



Learn2Earn
LABS

LEARN SKILLS. EARN SUCCESS.

Digital Notes

Module 8: AI for Digital Marketing

Learn how to use **AI tools** to automate tasks, create **smarter content**, and improve **campaign performance**



AI Tools



Prompt Writing



Content Creation



Chatbots



Automation



AI Ads



SEO with AI



Analytics



SEO



Ads



Analytics



Campaigns



AI Tools



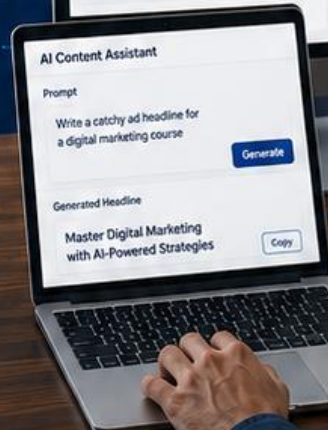
Automation



Content



Prompts



Plan.
Automate.
Analyze.
Grow.



www.learntoearnlabs.com



+91-9548868337



team@learntoearnlabs.com

Module 8

AI for Digital Marketing

Module Overview

Artificial Intelligence has become an important productivity tool for digital marketers. It can assist with market research, customer analysis, content writing, SEO planning, social media management, advertising, graphic design, video production, email marketing, data analysis and reporting.

However, AI should not be treated as a replacement for marketing knowledge, creativity or human decision-making. AI produces the best results when a marketer provides accurate business information, clear instructions and proper quality checks.

This module focuses on the practical use of free-tier AI tools. Learners will understand how to combine different tools and build repeatable workflows that save time while maintaining accuracy, originality and brand consistency.

Free plans, usage limits, model names and features change regularly. Always check the tool's official pricing or usage page before planning an important project.

Learning Objectives

After completing this module, learners should be able to:

- Understand the role of AI in digital marketing.
- Select a suitable AI tool for a marketing task.
- Write clear and effective AI prompts.
- Create an AI-ready brand information document.
- Conduct market and competitor research using AI.
- develop customer personas and customer journeys.
- Generate content ideas, briefs, drafts and calendars.
- Create social media, email, website and advertising content.
- Use AI to support SEO without producing low-quality content.
- Analyse marketing data with AI.
- Repurpose one content asset into multiple formats.
- Build practical AI-assisted marketing workflows.

- Identify hallucinations, bias and inaccurate outputs.
 - protect customer, employee and business information.
 - Measure the time and performance improvements produced by AI.
-



Table of Contents

1. Understanding AI in Digital Marketing	6
1.1 What Is Artificial Intelligence?	6
1.2 What Is Generative AI?	6
1.3 Generative AI vs Traditional Automation	7
1.4 What AI Can and Cannot Do	7
2. Free-Tier AI Toolkit for Digital Marketers	8
2.1 ChatGPT Free	8
2.2 Google Gemini	9
2.3 Claude Free	9
2.4 Other Useful Free or Freemium Tools	10
3. Building an AI Marketing Operating System	10
3.1 Create an AI Brand Brief	10
3.2 Example Brand Brief	12
3.3 Create an Organised Folder Structure	12
3.4 Maintain a Source Library	12
4. Prompt Engineering for Digital Marketing	13
4.1 What Is a Prompt?	13
4.2 The R-O-C-C-O Prompt Framework	14
4.3 Add Examples to Improve the Output	15
4.4 Ask AI to Request Missing Information	15
4.5 Use Iterative Prompting	15
5. Practical AI Workflow for Market Research	16
5.1 Step-by-Step Process	16
6. AI-Assisted Competitor Analysis	17
6.1 Information to Collect	17
6.2 Competitor Analysis Prompt	18
6.3 Important Limitation	18
7. Creating Customer Personas with AI	18
7.1 Persona Information	18
7.2 Practical Prompt	19
8. Mapping the Customer Journey with AI	19
8.1 Typical Stages	20
8.2 Customer Journey Prompt	20
9. AI for Content Strategy	20
9.1 Develop Content Pillars	20
9.2 Content Pillar Prompt	21
9.3 Create a Monthly Content Calendar	21
10. AI for Blog Writing and SEO	22
10.1 Recommended Workflow	22
10.2 Avoid These Practices	24
11. AI for Social Media Marketing	24
11.1 Create Platform-Specific Content	24
11.2 Social Media Post Prompt	25
11.3 Reel Script Prompt	26
12. AI for Content Repurposing	26
12.1 Example Workflow	26

12.2 Repurposing Prompt	27
13. AI for Email Marketing	27
13.1 Useful Applications.....	27
13.2 Welcome Email Sequence Prompt.....	28
13.3 Human Review Checklist.....	28
14. AI for Landing Pages and Website Copy	29
14.1 AI Can Help With	29
14.2 Landing Page Creation Prompt.....	29
14.3 Landing Page Audit Prompt.....	30
15. AI for Google Ads and Meta Ads	30
15.1 Search Advertisement Prompt	30
15.2 Meta Advertisement Prompt	31
15.3 Use AI for Experiment Planning	32
16. AI for E-Commerce Marketing	32
16.1 Product Description Workflow	32
16.2 Product Description Prompt.....	33
16.3 Other E-Commerce Uses.....	33
17. AI for Local Business Marketing	33
17.1 Practical Uses.....	34
17.2 Review Response Prompt.....	34
18. AI for Images and Design	34
18.1 Image Prompt Structure	35
18.2 Example Image Prompt.....	35
18.3 Design Verification	35
19. AI for Video Marketing.....	36
19.1 Pre-Production Uses	36
19.2 YouTube Script Prompt.....	36
19.3 Post-Production Uses	37
20. AI for Marketing Data Analysis	37
20.1 Suitable Data	37
20.2 Prepare the Data	37
20.3 Analysis Prompt	38
20.4 Questions to Ask the AI.....	38
20.5 Verify All Calculations	39
21. AI for Marketing Reports	39
21.1 Reporting Prompt.....	39
21.2 A Good Report Separates	40
22. AI for Lead Management and Customer Support	40
22.1 Possible Uses	40
22.2 Lead Qualification Framework.....	40
22.3 Follow-Up Prompt	41
23. Combining Multiple Free AI Tools.....	41
24. Maximising Free-Tier AI Tools	41
24.1 Prioritise High-Value Tasks	41
24.2 Batch Similar Tasks.....	42
24.3 Reuse a Master Brief.....	42
24.4 Save Good Outputs.....	42
24.5 Separate Tasks	42
24.6 Avoid Repeated Regeneration	43

