Content & Marketing with AI

WHAT THIS MINI COURSE CONTAINS

Five self-paced PDF lessons, a practice workbook, worked solutions and useful starter files. Learn through a small output you can inspect. No videos or live sessions are included.

WHAT YOU WILL PRACTISE

Write a clear audience and offer brief using supplied facts.
Create a small content plan and review AI-assisted copy.
Calculate basic campaign measures from synthetic data.
Design a one-variable experiment without promising leads or revenue.

THE FIVE-LESSON ROADMAP

01 Start with an audience and a supported offer

02 Plan content around a real question

03 Draft copy, then check every claim

04 Calculate a few useful measures

05 Design a small, honest experiment

PRACTICE FILES

Open marketing-data.csv and content-calendar.csv in a spreadsheet. Fill campaign-brief.md before drafting content. All business scenarios and metrics are fictional practice examples.

This free preview contains a sample lesson and the course roadmap. The full downloadable package is delivered after a verified purchase. Prices and current availability are shown on the website.

Start with an audience and a supported offer

YOUR GOAL

Build a marketing brief before writing promotional copy.

A useful marketing brief names the audience, their problem, the offer, the evidence and the next action. Keep a distinction between a business fact and a creative suggestion. AI can help organise the brief, but it should not invent qualifications, reviews or product performance.

Use one fictional business for the whole course so your choices connect. A narrow audience is easier to write for and evaluate than 'everyone'. Decide what action the campaign asks for without implying that the action is guaranteed.

AN EXAMPLE

Fictional offer: a neighbourhood bakery sells a six-piece Saturday snack box for INR 300; collection is at the shop; customers should ask about ingredients. Supported copy may state these facts. It may not claim allergy safety, awards or guaranteed health benefits.

TRY THIS NOW

Complete the brief for the bakery. List five approved facts, three claims you must not make and one primary action for the campaign.

- Every promotional fact appears in the brief.
- The audience and next action are specific and the limits are explicit.

Use fictional or synthetic inputs. Inspect facts, calculations and code before relying on AI output. The full course continues with four more lessons and the included practice package.