

"The future of marketing is AI-powered. Be the future."

12-WEEK CAREER PROGRAM • 20+ ADVANCED AI TOOLS

# Advanced Digital Marketing with AI Tools Training

Master SEO, paid ads, content, automation & analytics —  
supercharged with 20+ cutting-edge AI tools & strategies.

12

Weeks of  
Training

60+

Hours of  
Hands-On Work

20+

Advanced  
AI Tools

12

Company  
Interviews

#### Certificate

Adv. Digital Mktg + AI

#### Portfolio

Live Campaigns & Case Studies

#### Career

Marketing Manager / Strategist

#### Internship

6-Month Opportunity

## Why Students Choose This Program

AI-powered marketers earn 40% more and close campaigns 3x faster.

- ✓ Advanced AI-First Approach — 20+ tools used in real campaigns hands-on
- ✓ 100% Practical — Run live Google, Meta & LinkedIn campaigns from Day 1
- ✓ Guaranteed Interviews — 12 slots with agencies, brands & funded startups
- ✓ Internship Pathway — Top performers get 6-month paid internship
- ✓ Portfolio Ready — Graduate with 6+ live campaign case studies

## Advanced AI Tools You'll Master

ChatGPT-4o

Claude AI

Gemini

Jasper AI

Canva AI

Adobe Firefly

Midjourney

HeyGen

Performance Max

Meta Advantage+

SEMrush AI

Surfer SEO

GA4 AI

HubSpot AI

Zapier AI

Copy.ai

Enroll Today — Your Future Self Will Thank You

skillshiksha.ai/apply | +91 7505084414 | hello@skillshiksha.ai

## PROGRAM BY THE NUMBERS

# Everything You Get in 12 Weeks

We don't just teach marketing. We build AI-powered growth strategists.



## FULL CURRICULUM

## 12-Week Learning Roadmap

**PHASE 1: Foundations + AI Content & SEO Mastery****Weeks 1–4**

- Wk 1** Marketing Fundamentals — Funnels, ICP, Buyer Journey, Brand Voice
- Wk 2** Advanced SEO + AI — Surfer SEO, Semrush AI, On-Page, Link Building
- Wk 3** AI Content Engine — ChatGPT-4o, Claude, Gemini, Jasper for Campaigns
- Wk 4** Social Media + AI — AI Scheduling, Content Calendars, Viral Hooks

**PHASE 2: Paid Ads, AI Automation & Email Mastery****Weeks 5–8**

- Wk 5** Google Ads AI — Performance Max, Smart Bidding, PMAX Campaigns
- Wk 6** Meta Ads AI — Advantage+, Automated Creative, Lookalike Audiences
- Wk 7** Email & CRM AI — HubSpot AI, Sequences, Hyper-Personalization
- Wk 8** AI Design & Video — Canva AI, Adobe Firefly, HeyGen, Midjourney

**PHASE 3: Analytics, Growth Hacking & Live Campaigns****Weeks 9–12**

- Wk 9** GA4 + AI Analytics — Funnels, Attribution, AI Insights & Reports
- Wk 10** Marketing Automation — Zapier AI, n8n, WhatsApp & Chatbot Flows
- Wk 11** Influencer & Affiliate AI — Outreach Tools, Tracking, ROI Dashboards
- Wk 12** Capstone — Full 360° AI-Powered Campaign Pitch & Live Demo

Every week includes live campaigns, AI tool workshops & mentor feedback

"In the age of AI, marketers who use AI will replace those who don't."

