OMEBLY.

OMEBLY ACADEMY · COURSE PACK

AI for Digital Marketing

Use AI for research, content, SEO, ads, social media, email and reporting, and learn how to stay visible as people search with AI.

USD 280 · full course

8 weeks · 16 live sessions

One-on-one with a mentor

Certificate within 3 days

Course module · Enrolment and payment · Student portal · Certificate

Omebly Academy, Kolkata, India · omebly.com

2026 edition

ABOUT THIS COURSE

What you will learn

Digital marketing is how businesses reach customers online: search engines, social media, ads, email and websites. AI now helps with every part of it, from researching what customers want to writing posts, creating ad images, finding keywords and reading campaign results.

PRICE	LENGTH	SESSIONS
USD 280	**8 weeks**	**16 × 90 minutes**

FORMAT	LEVEL	YOU FINISH WITH
Live, one-on-one	**Beginner friendly**	**3 projects + certificate**

Who it is for

- ✓ Marketing beginners who want a modern, AI-powered skill set
- ✓ Social media managers and content creators who want to produce more
- ✓ Business owners who run their own marketing
- ✓ Marketers and freelancers who want to keep up with AI

By the end you will be able to

- ✓ Research audiences, competitors and trends with AI
- ✓ Build a content plan and create posts, blogs and visuals in your brand voice
- ✓ Use AI for keyword research and on-page SEO
- ✓ Make your brand easier for AI search tools to find and recommend
- ✓ Write and design ad variations and test them on Google and Meta
- ✓ Create email sequences and personalised campaigns
- ✓ Turn analytics data into clear reports and next steps

In this course you learn how to use AI across a full marketing plan without losing quality or your brand's voice. You will research an audience, build a content plan, write and design posts, improve SEO, create and test ads, write email sequences and turn analytics into clear reports. You also learn how AI search like Google's AI Overviews and ChatGPT changes the way people find businesses, and what to do about it.

COURSE MODULE

8 weeks, step by step

One module a week, two live one-on-one sessions each, and a hands-on task your mentor reviews.

WEEK 1

AI marketing foundations

Set up your AI marketing toolkit and learn where AI helps most.

- The digital marketing funnel in simple words
- Where AI helps: research, creation, optimisation and reporting
- Teaching AI your brand, products and customers
- Setting up your toolkit

HANDS-ON Write a brand and audience brief that any AI tool can use.

WEEK 2

Research and strategy with AI

Know your customers and competitors before you create anything.

- Customer personas and pain points with AI
- Competitor and trend research
- Finding content ideas people actually search for
- Building a simple marketing plan

HANDS-ON Create personas, a competitor summary and a one-month marketing plan.

WEEK 3

Content creation that sounds human

Write and design content quickly without sounding generic.

- Blogs, captions and scripts with AI
- Editing AI drafts to add real experience
- Images and carousels with Canva AI and image tools
- Short videos and reels with AI help

HANDS-ON Produce a week of social posts, one blog article and one short video.

WEEK 4

SEO and AI search

Get found on Google and in AI answers.

- Keyword research with AI and free tools
- On-page SEO: titles, structure and internal links
- How AI Overviews and chat search choose sources
- Writing content that AI tools quote and recommend

HANDS-ON Optimise three web pages and track how they show up in search.

COURSE MODULE · CONTINUED

Weeks 5 to 8: train, sound and direct

From your own trained model to a full AI pipeline and your final film.

WEEK 5

Paid ads with AI

Create and improve ads faster on Google and Meta.

- Ad copy and creative variations with AI
- AI features in Google Ads and Meta Ads
- Audience targeting and budgets explained simply
- Reading results and improving campaigns

HANDS-ON Build a complete ad campaign plan with 10 ad variations.

WEEK 6

Social media and community

Grow and engage an audience consistently.

- Platform-by-platform strategy
- Scheduling and repurposing content with AI
- Replying to comments and messages with AI drafts
- Working with creators and influencers

HANDS-ON Turn one blog article into posts for four different platforms.

WEEK 7

Email marketing and automation

Build emails that nurture and convert, on autopilot.

- Welcome, nurture and sales sequences
- Subject lines and personalisation with AI
- Automation in tools like Mailchimp or Brevo
- Connecting forms, AI and email with no-code tools

HANDS-ON Write and set up a 5-email welcome sequence.

WEEK 8

Analytics, reporting and final project

Measure what works and present a full AI-powered campaign.

- Google Analytics 4 basics
- Asking AI to explain your numbers
- Building simple monthly reports
- Final campaign presentations and mentor feedback

HANDS-ON Present a full AI-powered marketing campaign with a results report.

