

6-MONTH LIVE ONLINE CERTIFICATION

Digital Marketing with AI

Learn to run real ad campaigns on real money — and to run them with AI doing the research, the copy, the creative and the analysis with you.

DURATION

6 months

LIVE SESSIONS

48

CLASSES

Tue & Sat

TIMING

8:00 PM IST

PROGRAMME FEE

₹34,999

for the complete
6-month programme

- ✓ Certificate of completion
- ✓ Recordings — lifetime access
- ✓ Live ad account practice

Why this one is different

- ✓ **Not a ChatGPT lesson bolted on the end**
Every module has the AI layer inside it — research, copy, creative, reporting — because that is how the work is actually done now.
- ✓ **You spend real money, not fake money**
You build, launch and manage live campaigns on a real ad account during the course. Screenshots of a dashboard teach nothing.
- ✓ **Taught by someone who runs these accounts daily**
Prathamesh Chavan runs Meta and Google campaigns for D2C brands and local businesses through GrowEIT Ads — you learn the current playbook.

THE SIX MONTHS AT A GLANCE

MONTH 1

Foundations &
AI toolkit

MONTH 2

Content, social
& SEO

MONTH 3

Meta Ads on real
money

MONTH 4

Google Ads &
landing pages

MONTH 5

Funnels, data &
automation

MONTH 6

Scale, capstone
& income

Enrolling now — seats per batch are limited

WhatsApp +91 99607 05735



WHO IT IS FOR

Built for four kinds of people

Students & fresh graduates

You want a skill that earns before the degree does — and a portfolio to show for it.

Working professionals

Switching into marketing, or adding the AI layer to the marketing job you already have.

Business owners & founders

Stop handing your budget to an agency you cannot question. Run and read your own ads.

Freelancers & agency staff

Cut the hours a campaign takes with AI, take on more clients, charge more per retainer.

WHAT YOU WALK OUT WITH

By month 6 you can do all of this

- ✓ Launch and manage Meta campaigns end to end
- ✓ Create content and ad creative with AI
- ✓ Build landing pages, funnels and WhatsApp flows
- ✓ Automate reports, lead routing and follow-ups
- ✓ Build Google Search, PMax and YouTube campaigns
- ✓ Rank on Google and show up in AI search answers
- ✓ Set up Pixel, CAPI, GA4 and conversion tracking
- ✓ Pitch, price and package your work for clients

THE AI-FIRST DIFFERENCE

Most digital marketing courses still teach the 2019 workflow and add one AI session at the end. This one is built the other way round — you learn the channel and the AI workflow for that channel in the same week, so you never have to unlearn a slower way of working.

TOOLS YOU WILL ACTUALLY WORK IN

Set up, configured and used live in class — not just named on a slide.

Meta Ads Manager

Google Ads

GA4

Google Tag Manager

ChatGPT

Claude

Gemini

Canva

Looker Studio

WhatsApp Business

Meta Business Suite

Keyword Planner

Meta Ads Library

Google Search Console

Google Sheets

Google Business Profile

Zapier

THE CURRICULUM

24 weeks, 48 live sessions

Two live classes every week — Tuesday and Saturday, 8:00 PM IST. Every session is recorded.

MONTH 1 Foundations and your AI toolkit

- Week 1**
2 sessions | **The landscape and the AI shift**
How Indian buyers actually move online, the channel map, and exactly where AI changes the job.
- Week 2**
2 sessions | **Your AI toolkit, set up properly**
ChatGPT, Claude and Gemini for marketers — prompting for briefs, research and angles.
- Week 3**
2 sessions | **Positioning, offer and audience research**
Building a real customer avatar from evidence instead of guesses, with AI-assisted research.
- Week 4**
2 sessions | **Copy that converts**
Hooks, angles and long-form. Writing with AI without sounding like AI wrote it.

MONTH 2 Content, social and organic growth

- Week 5**
2 sessions | **How social distribution really works**
Why some posts travel and most die — the Instagram and YouTube systems, explained plainly.
- Week 6**
2 sessions | **Short-form video with AI**
Scripting, shooting and editing Reels and Shorts, with AI doing the heavy lifting.
- Week 7**
2 sessions | **Design and creative with AI**
Canva plus AI image generation — on-brand graphics, carousels and thumbnails, fast.
- Week 8**
2 sessions | **SEO and AI search**
Keyword research, on-page SEO, and getting your brand cited in AI answers, not just Google.

