DIGITAL AKASH · TRAINING PROGRAMME

AI & Automation for Digital Marketing

Practical Training Syllabus · Prompts · Content · Ads · Automation · Chatbots

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30 Hrs
COURSE DURATION

30 Hrs	16	179	12
Practical training	Modules	Topics	Live projects

Why an AI & Automation Course?

AI is changing how marketing is done — content, creatives, ads, reports and lead follow-up can now be produced and automated in minutes. Businesses need marketers who can use these tools responsibly and well.

01
AI is now standard
Agencies and brands expect marketers to use AI tools every day.

02
Do more in less time
Content, creatives and reports that took days now take minutes.

03
Automate repetitive work
Lead capture, follow-ups and reporting run on their own.

04
Better campaigns
Test more ad and content variations and learn faster.

05
Search is changing
GEO and AEO help brands appear in AI answers and assistants.

06
Use AI responsibly
Fact-checking, privacy and human approval are built into every module.

Benefits of Learning This Course

- ✓ **Prompt like a pro** — reusable prompt libraries and brand voice
- ✓ **Create content fast** — posts, blogs, emails, ads and video scripts
- ✓ **AI creatives** — images, posters, videos and voiceovers
- ✓ **No-code automation** — Zapier, Make and n8n workflows
- ✓ **Chatbots and lead follow-up** — website and WhatsApp lead automation
- ✓ **AI reporting** — automated reports and insights from GA4 and Sheets
- ✓ **Portfolio of projects** — 12 live projects and an end-to-end automation
- ✓ **Career support** — resume help, mock interviews and placement assistance

Why AI & automation skill is needed?

Marketing teams are expected to do more with less time. AI and automation handle repetitive work so marketers can focus on strategy and results. Marketers who use AI well will be the first to be hired and promoted.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

A Bengaluru-based digital marketing and analytics trainer with 12+ years of hands-on experience using AI and automation to scale content, campaigns and reporting for businesses across India. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Certified: Ads · Analytics · GTM | AI Marketing | Marketing Automation | Bengaluru

Job Opportunities After the Course

01 AI Marketing Executive
Run content and campaigns with AI tools.

02 Marketing Automation Specialist
Build workflows with Zapier, Make and n8n.

03 AI Content Strategist
Plan and produce on-brand AI content.

04 Prompt Engineer for Marketing
Design prompts and custom assistants.

05 AI Creative Producer
Images, videos and ad creatives with AI.

06 CRM & Lead Automation Executive
Chatbots, lead scoring and follow-ups.

07 Growth / Performance Marketer
AI-assisted ads, testing and reporting.

08 Freelance AI Automation Consultant
Automate marketing for clients worldwide.

Recommended Practical Training Sequence

Phase	Focus	Modules
1	AI fundamentals and prompt engineering	01 – 02
2	AI content, creatives and SEO	03 – 05
3	AI for social media, ads and email	06 – 08
4	Automation basics, tools and workflows	09 – 11 · 15
5	AI reporting, chatbots and lead follow-up	12 – 13
6	Advanced workflows and live projects	14 · 16
	16 modules · 179 topics	**30 hrs**

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MODULE 01 AI Fundamentals for Digital Marketing — 1 hr

1.1	Introduction to AI in Digital Marketing	1.2	Generative AI and Large Language Models (LLMs)
1.3	AI-Powered Marketing Workflows	1.4	AI Tools for Digital Marketing Professionals
1.5	AI Limitations, Accuracy and Fact-Checking	1.6	Responsible AI Usage and Copyright Awareness
1.7	Data Privacy and Confidentiality in AI Marketing		

MODULE 02 Prompt Engineering for Marketers — 2.5 hrs

2.1	Prompt Engineering Fundamentals	2.2	Writing Effective Marketing Prompts
2.3	Role-Based and Context-Based Prompting	2.4	Zero-Shot and Few-Shot Prompting
2.5	Chain-of-Thought Alternatives for Task Structuring	2.6	Context, Constraints and Output Formatting
2.7	Prompt Templates and Reusable Prompt Libraries	2.8	Brand Voice and Tone Instructions
2.9	Audience Persona-Based Prompting	2.10	AI Output Evaluation and Refinement
2.11	Prompt Engineering for Marketing Campaigns	2.12	Building Custom Marketing Assistants

