

Tejas AI - A Fastrack Mastery Program



15 -Days Professional Program

Master AI in Digital Marketing

From content creation to performance campaigns, automation, B2B growth, and Revenue generation through a hands-on, project-driven curriculum.



MARKETING IN AI ERA

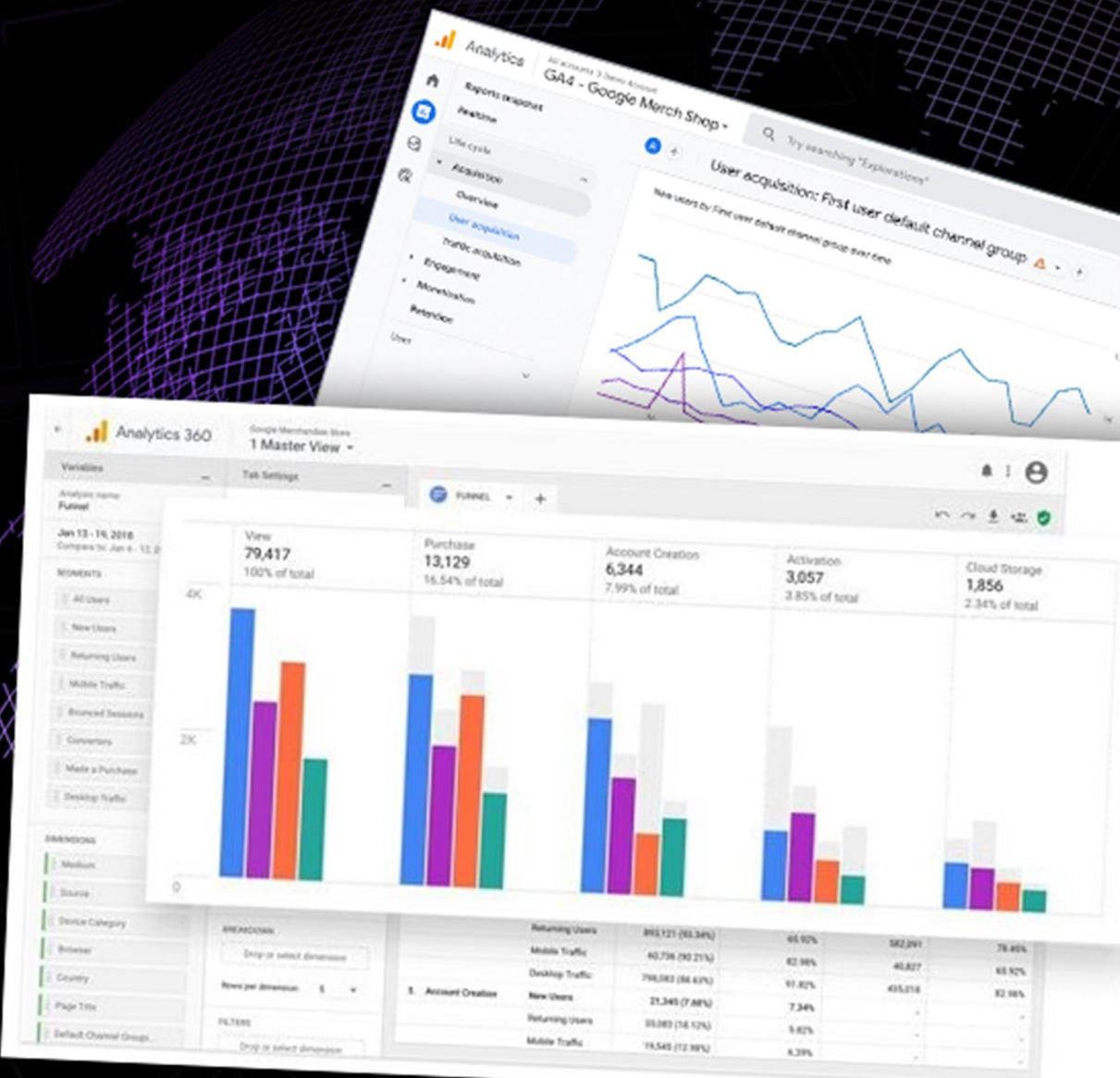
Marketing has entered a new era — **where intelligence, automation, and creativity work together to drive results.**



By 2028, 9 out of 10 marketing decisions will be made by AI in real time — not by manual analysis.



AI-powered brands respond to customers 5x faster, capturing demand before competitors even react.



