

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 5× 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).

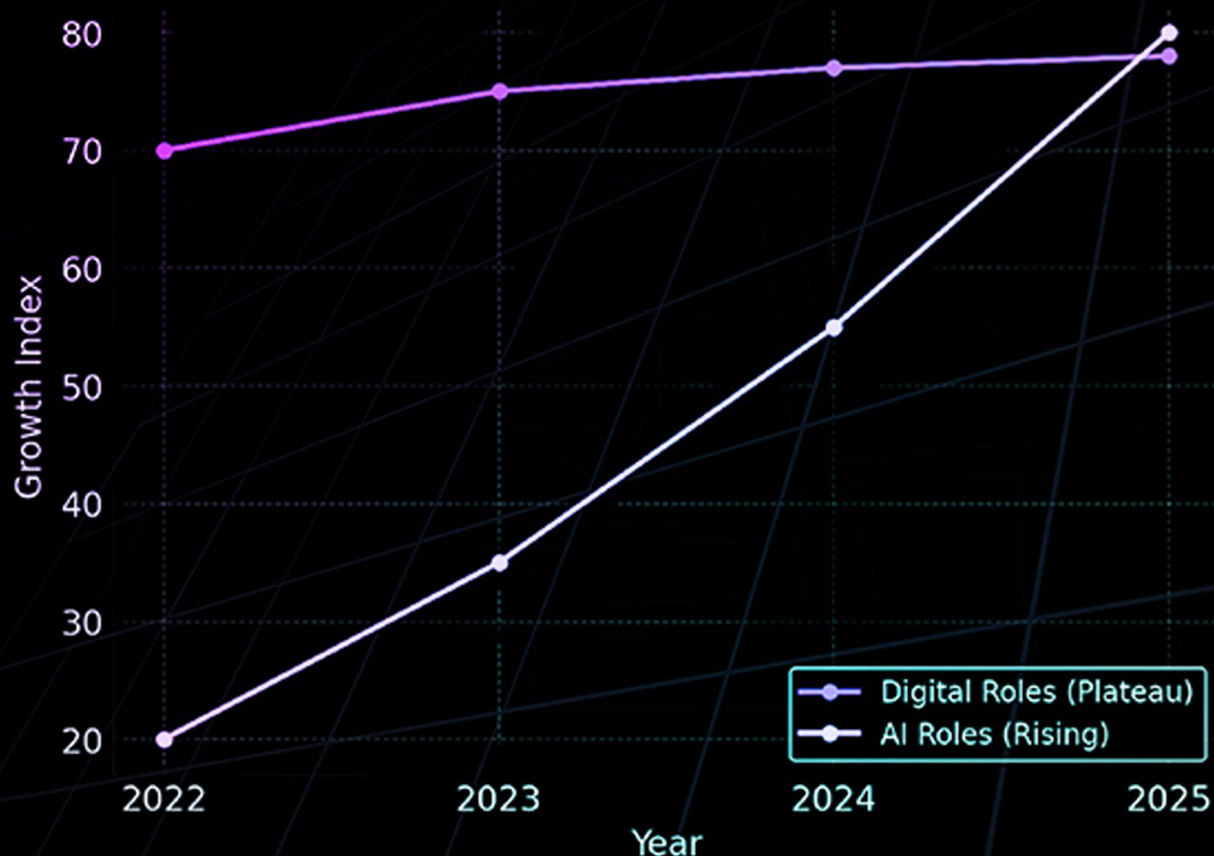


AI marketing roles are growing 2.3x faster than traditional digital roles (PwC)



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.



