BankIslami

Umeed Digital Certification Program

DIGITAL MARKETING WITH AI

BankIslami Umeed
DIGITAL**CERTIFICATION**
PROGRAM

Centre for Information & Communication Technologies

IBA CICT

At IBA, education goes beyond the classroom, preparing our students to navigate the corporate world with technology leadership, vision and challenges. The CICT at IBA is a center of excellence in continuing education providing professional diplomas, certifications, and workshops in the field of Information technology, Information Systems, and Computer Science. The CICT was established in 2016 providing high-quality professional education to the private and public sectors in Pakistan. The CICT has been associated with renowned faculty members who conduct certain courses and workshops which contribute to the digitalization in the educational and professional sectors.

VISION

The Center for Information & Communication Technology (CICT) aspires to meet the highest standards of IT excellence required in pursuit of management strategies.

MISSION

The Center for Information & Communication Technology (CICT) is to provide excellent teaching and research environment specially in Information Technology to produce students/professionals who distinguish themselves by their professional competence, research, entrepreneurship, humanistic outlook, ethical rectitude, pragmatic approach to problem solving, managerial skills and ability to respond to the challenge of socio-economic development to serve as the vanguard of techno-industrial transformation of the society.

RULES & REGULATIONS

1. Be on time for your classes and avoid being irregular.
2. All students are required to carry their ID Cards provided by the administration to avoid any inconveniences while entering the premises.
3. In case of Card loss, the student is required to report to the department to state their case.
4. ***Do not bring any food or drinks inside your classrooms especially computer labs as it is strictly prohibited.***
5. Don't forget to turn off the machine once you are done using it.
6. Do not plug in external devices without scanning them for computer viruses.
7. Avoid usage of mobile devices during your sessions, the instructor has a full right to dismiss any student who has been found using the phone during class.
8. Be respectful to your teachers as well as your classmates, any kind of disrespect or misbehavior will be subject to dismissal from the course.
9. Punctuality & and regularity are important parts of this program, attendance of less than 90% will result in termination from the program and cancelation of certificate issuance.
10. Classes will be conducted as per the schedule, in case of any cancellations, make-up classes will be scheduled on Fridays.

Note: IBA plays a vital role in maintaining decorum which applies to every candidate entering the premises. Keeping in mind that the campus is Smoke-free any candidate carrying out any malactivity is reluctantly charged and may result in dismissal from the course.

🔗 **Click here to view the complete CICT Policies**

DIGITAL MARKETING WITH AI

Digital marketing with AI is a game-changing strategy that harnesses the power of Artificial Intelligence to revolutionize marketing efforts. Through AI-driven data analysis, it provides valuable insights into consumer behavior, enabling personalized content and product recommendations. AI also automates tasks like email marketing, ad optimization, and content generation, saving time and improving campaign effectiveness. Chatbots and virtual assistants enhance customer interactions, while predictive analytics helps marketers stay ahead of trends. Furthermore, AI strengthens security measures and detects fraudulent activities, ensuring the integrity of campaigns. Overall, digital marketing with AI empowers businesses to make data-driven decisions, streamline operations, and deliver more personalized and effective marketing campaigns.Digital marketing with AI is a game-changing strategy that harnesses the power of Artificial Intelligence to revolutionize marketing efforts. Through AI-driven data analysis, it provides valuable insights into consumer behavior, enabling personalized content and product recommendations. AI also automates tasks like email marketing, ad optimization, and content generation, saving time and improving campaign effectiveness. Chatbots and virtual assistants enhance customer interactions, while predictive analytics helps marketers stay ahead of trends. Furthermore, AI strengthens security measures and detects fraudulent activities, ensuring the integrity of campaigns. Overall, digital marketing with AI empowers businesses to make data-driven decisions, streamline operations, and deliver more personalized and effective marketing campaigns.

KEY FEATURES

1. Leads to google certification.
2. IBA certification.
3. Understanding of the digital freelancing industry.
4. Key players in the market.
5. Online business model.
6. Work showcases to potential clients.
7. Collaboration tools, and software specific to certain industries.
8. Managing a remote team effectively.