DIGITAL MARKETING VS AI MARKETING

Digital marketing shows steady growth and high competition

AI-driven marketing grows 2–3× faster due to automation, personalization, and data-driven decision-making.

Digital Marketing

Manual,
time-heavy,
incremental
optimization.

AI Marketing

Automated,
real-time, scalable
at speed. AI enhances
digital- it doesn't
replace it.

Example: A campaign copy that takes 3 hours manually can be generated in 3 minutes with AI.

CURRENT MARKET OF DIGITAL MARKETERS & GROWTH OF AI MARKETERS



Over **8M** digital marketers exist in India alone (LinkedIn data).

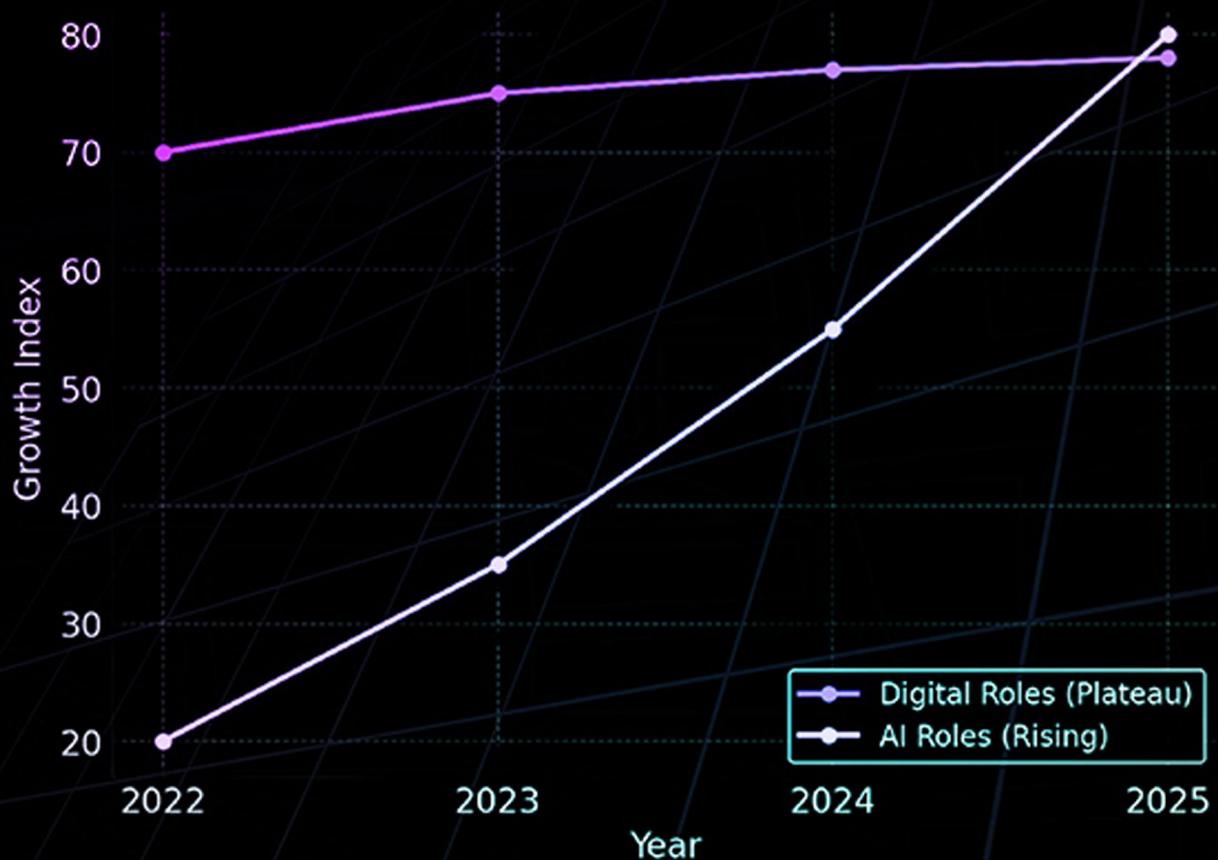


AI marketing roles are growing 2.3x faster than traditional digital roles (PwC)



Salaries for AI marketing specialists average ₹9.5–14 LPA, compared to ₹5–7 LPA for standard digital marketers (Glassdoor India).

Key Insight: While digital is crowded, AI marketers are scarce—and in demand.



