

A Venture of Digitrix Infotech Pvt Ltd

Simplifying Successful Results

Digital Marketing with AI

Duration: 6 Weeks Fast-Track Training Program

 **Call / WhatsApp: 9041417268**

Best For: College students, freshers, non-technical background, career switchers

Goal:

Make students job-ready for modern digital marketing roles using AI tools + real-world execution

Why This Course is High-Demand

- AI is transforming digital marketing roles
- Companies prefer AI-skilled marketers
- High demand in Mohali/Chandigarh agency ecosystem
- Perfect for non-technical students
- Freelancing + content creation opportunities

Week 1 – Digital Marketing + AI Foundations

Focus: Understanding the digital ecosystem + AI transformation

What you learn:

- What is Digital Marketing?
- Customer journey & funnel
- Organic vs Paid marketing
- Introduction to AI in Marketing

- Overview of channels:
 - SEO
 - Social Media
 - Paid Ads
 - Email Marketing
- Real brand case studies (with AI usage)

AI Tools Introduced:

- ChatGPT for marketing
- AI content assistants

Practical:

- Create a digital marketing plan for a demo business using AI

★ Week 2 – SEO + AI Optimization

Focus: Ranking smarter with AI

What you learn:

- How Google works
- Keyword research (manual + AI tools)
- On-page SEO (Title, Meta, H1)
- Image SEO & internal linking
- Introduction to backlinks
- Google Search Console basics

AI Integration:

- AI keyword research
- AI content optimization

Practical:

- Optimize 1–2 web pages using AI
- Create keyword research sheet (AI-assisted)

★ Week 3 – Social Media Marketing + AI Content Creation

Focus: Instagram growth + AI-powered content

What you learn:

- Instagram & Facebook algorithms
- Content types (Reels, Posts, Stories)
- Content planning & calendars
- Caption writing & hashtag strategy
- Canva + AI design tools
- Meta Business Suite

AI Integration:

- AI captions, hooks & content ideas
- AI image & reel script generation

Practical:

- Create 10 posts (AI-assisted)
- 15-day content calendar using AI

★ Week 4 – Performance Marketing (Google Ads + Meta Ads + AI)

Focus: Running smarter ads with AI

What you learn:

- Google Ads overview
- Search campaign structure
- Keyword match types
- Ad copywriting
- Facebook & Instagram Ads
- Audience targeting

AI Integration:

- AI ad copy generation
- AI audience insights

Practical:

- Create a Google Search campaign (demo)
- Write 3–4 high-converting AI-assisted ad copies

★ Week 5 – Content, Email Marketing & Analytics with AI

Focus: Data-driven marketing

What you learn:

- Blog content writing
- Email marketing & newsletters
- Google Analytics basics
- UTM tracking
- Campaign performance analysis

AI Integration:

- AI blog writing
- AI email automation
- AI data insights

Practical:

- Write 1 SEO blog using AI
- Create 1 email campaign
- Build a basic analytics report

★ Week 6 – Strategy, Reporting & Career Prep (AI Edge)

Focus: Job readiness + freelancing

What you learn:

- Creating full digital marketing strategies
- SEO + SMM + Ads reporting
- Client communication
- Resume & LinkedIn optimization
- Interview preparation
- Freelancing + personal branding

AI Integration:

- AI resume building
- AI portfolio creation
- AI client proposals

Final Project:

Create a complete AI-powered digital marketing strategy + report for a real/demo business

Outcome After 6 Weeks

By the end of this course, students will:

- ✓ **Handle SEO, SMM & Ads with AI tools**
- ✓ **Create strategies, reports & campaigns faster**
- ✓ **Be job-ready for entry-level roles**
- ✓ **Have a portfolio + real project**

Skills You Learn

- **AI-powered SEO & Content Creation**
- **Social Media Automation**
- **Performance Marketing with AI**
- **Google Analytics & Search Console**
- **Local SEO (Google Business Profile)**



- Tools: ChatGPT, Canva AI, SEMrush, Ahrefs, Meta Suite

Job Roles

- Digital Marketing Executive
- Social Media Manager
- SEO Executive
- Performance Marketing Executive
- Content Marketer
- AI Marketing Assistant

Our Location

 Digitrix Infotech Pvt Ltd.

3rd Floor, E-300, Industrial Area, Sector 75, Sahibzada Ajit Singh Nagar, Punjab

Our Websites

 Academy: [/https://www.digitrixacademy.com/](https://www.digitrixacademy.com/)

 Company: <https://www.digitrix.com/>

 **LIMITED SEATS – APPLY NOW**

 **Call / WhatsApp: 9041417268**

 Get a **FREE Career Consultation**

 Start your journey in **Digital Marketing + AI**

 Our Partners



भारतीय प्रौद्योगिकी संस्थान मंडी

INDIAN INSTITUTE OF TECHNOLOGY MANDI



Simplifying Successful Results

DIGITRIX



CENTRAL INSTITUTE OF INDIAN LANGUAGES

MINISTRY OF EDUCATION, GOVERNMENT OF INDIA