MONTH 3 Meta Ads on real money

- Week 9**
2 sessions | **Meta Ads foundations**
Business Manager, Pixel, CAPI, objectives and the account structure that survives contact.
- Week 10**
2 sessions | **Your first live campaign**
Audiences, budgets and structure — you build and launch on a real ad account this week.
- Week 11**
2 sessions | **Creative that stops the scroll**
Statics, UGC and video ads, plus AI image and video generation for testing at speed.
- Week 12**
2 sessions | **Reading the numbers**
CTR, CPM, frequency and cost per lead — what each one is telling you, and what to change.

→ Months 4 to 6 continue on the next page

THE CURRICULUM, CONTINUED

Months 4 to 6

Google Ads, funnels, automation and scale — ending in a capstone campaign on a real account.

MONTH 4 Google Ads and search intent

Week 13
2 sessions | **Google Search campaigns**
Keywords, match types and ad copy built for Indian buyer intent — and the waste to avoid.

Week 14
2 sessions | **Performance Max and YouTube ads**
Where PMax works, where it quietly burns budget, and running video ads on YouTube.

Week 15
2 sessions | **Local and lead-gen marketing**
Google Business Profile, Maps and call campaigns — getting local businesses more enquiries.

Week 16
2 sessions | **Landing pages that convert**
Pages and forms built fast, with AI handling structure and copy — no developer needed.

MONTH 5 Funnels, data and automation

Week 17
2 sessions | **Funnels and WhatsApp flows**
From first click to booked call — lead capture, qualification and instant follow-up.

Week 18
2 sessions | **Email and WhatsApp marketing**
Sequences, broadcasts and retention — turning one-time buyers into repeat customers.

Week 19
2 sessions | **Tracking and analytics**
GA4, Tag Manager, conversions and attribution. Reading your data without lying to yourself.

Week 20
2 sessions | **AI automation**
No-code automations for reports, lead routing and follow-ups, so the busywork runs itself.

MONTH 6 Scale, capstone and getting paid

Week 21
2 sessions | **Scale, diagnose, optimise**
What to do when cost per lead climbs — when to kill, when to hold, when to scale.

Week 22
2 sessions | **E-commerce and D2C marketing**
Catalogue ads, product-page basics and repeat purchase — how Indian D2C brands grow.

Week 23
2 sessions | **Capstone campaign**
Plan, launch and run a full campaign end to end on a real account, then present results.

Week 24
2 sessions | **Turning this into income**
Freelance, agency or in-house: portfolio build, pricing, and pitching your first client.

✓ All 48 sessions are live, recorded, and taught on real ad accounts.

SCHEDULE AND FEES

When it runs, and what it costs

WEEKLY TIMETABLE

Every class recorded · 24 weeks · 48 sessions

- **Tuesday** **8:00 PM IST** Live online
- **Saturday** **8:00 PM IST** Live online

What is included

- ✓ **48 live online sessions**
Taught live by Prathamesh Chavan, founder of GrowEIT Ads.
- ✓ **Recordings, lifetime access**
Every class recorded. Rewatch any session, any time.
- ✓ **Live ad account practice**
You run campaigns on a real account with real spend.
- ✓ **Certificate of completion**
Issued by GrowEIT Ads at the end of the programme.
- ✓ **Portfolio and career support**
Portfolio review plus internship and placement help.
- ✓ **Templates, prompts and SOPs**
The same working files GrowEIT uses on client accounts.

PROGRAMME FEE

₹34,999

Complete 6-month programme.
No hidden add-ons.

HOW TO ENROL

- 1 Message us on WhatsApp
- 2 Quick call to check the batch fits
- 3 Confirm your seat, get the joining link

I have never run an ad before. Is this too advanced?

No. Month 1 starts from the basics and sets your tools up from scratch. Paid ads only begin in month 3, once the groundwork is done.

What if I miss a Tuesday or Saturday class?

Every session is recorded and you keep lifetime access, so you can catch up and rewatch any class whenever you need to.

Will I have something to show at the end?

Yes. You run live campaigns on a real ad account, and month 6 ends in a capstone campaign and a reviewed portfolio.

Seats are limited — talk to us today

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