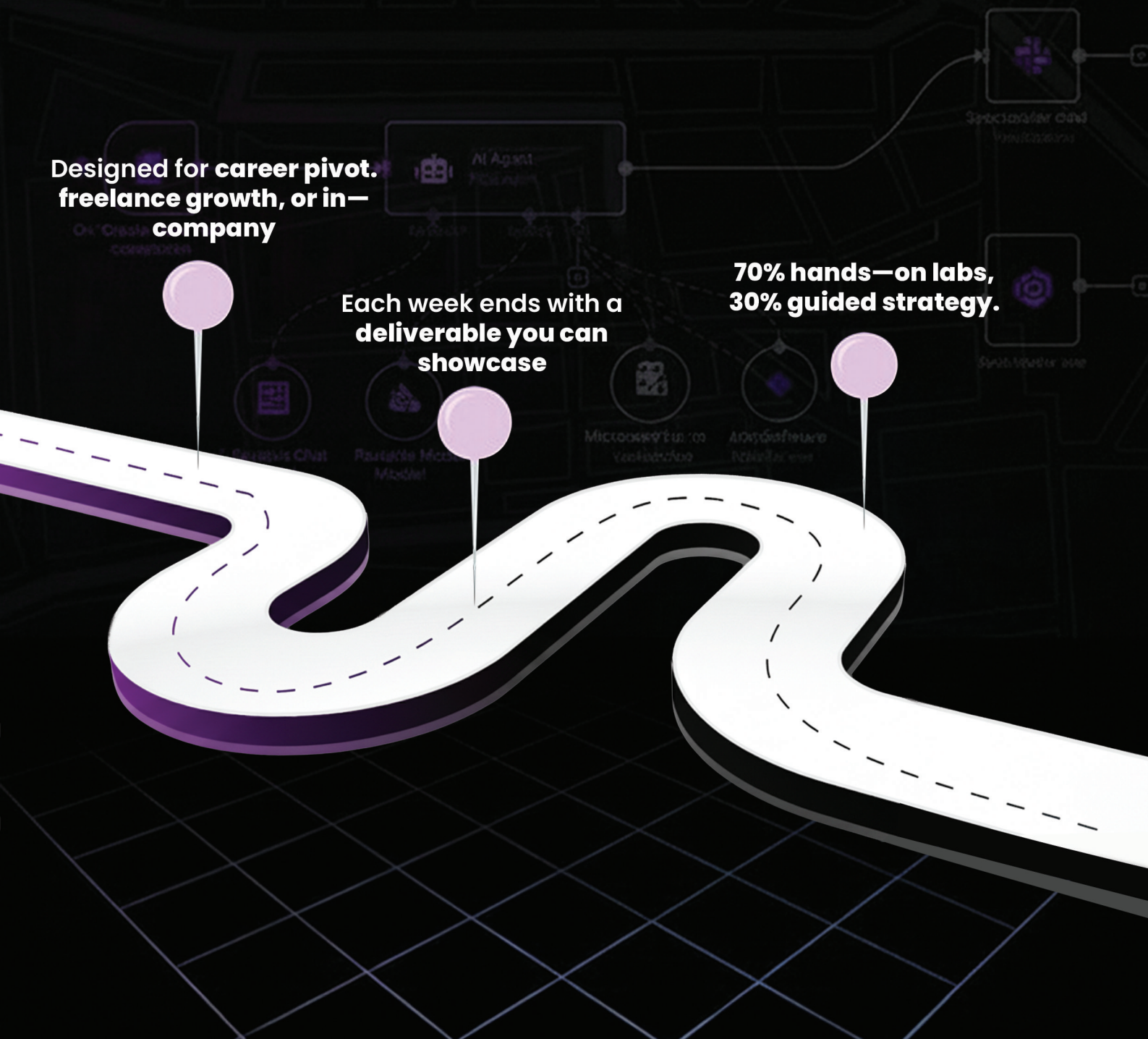
WHAT IS AI FUTURE READY DIGITAL MARKETING?

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: Funnelytics

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

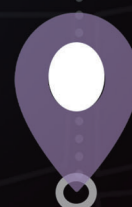
Short-Form Content for Reels

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

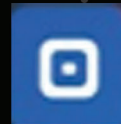
Tools: Waalaxy, ChatGPT

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

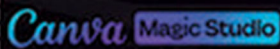
(freemium) → Proofreading & tone optimization.

SHAstra's FOR MARKETING

Visual & Creative Tools

The Canva logo, featuring the word "Canva" in a stylized, rounded font with a blue-to-purple gradient.

(freemium) → Graphics, ad banners, templates.

The Canva Magic Studio logo, with "Canva" in its signature font and "Magic Studio" in a smaller, white sans-serif font on a dark blue rectangular background.

(freemium) → AI-powered design workflows.



ideogram

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

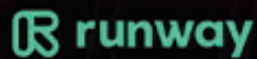


Leonardo.AI

(freemium) → Visual asset creation at scale.

SHAstra'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



Sandbox

(free) → Campaign simulation & practice.



(free) → Keyword research.



Meta
Ads Manager

(free sandbox) → Campaign simulations.



AdCreative.ai

(freemium) → AI ad creatives.



buffer

(freemium) → Social scheduling & publishing.



Hootsuite

(freemium) → Social post automation.

SHAstra'S FOR MARKETING

Marketing Automation Tools

The Manychat logo is displayed within a dashed rectangular border. It features the word "Manychat" in a bold, black, sans-serif font, with a small white asterisk positioned above the letter 'i'.

(freemium) → Auto Reply workflow

The Zapier logo is shown inside a dashed rectangular border. It consists of the word "zapier" in a lowercase, orange, sans-serif font, with a small white asterisk above the letter 'i'.

(freemium) → Automation workflows.