MODULE 03 AI Tools for Content Creation — 2.5 hrs

3.1	AI-Powered Content Strategy	3.2	Social Media Caption Generation
3.3	Instagram and Facebook Content Planning	3.4	LinkedIn Content Creation
3.5	Blog and Article Writing with AI	3.6	SEO Content Briefs and Content Outlines
3.7	Email Marketing Copy Generation	3.8	Ad Copy and Headline Generation
3.9	Video Scripts and Reel Ideas	3.10	Content Repurposing Across Platforms
3.11	Brand Voice Consistency and Content Editing	3.12	AI-Assisted Content Calendar Creation

MODULE 04 AI Image, Video and Creative Generation — 2.5 hrs

4.1	AI Image Generation for Marketing	4.2	Social Media Poster and Creative Design
4.3	AI Product Photography and Visual Concepts	4.4	AI Infographic Creation
4.5	AI Video Generation	4.6	AI Avatar and Presenter Videos
4.7	Text-to-Speech and AI Voiceovers	4.8	AI Subtitle and Caption Generation
4.9	Short-Form Video and Reel Production	4.10	AI Creative Editing and Enhancement
4.11	Brand Asset and Creative Consistency	4.12	Marketing Creative Testing

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MODULE 05 AI-Powered SEO and Content Marketing — 2 hrs

5.1	AI-Based Keyword Research	5.2	Search Intent and Topic Clustering
5.3	AI-Assisted SEO Content Writing	5.4	Content Gap and Competitor Analysis
5.5	Meta Title and Description Generation	5.6	AI-Assisted On-Page SEO Audits
5.7	Content Refresh and Optimization	5.8	AI-Assisted Blog Planning
5.9	Generative Engine Optimization (GEO)	5.10	Answer Engine Optimization (AEO)
5.11	AI Search Visibility and Brand Mentions	5.12	AI SEO Reporting and Recommendations

MODULE 06 AI for Social Media Marketing — 2 hrs

6.1	AI-Powered Social Media Strategy	6.2	Platform-Specific Content Generation
6.3	Monthly Content Calendar Automation	6.4	Caption, Hashtag and CTA Generation
6.5	Social Media Creative Variations	6.6	Audience Research and Persona Development
6.7	Competitor Social Media Analysis	6.8	Social Listening and Sentiment Analysis
6.9	AI-Assisted Community Management	6.10	Social Media Performance Analysis
6.11	Content Repurposing Automation	6.12	Social Media Reporting Automation

MODULE 07 AI for Digital Advertising — 2 hrs

7.1	AI-Powered Advertising Strategy	7.2	Google Ads Copy and Headline Generation
7.3	Meta Ads Copy and Creative Generation	7.4	Audience Persona and Targeting Research
7.5	Ad Creative Variations and A/B Testing	7.6	Landing Page Copy Optimization
7.7	Campaign Brief Generation	7.8	Ad Performance Analysis
7.9	Budget and Campaign Optimization Support	7.10	Conversion Funnel Analysis
7.11	AI-Assisted Competitor Ad Research	7.12	Advertising Report Summarization

MODULE 08 AI for Email Marketing and Lead Generation — 2 hrs

8.1	AI-Powered Email Campaign Planning	8.2	Personalized Email Copywriting
8.3	Subject Line and CTA Optimization	8.4	Email Segmentation Strategy
8.5	Lead Magnet and Lead Form Content	8.6	Lead Qualification and Scoring Fundamentals
8.7	AI-Assisted Lead Enrichment	8.8	Personalized Follow-Up Message Generation
8.9	WhatsApp Marketing Message Drafting	8.10	Lead Nurturing Sequence Creation
8.11	Sales Outreach Personalization	8.12	Lead Conversion Analysis

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MODULE 09 Marketing Automation Fundamentals — 2 hrs

- 9.1 Introduction to Marketing Automation
- 9.2 Workflow Design and Process Mapping
- 9.3 Triggers, Actions and Conditions
- 9.4 Connecting Marketing Applications
- 9.5 No-Code and Low-Code Automation
- 9.6 Webhooks and API Fundamentals
- 9.7 Data Transfer Between Applications
- 9.8 Form Submission Automation
- 9.9 Automated Email Notifications
- 9.10 CRM Data Synchronization
- 9.11 Error Handling and Workflow Testing
- 9.12 Automation Documentation and Maintenance

MODULE 11 Automated Content and Campaign Workflows — 1.5 hrs

- 11.1 AI-Based Content Idea Generation Workflow
- 11.2 Automated Content Calendar Creation
- 11.3 Content Drafting and Approval Workflow
- 11.4 AI-Assisted Social Media Publishing Workflow
- 11.5 Blog Draft and Editorial Review Workflow
- 11.6 AI Creative Generation and Asset Management
- 11.7 Multi-Platform Content Repurposing
- 11.8 Campaign Brief-to-Creative Workflow
- 11.9 Automated Marketing Task Notifications
- 11.10 Human Approval Before Content Publishing

