

# DIGITAL MARKETING WITH AI

## PROFESSIONAL CERTIFICATION

Master the Future of Marketing - AI Driven, Strategy Led

4

MONTHS EXHAUSTIVE  
COURSE



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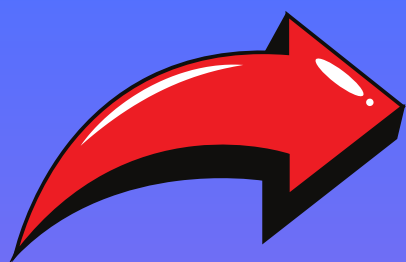
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# Lead the AI revolution in the field of Digital Marketing



93%

of Marketers

already use AI for faster content creation, data analysis and decision-making

(Source: mckinsey.com)

90%

of Companies

plan to increase AI spending and 94% say AI skills are critical hires. AI-savvy marketers (data analysts, automation experts, AI-content strategists) are rapidly becoming top recruits.

(Source: mckinsey.com)



To solve these problems for the Industry **Digihub Educational Foundation** launched a transformative program.

Transform your marketing carrier with the exclusive **Digital Marketing with AI Professional Certification**.

This program equips you with in-demand skills, industry-relevant tools, and expert guidance to master AI and drive innovation.

GET CERTIFIED BY THE BEST IN DIGITAL MARKETING WITH AI



This certificate is representative, and subject to change at the discretion of Digihub Educational Foundation Inc.

# About the Program



Unleash the future of marketing with our cutting-edge *Digital Marketing with AI course*. Spanning 16 immersive weeks, this program fuses AI innovation with core marketing strategies—SEO, SEM, social media, content, email, and analytics—while equipping learners with real-world tools and portfolios. Designed for aspiring marketers and future-ready professionals, it's not just a course—it's a launchpad for mastering tomorrow's marketing today.

## AI-Integrated Curriculum

Every module blends core marketing principles with real-world AI tools—like ChatGPT, SEMrush, and Canva—preparing students for modern, tech-driven roles.



## Modular mastery across 9 Modules

Structured across 9 thoughtfully sequenced modules, the course covers every major domain—SEO, SEM, content, social, email, analytics, mobile, career skills, and emerging AI trends—giving students holistic, specialized, and future-ready training.



## Portfolio-First Learning

With 25+ hands-on projects, learners build a professional, employer-ready portfolio including dashboards, campaigns, and content strategies.



## Tool Mastery Across the Board

Students don't just learn theory—they master 40+ industry-leading tools across content, automation, analytics, and advertising.



## Career Accelerator Modules

Resume building, portfolio design, mock interviews, and presentation practice ensure students are job-ready from day one.





## MODULE 1: Foundations of Digital Marketing & AI (Weeks 1–2)

### ➤ Overview of Digital Marketing

- Students will explore the major digital channels (SEO, SEM, social, email, content, mobile), understand how they interconnect, and learn to map the customer journey through the marketing funnel.

### ➤ Introduction to AI in Marketing

- This section covers what AI is, its evolution in marketing, basic machine learning concepts, and how AI is transforming campaign management, personalization, and analytics. Ethical issues (bias, transparency, privacy) are discussed.

### ➤ AI Tools Overview

- Hands-on demos with ChatGPT, Copilot, and Perplexity to show how these tools can automate research, content ideation, and even basic campaign planning.

### ➤ Consumer Behaviour in the AI era

- Students learn to build digital personas, map journeys, and analyze real case studies showing how AI-driven insights are used to personalize marketing.

## Portfolio Projects

- Customer Journey Map: Create a visual map of a customer's digital journey for a chosen product or service, highlighting key touchpoints and AI's role at each stage.
- Persona Development: Build detailed digital personas using AI-driven research tools
- AI Tool Comparison Report: Analyze and compare the strengths of ChatGPT, Copilot, and Perplexity for marketing research and ideation.

## Tools Covered





## MODULE 2: Search Engine Optimization (SEO) & AI (Weeks 3–4)

### ➤ SEO Fundamentals

- Learn how search engines work, the importance of keyword research, and the differences between on-page, off-page, and technical SEO.

### ➤ AI usage in SEO

- Use AI tools for keyword clustering, content optimization, and analyzing search engine results pages (SERPs) for better ranking strategies.

### ➤ Hands-on Labs

- Students conduct SEO audits, create AI-powered blog articles, and practice prompt engineering for SEO-focused content.