24.7 Use Image Credits Carefully	43
24.8 Maintain a Prompt Library	43
25. The F-A-C-T-S Quality-Control Framework.....	44
26. Hallucinations and Other AI Risks	45
26.1 What Is an AI Hallucination?	45
26.2 How to Reduce Hallucinations.....	45
26.3 Bias.....	45
26.4 Privacy and Confidentiality	46
26.5 Copyright and Originality	46
27. Human-in-the-Loop Workflow	47
28. Measuring the Value of AI	47
28.1 Productivity Metrics.....	47
28.2 Quality Metrics	48
28.3 Marketing Metrics.....	48
28.4 AI Productivity Log.....	48
29. Practical Prompt Templates.....	49
29.1 Master Marketing Assistant Prompt	49
29.2 Content Improvement Prompt	49
29.3 Content Critic Prompt.....	50
29.4 Source-Based Research Prompt	50
29.5 Campaign Brief Prompt.....	50
30. Practical Exercises	51
31. Module Project: AI-Assisted Digital Marketing Campaign	53
32. Key Terms.....	55
33. Best-Practice Checklist	56
Final Learning Outcome	57

1. Understanding AI in Digital Marketing

1.1 What Is Artificial Intelligence?

Artificial Intelligence refers to computer systems that can perform tasks commonly associated with human intelligence. These tasks include:

- Understanding language
- Recognising patterns
- Analysing data
- Generating text and images
- Classifying information
- Making predictions
- Recommending actions
- Answering questions

Digital marketers usually work with AI through a website, mobile application or a feature integrated into an existing marketing platform.

1.2 What Is Generative AI?

Generative AI creates new material based on instructions and training patterns.

It can generate:

- Blog drafts
- Social media captions
- Advertisements
- Email subject lines
- Product descriptions
- Images
- Video scripts
- Reports
- Presentation outlines
- Code
- Marketing plans

Popular generative AI assistants include ChatGPT, Gemini and Claude.

1.3 Generative AI vs Traditional Automation

Generative AI	Traditional Automation
Creates or transforms content	Performs predefined actions
Can respond to natural-language instructions	Usually follows fixed rules
Useful for ideas, writing and analysis	Useful for repetitive operational work
Output may vary each time	Output is generally predictable
Requires human verification	Requires proper setup and monitoring

Example:

- Asking AI to write five email subject lines is generative AI.
- Automatically sending an email after someone submits a form is automation.
- Using AI to write the email and automation to send it is an AI-assisted workflow.

1.4 What AI Can and Cannot Do

AI can help with:

- Speeding up research
- Generating first drafts
- Creating variations
- Organising information
- Summarising documents
- Simplifying difficult concepts
- Analysing spreadsheets
- Identifying patterns
- Repurposing content
- Checking grammar and readability

AI cannot reliably:

- Understand a business without sufficient information.
- Guarantee that every fact is correct.
- Know private company information unless it is provided.
- Replace customer interviews and actual market data.
- Guarantee legal or policy compliance.
- Make every marketing decision independently.
- Publish content safely without human review.

- Automatically understand the emotional and cultural context of every audience.

AI should be treated as a capable assistant—not an unquestionable authority.

2. Free-Tier AI Toolkit for Digital Marketers

2.1 ChatGPT Free

ChatGPT can assist with brainstorming, writing, planning, web research, file analysis, image understanding and data analysis. Its free tier currently provides limited access to advanced features, including web search, file uploads, data analysis and image creation. Different features can have separate limits.

Free users can use available GPTs but cannot create their own custom GPTs. Current capabilities and limits should be checked on the official [ChatGPT Free Tier FAQ](#).

Practical uses

- Creating marketing plans
- Writing and rewriting content
- Analysing a CSV report
- Conducting web research with citations
- Reviewing landing-page copy
- Producing ad variations
- Analysing screenshots
- Generating or editing basic marketing images
- Creating customer personas
- Preparing reports

Good practice

Use a separate chat for each client, brand or major project. At the beginning of the conversation, provide the business context, target audience, offer and brand voice.

For sensitive conversations, ChatGPT also provides Temporary Chat. According to the official [ChatGPT FAQ](#), Temporary Chats do not appear in history, do not create or use memories and are not used to train models.

Do not assume that Temporary Chat makes it acceptable to upload information you are not authorised to share.

2.2 Google Gemini

Gemini can support research, writing, brainstorming, file-based analysis, image generation and work connected with certain Google services. Depending on the account, region and current availability, features may include Gems, Canvas, Connected Apps and Deep Research.

Google states that limits depend on the model and feature and may change. Learners should monitor the usage information displayed in the application and read the current [Gemini Apps limits](#).

Practical uses

- Researching markets and trends
- Summarising permitted Google Drive content
- Generating content ideas
- Creating campaign outlines
- Analysing documents
- Planning presentations
- Creating images
- Comparing concepts
- Working with Google services where supported

Google also warns that Gemini can provide inaccurate information, so important answers must be verified. Its general capabilities are explained in the [Gemini Apps help documentation](#).

2.3 Claude Free

Claude is useful for long-form writing, document review, summarisation, editing and structured analysis. Anthropic currently describes the free plan as a limited plan intended for occasional use. Availability and limits can vary, so check the official [Claude plan comparison](#).

Practical uses

- Editing long articles
- Improving writing structure
- Reviewing marketing documents
- Critiquing a campaign
- Summarising research material

- Creating detailed procedures
- Converting rough notes into organised content

2.4 Other Useful Free or Freemium Tools

Tool	Primary marketing use
Canva Free	Social media graphics, presentations and basic videos
Google Trends	Comparing search interest and identifying trends
Google Search Console	Analysing organic search performance
Google Analytics 4	Website and campaign analysis
Google Keyword Planner	Keyword ideas and advertising estimates
Looker Studio	Marketing dashboards
Microsoft Clarity	Heatmaps and session-behaviour analysis
CapCut	Short-video editing, captions and templates
Google Sheets	Data organisation, content calendars and reporting
Google Docs	Collaborative writing and editing
NotebookLM	Working with an approved collection of source documents

Some AI features inside freemium tools may have usage limits or may require a paid upgrade.

3. Building an AI Marketing Operating System

The most effective way to use AI is to create a reusable information system instead of explaining the business from the beginning every time.

3.1 Create an AI Brand Brief

Prepare a document containing the following information.

