

SEVEN BOATS ACADEMY

Digital Marketing Mastery with AI (DMMAI)

Special Limited Period Offer!

Regular Fee: INR 18,000 **Offer Fee: INR 15,000**

3 Months Duration

Online / Offline Both

Weekly 2 Days

★ INCLUDES 1-MONTH PROJECT INTERNSHIP ON LIVE WEBSITES ★

NEW AGE MARKETING SYLLABUS

Module 1: Generative AI & Content Mastery **EXCLUSIVE**

- **Prompt Engineering:** Zero-shot, Few-shot, and Chain-of-thought prompting for high-quality marketing output.
- **AI for Video:** Tools for creating viral **Reels & Shorts** (InVideo, HeyGen, CapCut AI).
- **AI for Design & Web:** Using Midjourney, Canva Magic, and AI website builders (Framer/10Web).
- **Copywriting:** Crafting high-converting sales copy with ChatGPT, Claude, and Gemini.

Module 2: AI-Driven SEO & Search Console

Keyword research via AI; Optimizing for SGE (Search Generative Experience); Technical SEO audits with AI; Google Search Console insights.

Module 3: Social Media & PPC Strategy

AI-powered trend spotting; Automated ad copy generation; Budget optimization using data-driven insights; Audience persona mapping with AI.

Module 4: Email Automation & Web Analytics

Personalized email sequences; Lead scoring via AI; Introduction to GA4 (Google Analytics) and conversion tracking.

The Future: Generative AI vs. Agentic AI

Learn the fundamental shift in technology:

- **Generative AI:** Focuses on creating content (Text, Images, Video) based on user inputs.
- **Agentic AI:** Advanced AI "Agents" that can perform multi-step tasks autonomously to reach a goal (e.g., executing a full campaign without manual step-by-step prompts).

Why Seven Boats Academy?

- **15+ Years of Excellence:** Train with a legacy institution that has shaped over 100,000+ careers globally since 2011.
- **Tool-First Learning:** Mastery over 50+ AI and Digital Marketing tools (ChatGPT, Midjourney, GA4, GSC, SEMrush, and more).
- **Live Projects:** Every student works on actual agency-handled websites to gain real-world confidence.
- **Agency Pedigree:** Learn from working professionals of Seven Boats Info-System Pvt Ltd, an award-winning digital agency.
- **Career Support:** Dedicated placement cell and resume building sessions to help you transition into the AI era.

Admissions Open - Enroll Today!

Upgrade your skills before the world does. Become an AI-first Digital Marketer.

Seven Boats Academy

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