LEARNING OUTCOMES

- Digital earning.
- Product hunting.
- Client hunting.
- Freelancing Portfolio.
- Prototype business startup.
- Local business plan and strategies.
- Strategies development.
- Audience targeting.
- Content creation.
- SEO proficiency.
- Social media mastery.
- Email marketing skills.
- Paid advertising expertise.
- Data analytics.
- Conversion rate optimization (CRO).
- Budget management.
- Trend awareness

COURSE TOPICS
TECHNICAL SKILLS

MODULE	TOPICS
Module 1	**Introduction to Digital Marketing with AI Tools.** • Overview of Digital Marketing and its relevance. • Evolution of Digital marketing with AI tools and its impact on "traditional marketing. • Understanding the digital marketing channels and landscape. • Introduction to Artificial Intelligence (AI) and its relevant application in digital marketing. • Understanding the synergy between AI and digital marketing with apps like ChatGPT, Chatbots, Image Creation/Generation etc.
Module 2	**Website Planning and Development with AI Tools** • Significance of website generation in a digital marketing world. • Website planning, design and structure through ChatGPT and layouts through Visily. • Enhancing User experience (UX) and user interface (UI) design doctrine with the help of Chatbots. • Significance of data analytics in digital marketing. • Mobile optimization and responsive design. • AI based techniques and tools for the data collection, analysis and 'visualization'. • Machine learning algorithms and predictive text analytics for data-driven decision making. • Using AI and ChatGPT/Jasper to build website from scratch on wordpress.com.

COURSE TOPICS
TECHNICAL SKILLS

MODULE	TOPICS
Module 3	**Introduction to SEO and its utility with AI.** • Introduction to SEO and its role in driving organic traffic. • Keyword research and analysis. • Understanding Artificial Intelligence's impact on SEO strategies. • AI-powered SEO tools for analyzing competitor analysis and website performance. • AI-based content optimization and keyword research.
Module 4	**Personalization and Customer Segmentation** • Utilizing AI to create personalized digital marketing campaigns and analyze customer data through using Google Analytics. • Using AI techniques and algorithms for customer segmentation (Example: Netflix recommending movies to its viewers based on their previous choices and preferences).
Module 5	**Search Engine Marketing (SEM) and Pay-Per-Click (PPC) Advertising.** • Introduction to SEM and PPC advertising and its relevance with AI. • Bing Ads and Google Ads platforms through ChatGPT to create custom audience segment. • Using ChatGPT for keyword generation in PPC. • Campaign optimization and keyword bidding. • Ad extensions and ad copywriting. • Performance management and conversion tracking.

COURSE TOPICS
TECHNICAL SKILLS

MODULE	TOPICS
Module 6	**Social Media Marketing (SMM) and Content Marketing with AI-powered Tools.** • Overview of famous social media platforms. • Development of social media strategy. • Content development and curation for social media through AI-powered tool such as Grammarly etc. • Options concerning social media targeting and advertising by using Pictory AI. • Social media reporting and analytics. • AI-generated social media analytics for campaign optimization and gaining audience insights. • AI-powered content development and scheduling for social media channels. • AI-driven customer service by using Chatbots in social media marketing. • Content planning, measuring and analysis can be done by AI-powered Adzooma.
Module 7	**AI with Content Marketing** • AI-based content curation and generation via AI Copywriting tool. • Natural/easy language processing (NLP) for content optimization and analysis through Google Cloud Platform. • AI-powered content recommendation and distribution systems via Machine Learning etc.

COURSE TOPICS
TECHNICAL SKILLS

MODULE	TOPICS
Module 8	**Social Media Advertising.** • Advanced social media advertising-based techniques through AI-based tool Adzooma and Runway. • Instagram Ads, Facebook Ads, LinkedIn Ads and Twitter Ads. • Audience segmentation and targeting via Google Analytics. • Ad optimization and testing via Adroll. • Custom audience and remarketing strategies.
Module 9	**Influencer Marketing with AI Tools.** • Understanding 'Influencer Marketing' and its utility with AI tools like Grin etc. • Identifying and collaborating with influencers. • Bargaining collaborations and contract guidelines. • Scrutinizing and evaluating influencer campaigns via virtual influencers like Miquela etc.
Module 10	**Analytics and Reporting with AI Tools and Techniques.** • Introduction to web analytic tools such as Google Analytics. • Key performance metrics and indicators. • Data analysis and reporting techniques with tools like Polymer and Microsoft Power BI etc. • Goal setting and conversion tracking via Google Ads and Google Analytics. • Continuous A/B testing and optimization via Google Optimize.

