

ADWEN PLUS
FREE E-BOOK

AI Digital Marketing Basics — 2026 Guide

AI digital marketing kya hai, kyun zaroori hai, aur kaise start karein — sab kuch simple language me.

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Full Training Chahiye?

WhatsApp: +91 9988 712 738 — "DETAILS" likho



Chapter 1: AI Digital Marketing Kya Hai?

Simple language me samjho — AI digital marketing matlab AI tools (jaise ChatGPT, Claude, Perplexity) ka use karke marketing ke har kaam ko smarter, faster aur better banana.

Pehle kya hota tha vs Ab kya hai:

Pehle (Traditional Digital Marketing)

Keywords manually dhundhte the. Content likhne me ghanton lagte the. Ads manually optimize karte the. Analytics samajhna mushkil tha. Har kaam me zyada time lagta tha.

Ab (AI-Powered Digital Marketing)

AI tools se keyword research minutes me. Content drafts AI se, human touch add karo. Ads AI automatically optimize karta hai. AI dashboards insights nikaal ke deta hai. 2 ghante me wo kaam jo pehle 2 din lagta tha.

Key Takeaway: AI ne digital marketing ko replace nahi kiya — supercharge kiya hai. Jo log AI samajhte hain wo zyada valuable hain.

Chapter 2: 7 AI Tools Jo Har Marketer Ko Aane Chahiye

1. ChatGPT

Content ideas, blog outlines, ad copy, email sequences — sab ke liye use hota hai. Seedha prompt do aur draft lo.

2. Claude

Long content analysis, detailed research, complex strategy planning. ChatGPT se zyada nuanced answers deta hai.

3. Perplexity

AI-powered search engine. Research karna ho toh Google se better results milte hain with sources.

4. Google AI Overviews

Google ab AI answers dikha raha hai search results me. Apni site ko yahan visible banana naya SEO hai.

5. SEMrush / Ahrefs

Keyword research, competitor analysis, backlink tracking. Ab AI features bhi add ho gaye hain inmein.

6. Canva AI

Social media graphics, video thumbnails, presentations — AI se design karo bina designer hire kiye.

7. Jasper / Copy.ai

Ad copy, landing pages, product descriptions — AI copywriting tools jo speed badha dete hain.

Chapter 3: AEO — Answer Engine Optimization

Ye 2026 ka sabse important concept hai jo zyada tar courses nahi padhate.

AEO kya hai?

Pehle log sirf Google pe search karte the. Ab ChatGPT pe poochte hain, Perplexity pe search karte hain, Google AI Overviews me answers padhte hain. AEO matlab — apne brand ko in AI answer engines me visible banana.

AEO Kyun Zaroori Hai:

Traffic Source Badal Raha Hai

Agar tumhari site sirf Google traditional results me rank karti hai lekin AI answers me nahi dikhti — toh tum future ka traffic miss kar rahe ho.

AEO Kaise Kaam Karta Hai:

1. Clear, structured content likho jo AI easily samajh sake
2. FAQ format use karo — AI engines Q&A; format prefer karte hain
3. Schema markup add karo apni site pe
4. Authoritative sources se backlinks lo
5. E-E-A-T signals strong rakho (Experience, Expertise, Authority, Trust)

Key Takeaway: SEO + AEO dono saath seekhna zaroori hai. Sirf SEO karna 2026 me incomplete hai.

Chapter 4: Career Paths — Kya Kya Kar Sakte Ho

AI digital marketing seekhne ke baad tumhare saamne ye raaste khulte hain:

SEO Specialist + AI

Websites ko Google aur AI search engines me rank karwana. Salary: 3-8 LPA (experience ke saath badhti hai).

Performance Marketer

Google Ads, Facebook Ads manage karna. AI se ads optimize karna. High demand role. Salary: 4-12 LPA.

Social Media Manager

Brands ka social media handle karna. AI content tools se speed badhao. Salary: 3-7 LPA.

Content Marketer + AI

Blog, video, email content strategy. AI se draft, human se polish. Salary: 3-8 LPA.

Freelancer / Consultant

Apne clients handle karo — remote work. Income: 50K-2L+/month depending on skills aur clients.

Business Owner — DIY Marketing

Apne business ka marketing khud samjho. Agencies pe depend mat raho. Cost savings + better results.

Seedhi Baat: Certificate se job nahi milti. Portfolio aur skills se milti hai. Wahi build karna seekho.

Chapter 5: Kaise Start Karein — Action Plan

Agar tumne ye e-book padhi hai toh tum already serious ho. Ab aage ka plan:

Week 1-2: Basics Samjho

Google kaise kaam karta hai, SEO basics, social media platforms ka overview. Free YouTube se bhi seekh sakte ho — lekin direction chahiye.

Month 1: Ek Skill Choose Karo

SEO, Ads, ya Social Media — ek pe focus karo pehle. Sab ek saath mat seekho. Depth > Breadth.

Month 2-3: AI Tools Seekho

ChatGPT, Claude, Perplexity ko apne chosen skill me use karna seekho. Practice karo — sirf dekhne se nahi aata.

Month 3+: Real Projects Karo

Apni site banao ya kisi small business ke liye free me kaam karo. Portfolio build karo — ye sabse important hai.

Ya phir structured training lo — time bachega, direction milegi, aur real projects pe kaam karoge:

AI Digital Marketing Training by Adwen Plus

8 Modules | AI Tools Hands-on | Real Projects | Small Batch

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adwenplus.com/ai-digital-marketing-training