ Customer Lifetime Value (CLV) Prediction Using AI
- ▶ Heatmaps and User Behavior Analysis with Microsoft Clarity
- ▶ ROI Tracking and Client-Ready Reporting
- ▶ Data Privacy Compliance - India's DPDP Act and Consent Management
- ▶ Making Data-Driven Decisions - From Raw Numbers to Actionable Strategy

**Tools & Platforms:** GA4, Looker Studio, Microsoft Clarity, Hotjar, ChatGPT (for data analysis), Supermetrics

**AI Angle:** Convert raw data into actionable insights instantly. AI turns hours of manual analysis into clear, presentation-ready reports in minutes.

## MODULE 8: Website & Landing Page Optimization with AI

Duration: Week 20-21

### Topics Covered:

- ▶ WordPress Essentials - Setup, Themes, and Must-Have Plugins
- ▶ Landing Page Design Principles - Conversion-Focused Architecture
- ▶ AI-Powered Website Builders - Rapid Deployment and Testing
- ▶ CRO (Conversion Rate Optimization) - A/B Testing and UX Improvements
- ▶ AI Chatbots for Websites - Lead Capture and 24/7 Customer Support
- ▶ Page Speed Optimization - Fixing Core Web Vitals Issues
- ▶ Mobile-First Design - Essential for India's 95%+ Mobile User Base
- ▶ Lead Magnet Strategy - Creating High-Converting Opt-In Offers

**Tools & Platforms:** WordPress, Elementor, Unbounce, Google PageSpeed Insights, ChatGPT, Tidio, Intercom

**AI Angle:** Use AI to generate landing page variations, set up intelligent chatbots, and get instant CRO recommendations based on user behavior data.

## MODULE 9: AI Agents & Advanced Marketing Automation

Duration: Week 22-23

### Topics Covered:

- ▶ Marketing Automation 2026 - Beyond Basic Autoresponders
- ▶ AI Agents - What They Are, How They Work, and Their Role in Marketing
- ▶ Workflow Automation with Zapier, Make.com, and N8N
- ▶ CRM Integration - HubSpot and Zoho CRM with AI-Powered Features
- ▶ Customer Journey Automation - End-to-End Pipeline Management
- ▶ Chatbot Development - Building AI-Powered Sales and Support Bots
- ▶ Predictive Lead Routing - AI Decides the Best Follow-Up Action
- ▶ Building Custom AI Workflows for Repetitive Marketing Tasks

**Tools & Platforms:** Zapier, Make.com, N8N, HubSpot, Zoho CRM, ManyChat, ChatGPT API

**AI Angle:** Deploy AI agents that manage entire marketing pipelines - from lead capture to conversion - with minimal human intervention.

## MODULE 10: E-Commerce & Quick Commerce Marketing

Duration: Week 24-25

### Topics Covered:

- ▶ E-Commerce Marketing Strategy - D2C vs. Marketplace Models
- ▶ Product Feed Optimization - Google Shopping and Meta Catalog
- ▶ Quick Commerce Advertising - Running Ads on Blinkit, Zepto, and Swiggy Instamart
- ▶ Social Commerce - Selling Directly Through Instagram and WhatsApp
- ▶ Livestream Commerce - A Rapidly Growing Trend in India
- ▶ AI-Powered Product Recommendations and Dynamic Pricing
- ▶ Review and Reputation Management Using AI
- ▶ Building a D2C Brand Strategy from Scratch

**Tools & Platforms:** Shopify, WooCommerce, Google Merchant Center, Meta Commerce Manager, ChatGPT

**AI Angle:** Use AI to generate product descriptions, create ad creatives at scale, and implement dynamic pricing strategies that respond to market conditions in real time.

## MODULE 11: Personal Branding & Freelancing with AI

Duration: Week 26-27

### Topics Covered:

- ▶ Personal Brand Building - LinkedIn, Instagram, and YouTube Strategy
- ▶ Thought Leadership Content Strategy Powered by AI
- ▶ Portfolio Building - Showcasing Case Studies and Client Results
- ▶ Freelancing Setup - Pricing Models, Proposal Writing, and Client Management
- ▶ AI Tools for Freelancers - Automated Proposals, Invoicing, and Reporting
- ▶ Agency Building Fundamentals - Team Structure, SOPs, and Scaling
- ▶ Networking and Lead Generation for Your Own Business
- ▶ Setting Client Expectations - Why 6-12 Month Commitments Matter for Results

**Tools & Platforms:** LinkedIn, Canva, Notion, ChatGPT, Claude, Calendly, FreshBooks

**AI Angle:** Use AI to create personal brand content 10x faster, generate winning proposals, automate client reporting, and scale your freelance business or agency.