Business information

- Brand name

- Website address
- Industry
- Business location
- Products or services
- Main offer
- Price range
- Service area
- Business model
- Competitors

Target audience

- Age group
- Location
- Occupation
- Education level
- Income category
- Interests
- Problems
- Goals
- Buying concerns
- Preferred platforms
- Level of awareness

Brand positioning

- Unique selling proposition
- Main customer benefit
- Reasons to trust the business
- Proof and evidence
- Guarantees
- Brand values
- Competitive differences

Brand voice

- Formal or conversational
- Friendly or authoritative
- Simple or technical
- Humorous or serious
- Words the brand frequently uses
- Words the brand should avoid
- Preferred call to action

Content restrictions

- Claims that must not be made

- Regulated terms
- Competitors that should not be mentioned
- Confidential information
- Topics outside the brand's expertise
- Required disclaimers

3.2 Example Brand Brief

Brand: FreshBasket

Business: Online grocery delivery service

Location: Chandigarh and Mohali

Audience: Working professionals and families aged 25–45

Main problem: Customers do not have time to visit crowded markets

Main benefit: Fresh groceries delivered quickly

Brand voice: Helpful, simple, local and trustworthy

Avoid: Exaggerated health claims and negative competitor comparisons

Primary CTA: Order Today

Proof available: Customer reviews, delivery coverage and product photographs

3.3 Create an Organised Folder Structure

AI Marketing Workspace

- 01 Brand Brief
- 02 Audience Research
- 03 Competitor Research
- 04 Keyword Research
- 05 Content Calendar
- 06 Blog Content
- 07 Social Media
- 08 Email Campaigns
- 09 Advertisement Copy
- 10 Creative Assets
- 11 Analytics Reports
- 12 Approved Content
- 13 Prompt Library

This prevents approved content from becoming mixed with unverified AI drafts.

3.4 Maintain a Source Library

Store reliable information such as:

- Product catalogues
- Price lists
- Service details
- Customer FAQs
- Case studies
- Approved testimonials
- Website analytics
- Search Console reports
- Brand guidelines
- Platform policies
- Original research
- Official industry reports

AI performs better when it is given relevant source material.

4. Prompt Engineering for Digital Marketing

4.1 What Is a Prompt?

A prompt is an instruction given to an AI system. A good prompt explains what the learner needs, why it is needed and how the final output should be presented.

Compare the following prompts.

Weak prompt

Write an Instagram post for my bakery.

Improved prompt

Write three Instagram captions for a local bakery in Chandigarh.

Product: Fresh eggless chocolate cake

Audience: College students and young professionals

Objective: Generate WhatsApp enquiries

Tone: Friendly, cheerful and simple

Offer: 10% discount on pre-orders placed before Friday

Length: Maximum 80 words per caption

Include: One clear CTA and 5 relevant hashtags

Avoid: Unsupported claims such as "best bakery in India"

Present the result in a table with:
Caption | CTA | Hashtags | Visual suggestion

The second prompt gives the AI enough information to create usable content.

4.2 The R-O-C-C-O Prompt Framework

Use the following framework for marketing prompts.

R — Role

Tell AI which professional perspective to adopt.

Act as a digital marketing strategist for a local service business.

O — Objective

Explain the specific outcome.

Create a seven-day Instagram content plan that generates demo enquiries.

C — Context

Provide information about the brand, audience, product and campaign.

The business provides six-month digital marketing training to graduates in Chandigarh.

C — Constraints

Set boundaries.

Use simple English, avoid guaranteed job claims and keep captions below 100 words.

O — Output

Define the required format.

Provide a table containing date, content pillar, hook, caption, CTA and creative direction.

4.3 Add Examples to Improve the Output

If the brand has an approved caption, email or advertisement, give it to the AI as a style example.

Study the sample below for tone and sentence length. Do not copy its wording.

[Insert approved example]

Now write three new captions for the following offer:

[Insert offer]

Examples reduce confusion about the desired writing style.

4.4 Ask AI to Request Missing Information

Before creating the campaign, ask me up to eight essential questions. Do not prepare the campaign until I answer them.

This is useful when the learner is unsure what information the AI needs.

4.5 Use Iterative Prompting

Do not expect the first output to be final. Use a sequence:

1. Ask for research or an outline.
2. Correct any assumptions.
3. Select the strongest direction.
4. Request a first draft.
5. Review facts and claims.
6. Improve tone and structure.
7. Request platform-specific versions.
8. Complete a final human review.

Follow-up instructions

- Make the language easier for first-year college students.
 - Remove repeated ideas and improve the CTA.
 - Highlight every claim that requires evidence.
 - Give me three alternatives for the opening hook.
 - Critique this draft as a customer who is comparing three providers.
-

5. Practical AI Workflow for Market Research

AI can accelerate market research, but it should not invent market statistics.

5.1 Step-by-Step Process

Step 1: Define the research objective

Example:

I want to understand why small restaurants in Chandigarh may purchase social media management services.

Step 2: Ask AI to develop research questions

Create 15 research questions for interviewing owners of small restaurants.

Research objective: Understand their social media problems, current process, budget concerns, decision criteria and expectations from an agency.

Group questions under:

Business situation, current marketing, challenges, buying behaviour and desired results.

Use open-ended questions.

Step 3: Collect real information

Use:

- Customer interviews
- Sales-team feedback
- Online reviews
- Search suggestions
- Competitor websites
- Social media comments
- Google Trends
- Website analytics
- Industry reports

Step 4: Provide permitted data to AI

Remove names, contact details and confidential information before sharing data.

Analyse these anonymised interview responses.

Identify:

1. Repeated customer problems
2. Important buying triggers
3. Common objections
4. Words customers use
5. Content topics that address their concerns

Separate direct evidence from your interpretation.
Do not invent percentages.

Step 5: Verify the findings

Compare the AI output with original interviews and actual data. A repeated phrase is not automatically a market-wide trend.

6. AI-Assisted Competitor Analysis

6.1 Information to Collect

Create a spreadsheet containing:

- Competitor name
- Website
- Main offer
- Target audience
- Price information
- Main message
- Social platforms
- Content categories
- Advertisement examples
- Calls to action
- Trust elements
- Customer reviews
- Strengths
- Weaknesses
- Market gaps

6.2 Competitor Analysis Prompt

Act as a marketing research assistant.

Analyse the competitor information below. Use only the information I provide. Do not assume revenue, market share or campaign performance.

Tasks:

1. Compare positioning and offers.
2. Identify repeated messages.
3. Identify audience problems that competitors do not address clearly.
4. Suggest possible content gaps.
5. Suggest three differentiation directions for my brand.
6. Label each suggestion as Evidence, Interpretation or Hypothesis.