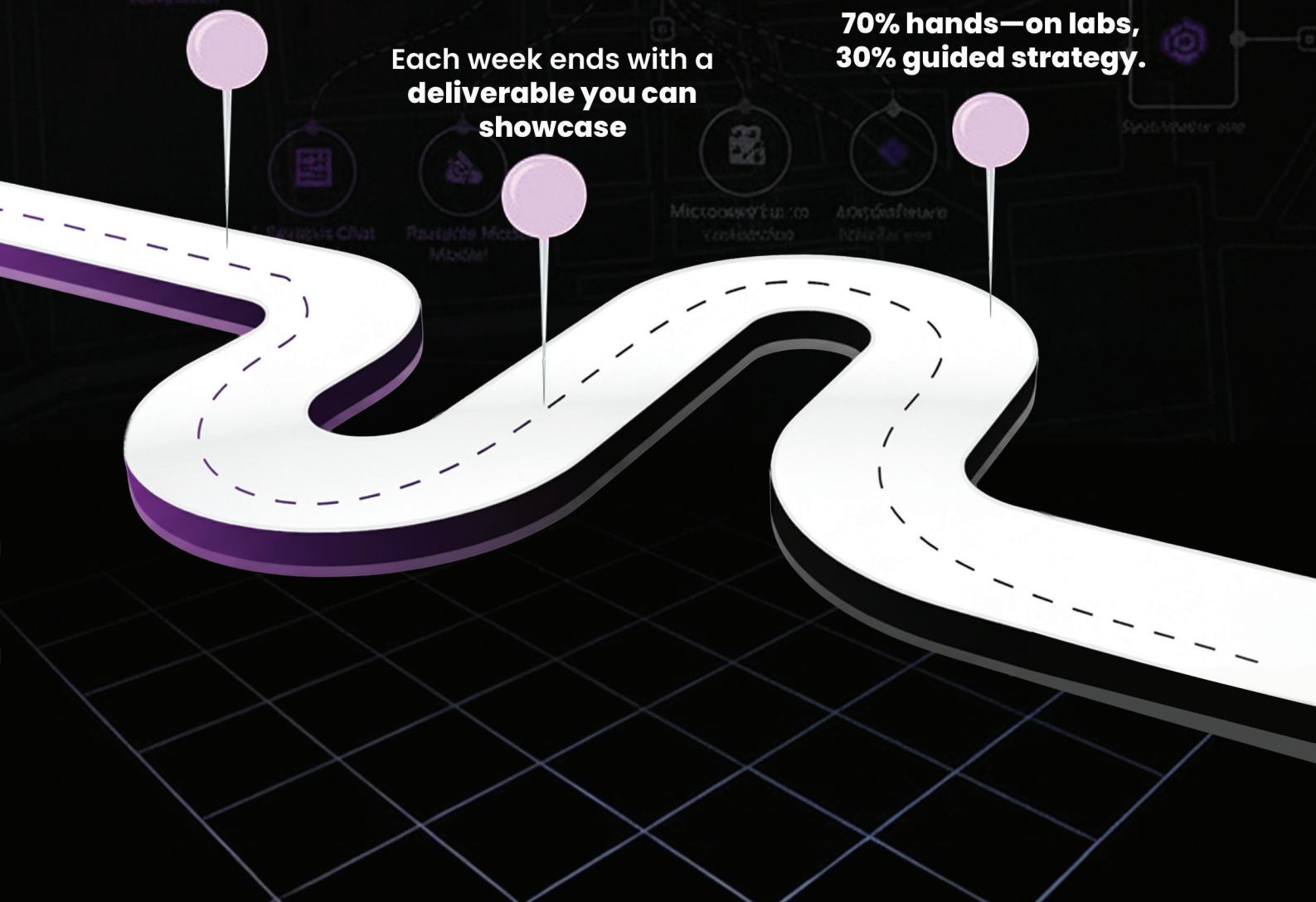
WHAT IS AI FUTURE READY DIGITAL MARKETING?

A **15 -Days** intensive learning journey built for practical outcomes.

Designed for career pivot,
freelance growth, or in—
company

Each week ends with a
deliverable you can
showcase

70% hands-on labs,
30% guided strategy.