COURSE TOPICS
TECHNICAL SKILLS

MODULE	TOPICS
Module 11	**Digital Marketing Strategy and Planning via AI-Powered Tools** • Constructing a detailed digital marketing strategy. • Setting objectives and goals. • Identification of target audience and its segmentation via HubSpot etc. • Resource and budget allocation. • Measurement and analysis of outcome via Import.io etc
Module 12	**Legal and Ethical Considerations in AI-powered Marketing.** • Ethical and legal use of Artificial Intelligence in marketing. • Data protection and privacy regulations in AI-powered marketing. • Guaranteeing accountability and transparency in AI-powered marketing campaigns.

Note: This course outline provides a general structure for a Digital Marketing course. The specific topics covered and depth of each module may vary based on the course duration and the level of expertise being targeted.

COURSE TOPICS
SOFT SKILLS

MODULE	TOPICS
Soft Skills	**Soft Skills** • Effective communication • Problem solving skills • Time management • Collaboration • Emotional intelligence • Negotiation • Networking • Customer-centric Approach • Story telling • Leadership skills • Analytical thinking • Proposal writing • Presentation skills • Business ideas pitching • Client dealing
Freelancing	**Freelancing** • Upwork, Fiver, Freelancer, Facebook, LinkedIn, & more. • Understanding freelancing platforms and their audiences • Setting up a freelancing business • Finding and winning clients • Pricing and negotiating & Building a portfolio • Marketing and networking • Upwork & Fiverr profile optimization • Gig creation live, posting & checking • Work search on freelancing platforms • Proposal-making and effective pitching • Keyword Searching

COURSE TOPICS
SOFT SKILLS

MODULE	TOPICS
Client Hunting	**Client Hunting** • Proposal and pitch development: Learning how to create effective and persuasive proposals and pitches that clearly communicate the value of your services or products. • Negotiation and closing: Understanding how to effectively negotiate and close deals with clients, including how to handle objections and close on the first call. • Building a sales pipeline: Understanding how to create and maintain a sales pipeline that ensures a steady stream of new clients. • Lead generation: Understanding the best practices for lead generation, including how to use online tools and platforms to identify and attract new clients. • Marketing and branding: Understanding how to create and execute a marketing strategy that positions your business as the go-to solution for your target clients, and how to build a strong brand that resonates with your target market. • Case studies and role-playing: Identifying and analyzing real-life client hunting scenarios, practicing and role-playing different scenarios, to develop skills and confidence in handling different situations.

LIST OF TOOLS

- Google Analytics
- Google Search Console
- SEMrush
- Yoast SEO (WordPress plugin)
- WordPress
- Canva
- Google Ads
- Microsoft Advertising (formerly Bing Ads)

- Facebook Ads Manager
- Twitter Ads
- LinkedIn Campaign Manager
- Mailchimp Marketing Automation
- Chat GPT
- Tome.AI
- Grammarly
- MS Word
- Power Point

Connect with us:

Our Team:

Mahwish Ahmed
Senior Office Coordinator
soc_cict@iba.edu.pk
021-38104701 (Ext. 1160)

Dr. Syed Irfan Nabi
Academic Quality &
Enhancement Specialist
aqes_cict@iba.edu.pk
021-38104701 (Ext. 1151)

Kanwar M. Zarar
Program Associate
kmzarar@iba.edu.pk
021-38104701 (Ext. 1149)

Hafiz M. Obaid
Project Assistant
hmobaid@iba.edu.pk
021-38104701 (Ext. 1118)

Other Available EXTs

EXT: 1146
EXT: 1158