[Paste collected information]

6.3 Important Limitation

AI cannot reliably determine whether a competitor's campaign is profitable. Advertisement visibility, likes and comments do not reveal the complete business result.

Use AI to form hypotheses, not unsupported conclusions.

7. Creating Customer Personas with AI

A persona is a research-based representation of a customer segment.

7.1 Persona Information

- Name or persona label
- Age range
- Location
- Profession
- Goals
- Problems
- Motivations

- Objections
- Buying triggers
- Information sources
- Preferred platforms
- Content preferences
- Decision-making criteria
- Stage of awareness

7.2 Practical Prompt

Create two customer personas using only the research data below.

For each persona include:

- Segment description
- Primary goal
- Main problems
- Emotional concerns
- Buying triggers
- Objections
- Preferred content
- Preferred digital platforms
- Search questions
- Suitable offer
- Suitable CTA

After each section, identify which research evidence supports it. Mark any unsupported idea as "Hypothesis to Validate."

[Paste research]

Never create a persona entirely from imagination and present it as proven customer research.

8. Mapping the Customer Journey with AI

A customer journey represents the stages through which a person moves before and after purchasing.

8.1 Typical Stages

1. Unaware
2. Problem aware
3. Solution aware
4. Product or brand aware
5. Considering
6. Purchase
7. Onboarding
8. Retention
9. Advocacy

8.2 Customer Journey Prompt

Create a customer journey for a working professional considering a six-month digital marketing course.

For every stage include:

- Customer question
- Emotion
- Information needed
- Suitable content
- Suitable channel
- CTA
- Measurement metric

Do not use guaranteed career or salary claims.
Present the result as a table.

The output can guide blog, video, email, webinar and advertisement planning.

9. AI for Content Strategy

9.1 Develop Content Pillars

Content pillars are broad themes that a brand repeatedly discusses.

Example pillars for a digital marketing training institute:

- Digital marketing skills
- Career guidance

- Practical tutorials
- Student projects
- Industry tools
- Interview preparation
- Course information
- Student success stories

9.2 Content Pillar Prompt

Suggest six content pillars for the following brand.

Business:

Audience:

Customer problems:

Services:

Campaign objective:

Main platforms:

For each pillar provide:

- Purpose
- Audience question addressed
- Five content ideas
- Recommended format
- Suitable funnel stage
- Suggested CTA

Avoid topics unrelated to the business.

9.3 Create a Monthly Content Calendar

Prepare a 30-day content calendar.

Brand:

Audience:

Platform:

Objective:

Content pillars:

Posting frequency:

Important dates:

Available proof:

Offer:

For every post include:

Date | Funnel stage | Content pillar | Topic | Hook |
Format | Key message | CTA | Creative direction | KPI

Keep promotional posts below 25% of the calendar.

The marketer should check:

- Whether the team can produce the suggested formats
- Whether topics are repeated
- Whether the offer is accurate
- Whether important seasonal dates are relevant
- Whether each post supports a business objective

10. AI for Blog Writing and SEO

AI can support SEO research and writing, but it should not replace actual keyword data, subject expertise or original value.

10.1 Recommended Workflow

Step 1: Collect real keyword information

Use tools such as:

- Google Search Console
- Google Keyword Planner
- Google Trends
- Google search suggestions
- People Also Ask results
- Customer questions
- Website search data

Step 2: Give the data to AI

Cluster these keywords by search intent and topic.

Intent categories:

Informational, commercial, transactional and navigational.

For each cluster provide:

Primary keyword | Supporting keywords | Search intent |

Recommended content type | User question

Do not invent search volume or keyword difficulty.
[Paste keyword list]

Step 3: Create a content brief

Create an SEO content brief for the primary keyword:
"how to learn digital marketing"

Audience: Graduates with no marketing experience

Location: India

Objective: Explain the learning path and encourage course enquiries

Include:

- Search intent
- Reader problems
- Recommended title
- H1
- H2 and H3 outline
- Questions to answer
- Original examples needed
- Internal-link opportunities
- CTA
- Claims requiring verification

Do not write the article yet.

Step 4: Add expertise

Provide:

- Original examples
- Screenshots
- Personal experience
- Research
- Case studies
- Expert quotations
- Demonstrations
- Checklists

Step 5: Generate the draft section by section

Generating one section at a time makes reviewing easier.

Step 6: Complete a final SEO review

Audit this article for:

- Search-intent satisfaction
- Clarity
- Repetition
- Unsupported statements
- Missing examples
- Excessive keyword use
- Weak headings
- Internal-link opportunities
- CTA relevance

Do not rewrite the article. Return an issue list with recommended actions.

10.2 Avoid These Practices

- Publishing hundreds of unreviewed AI articles
- Inventing statistics
- Creating fake quotations
- Copying competitor content
- Adding keywords unnaturally
- Publishing content outside the brand's expertise
- Changing dates to make old content appear new
- Using AI output without checking search intent

11. AI for Social Media Marketing

11.1 Create Platform-Specific Content

The same message should not be copied identically across every platform.

Instagram

Focus on:

- Strong visual hook
- Short caption
- Reels and carousels
- Comments, saves and shares
- Direct-message CTA

LinkedIn

Focus on:

- Professional insight
- Experience and lessons
- Case studies
- Industry opinions
- Clear paragraph structure

Facebook

Focus on:

- Community relevance
- Offers and updates
- Local information
- Conversations
- Events and groups

YouTube

Focus on:

- Searchable topics
- Strong title and thumbnail concept
- Watch-time retention
- Clear script structure
- End-screen or description CTA

11.2 Social Media Post Prompt

Create an Instagram carousel for a beginner audience.

Topic: Five mistakes beginners make while running Meta Ads

Objective: Generate saves and course enquiries

Slides: 8

Tone: Educational and encouraging

CTA: Save this post and message "META" for course details

For each slide provide:

- Headline
- Maximum 25 words of supporting text
- Visual direction

Also write:

- Caption
- Five relevant hashtags
- Alt text
- One story-promotion idea

Do not promise guaranteed advertising results.

11.3 Reel Script Prompt

Write a 35-second vertical video script.

Audience:

Problem:

Main lesson:

Offer:

CTA:

Structure:

0–3 seconds: Hook

4–10 seconds: Explain the problem

11–27 seconds: Three actionable tips

28–32 seconds: Summary

33–35 seconds: CTA

Provide spoken script, on-screen text and shot direction separately.