## Portfolio Projects

- SEO Audit Report: Perform a comprehensive SEO audit on a real or simulated website and suggest improvements.
- AI-optimized blog post: Write and optimize a blog post using ChatGPT and Surfer SEO for a targeted keyword.
- Keyword Research Presentation: Use SEMrush/Ahrefs to identify high-potential keywords and present a keyword strategy.

## Tools Covered



## MODULE 3: Search Engine Marketing (SEM) & Paid Media (Week 5)

### ➤ SEM Concepts

- Understand the structure of Google Ads campaigns, keyword match types, ad copywriting, bidding strategies, and how SEM integrates with SEO for holistic search marketing.

### ➤ AI usage in SEM

- Learn how AI automates bidding, generates ad copy, and optimizes campaigns in real time.

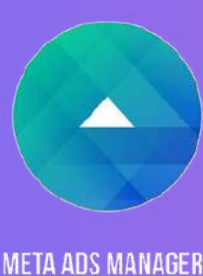
### ➤ Practical Assignment

- Students build and forecast a Google Ads campaign, using AI to improve targeting and predict performance.

## Portfolio Projects

- SEM Campaign Building: Design and set up a Google Ads campaign for a mock business, including ad groups, keywords, and extensions.
- AI Ad copy Experiment: Use Anyword or Copilot to create and A/B test multiple versions of ad copy.
- Forecasting Report: : Use Google Ads and SEMrush data to forecast campaign performance and present findings.

## Tools Covered





## MODULE 4: Content Strategy & Generative AI (Weeks 6–7)

### ➤ Content Marketing Fundamentals

- Develop content strategies, plan editorial calendars, and understand different content types for various platforms.

### ➤ Generative AI for Content Creation

- Use AI for topic ideation, drafting blogs, social posts, and emails.

### ➤ AI Image & Video Generation

- Create visual content using DALL-E, Copilot, and Canva.

### ➤ Editing & Ethics

- Learn to refine AI-generated content, check for plagiarism, and discuss ethical content creation.

## Portfolio Projects

- Content Calendar: Build a month-long content calendar for a brand, integrating AI-generated ideas.
- AI-generated Blog and Social Campaign: Create a blog post and a suite of social media posts using ChatGPT and DALL-E.
- Content Ethics Case Study: Analyze a real-world case of AI-generated content and present ethical considerations and recommendations.

## Tools Covered



## MODULE 5: Social Media & Influencer Marketing with AI (Weeks 8-9)

### ➤ Social Media Strategy

- Select the right platforms, plan campaigns, and develop strategies for engagement and growth.

### ➤ AI in Social Media

- Automate content scheduling, perform sentiment analysis, and deploy chatbots for customer engagement.

### ➤ Influencer Marketing

- Identify relevant influencers, use AI for discovery, and measure campaign impact.

### ➤ Hands-on

- Students design influencer briefs, create social ad mockups, and use AI tools for social listening.

## Portfolio Projects

- Influencer Campaign Brief: Develop a detailed influencer campaign plan for a product launch.
- Social Listening Report: Use AI tools to monitor brand sentiment and trends on social media.
- Chatbot Prototype: Build a simple customer service chatbot for Facebook or Instagram using Manychat.

## Tools Covered





## MODULE 6: Email, Automation, and Mobile Marketing (Weeks 10-11)

### ➤ Email Marketing

- Learn segmentation, lifecycle campaigns, compliance (GDPR), and automation workflows.

### ➤ AI in Email

- Use AI for personalizing content, optimizing subject lines, and predicting send times.

### ➤ Mobile Marketing

- Explore SMS, push notifications, app store optimization, and AI-driven mobile engagement.

### ➤ Practical

- Students create automated email workflows and design a mobile marketing campaign.

## Portfolio Projects

- Automated Email Sequence: Design and implement a multi-step, AI-personalized email campaign.
- Mobile Push Campaign: Plan and simulate a push notification campaign for a mobile app.
- Subject Line Optimization Test : Run A/B tests on subject lines using AI tools and analyze results.

## Tools Covered

HubSpot

anyword



PushEngage



## MODULE 7: Analytics, Data Science & AI-driven Insights (Weeks 12-13)

### ➤ Web Analytics

- Set up and interpret GA4, Looker Studio dashboards, and Search Console reports for actionable insights.