## MODULE 12: Capstone Project + Live Campaign Execution

Duration: Week 28-30

### Topics Covered:

- ▶ Build a Complete Digital Marketing Strategy for a Real Client or Business
- ▶ SEO Audit + Content Strategy Using AI Tools
- ▶ Ad Campaign Setup, Launch, and Optimization with AI
- ▶ Analytics Dashboard Build - GA4 + Looker Studio
- ▶ Presentation and Defense - Present Your Results to a Panel
- ▶ Create Your Personal AI Marketing Playbook for 2026 and Beyond
- ▶ Peer Review and Feedback Sessions
- ▶ Certificate of Completion and Next Steps

**Tools & Platforms:** All tools from previous modules - integrated into a real-world project

**AI Angle:** Execute a complete AI-integrated marketing campaign from strategy to results, building a portfolio piece that demonstrates real-world competence.

## AI TOOLS MASTER LIST

A comprehensive list of all AI and marketing tools covered throughout the course:

Category	Tools Covered
AI Assistants	ChatGPT, Claude, Gemini, Perplexity
SEO	Ahrefs, SEMrush, SurferSEO, Screaming Frog, Google Search Console, RankMath AI
Content & Copywriting	ChatGPT, Claude, Jasper, Grammarly, Hemingway Editor
Visual & Design	Canva AI, Midjourney, DALL-E, Adobe Firefly, CapCut
Social Media	Meta Business Suite, Hootsuite, Buffer, Brandwatch, ManyChat
Paid Advertising	Google Ads, Meta Ads Manager, LinkedIn Ads, AdCreative.ai
Email & WhatsApp	Mailchimp, ConvertKit, ActiveCampaign, WhatsApp Business API
Analytics & Data	GA4, Looker Studio, Microsoft Clarity, Hotjar, Supermetrics
Automation & CRM	Zapier, Make.com, N8N, HubSpot, Zoho CRM
Website & CRO	WordPress, Elementor, Unbounce, Tidio, Intercom, Google PageSpeed

## WHAT MAKES THIS COURSE DIFFERENT?

### ✓ 20+ Years of Real-World Experience

Learn from actual client campaigns across India, UK, and Vietnam - not recycled theory from textbooks.

### ✓ AI Integrated Into Every Module

AI is not a standalone chapter. It is embedded into every topic, every tool, and every assignment throughout the course.

### ✓ India-Specific & Market-Relevant

Tier 2/3 city strategies, regional language optimization, WhatsApp marketing, UPI-based commerce - designed for how India actually works.

### ✓ Practical-First Methodology

Every module includes live projects, real tool demonstrations, and hands-on assignments. No passive video watching.

### ✓ Honest, No-Hype Approach

We set realistic expectations. SEO and digital marketing require 6-12 months of consistent effort. This course builds that mindset from day one.

### ✓ Updated for 2026 Trends

GEO, AEO, AI Agents, Quick Commerce advertising, DPDP Act compliance - all the latest developments are covered.

### ✓ Freelancing & Agency Building Track

Not just job preparation. Learn to build your own freelance practice or agency with AI-powered workflows.

### ✓ 93-94% Long-Term Client Success Rate

The same approach that delivers results for our consulting clients is built into this curriculum.

## SUGGESTED PRICING FRAMEWORK

Plan	Duration	Price Range	What's Included
Live Batch (Group)	30 Weeks	₹45,000	Live classes, Q&A sessions, assignments, and certificate
1-on-1 Mentorship	30 Weeks	₹60,000	Personal mentoring, custom projects, and placement assistance

Note: Pricing should be adjusted based on market research and target audience. Most competitors in the Indian market price between ₹45,000 and ₹1,00,000 for comparable programs.

## LEARNING OUTCOMES

By the end of this 30-week program, learners will be able to:

- Plan and execute a complete digital marketing strategy using AI tools across all channels
- Conduct AI-powered SEO audits and build content strategies optimized for both Google and AI search engines
- Create high-quality content at 10x speed using AI while maintaining brand voice and authenticity
- Run and optimize paid advertising campaigns on Google, Meta, YouTube, and LinkedIn with AI-powered bidding
- Build automated email and WhatsApp marketing workflows that personalize at scale
- Analyze campaign performance using GA4 and AI-driven analytics tools, turning data into actionable insights
- Set up marketing automation workflows and AI agents that reduce manual work by 60-80%
- Launch and manage e-commerce and social commerce campaigns for the Indian market
- Build a personal brand and freelance practice with AI-powered productivity tools
- Present a complete, real-world capstone project demonstrating end-to-end digital marketing competence

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