12. AI for Content Repurposing

One strong piece of content can be converted into many assets.

12.1 Example Workflow

A webinar can become:

- One long-form article
- Five short videos
- One email series
- Two carousels
- Ten social media posts
- One FAQ page
- One lead magnet
- Several sales-team answers

12.2 Repurposing Prompt

Repurpose the source material below.

Create:

1. One 800-word article outline
2. Three LinkedIn posts
3. One eight-slide Instagram carousel
4. Two 30-second reel scripts
5. One email newsletter
6. Five FAQ answers

Rules:

- Use only claims contained in the source.
- Do not repeat the same opening hook.
- Adapt the tone and length to each platform.
- Preserve the original meaning.
- Mark any missing information as [INFORMATION NEEDED].

[Insert transcript or source]

This workflow saves time while maintaining message consistency.

13. AI for Email Marketing

13.1 Useful Applications

AI can assist with:

- Subject-line ideas
- Preview text
- Email outlines
- Welcome sequences
- Abandoned-cart emails
- Lead-nurturing sequences
- Re-engagement campaigns
- Newsletter summaries
- Personalisation ideas
- A/B test variations

13.2 Welcome Email Sequence Prompt

Create a four-email welcome sequence.

Business:

Lead source:

Audience:

Offer:

Main objection:

Available proof:

Primary CTA:

Brand voice:

Email purposes:

1. Deliver the promised resource
2. Educate the subscriber
3. Build trust with evidence
4. Present the offer

For each email provide:

Subject line | Preview text | Email copy | CTA | Recommended delay

Avoid urgency unless a real deadline exists.

13.3 Human Review Checklist

Check:

- Is the recipient's permission available?
 - Is the subject line accurate?
 - Does the email provide value?
 - Are personalisation fields correct?
 - Is there a visible unsubscribe option?
 - Are links working?
 - Is the sender's identity clear?
 - Is urgency genuine?
 - Is the message mobile friendly?
-

14. AI for Landing Pages and Website Copy

14.1 AI Can Help With

- Page structure
- Headline variations
- Benefit statements
- Calls to action
- FAQ sections
- Objection handling
- Form-copy improvement
- Readability
- Message consistency
- Mobile-content prioritisation

14.2 Landing Page Creation Prompt

Create a landing-page outline for the following service.

Service:
Audience:
Problem:
Desired result:
Offer:
Price:
Evidence:
Main objections:
CTA:
Traffic source:

Include:

1. Hero section
2. Problem section
3. Benefits
4. How it works
5. Deliverables
6. Proof
7. FAQ
8. Final CTA

For each section provide:

Purpose | Suggested copy | Evidence required | Visual suggestion

Do not invent testimonials, client numbers or results.

14.3 Landing Page Audit Prompt

Audit this landing-page copy from the perspective of a first-time visitor.

Evaluate:

- Message clarity
- Offer clarity
- Audience relevance
- Trust
- Proof
- Objection handling
- CTA visibility
- Reading difficulty
- Mobile suitability
- Unverified claims

Return:

Issue | Why it matters | Recommended improvement | Priority

[Paste page copy]

15. AI for Google Ads and Meta Ads

AI can produce ideas and variations, but the marketer must verify platform rules, character limits, landing pages, targeting and claims.

15.1 Search Advertisement Prompt

Create Google Search Ad copy for:

Business:

Service:

Location:

Audience:

Primary keyword:

Customer problem:

Main benefit:

Proof:

Offer:
Landing page:
Restricted claims:

Provide:

- 15 headline ideas
- 4 description ideas
- Suggested callouts
- Suggested structured snippets
- Negative-keyword ideas

Keep within the current limits I provide below:
[Insert current platform limits]

Do not include guaranteed results or unverifiable superiority claims.

15.2 Meta Advertisement Prompt

Create three Meta advertising concepts.

Product:
Audience:
Awareness level:
Problem:
Offer:
Evidence:
Campaign objective:
CTA:
Restrictions:

Concepts required:

1. Problem-solution
2. Demonstration
3. Customer story

For each provide:

- Creative hook
- Primary text
- Headline
- Description
- CTA
- Visual direction
- Video opening

- Hypothesis being tested

Do not invent customer stories or before-and-after results.

15.3 Use AI for Experiment Planning

Create an A/B testing matrix for this campaign.

Keep only one major variable different in each test.

Variables may include:

Hook, image, offer, audience angle, CTA and landing-page headline.

Provide:

Test name | Control | Variation | Hypothesis | Primary metric |

Minimum decision condition | Possible interpretation

AI should not declare a winner without enough campaign data.

16. AI for E-Commerce Marketing

16.1 Product Description Workflow

Collect:

- Product name
- Material
- Size
- Colour
- Features
- Benefits
- Usage
- Care instructions
- Price
- Delivery information
- Return conditions
- Verified reviews
- Target buyer

16.2 Product Description Prompt

Write an e-commerce product description using only the verified information below.

Audience:
Brand voice:
Product facts:
Primary keyword:
Secondary keywords:
Marketplace or website:
CTA:

Provide:

- Product title
- Short description
- Five benefit-led bullet points
- Detailed description
- Care instructions
- Meta title
- Meta description
- Image alt-text suggestions

Do not invent features, certifications, materials or warranties.

16.3 Other E-Commerce Uses

- Product comparison tables
- FAQ creation
- Cross-selling ideas
- Review-theme analysis
- Abandoned-cart messages
- Seasonal bundle ideas
- Category-page content
- Customer-support response drafts

17. AI for Local Business Marketing

AI can help local stores, clinics, restaurants, salons and service businesses develop location-relevant content.

17.1 Practical Uses

- Google Business Profile post ideas
- Review-response drafts
- Local FAQ content
- Location-page outlines
- WhatsApp campaign copy
- Festival promotions
- Service-area content
- Local video ideas

17.2 Review Response Prompt

Write a response to the customer review below.

Business type:

Brand tone:

Review:

Known facts:

Resolution available:

Requirements:

- Thank the customer.
- Address the specific issue.
- Do not disclose private information.
- Do not blame the customer.
- Avoid admitting legal liability.
- Invite appropriate offline contact if required.
- Keep the response under 100 words.

The business owner should approve the response before publishing it.

