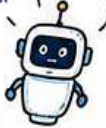




ABOUT THE TRAIN & DEPLOY INTERNSHIP PROGRAM

DIGITAL MARKETING WITH AI

Learn Smart.
Market Smarter.
Grow Faster
with AI!



A practical, industry-ready internship to master Digital Marketing with the power of AI tools and strategies. Learn by doing real projects, get expert guidance and build a career that stands out.

★ PROGRAM HIGHLIGHTS

- ★ Live project based learning
- ★ AI-powered marketing workflows
- ★ End-to-end campaign execution
- ★ Industry best practices & case studies
- ★ Mentorship from marketing experts
- ★ Build portfolio with real projects
- ★ Job-ready skills & deployment support
- ★ Certificate of Completion



WHAT YOU WILL GET



- ✓ Hands-on implementation experience
- ✓ Deep understanding of tools & strategies
- ✓ AI tools access & practical use
- ✓ Real-world campaign experience
- ✓ Professional portfolio projects
- ✓ Resume & LinkedIn boost
- ✓ Interview preparation & job support
- ✓ LOR based on performance

WHAT YOU WILL LEARN (DIGITAL MARKETING WITH AI)

1. Foundations

- Digital marketing landscape overview
- Customer journey & marketing funnel
- KPIs & goal setting
- Intro to AI in marketing

2. Strategy

- Market research with AI tools
- Audience personas & segmentation
- Competitor analysis
- Content strategy planning

3. Content Creation with AI

- Blog & ad copy with AI
- Social media content creation
- Image & video creation with AI
- AI for SEO content optimization

4. Social Media Marketing

- Platform overview
- Content calendar
- AI for post ideas, captions & hashtags
- Community management
- Social media ads

5. SEO with AI

- Keyword research using AI
- On-page & off-page SEO
- AI for content optimization
- Technical SEO basics

6. Paid Advertising

- Google Ads setup & campaign
- Meta (Facebook/Instagram) Ads
- AI for ad copy, audience & bidding
- Performance tracking & optimization

7. Email & Automation

- Email marketing basics
- AI for email copy & subject lines
- Marketing automation tools
- Lead nurturing workflows



TOOLS YOU WILL USE

- ✓ ChatGPT / Gemini / Claude (AI Content)
- ✓ Canva / Canva AI (Design)
- ✓ Grammarly / QuillBot (Writing)
- ✓ Surfer SEO / Ubersuggest / SEMrush
- ✓ Google Ads / Meta Ads Manager
- ✓ Google Analytics 4 (GA4)
- ✓ Buffer / Hootsuite / Metricool
- ✓ Mailchimp / Sendinblue / ConvertKit
- ✓ Zapier (Automation) & more

INTERNSHIP FLOW



1. Enroll



2. Learn
(Concepts & Tools)



3. Implement
(Live Projects)



4. Review &
Validate



5. Analyze &
Optimize



6. Present &
Get Certified

PROGRAM DETAILS



- Duration : 2 Months (8 Weeks)
- Mode : Online (Live + Recorded Support)
- Commitment : 10-15 hrs / week
- Projects : 2+ End-to-End Projects
- Mentorship : 1-on-1 Guidance & Feedback
- Support : Doubt clearing, feedback & best practices
- Certification : Yes (Based on performance)
- Eligibility : Anyone passionate about Digital Marketing & AI

PROJECTS YOU WILL WORK ON



0. Brand Awareness Campaign
AI based content, social media strategy, paid ads, performance tracking
 2. Lead Generation Campaign
Landing page, lead ads, email nurturing automation, analytics & optimization
- + Bonus Mini Projects
AI content calendar, ad copy testing, SEO content optimization, email campaign

WHO CAN APPLY?



- ✓ Students (BBA, BCA, MBA, B.Com, etc.)
- ✓ Freshers
- ✓ Marketing enthusiasts
- ✓ Career switchers
- ✓ Entrepreneurs & Business owners
- ✓ Anyone who wants to build a career in Digital Marketing with AI



WHY THIS PROGRAM?

- AI is the future of marketing
- Practical, hands-on real projects
- Industry-relevant skills
- Better career opportunities
- Build portfolio that gets you noticed
- Learn by doing, grow by building!



DEPLOYMENT SUPPORT

- Resume building
- LinkedIn optimization
- Interview preparation
- Mock interviews
- Job referrals (based on performance)
- Help you get deployed!

PROGRAM RULES

- ★ Be consistent & submit work on time
- ★ Follow best practices
- ★ Ask questions & stay curious
- ★ Test everything before submission
- ★ Think like a Marketer!
- ★ Maintain ethical & legal standards



Join the Train & Deploy Internship Program and turn your passion for Digital Marketing with AI into a successful career!



Learn.
Implement.
Analyze.
Grow. Together!

