

AI-Integrated Full-Stack Digital Marketing Program

"Day 1 Ready" Marketing Program

MODULE 1: THE FOUNDATION

1: Marketing Fundamentals, Models & AI Systems

Objective: Combine classical marketing theory with advanced AI configuration.

- **Classical Marketing Models:** 4Ps (Marketing Mix) & STP (Segmentation, Targeting, Positioning).
- **Buyer Journey:** AIDA vs. Google's "Messy Middle".
- **Psychology Frameworks:** Cialdini's 7 Principles, Jobs to Be Done (JTBD), Cognitive Biases.
- **Offer Creation:** Hormozi's Value Equation (Dream Outcome x Likelihood / Time x Effort).
- **LLM Mechanics:** Understanding **Tokens** (Cost), **Temperature** (Creativity/Randomness), and **Context Windows**.
- **Advanced Prompt Engineering:** Moving beyond "Chat." Using Frameworks like **RTF** (Role-Task-Format), **CO-STAR** (Context-Objective-Style-Tone-Audience-Response), and **Chain of Thought** (CoT).
- **AI Persona Systems** for messaging, hooks, and creative angles
- **CustomGPTs:** Building internal AI tools with specific knowledge bases.

2: No-Code Web Development & CRO

Objective: Build high-converting landing pages and analyze user behavior.

- **Web Infrastructure:** Domain, DNS, SSL, and Hosting Types (Shared, VPS, Cloud, Dedicated).
- **CMS Basics:** Why WordPress? Installing Plugins & Themes.
- **Landing Page Anatomy:** Hero, Social Proof, Benefits, CTA.
- **Landing Page Audits:** Conducting Heuristic Analysis (Clarity, Friction, Distraction) on live pages.
- **UX & CRO Models:** Hick's Law (Complexity kills conversions) & The LIFT Model.
- **Behavioral Analytics:** Using Microsoft Clarity for Heatmaps, Scrollmaps, and Session Recordings.

3: Creative Production (Visuals, Video & Brand)

Objective: Create high-fidelity creative assets (Text, Audio, Video).

- **Design Hygiene:** Hierarchy, Contrast, White Space, Composition.
- **The "Hook-Retain-Reward" structure for short-form video.**
- **Humanizing AI Copy:** The C.R.A.F.T. Framework (Cut, Rewrite, Add, Fact-check,

Tone-check) to edit AI outputs.

- **AI Image Generation:** Using MidJourney/Firefly/gemini nano banana for high-quality background and asset generation.
- **Generative Video & Audio:** Voice Cloning (ElevenLabs), AI Video Editing (Captions.ai), and Text-to-Video (Runway/Luma).
- **Static vs. Motion creative strategy.**

MODULE 2: DATA & INTELLIGENCE

4: Tracking & The Technical Layer (GTM)

Objective: The hardest week. Learn to speak the language of developers and browsers.

- **How the Web Works:** DOM, Data Layer, Cookies.
- **Privacy & Compliance:** Cookie Consent (GDPR/CCPA basics) & Google Consent Mode v2.
- **Google Tag Manager:** Tags, Triggers, Variables.
- **Pixel implementation (Meta CAPI basics, LinkedIn Insight Tag).**
- **Server-Side Tracking:** Meta CAPI Gateway, GA4 Server Containers

5: Marketing Math, Excel & GA4

Objective: Master data cleaning, GA4 configuration, and AI-assisted analysis.

- **GA4 Fundamentals:** GA4 Setup, Account Setup, Data Streams, & Dashboard Navigation.
- **Advanced Tracking:** Event Tracking (Purchase/Conversion Modeling), Parameters vs. Custom Dimensions (Event & User-scoped), & User ID.
- **Reporting & Analysis:** Standard vs. Custom Reports, Funnel & Cohort Analysis, Segments, & Audience Building.
- **Integrations:** Linking Google Ads & Search Console for holistic data.
- **UTM Tracking & Attribution:** The "Source of Truth" & Understanding Attribution Models.
- **Marketing Math:** CPM → CPC → CPL → CAC → ROAS → LTV
- **Excel Skills:** VLOOKUP, Pivot Tables, Cleaning Data
- **AI Data Analyst:** Uploading raw CSVs to ChatGPT/Claude to find hidden patterns automatically.

MODULE 3: ORGANIC GROWTH ECOSYSTEMS

6: SEO & Generative Engine Optimization (GEO)

Objective: Ranking in Google Search AND AI answers (SearchGPT/Gemini).

- **Search Intent:** Informational, Navigational, Commercial Investigation, & Transactional.
- **Technical SEO:** Crawling, Indexing, Core Web Vitals, Robots.txt, and Schema Markup.
- **E-E-A-T & YMYL:** Google's trust signals (Expertise, Experience, Authoritativeness, Trustworthiness).
- **Topical Authority:** Pillar → Cluster → Supporting Content
- **Semantic SEO:** Optimizing for topics and entities, not just keywords (Pattern-First SEO).

- **Competition Analysis:** Using tools to perform Keyword Gap and Backlink Gap analysis to find opportunities.
- **AIO/GEO:** Formatting content for AI Answer Engine(SearchGPT, Gemini).
- **Off-Page SEO:** Link Building strategies vs. "Toxic" links.
- **SEO Auditing & Reporting:** Conducting technical audits and creating client-facing monthly reports.
- **Tools:** Semrush, Ahrefs & Surfer SEO.

7: Content Marketing Strategy & Social Systems

Objective: Building a content machine, not just "posting."