18. AI for Images and Design

AI image tools can assist with:

- Concept development
- Background generation
- Illustrations
- Mood boards
- Social-media creative ideas

- Storyboards
- Thumbnail concepts
- Product-scene concepts

18.1 Image Prompt Structure

An image prompt can contain:

- Main subject
- Environment
- Composition
- Camera angle
- Lighting
- Colour palette
- Visual style
- Mood
- Aspect ratio
- Space for text
- Elements to avoid

18.2 Example Image Prompt

Create a clean social media advertising image showing a young Indian entrepreneur packing handmade products in a small home studio.

Composition: Entrepreneur on the right, empty space on the left for headline

Lighting: Bright natural morning light

Colours: Warm cream, green and light brown

Style: Realistic commercial photography

Format: Vertical 4:5

Mood: Hopeful and professional

Avoid: Logos, watermarks, distorted hands and visible text

18.3 Design Verification

Before using an AI-generated image, check:

- Hands and facial features
- Product accuracy
- Text and spelling
- Brand colours
- Cultural appropriateness
- Copyright and usage conditions
- Misleading representations

- Required platform dimensions
- Whether AI-generated imagery needs disclosure

Do not generate fake customer photographs, fake product results or misleading event images.

19. AI for Video Marketing

19.1 Pre-Production Uses

- Topic research
- Script outlines
- Hooks
- Shot lists
- Storyboards
- Interview questions
- B-roll suggestions
- Title ideas
- Thumbnail concepts

19.2 YouTube Script Prompt

Write an eight-minute educational YouTube script.

Topic:

Audience:

Audience knowledge level:

Primary keyword:

Learning outcome:

Original examples:

CTA:

Structure:

- Cold open
- Introduction
- Problem explanation
- Step-by-step demonstration
- Common mistakes
- Practical exercise
- Summary
- CTA

Provide:
Spoken script | On-screen text | Visual or screen-recording direction

Do not include facts that cannot be supported by the supplied sources.

19.3 Post-Production Uses

- Caption correction
- Transcript summarisation
- Chapter suggestions
- Short-video extraction ideas
- Description drafts
- Social media promotion
- Subtitle translation drafts

A person fluent in the target language should review translations.

20. AI for Marketing Data Analysis

One of the most valuable AI applications is turning raw marketing data into understandable insights.

20.1 Suitable Data

- Website traffic
- Campaign reports
- Search-query data
- Social media performance
- Email results
- Product sales
- Lead-stage reports
- Customer survey responses
- Customer-support themes

20.2 Prepare the Data

Before uploading:

1. Remove names, email addresses and phone numbers.
2. Remove payment and identity information.

3. Check date and currency formats.
4. Remove unnecessary columns.
5. Explain each metric.
6. State the business objective.
7. Save a secure original copy.
8. Use an anonymised working file.

20.3 Analysis Prompt

Act as a marketing data analyst.

Objective: Identify why website lead generation declined.

Period: January to June

Data definitions:

Sessions = Website visits

Conversions = Valid enquiry-form submissions

Cost = Advertising spend in INR

Tasks:

1. Check for missing or inconsistent data.
2. Calculate conversion rate and cost per conversion.
3. Compare channels and months.
4. Identify the largest changes.
5. Separate observations from possible explanations.
6. Suggest five follow-up checks.
7. Create a management summary.

Do not claim causation unless the data proves it.

Do not modify the source values.

20.4 Questions to Ask the AI

- Which channel generated the most conversions?
- Which channel had the lowest cost per conversion?
- When did performance change?
- Is the change caused by traffic, conversion rate or both?
- Which campaign needs investigation?
- Are there unusual values?
- What additional data is needed?
- Which conclusions are supported by evidence?
- Which conclusions are only hypotheses?

20.5 Verify All Calculations

Manually verify key calculations such as:

$$\text{Conversion Rate} = \frac{\text{Conversions}}{\text{Visitors or Clicks}} \times 100$$

$$\text{Cost Per Lead} = \frac{\text{Total Advertising Cost}}{\text{Number of Leads}}$$

$$\text{Return on Ad Spend} = \frac{\text{Revenue Attributed to Ads}}{\text{Advertising Cost}}$$

AI may misunderstand column definitions, attribution models or missing values. Human verification remains necessary.

21. AI for Marketing Reports

21.1 Reporting Prompt

Convert the verified campaign data below into a monthly marketing report.

Audience: Small-business owner with limited marketing knowledge

Include:

- Executive summary
- KPI table
- Month-on-month changes
- Important observations
- Possible explanations
- Completed actions
- Recommended next actions
- Questions requiring more data

Use plain English.

Do not hide poor performance.

Do not claim that correlation proves causation.

21.2 A Good Report Separates

- Fact: Conversions decreased by 15%.
- Observation: The decline occurred mainly on mobile traffic.
- Hypothesis: The mobile form may be creating difficulty.
- Required action: Test the form on different devices and review recordings.
- Decision: Improve the mobile form before increasing campaign budget.

This structure prevents AI-generated assumptions from being presented as facts.

22. AI for Lead Management and Customer Support

22.1 Possible Uses

- Creating qualification questions
- Categorising anonymised enquiries
- Drafting follow-up messages
- Preparing FAQs
- Summarising sales calls
- Identifying common objections
- Creating response templates
- Developing chatbot conversation flows

22.2 Lead Qualification Framework

Possible criteria include:

- Customer need
- Budget range
- Decision timeframe
- Location
- Product fit
- Decision authority
- Previous actions
- Level of interest

Do not let AI make high-impact decisions based on sensitive personal characteristics.

22.3 Follow-Up Prompt

Draft a follow-up message for a person who enquired about the course but has not scheduled a counselling call.

Tone: Helpful and non-aggressive

Channel: WhatsApp

Length: Under 80 words

Include: Course name, practical-learning benefit and booking CTA

Avoid: False scarcity, repeated pressure and guaranteed placement claims

23. Combining Multiple Free AI Tools

Different AI systems can be used at different stages.

Example Multi-Tool Workflow

1. Collect actual data using Google Trends, Search Console or Analytics.
2. Use Gemini or ChatGPT to organise the research.
3. Use ChatGPT to produce a campaign outline.
4. Use Claude to critique clarity and structure.
5. Use Canva to design the approved concept.
6. Use CapCut to edit the approved video script.
7. Store the campaign calendar in Google Sheets.
8. Use an AI assistant to analyse anonymised results.
9. Make the final decision based on verified data.

Using a second model can reveal weaknesses, but agreement between two AI systems does not prove that an answer is correct.

24. Maximising Free-Tier AI Tools

Free-tier limits require careful use.

