

# AI-Powered Digital Marketing & Marketing Automation

Build an AI-powered marketing operating system spanning research, SEO, content, paid media, CRM automation, analytics and growth experiments.



**8 weeks**

DURATION

**71 hours**

GUIDED LEARNING

**2 projects**

PORTFOLIO



## ABOUT THE ACADEMY

# Practical learning. Work you can demonstrate.

Brightnest AI Academy brings live instruction, guided practice and career preparation together for individuals and teams.

**23**

FOCUSED COURSES

**6**

FLAGSHIP PROGRAMMES

**Noida**

ACADEMY LOCATION

## Our approach

**1**

### Learn

Understand concepts through live instruction and current examples.

**2**

### Build

Apply learning through labs, assignments and guided projects.

**3**

### Explain

Document decisions, results, trade-offs and limitations.

**4**

### Prepare

Connect completed work with CVs, interviews and workplace conversations.

## PEOPLE BEHIND THE ACADEMY

# Meet Ranjeet Kumar



ACADEMY ADVISER

## Ranjeet Kumar

Innovation & Growth Leader

## 15+ years

Experience in data, artificial intelligence and machine learning leadership.

## Areas of expertise

- Data science and machine learning solution leadership
- AI product strategy and scalable data platforms
- Technology team leadership and mentorship
- Practical AI and data adoption for business transformation

### Education

Master of Information Systems, Anna University, Chennai  
Bachelor of Computer Science Engineering



## COURSE OVERVIEW

# Build your next set of skills

Apply AI to research, content, campaigns, customer insight and marketing operations. Progress from Digital Marketing Strategy and AI Marketing Stack to AI Marketing Capstone and Growth System through guided labs, assessed projects, and portfolio evidence.

## Who this is for

Marketing professionals, founders, growth teams and career switchers applying AI and automation to marketing.

## Before you begin

No coding experience is required. Basic marketing or business familiarity is helpful.

AI-powered marketing needs more than generated content; it requires audience insight, channel strategy, automation, attribution, experimentation, and responsible optimisation.



## LEARNING OUTCOMES

# What you will be able to do

01

Create an integrated campaign brief with audience, offer, channels, KPIs and AI use cases.

02

Build evidence-based audience segments and messaging hypotheses from research inputs.

03

Create a 12-week SEO content plan with briefs, internal-link map and AI-assisted editorial workflow.

04

Design a paid campaign with multiple creative hypotheses and measurement plan.

05

Build a lead-nurture automation map and create personalised email sequence variants.

06

Build a campaign performance dashboard and recommend CRO experiments based on funnel data.

07

Launch a simulated 90-day AI-powered growth plan with assets, automations, dashboard and optimisation roadmap.



## CURRICULUM

# Course curriculum

8 modules · 8 weeks · 71 hours of guided learning

## 01 Digital Marketing Strategy and AI Marketing Stack

5 hours

### TOPICS

Customer journey · Objectives · Channel mix · Funnel metrics · Positioning · Campaign planning · AI use cases · Martech stack · Responsible personalization

### PRACTICAL WORK

Create an integrated campaign brief with audience, offer, channels, KPIs and AI use cases.

Tools: AI assistants, Campaign planning tools

Assessment: Campaign brief review

Portfolio evidence: Marketing strategy brief

## 02 AI-Powered Audience and Market Research

7 hours

### TOPICS

Persona hypotheses · Voice-of-customer · Competitor research · Search intent · Review analysis · Social listening concepts · Research validation · Insight synthesis

### PRACTICAL WORK

Build evidence-based audience segments and messaging hypotheses from research inputs.

Tools: AI research tools, Spreadsheets, Search tools

Assessment: Research checkpoint

Portfolio evidence: Audience insight report



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## 03 Content Strategy, SEO and Generative Content Operations

10 hours

### TOPICS

Search intent · Topic clusters · Keyword mapping · Content briefs · E-E-A-T awareness · Editorial workflows · AI drafting · Human review · Originality · On-page SEO

### PRACTICAL WORK

Create a 12-week SEO content plan with briefs, internal-link map and AI-assisted editorial workflow.

Tools: SEO tools concepts, CMS, AI assistant

Assessment: SEO content audit

Portfolio evidence: SEO content calendar + briefs

## 04 Paid Media and Creative Experimentation

8 hours

### TOPICS

Search/social ad structure · Targeting · Bidding concepts · Creative variants · Landing pages · AI-assisted copy/creative · Experiment design · Budget pacing · Policy awareness

### PRACTICAL WORK

Design a paid campaign with multiple creative hypotheses and measurement plan.

Tools: Google Ads/Meta Ads concepts, AI creative tools

Assessment: Campaign simulation

Portfolio evidence: Paid media experiment plan



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## 05 Email, CRM and Lifecycle Automation

8 hours

### TOPICS

Lead capture · Segmentation · CRM fields · Scoring concepts · Nurture sequences · Triggers · Personalization · Deliverability basics · Consent · Lifecycle KPIs

### PRACTICAL WORK

Build a lead-nurture automation map and create personalised email sequence variants.

Tools: CRM/marketing automation platform concepts

Assessment: Lifecycle review

Portfolio evidence: Marketing automation workflow

## 06 Social Media and Community Content Systems

7 hours

### TOPICS

Platform strategy · Content pillars · Repurposing · Calendars · Social copy · Visual/video AI workflows · Community engagement · Moderation · Brand voice · Approvals

### PRACTICAL WORK

Create a multi-channel social content system and repurpose one core asset into platform-native formats.