THE CURRICULUM

Your 15- Days Learning Journey

Foundations of AI in Digital Marketing

Day 1: Digital Marketing Foundations with AI



1.1

Introduction to Digital Marketing & AI's Role

Tools: ChatGPT, Perplexity AI

1.2

Consumer Journey & Funnel Mapping

Tools: Funnelitics

1.3

Market Research with AI (Marketing Lab)

Tools: ChatGPT, Google Trends

Day 2: AI-Powered Content Creation



2.1

AI -Driven Research & Ideas

Tools: Perplexity AI, Claude AI ,ChatGPT

2.2

Error -Free Quality Content

Tools: Grammarly

2.3

Humanized & AI-Safe Writing

Tools: Quilbot , WordAI

Day 3 : AI Website Builders & Smart UX



3.1

AI Website Builders – Setup & Comparison

Tools: Lovable & Emergent

3.2

Understanding Smart UX with AI

Tools: Wix, Odoo

3.3

AI-Powered Navigation & Structure

Tools: Lovable & Emergent

Day 4 : AI Copywriting & Portfolio



4.1

AI Copywriting for Landing Pages

Tools: ChatGPT, Claude

4.2

Generating SEO optimized Content

Tools: ChatGPT, Grok

4.3

AI Portfolio (Business or Ecommerce Sites)

Tools: Canva, Lovable

Day 5 : AI-Powered SEO



| | |
|------------|--|
| 5.1 | AI Keyword Research & On-Page Optimization Tools: Uber Suggest, Small SEO Tool |
| 5.2 | Competitor Visibility with AI Tools: SEMRush, Ahrefs |
| 5.3 | On-Page SEO & Content Optimization Tools: Rank Math SEO |

Day 6 : AI Off- Page SEO & Strategy



| | |
|------------|--|
| 6.1 | Google Business Profile Optimization Tools: ChatGPT, SEMRush |
| 6.2 | Identifying quality backlinks using AI tools Tools: Seobility, Moz |
| 6.3 | AI SEO Audit Dashboards & Reporting Tools: Rank Math, Ahrefs |

Day 7 : Visual Storytelling with Generative AI



7.1

AI Image Generation for Ads & Social Media

Tools : Gemini, Mix Board, Canva

7.2

Creative Design Workflows

Tools : Canva AI, Adobe Firefly

7.3

Mid-Level Creative Projects

Tools : Recraft, Google Labs

Day 8: Video & Audio Marketing with AI



8.1

AI Video Creation & Editing

Tools: Runway Gen-3, Google Flow, Heygen

8.2

Short-Form Content for Reels

Tools: Higgsfield, FreePik

8.3

AI Voice & Podcasting

Tools: ElevenLabs, Veed.io

Growth Channels & Paid Media with AI

Day 9 : Paid Ads with AI



9.1

Google Ads Planning with AI

Tools: Google Ads, ChatGPT

9.2

Meta Ads Campaign Drafting

Tools: Meta Ads Manager, Canva AI

9.3

AI for Ad Copywriting & A/B Testing

Tools: Jasper, Copy.ai

Day 10: Social Media Growth & Influencer Marketing



10.1

Social Media Strategy with AI

Tools: Buffer, Metricool, ChatGPT

10.2

Influencer Discovery & Outreach

Tools: Nano Banana

10.3

Engagement Optimization with AI

Tools: Manychat

Automation, Email, and E-commerce AI

Day 11: Marketing Automation & Rollout AI



11.1

Introduction to Workflow Automation

Tools: Make

11.2

Automated Lead Capture & CRM Updates

Tools: HubSpot CRM (Free)

11.3

Rollout AI for Marketing Automation (Hands-On)

Tools: Rollout AI

Day 12: E-commerce Marketing with AI



12.1

AI-Powered Product Descriptions

Tools: Jasper, ChatGPT

12.2

Dynamic Pricing & Personalization

Tools: Obviously.ai, Mutiny

12.3

Retargeting Campaigns

Tools: Google Ads Remarketing, Meta Pixel

Day 13 : AI Basics & Chatbot Automation



13.1

How AI improves online selling

Tools: Amazon, Flipkart, Meesho

13.2

AI product image generation/editing

Tools: Mix Board, Gemini

13.3

Chatbot & Automated Reply

Tools: Jotform

Day 14 : B2B Growth & LinkedIn Marketing



14.1

LinkedIn Lead Generation with AI

Tools: Apollo.io, Sales Navigator

14.2

Cold Outreach Copywriting

Tools: Waalaxy, ChatGPT

14.3

Automating LinkedIn Campaigns

Tools: ChatGPT

Day 15 : Career Prep, Capstone & Showcase



15.1

Building a Marketing Portfolio

Tools: Canva

15.2

Freelancing & Personal Branding

Tools: Fiverr, Upwork

15.3

Final Capstone Showcase & Feedback

Tools: Canva, Freelancer

SHASTRA'S FOR MARKETING

AI Content & Copywriting Tools



ChatGPT

(free) → Blogs, ad copy, SEO, prompts.