24.1 Prioritise High-Value Tasks

Use limited advanced features for:

- Important research

- Complex documents
- Spreadsheet analysis
- Campaign audits
- Image generation
- High-value strategy work

Use basic manual tools for simple spelling changes and calculations.

24.2 Batch Similar Tasks

Instead of creating one caption at a time, request a complete but manageable batch.

Create five variations using the same approved campaign brief.

Do not request so many outputs that quality becomes difficult to review.

24.3 Reuse a Master Brief

Keep the brand brief in a document. Reuse it whenever starting a new project or chat.

24.4 Save Good Outputs

Do not rely entirely on chat history. Store approved material in:

- Google Docs
- Word documents
- Google Sheets
- A prompt library
- A content management system

24.5 Separate Tasks

Break a large job into stages:

1. Research
2. Strategy
3. Outline
4. Draft
5. Critique
6. Revision
7. Format conversion
8. Approval

This produces better results than asking AI to research, write, design and approve a campaign in one prompt.

24.6 Avoid Repeated Regeneration

Before asking AI to regenerate an entire answer, explain what is wrong.

Keep sections 1 and 3. Shorten section 2. Replace section 4 with a practical example.

24.7 Use Image Credits Carefully

Before generating an image:

1. Define its purpose.
2. Decide the platform dimensions.
3. Write the headline separately.
4. Specify composition and empty text space.
5. Create only the most promising concept.
6. Add accurate text later in a design application if necessary.

24.8 Maintain a Prompt Library

Suggested categories:

- Research prompts
- Persona prompts
- SEO prompts
- Social media prompts
- Advertising prompts
- Email prompts
- Analytics prompts
- Reporting prompts
- Editing prompts
- Quality-control prompts

Record which prompt produced the best result and why.

25. The F-A-C-T-S Quality-Control Framework

Review every important AI output using the F-A-C-T-S framework.

F — Facts

- Are names, prices and dates correct?
- Are statistics supported?
- Are links valid?
- Has AI invented a quotation?
- Is product information accurate?

A — Audience

- Is the language suitable?
- Does the content solve a real problem?
- Is the message appropriate for the audience's awareness level?
- Is the call to action relevant?

C — Claims and Compliance

- Can every claim be proved?
- Does the content follow advertising policies?
- Are disclaimers required?
- Is the content misleading?
- Does it make guaranteed-result claims?

T — Tone and Trust

- Does the content sound like the brand?
- Is it overly robotic?
- Is it too promotional?
- Does it show empathy?
- Does it protect customer trust?

S — Sources and Safety

- Are reliable sources provided?
- Was confidential information exposed?
- Does the content require expert review?
- Are copyright and permissions clear?
- Has a human approved the final version?

26. Hallucinations and Other AI Risks

26.1 What Is an AI Hallucination?

A hallucination occurs when AI provides incorrect or invented information in a confident manner.

Examples include:

- Fake statistics
- Non-existent studies
- Incorrect prices
- Invented product features
- False quotations
- Incorrect laws
- Fake customer reviews
- Outdated platform instructions

26.2 How to Reduce Hallucinations

- Give AI reliable source material.
- Ask it to use only the supplied information.
- Ask it to mark missing information.
- Request sources for current claims.
- Open and verify every source.
- Check facts against official websites.
- Review numbers manually.
- Never use AI-generated testimonials.
- Ask AI to distinguish facts from assumptions.

Useful instruction:

If the information is not available in the supplied sources, write "Information not available." Do not guess.

26.3 Bias

AI output may reflect bias present in training information or in the prompt.

Check whether the content:

- Uses stereotypes
- Excludes a group unfairly

- Assumes gender, income or ability
- Misrepresents cultures
- Uses insensitive language
- Makes employment or financial assumptions

26.4 Privacy and Confidentiality

Do not upload:

- Customer names
- Phone numbers
- Email lists
- Payment information
- Passwords
- Government identification
- Health information
- Private contracts
- Confidential campaign data
- Employee performance records
- Client information without permission

Use anonymised or sample data whenever possible.

26.5 Copyright and Originality

AI-generated content can unintentionally resemble existing material.

Good practice:

- Do not ask AI to copy a living creator's work.
 - Do not paste copyrighted material without permission.
 - Use licensed images and music.
 - Add original examples and expertise.
 - Check important slogans and campaign names.
 - Follow each tool's current commercial-use terms.
 - Keep records of source material and approvals.
-

27. Human-in-the-Loop Workflow

Human review should be present at every high-impact stage.



The marketer remains responsible for the published output.

28. Measuring the Value of AI

AI should be evaluated based on business and productivity results—not merely the number of outputs generated.

28.1 Productivity Metrics

- Time required per article
- Time required per report
- Number of approved variations
- Revision rounds
- Research time saved
- Content production cost
- Percentage of AI drafts approved

28.2 Quality Metrics

- Factual errors
- Brand-guideline violations
- Rejected drafts
- Readability
- Content engagement
- Customer feedback
- Compliance issues

28.3 Marketing Metrics

- Click-through rate
- Conversion rate
- Cost per lead
- Cost per acquisition
- Email open rate
- Email click rate
- Organic traffic
- Search impressions
- Social media saves and shares
- Lead-to-customer rate
- Return on advertising spend

28.4 AI Productivity Log

Task	Manual time	AI-assisted time	Time saved	Corrections needed	Final result
Blog outline	60 min	20 min	40 min	3	Approved
Social calendar	120 min	45 min	75 min	8	Revised
Monthly report	90 min	35 min	55 min	2	Approved

The goal is not simply to save time. The output must remain accurate and useful.

29. Practical Prompt Templates

29.1 Master Marketing Assistant Prompt

Act as my digital marketing assistant.

Brand:
Website:
Product or service:
Location:
Audience:
Customer problems:
Main benefits:
Unique selling proposition:
Brand voice:
Available evidence:
Campaign objective:
Primary channel:
Restricted claims:
Words to avoid:

Working rules:

1. Ask questions when essential information is missing.
2. Do not invent statistics, testimonials or product facts.
3. Separate evidence from assumptions.
4. Use simple and clear language.
5. Follow the requested output format.
6. Mark every claim that requires verification.
7. Provide three options when creative choice is required.

Confirm your understanding by summarising the brand in ten points.
Do not create campaign content yet.

29.2 Content Improvement Prompt

Improve the content below without changing its factual meaning.

Audience:
Objective:
Brand voice:
Target length:
CTA:

Check:

- Opening hook
- Clarity
- Repetition
- Sentence length
- Benefits
- Proof
- CTA
- Unsupported claims

First provide an issue list. Then provide the revised version.