MODULE 12 AI-Powered Reporting and Analytics — 1.5 hrs

- 12.1 AI-Assisted Google Analytics 4 Analysis
- 12.2 Google Search Console Insights
- 12.3 Looker Studio Dashboard Summarization
- 12.4 Automated Google Sheets Reports
- 12.5 AI-Assisted Campaign Performance Analysis
- 12.6 SEO and Website Audit Summaries
- 12.7 Marketing KPI Interpretation
- 12.8 Anomaly Detection and Performance Alerts
- 12.9 Automated Weekly and Monthly Reports
- 12.10 Client-Friendly Report Generation
- 12.11 Natural Language Data Analysis
- 12.12 Marketing Recommendations from Data

MODULE 13 AI Chatbots and Lead Follow-Up Automation — 2 hrs

- 13.1 Chatbot Fundamentals for Marketing
- 13.2 Website AI Chatbot Setup
- 13.3 FAQ and Knowledge Base Preparation
- 13.4 Lead Capture Through Chatbots
- 13.5 Lead Qualification Conversation Design
- 13.6 WhatsApp Chatbot Fundamentals
- 13.7 Automated Lead Assignment
- 13.8 CRM Integration and Lead Management
- 13.9 Instant Lead Acknowledgment Workflows
- 13.10 Automated Follow-Up Sequences
- 13.11 Appointment Booking Automation
- 13.12 Human Handover and Escalation
- 13.13 Chatbot Testing and Conversation Quality
- 13.14 Consent, Data Privacy and Messaging Compliance

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MODULE 10 AI Automation Tools

1 hr + used in every module

16 AI and automation tools practised hands-on. Tool availability and pricing vary — some integrations and advanced features require paid plans.

- ChatGPT
- Google Gemini
- Claude
- Perplexity
- Canva AI
- Adobe Firefly
- CapCut AI
- NotebookLM
- Zapier
- Make
- n8n
- Google Apps Script
- Google Sheets
- HubSpot CRM
- Mailchimp
- Buffer / Later

MODULE 15 AI Tools and Platforms Covered

0.5 hr

Category	Suggested tools
AI writing and research	ChatGPT, Gemini, Claude, Perplexity
AI knowledge and research	NotebookLM
Image and design	Canva AI, Adobe Firefly
Video and voice	CapCut, AI video and voice tools
SEO and content	Semrush, Ahrefs, AI writing assistants
Social media management	Buffer, Later
Automation	Zapier, Make, n8n
Email marketing	Mailchimp, HubSpot
CRM and lead management	HubSpot CRM
Analytics and reporting	GA4, Search Console, Looker Studio
Data and productivity	Google Sheets, Google Apps Script
Chatbots	Website chatbot platforms and WhatsApp-compatible solutions

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MODULE 14 Advanced AI Marketing Workflows — 2 hrs

14.1	Building Custom GPTs for Marketing Tasks	14.2	Custom AI Assistants and Knowledge Bases
14.3	AI Agents vs Traditional Automation	14.4	Multi-Step AI Marketing Workflows
14.5	Connecting AI Models Through APIs	14.6	Structured Outputs and JSON Fundamentals
14.7	AI-Based Content Classification	14.8	Automated Lead Categorization
14.9	Human-in-the-Loop Approval Systems	14.10	Workflow Monitoring and Error Recovery
14.11	AI Output Quality Assurance	14.12	Marketing Workflow Cost and ROI Analysis

MODULE 16 Hands-On Practical Projects — 3 hrs

16.1	Create a 30-Day AI-Powered Social Media Content Calendar	16.2	Generate an On-Brand Social Media Campaign
16.3	Create an AI-Assisted SEO Blog and Optimization Plan	16.4	Design an AI-Generated Ad Creative Campaign
16.5	Build an Automated Content Repurposing Workflow	16.6	Automate Form-to-Google-Sheets Lead Capture
16.7	Create an AI-Assisted Email Follow-Up Sequence	16.8	Build a Lead Qualification and CRM Workflow
16.9	Create a Website FAQ Chatbot	16.10	Generate an Automated Marketing Performance Report
16.11	Build an AI-Assisted Weekly Client Reporting Workflow	16.12	Develop an End-to-End AI Marketing Automation Project

> **AI won't replace marketers — but marketers who use AI will replace those who don't.**
>
> — Popular industry saying · Learn to work with AI

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CONTACT AKASH

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