### ➤ Conversion Rate Optimization (CRO)

- Conduct landing page tests, A/B tests, and refine user journeys based on data.

### ➤ AI for Analytics

- Apply predictive analytics, customer segmentation, and campaign forecasting.

### ➤ Hands-on Labs

- Data cleaning, visualization, and storytelling using AI tools.

## Portfolio Projects

- Analytics Dashboard: Build a custom dashboard in Looker Studio or Tableau for a website's KPIs.
- CRO Experiment: Design and analyze an A/B test for a landing page.
- Predictive Analytics Report: Use AI to forecast campaign outcomes and present data-driven recommendations.

## Tools Covered



Google Analytics





## MODULE 8: Advanced Topics & Integrated Campaigns (Week 14)

### ➤ Integrated Digital Marketing Campaign

- Plan campaigns that span multiple channels, optimize media mix, and allocate budgets effectively.

### ➤ AI Innovations

- Explore blockchain applications, smart contracts, and other emerging AI trends in marketing.

### ➤ Capstone Project Briefing

- Teams plan a comprehensive, AI-powered campaign for a real or simulated business.

## Portfolio Projects

- Integrated Campaign Plan: Develop a cross-channel marketing strategy for a real or mock business.
- AI Trend Report: Research and present on an emerging AI technology in marketing.
- Capstone Campaign brief : Prepare a detailed brief for the final capstone project, including objectives, tools, and KPIs.

## Tools Covered





## MODULE 9: Career Skills - Resume, Portfolio & Interview Preparation (Weeks 15-16)

### ➤ Resume Building

- Craft resumes that showcase digital marketing and AI skills, using modern formats and quantifiable achievements.

### ➤ Portfolio Development

- Document and present projects, case studies, and campaign results in a professional portfolio.

### ➤ Mock Interview & Soft Skills

- Practice interview scenarios, communication, and presentation skills.

### ➤ Capstone Presentation

- Deliver final campaign presentations to a guest panel for feedback.

## Portfolio Projects

- Digital Marketing Resume: Create a visually appealing, ATS-friendly resume.
- Online Portfolio Website: Build a personal portfolio site featuring all course projects and case studies.
- Capstone Presentation: Deliver a professional campaign presentation with supporting visuals and analytics.

## Tools Covered

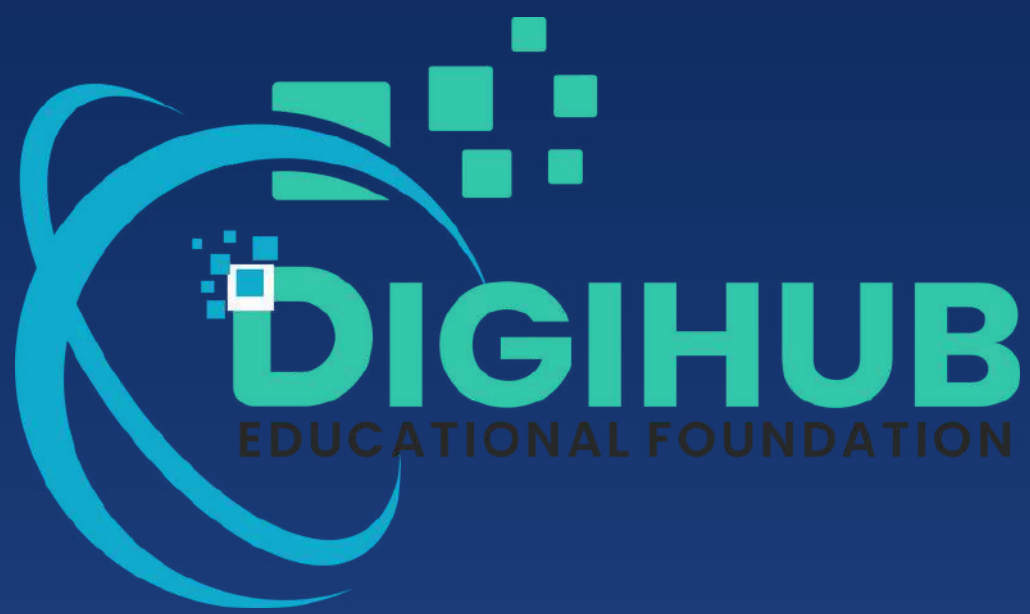




# Learn from Digital Marketing Experts







# LET'S TALK

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