Claude

(free) → Long-form content, strategy docs.



copy.ai

(freemium) → Social posts, ads, landing page copy.



Jasper

(free trial) → Campaign copy & messaging frameworks.



grammarly

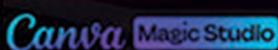
(freemium) → Proofreading & tone optimization.

SHA STRA'S FOR MARKETING

Visual & Creative Tools



(freemium) → Graphics, ad banners, templates.



(freemium) → AI-powered design workflows.



ideogram

(free via Clipdrop/Hugging Face) → Advanced image generation.

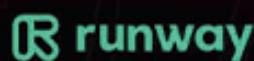


Leonardo.Ai

(freemium) → Visual asset creation at scale.

SHA STRA'S FOR MARKETING

Video, Animation & Audio Tools



(freemium credits) → AI video generation.



Pika Labs

(free via Discord) → Animated video creation.



Suno

(free) → Music & jingles for campaigns.

**Eleven
Labs**

(free tier) → AI-powered pitch decks.



HeyGen

(freemium) → AI video generation

SHAstra's For Marketing

Performance Marketing Tools



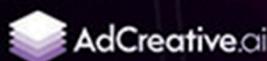
(free) → Campaign simulation & practice.



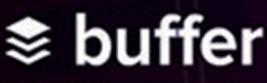
(free) → Keyword research.



(free sandbox) → Campaign simulations.



(freemium) → AI ad creatives.



(freemium) → Social scheduling & publishing.



(freemium) → Social post automation.

SHAstra's for Marketing

Marketing Automation Tools



(freemium) → Auto Reply workflow



(freemium) → Automation workflows.



(freemium) → Automate Posts

SHASTRA'S FOR MARKETING

B2B Marketing & Lead Gen Tools



(free) → CRM Management, Sales Funnel



RollOut

(free) → Outreach Campaigns



(freemium) → LinkedIn Automation, Lead Generation



(free trial) → B2B Lead Sourcing



SHASTRA'S FOR MARKETING

Freelancer WorkFlow Stack



(free) → Creative ,Resume Portfolios



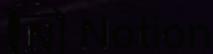
(free) → Work With International Clients



(freemium) → Freelance work



(free trial) → Submitting Proposal

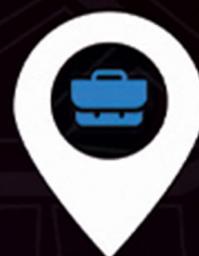


CAREER OUTCOMES

Transform Your Career in 15-Days



Build expertise in
AI-driven digital
marketing funnels.



Create a portfolio with
case studies and a
capstone project.

Fast-track **into roles:**



AI Campaign Manager



AI Digital Marketer



AI Marketing Specialist



Digital Growth Consultant



Marketing Automation Specialist

OUR LEADER

Dr. Ankush Mehta

Founder – MEDA Partners

Visionary entrepreneur with strong expertise in digital marketing and business strategy

Proven leader in building result-driven digital solutions and industry-oriented training programs

Committed to empowering students and professionals with practical, real-world digital skills

Driven by the vision to create scalable brands & future-ready digital professionals



THINKING BEYOND PLACEMENT

We don't just focus on jobs. **We focus on impact.**

Graduates walk away with workflows
that immediately improve ROI.

Marketers who apply AI save
companies 25–35% in
campaign costs (Deloitte).

AI-led ad testing improves
ROAS by 28% on average
(Harvard Business Review).



OUR PARTNERS

We collaborate with top **AI platforms, growth ecosystems, and analytics tools.**



Access **real dashboards.**



Practical exposure to live tools & workflows.



EXCLUSIVE WORKFLOWS FOR YOUR MARKETING NEEDS

Graduate with **ready-to-use systems** that save months of trial-and-error:

Automated
Google & Meta ad
campaigns

B2B lead
scraping
& enrichment
flows

AI-generated
email drip
sequences

Funnel
dashboards
synced with GA4

Stat: Teams using automation workflows reduce execution time by 40–60% (Forrester, 2024).



Your Digital Marketing Transformation Starts Here

Don't just learn—apply

This **TejasAI - A Fastrack Mastery Program** gets you hands-on with AI, building skills employers demand today.

JOIN US NOW!

Seats Limited!

REACH OUT TO US AT



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