## EXPERT SEMINARS

# 4 Exclusive Industry Expert Sessions

- 1 AI is Reshaping Digital Marketing**  
Trends, tools & how brands use AI **Week 3**
- 2 Career in Performance Marketing**  
Salaries, roles & 10x growth paths **Week 6**
- 3 Advanced Ads Automation & ROAS**  
Performance Max, smart bidding, CRO **Week 9**
- 4 Building a 7-Figure Marketing Brand**  
Freelancing, agency & personal brand **Week 12**

## GUARANTEED INTERVIEWS

# 12 Direct Company Interviews

- ✓ 12 interview slots with agencies, D2C brands, startups & MNCs
- ✓ Portfolio & case study review sessions before real rounds
- ✓ Resume & LinkedIn optimization by marketing professionals
- ✓ Direct feedback from hiring managers & marketing heads
- ✓ Companies: performance agencies, funded startups & e-commerce brands

12

Interviews

88%

Avg. Selection Rate

3

Avg. Offers/Batch

## CERTIFICATION & INTERNSHIP

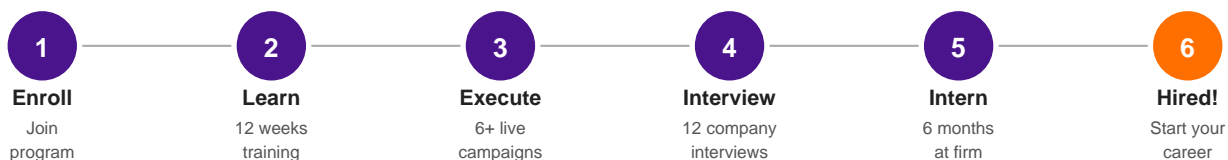
### CERTIFICATE OF COMPLETION

- Adv. Digital Marketing + AI Tools
- Issued by Skill Shiksha
- Verifiable & Industry-Recognized
- Add to LinkedIn & resume

### 6-MONTH INTERNSHIP

- Intern at Skill Shiksha
- Run live AI-powered campaigns
- Mentored by senior marketers
- Stipend-based opportunity
- Letter of recommendation

## Your Journey: Beginner to AI Marketing Expert



Don't Just Learn Marketing — Dominate It With AI

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"Every expert was once a beginner. Your journey starts here."

## OUR TRACK RECORD

# Numbers That Speak

**500+**

Students Trained

**92%**

Placement Rate

**4.8/5**

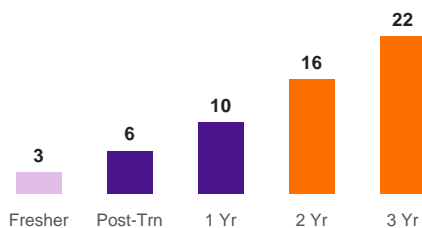
Student Rating

**40+**

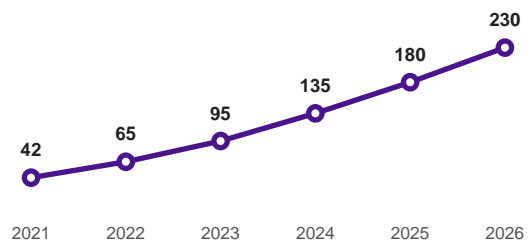
Hiring Partners

## DATA & INSIGHTS

### Avg. Salary Growth (LPA)



### AI Marketing + Digital Jobs (K)



### Where Our Graduates End Up



Agencies 28%   D2C Brands 26%   Freelance 24%  
Startups 14%   Higher Ed 8%

"Used AI to cut content creation time by 80% in my new job."

— Pooja V.

"Got 3 agency offers using my Performance Max case study."

— Rahul D.

"From zero to running 10L/mo ad campaigns in 12 weeks."

— Ananya B.

## FREQUENTLY ASKED QUESTIONS

### Do I need prior marketing experience?

No experience needed. We start from zero and go up to advanced AI strategies.

### What if I miss a class?

All sessions recorded. Lifetime access to recordings, AI tool walkthroughs & files.

### Is the internship guaranteed?

Top performers get a 6-month paid internship at Skill Shiksha.

### Which AI tools will I get hands-on with?

ChatGPT-4o, Claude, Gemini, Jasper, Canva AI, Adobe Firefly, HeyGen, GA4 AI & more.

{Skillshiksha.ai}

by TECHDOCK LABS

Ready to Become an AI-Powered Marketer?

Limited seats | Next batch starting soon

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