- **Lead Magnet Strategy:** Designing high-value downloadable assets (Ebooks, Templates) to capture emails.
- **YouTube Organic Strategy:** Channel Optimization, SEO (Tags/Titles/Descriptions), Thumbnail Psychology, & Algorithm triggers.
- **Instagram & Facebook Mastery:** Profile Optimization (Bio/Highlights), Reels Strategy, Grid Aesthetics, & Community Building (Groups).
- **LinkedIn Growth Strategy:** Personal Profile SEO (Headline/About), Content Formats (Carousels/Text), & Networking/Outreach.
- **Social Media Audit:** Analyzing current performance (SWOT Analysis).
- **B2B Strategy (ABM):** Introduction to Account-Based Marketing (Targeting companies vs. people).
- **The "Content Waterfall":** Repurposing long-form into micro-content using AI.
- **Viral Frameworks:** STEPPS (Social Currency, Triggers, Emotion, etc.).

8: Influencer & Affiliate Models

Objective: Leveraging other people's audiences.

- Micro vs. Macro influencers.
- Performance-based partnerships (Affiliate models).
- Outreach scripts and negotiation.

9: Community & Reputation Management

Objective: Managing the brand conversation (Modern PR).

- Community building: Discord, Slack, Facebook Groups.
- ORM (Online Reputation Management): Handling Google Reviews and crises.
- Social Listening: Tools to track brand mentions and Sentiment Analysis (Using AI to gauge mood).
- **Digital PR:** Creating "newsworthy" hooks for press coverage.

MODULE 4: PAID MEDIA & PERFORMANCE MARKETING

10: Media Planning & Meta Ads

- **Meta Ecosystem:** Ad Manager vs. Business Manager, Billing Setup, & Benefits.
- **Tracking Infrastructure:** Pixel setup & **CAPI** (Conversion API) for server-side accuracy.
- **Campaign Architecture:** Ideal Structure, Objectives Teardown, and **ABO vs CBO** strategies.
- **Targeting & Research:** Audience Research with ChatGPT, LookAlike Custom Audiences, & Broad Targeting.
- **Media Planning:** Forecasting results & choosing the right budget (CPM -> CPC -> CPA).
- **Ad Policies:** Meta policies to avoid getting banned.
- **Creative Strategy:** Ad Creatives, Copywriting, & Competitor Spying (Ad Library + AI).
- **Campaign Types:** Sales, Lead Gen, Retargeting, & E-commerce (Catalog Sales/DPA).
- **Optimization & Scaling:** Important Metrics, Analytics, Result Optimization, & Scaling Strategies (Horizontal vs. Vertical).

11: Google Ads (Search & Intent)

Objective: Pull Marketing (Capturing Demand).

- **Fundamentals:** Google Ads Goals, Account Setup, & Synergy with SEO (Paid vs. Organic).
- **Auction Dynamics:** Real-time Bidding (PPC), **AdRank Algorithm**, and Quality Score.
- **Search Architecture:** Campaign Setup, **Key Bidding Strategies**, & Conversion Tracking (Attribution).
- **Keyword Strategy:** Research & Intent Mapping (**Live Case Study**) + Match Types.
- **Ad Creatives:** **RSA** (Responsive Search Ads), **DSA** (Dynamic Search Ads), & Ad Copywriting.
- **Beyond Search:** **Performance Max (PMax)**, **Google Shopping** (Merchant Center), **Display (GDN)**, & **YouTube Ads**.
- **Growth:** Advanced Optimization & Scaling Techniques.

MODULE 5: RETENTION & INTEGRATION

12: Email, WhatsApp & AI Agents (Automation)

Objective: Owning the audience and building "Agentic" workflows.

- **Automation Fundamentals:** **Trigger vs. Action**, **Polling vs. Webhooks**, **API basics**, & Data Flow control.
- **Tools Hierarchy:** Zapier (Linear) vs. Make.com (Visual/Multi-step) vs. **n8n** (Self-hosted/AI Agents).
- **Workflow Architecture:** Building robust Single-step & Multi-step workflows for **Lead Capturing & Nurturing**.

- **Email Strategy & Infrastructure:** SPF/DKIM/DMARC (Deliverability), Permission-based Marketing, & Creating **Autoresponder Sequences**.
- **WhatsApp Marketing:** API (WATI/Interakt), Green Tick, Broadcasts, & Automating for **Acquisition, Retention, and LTV**.
- **CRM Logic:** Segmentation, Tagging, and Lead Scoring.

13: Capstone Project

1. **Strategic & AI Foundation:** A complete market strategy document supported by a custom-built AI asset.
2. **Web & Analytics Infrastructure:** A live, high-converting landing page with validated tracking (GTM, GA4, Clarity) infrastructure.
3. **Organic & Content Engine:** A technical SEO audit accompanied by a robust content and lead generation system.
4. **Paid Acquisition System:** A budget-backed media plan with live campaign structures for Meta & Google, including creative assets.
5. **Automation & Retention Layer:** A fully functional automated workflow integrating Lead Capture, CRM, and Nurturing channels.
6. **Performance & Pitch:** A live data dashboard and a professional video presentation pitching the entire ecosystem.

14: Career, Portfolio & Client Skills

- **Freelance Ecosystem** (eg: Upwork, Fiverr, and LinkedIn Service Pages).
- **Certification Roadmap** (eg: Google Ads Search, GA4, and HubSpot Email Marketing).
- **Interview Skills** (eg: The STAR Method & Mock Interviews).
- **Project Management** (eg: Agency workflow basics using Notion/Trello).
- **Salary Negotiation** (eg: Tactics for determining market value).
- **Client Reporting** (eg: How to present reports to clients).
- **Portfolio Building** (eg: Formatting the Capstone into a Case Study).

Note: All Practical Labs and Assignments will be executed by students directly inside real tools such as Ads Manager, WordPress, GTM, GA4, and other marketing platforms.