TOOLS, PROJECTS AND REQUIREMENTS

What you will use and build

Real tools, real projects, and a short list of what you need to start.

Tools you will use

- ✓ ChatGPT
- ✓ Claude
- ✓ Google Gemini
- ✓ Canva AI
- ✓ Google Ads
- ✓ Meta Ads
- ✓ Google Analytics 4
- ✓ Mailchimp or Brevo

AI tool subscriptions are not included in the course fee. You use your own accounts on each tool's free plan, which is enough for the whole course. Any paid plan is your own choice and cost.

Projects for your portfolio

- ✓ A complete AI-assisted marketing plan for a real or made-up brand
- ✓ A content pack: posts, a blog article, visuals and a short video
- ✓ An ad campaign plan and a 5-email welcome sequence with a results report

What you need

- ✓ A laptop or desktop computer with internet
- ✓ Your own free Google and Meta accounts (no ad spend is required)
- ✓ No marketing experience needed

What the course fee includes

- ✓ 16 live one-on-one sessions with your mentor (2 a week, 90 minutes each)
- ✓ Recordings of every class to revise at your own pace
- ✓ A hands-on task every week, reviewed by your mentor
- ✓ A final project you can show at work or in your portfolio
- ✓ Ready-to-use prompt library and templates to keep
- ✓ Omebly certificate of completion
- ✓ Your own login to the Omebly student portal with study materials and theory books
- ✓ Support with your LinkedIn profile and job search

HOW ENROLMENT WORKS

From first look to certificate

A simple, clear process, so you always know what happens next.

01
Review the course module
Read this course pack: what you will learn, week by week, and what you need.

02
Agree to the module
Tell us you are happy with the course plan, so we both know exactly what is covered.

03
Fix your class timings
We discuss and agree a class schedule that suits you and your mentor.

04
Pay the full course fee
The full fee of USD 280 is paid before the course starts, as per the agreed schedule.

05
Get your student portal login
You receive your own login ID and password for the Omebly student portal.

06
Learn one-on-one with your mentor
Your live one-on-one sessions run on the agreed timings, with study materials and theory books in the portal.

07
Receive your certificate
After you complete the course, your certificate is issued within 3 days and can be checked on the verification portal.

PAYMENT DETAILS

One price, paid in full

Clear and simple: no instalments and no hidden fees.

COURSE FEE

USD 280

- ✓ Full payment before the course starts
- ✓ Paid as per your agreed class schedule
- ✓ Covers all 16 live one-on-one sessions
- ✓ Student portal, study materials and theory books
- ✓ Certificate and career support

How payment works

- ✓ First, review this module and agree to it.
- ✓ Next, agree your class timings with our team.
- ✓ Then pay the full fee of USD 280 before your first session.
- ✓ Your student portal login is shared once payment is confirmed.

Payment methods and account details are shared by the Omebly team in writing when your schedule is agreed. Please pay only to details sent by Omebly from info@omebly.com or our official WhatsApp +91 70444 33991.

Not included

- ✓ AI tool subscriptions or paid plans (you use the tools' free plans on your own accounts)
- ✓ Computer hardware, internet connection or paid cloud computing

STUDENT PORTAL, CERTIFICATE AND CAREER SUPPORT

Everything in one place

Your learning, your certificate and your next step, all supported by Omebly.

Student portal

- ✓ Your own login ID and password, provided by Omebly
- ✓ All study materials for every week
- ✓ Theory books to read and revise
- ✓ Your projects and progress in one place

Certificate

- ✓ Issued within 3 days of completing the course
- ✓ Lists the course and the projects you completed
- ✓ Has a unique certificate ID
- ✓ Anyone can check it on Omebly's separate certificate verification portal

LinkedIn profile building

- ✓ Help writing your headline, about section and skills
- ✓ Showing your course projects as a portfolio
- ✓ Adding your certificate to your profile

Job search support

- ✓ CV review and tips for applications
- ✓ Mock interview practice
- ✓ Guidance on where and how to apply

We support your job search but cannot guarantee a job. Results depend on your effort and the job market.

Contact Omebly Academy

WHATSAPP
+91 70444 33991

EMAIL
info@omebly.com

WEBSITE
omebly.com/training

OMEBLY.

CERTIFICATE ID: OMB-AI-2026-000123
ISSUED: 15 JANUARY 2027

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Certificate of Completion

This certifies that

Student Name

has successfully completed the course

AI for Digital Marketing

8 weeks · 16 live one-on-one sessions · 3 portfolio projects

SAMPLE

Nazmul Hussain

Nazmul Hussain
Managing Director & Technical Head, Omebly

OMEBLY
ACADEMY
VERIFIED

Verify this certificate
Enter the certificate ID on the Omebly certificate verification portal