The Hootsuite logo is enclosed in a dashed rectangular border. It includes a red owl icon to the left of the word "Hootsuite", which is written in a red, sans-serif font.

(freemium) → Automate Posts

SHAstra's FOR MARKETING

B2B Marketing & Lead Gen Tools



(free) → CRM Mangement, Sales Funnel



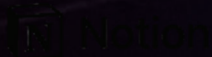
(free) → Outreach Campaigns



(freemium) → LinkedIn Automation, Lead Generation



(free trial) → B2B Lead Sourcing

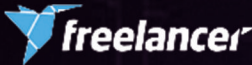


SHAstra's FOR MARKETING

Freelancer WorkFlow Stack



(free) → Creative ,Resume Portfolios



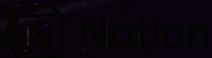
(free) → Work With International Clients



(freemium) → Freelance work



(free trial) → Submitting Proposal



CAREER OUTCOMES

Transform Your Career in 15-Days

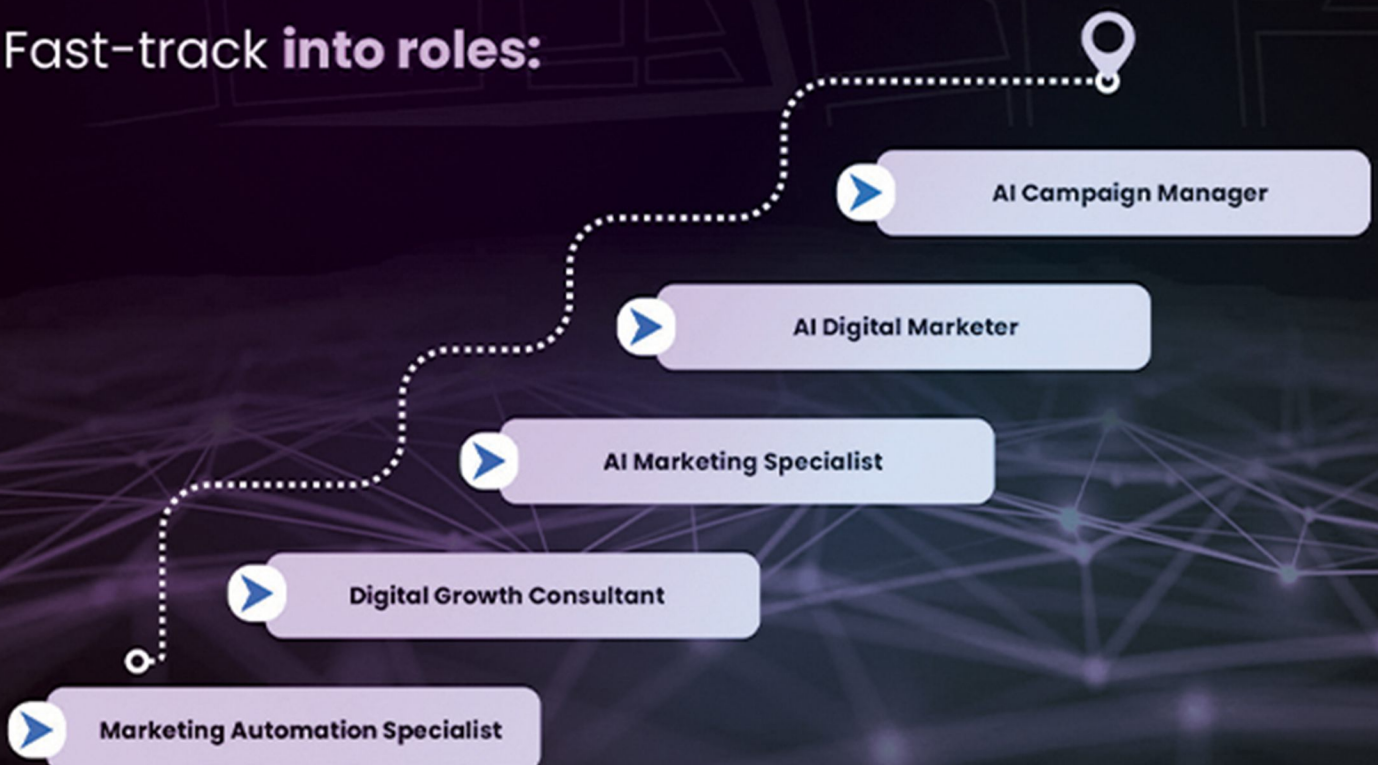


Build expertise in
**AI-driven digital
marketing funnels.**



Create a portfolio with
case studies and a
capstone project.

Fast-track **into roles:**



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.

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

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



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
syncd 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!

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