Tools: AI content tools, Social scheduling concepts

Assessment: Content system review

Portfolio evidence: Social content operating system



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## 07 Marketing Analytics, Attribution and Conversion Optimisation

10 hours

### TOPICS

UTM discipline · Web analytics · Funnel analysis · Conversion rate · Attribution limits · Dashboards · Cohort concepts · A/B tests · Landing-page optimization · Reporting

### PRACTICAL WORK

Build a campaign performance dashboard and recommend CRO experiments based on funnel data.

Tools: GA4 concepts, Looker/Power BI/Sheets, Testing tools concepts

Assessment: Analytics case

Portfolio evidence: Marketing performance dashboard

## 08 AI Marketing Capstone and Growth System

16 hours

### TOPICS

Integrated campaign · Research · SEO · Content · Paid · CRM · Automation · Analytics · Experimentation · Governance · Brand safety · Executive reporting

### PRACTICAL WORK

Launch a simulated 90-day AI-powered growth plan with assets, automations, dashboard and optimisation roadmap.

Tools: AI marketing stack, CRM, Analytics, Content tools

Assessment: Capstone pitch and portfolio review

Portfolio evidence: End-to-end AI marketing growth portfolio

## APPLIED PORTFOLIO

# Projects you will build

Two portfolio projects supported by guided module work.

### PORTFOLIO PROJECT 1

## 90-Day AI Growth Engine

Create an integrated programme for SEO, content, paid media, CRM and analytics with AI-assisted operations.

### DELIVERABLES

Campaign plan · Content assets · Automations · Dashboard · Experiment backlog

### PORTFOLIO PROJECT 2

## AI-Powered Lead Generation System

Build a workflow for research, landing pages, nurturing and lead scoring, supported by analytics.

### DELIVERABLES

Audience research · Campaign assets · CRM workflow · KPI dashboard

## LEARNING EXPERIENCE

# Learn, practise and present

- Live instructor-led sessions that connect concepts to real workplace decisions.
- Guided labs and workshops in every module.
- Assignments, checkpoints and practical feedback.
- Portfolio documentation, demonstrations and capstone review.
- Access to recordings and LMS resources according to the published batch policy.
- Career preparation based on completed work and target roles.

## Tools you will work with

AI assistants · Campaign planning tools · AI research tools · Spreadsheets · Search tools · SEO tools concepts · CMS · AI assistant · Google Ads · Meta Ads concepts · AI creative tools · CRM · Marketing automation platform concepts · AI content tools · Social scheduling concepts · GA4 concepts

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**CAREER PREPARATION**

# Build confidence for interviews

A structured process to connect your learning with your next career step.

**01****Role clarity**

Identify roles that fit your background, interests and current skills.

**02****Profile readiness**

Review your CV, LinkedIn, GitHub and project summaries.

**03****Project proof**

Prepare to demonstrate completed work and explain your decisions.

**04****Interview practice**

Practise technical questions, project walkthroughs and interviews.

**05****Opportunity updates**

Receive relevant job openings and employer requirements, subject to availability and learner readiness.

Career support helps you prepare. Employment outcomes depend on experience, project quality, interview readiness and market conditions.

## LEARNER JOURNEYS

# Companies where our learners have been hired

Across the Brightnest AI Academy learner community



Learner employment history across the academy; not a placement guarantee for this course. Names and logos identify employers; they do not imply endorsement or a hiring partnership.

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## BEFORE YOU ENROL

# Your questions, answered

## Is the AI Digital Marketing course suitable for beginners?

This course progresses from foundation to intermediate level. No coding experience is required. Basic marketing or business familiarity is helpful.

## What will I build during the course?

You will complete guided labs in every module and build two portfolio projects: 90-Day AI Growth Engine and AI-Powered Lead Generation System. Deliverables include working files or code, documentation, testing or evaluation evidence, and a final presentation.

## Which tools and platforms are covered?

Key tools include AI assistants, campaign planning tools, AI research tools, spreadsheets, search tools, SEO tools concepts, CMS, and AI assistant. Additional platforms are introduced in relevant modules through practical tasks, and the toolset may evolve as industry practice changes.

## How long does the course take?

The course includes approximately 71 guided learning hours across 8 modules, delivered over 8 weeks.

## Which career paths can this course support?

The curriculum supports the development of skills relevant to roles such as AI Digital Marketer, Marketing Automation Specialist and growth or performance marketing roles. Career outcomes depend on prior experience, project quality, interview readiness and market conditions; employment is not guaranteed.

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## BEFORE YOU ENROL

# Your questions, continued

## Will I receive mentor and career support?

The course includes live instruction, lab support, assignment feedback, project reviews and career preparation covering portfolio development, CV writing, LinkedIn profile improvement, and interview guidance.

FEES & ADMISSIONS

## Plan your next step

COURSE FEE

**INR 35,000 + GST**

EMI and easy instalments available

|                 |                                   |
|-----------------|-----------------------------------|
| Duration        | 8 weeks                           |
| Level           | Foundation-Intermediate           |
| Learning format | Live mentor-led learning          |
| Batch starts    | Expected Saturday / Sunday starts |

Check the live Batches page for the next expected weekend. Confirm the exact date, class times and availability with admissions.

**Book a free demo class >**

**+91 73030 11395**

[brightnestaiacademy.com/batches](https://brightnestaiacademy.com/batches)

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