29.3 Content Critic Prompt

Act as a strict content reviewer, not a writer.

Evaluate the content for:

Accuracy, originality, audience relevance, clarity, trust, proof, platform suitability and conversion potential.

Return:

Problem | Example from content | Why it matters | Recommended correction

Do not rewrite the content unless requested.

29.4 Source-Based Research Prompt

Answer the research question using only the supplied sources.

For each important finding provide:

Finding | Supporting source | Marketing implication | Confidence level

If sources disagree, explain the disagreement.

If evidence is missing, state that clearly.

Do not create statistics or quotations.

29.5 Campaign Brief Prompt

Turn the following business information into a campaign brief.

Include:

- Business objective

- Target audience
- Audience insight
- Offer
- Main message
- Supporting proof
- Content angle
- Channels
- CTA
- KPIs
- Risks
- Information still required

[Paste business information]

30. Practical Exercises

Exercise 1: Build an AI Brand Brief

Select a real or sample business and prepare:

- Business summary
- Audience description
- Offer
- Unique selling proposition
- Brand voice
- Approved claims
- Restricted claims
- Competitors
- Primary CTA

Test the brief by asking an AI assistant to summarise the brand.

Exercise 2: Create a Prompt Library

Create at least 15 reusable prompts:

- Three research prompts
- Three content prompts
- Two social media prompts
- Two advertisement prompts
- Two email prompts
- Two analytics prompts

- One quality-control prompt

Exercise 3: Conduct AI-Assisted Audience Research

- Collect at least 20 real customer comments or anonymised responses.
- Ask AI to identify themes.
- Verify every theme manually.
- Develop two research-based personas.
- Mark assumptions requiring validation.

Exercise 4: Build a 30-Day Content Calendar

Prepare a calendar containing:

- Content pillars
- Funnel stages
- Formats
- Hooks
- Calls to action
- Creative directions
- KPIs

At least 75% of the calendar should educate, help or engage rather than directly sell.

Exercise 5: Repurpose One Content Asset

Convert one article or video into:

- Three social posts
- One carousel
- Two reel scripts
- One email
- Five FAQs

Compare the platform-specific versions.

Exercise 6: Analyse Marketing Data

Use a sample or anonymised CSV file to:

- Check data quality
- Calculate conversion rate

- Calculate cost per lead
- Compare channels
- Identify observations
- Develop hypotheses
- Recommend next actions

Manually verify all calculations.

31. Module Project: AI-Assisted Digital Marketing Campaign

Project Objective

Create a complete AI-assisted campaign for one of the following:

- E-commerce business
- Service-based website
- Local store
- Educational institute
- Personal brand
- Non-profit organisation

Project Deliverables

Part 1: Foundation

- Brand brief
- Audience research
- Two personas
- Customer journey
- Competitor comparison

Part 2: Strategy

- Campaign objective
- Offer
- Main message
- Content pillars
- Channel selection
- KPI plan

Part 3: Content

- One landing-page outline
- One blog brief
- Seven social media posts
- Two short-video scripts
- Three advertisement concepts
- Three-email sequence

Part 4: Creative Work

- One social media design
- One advertisement creative
- One video storyboard

Part 5: AI Documentation

- List of AI tools used
- Prompts used
- Human changes made
- Facts verified
- Sources used
- Privacy precautions
- Time saved

Part 6: Quality Control

Complete a F-A-C-T-S review for every final asset.

32. Key Terms

Term	Meaning
Artificial Intelligence	Technology that performs tasks associated with human intelligence.
Generative AI	AI that generates new text, images, audio, video or code.
Prompt	An instruction provided to an AI system.
Prompt Engineering	The process of structuring instructions to improve AI output.
Large Language Model	An AI model trained to process and generate language.
Hallucination	Incorrect or invented information generated confidently by AI.
Context	Background information supplied to help AI understand a task.
Token or Usage Limit	A restriction on how much an AI feature can be used.
Multimodal AI	AI that can work with more than one format, such as text, images and files.
Human in the Loop	A workflow in which a person reviews and controls AI-assisted decisions.
Content Repurposing	Converting one content asset into multiple formats.
Automation	Using technology to perform predefined tasks with limited manual action.
Anonymisation	Removing information that identifies a person or organisation.
A/B Testing	Comparing controlled variations to identify which performs better.

33. Best-Practice Checklist

Before using AI:

- Define the marketing objective.
- Prepare a brand brief.
- Collect reliable source material.
- Remove confidential information.
- Select the appropriate tool.
- Define the output format.

While using AI:

- Provide sufficient context.
- Break complex work into stages.
- Ask for missing information.
- Separate facts from assumptions.
- Request multiple options when appropriate.
- Save useful prompts and outputs.

Before publishing:

- Verify facts, names, dates and prices.
- Check links and sources.
- Remove unsupported claims.
- Review tone and readability.
- Check advertising and platform rules.
- Review copyright and permissions.
- Confirm the CTA.
- Obtain human approval.

After publishing:

- Monitor performance.
 - Record results.
 - Compare AI-assisted and manual effort.
 - Improve the prompt.
 - Update the brand brief.
 - Store the approved version.
-

Final Learning Outcome

After completing Module 8, learners should be able to use free-tier AI tools as practical digital marketing assistants. They should be able to research markets, organise customer information, plan campaigns, create and repurpose content, develop advertisements, analyse data and prepare reports.

Most importantly, learners should understand that maximum use of AI does not mean generating the maximum quantity of content. It means using AI intelligently to improve research, speed, consistency, experimentation and decision-making while maintaining human responsibility, factual accuracy, privacy and customer trust.





Learn2Earn
L A B S
LEARN SKILLS. EARN SUCCESS.

Empowering Learners for **Real-World Success**

Learn2Earn Labs is a future-focused training institute dedicated to practical learning, industry relevance, and career growth. Our programs are designed to help learners build in-demand skills, gain confidence, and move toward real-world success.



OUR **VISION**

To create a generation of skilled, confident, and future-ready learners who can thrive in industry, careers, business, and innovation.



OUR **MISSION**

To deliver practical, high-impact training that bridges the gap between learning and earning through industry-oriented, job-oriented, skill-based, and innovation-driven programs.

• **BENEFITS & PERKS** •



Project Guidance



Work Experience



Work Incentives



Job Recommendations

• **Why Learn2Earn Labs** •



Practical Learning



Expert Guidance



Career Focused



Innovation Driven

“

Learn Skills. Earn Success.

”



www.learntoearnlabs.com



+91-9548868337