PEAK ACADEMY

START YOUR OWN BRAND IN 60 DAYS

Digital Marketing with AI

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0318-7500030

Course Overview

DURATION
2 Months

CLASSES
4 Days / Week

TOTAL CLASSES
32

COURSE LEVEL
Beginner to Practical Digital Marketer

PRIMARY FOCUS
Paid Advertising

PLATFORMS

Meta Ads | TikTok Ads | Google Ads

AI INTEGRATION
AI is included where it naturally strengthens modern digital marketing skills.

8-Week Roadmap

WEEK 1	Marketing Fundamentals	DAY 01–04
WEEK 2	Market, Customer & Opportunity	DAY 05–08
WEEK 3	Positioning, Offer & Digital Presence	DAY 09–12
WEEK 4	Content, Copywriting & Advertising Fundamentals	DAY 13–16
WEEK 5	Meta Ads Foundation	DAY 17–20
WEEK 6	Meta Ads Execution & TikTok Ads	DAY 21–24
WEEK 7	Performance Marketing, Analytics & Optimization	DAY 25–28
WEEK 8	Google Ads, AI Marketing Workflow & Complete Launch	DAY 29–32

WEEK 1 Marketing Fundamentals — DAY 01–04

WEEK 1 OBJECTIVE

Students begin from zero and understand what marketing is, how customers move toward a purchase, what digital marketing includes, and how paid advertising fits into the overall system.

DAY 01 Understanding the Marketing Game

TOPICS COVERED

- What is marketing?
- Marketing vs selling
- Product vs service
- Market and customer
- Customer problem
- Customer need
- Customer desire
- Value
- Why people buy
- How businesses attract customers
- What makes a brand different from a product
- Role of marketing in business growth

LEARNING OUTCOME

Students understand the basic purpose of marketing and recognize marketing in real businesses.

DAY 02 Understanding Digital Marketing

TOPICS COVERED

- What is digital marketing?
- Traditional vs digital marketing
- Organic marketing
- Paid marketing
- Social media marketing
- Content marketing
- Search marketing
- Email marketing
- Messaging marketing
- Website and landing-page marketing
- Paid advertising
- How digital channels work together

LEARNING OUTCOME

Students understand the major digital marketing channels and how they support a business.

WEEK 1 **Marketing Fundamentals** DAY 01–04

DAY 03 — Customer Journey & Marketing Funnel

TOPICS COVERED

- Customer journey
- Awareness
- Interest
- Consideration
- Conversion
- Retention
- Marketing funnel
- Traffic
- Leads
- Sales
- Repeat customers
- Retargeting
- Where advertisements fit in the funnel

FUNNEL

Attention > Interest > Consideration > Action > Customer > Repeat Customer

LEARNING OUTCOME

Students understand how a stranger moves through the marketing journey toward becoming a customer.

DAY 04 — WEEKLY ASSIGNMENT

MARKET OBSERVATION CHALLENGE

Students select 3 real brands they already know or see regularly and study their marketing.

STUDENTS IDENTIFY

- What the brand sells
- Who appears to be the target customer
- What problem the brand solves
- Which platforms it uses
- What type of content it publishes
- What advertisements they noticed
- What action the advertisements ask people to take
- One thing the brand does well
- One thing that could be improved

SUBMISSION

3-Brand Marketing Observation Sheet

NEXT WEEK

Day 05 begins with selected student presentations, instructor feedback and correction before new learning.

WEEK 2 — Market, Customer & Opportunity

DAY 05–08

WEEK 2 OBJECTIVE

Students learn how to identify a suitable market opportunity, understand customers, analyze competitors and choose a direction for their own brand project.

DAY 05 — Assignment Presentation + Finding a Market

FIRST PART

- Student presentations
- Instructor feedback
- Discussion of observations
- Correction of misunderstandings

NEW TOPICS

- What is a market?
- What is a niche?
- Broad market vs niche market
- Demand
- Customer needs
- Market problems
- Competition
- Market opportunity
- Basic market research
- Online research methods
- Social media research
- Search-based research
- Review-based research

LEARNING OUTCOME

Students can identify possible markets instead of randomly choosing a business idea.

DAY 06 — Understanding the Customer

TOPICS COVERED

- Target audience
- Ideal customer
- Demographics
- Psychographics
- Location
- Age
- Profession
- Interests
- Lifestyle
- Pain points
- Wants
- Desires
- Buying behavior
- Objections
- Buying triggers
- Customer language

AI LAYER

AI-Assisted Customer Research

- Using AI to organize customer research
- Creating research questions
- Exploring customer pain-point ideas
- Structuring customer personas
- Generating interview questions

LEARNING OUTCOME

Students learn how to define the customer in a useful marketing context.

WEEK 2 **Market, Customer & Opportunity** DAY 05–08

DAY 07 — Competitor & Market Analysis

TOPICS COVERED

- Direct competitors
- Indirect competitors
- Competitor identification
- Competitor positioning
- Products/services
- Offers
- Pricing observation
- Social presence
- Content strategy
- Advertising activity
- Customer reviews
- Customer complaints
- Competitor strengths
- Competitor weaknesses
- Market gaps

LEARNING OUTCOME

Students understand how to study competitors and identify opportunities for differentiation.

DAY 08 — WEEKLY ASSIGNMENT — MY BRAND OPPORTUNITY

Students compare their possible markets and select one direction.

STUDENTS COMPLETE

- Selected market
- Selected niche
- Target customer
- Main customer problem
- Customer desired outcome
- 3–5 competitors
- Competitor observations
- Market opportunity/gap
- Initial product/service idea
- Initial differentiation idea

SUBMISSION

Brand Opportunity Sheet

NEXT WEEK

Day 09 begins with student presentations, trainer feedback and improvement of the selected opportunity.

WEEK 3 — Positioning, Offer & Digital Presence — DAY 09–12

WEEK 3 OBJECTIVE

Students turn the selected market opportunity into a clear marketing proposition and establish the digital foundation required to market it.

DAY 09 — Assignment Presentation + Brand Positioning

FIRST PART

- Student presentations
- Instructor feedback
- Niche corrections
- Customer corrections
- Competitor discussion

NEW TOPICS

- What is a brand?
- What is positioning?
- Why positioning matters
- USP
- Brand promise
- Differentiation
- Customer perception
- Brand message
- Brand personality
- Clear vs generic positioning

LEARNING OUTCOME

Students can clearly explain what their brand is, who it serves and why it should matter.

DAY 10 — Offer & Value Proposition

TOPICS COVERED

- Product/service
- Features vs benefits
- Problem vs solution
- Desired outcome
- Value proposition
- Offer structure
- Core value
- Supporting value
- CTA
- Differentiation
- Customer objections

LEARNING OUTCOME

Students learn how a marketer turns a product/service into a compelling offer.

WEEK 3 **Positioning, Offer & Digital Presence** **DAY 09–12**

DAY 11 — Building the Digital Presence

TOPICS COVERED

- Choosing relevant platforms
- Facebook
- Instagram
- TikTok
- Business profiles
- Profile optimization
- Bio
- CTA
- Contact information
- Brand message
- Trust elements
- Website/landing-page role
- Customer destination after an advertisement

LEARNING OUTCOME

Students understand what a potential customer should see after discovering the brand.

DAY 12 — WEEKLY ASSIGNMENT — BUILD MY BRAND FOUNDATION

STUDENTS PREPARE

- Brand positioning
- Target customer
- Value proposition
- Initial offer
- CTA
- Social profile structure
- Basic profile copy
- Digital presence checklist

SUBMISSION

Brand Foundation Sheet

NEXT WEEK

Day 13 begins with presentations, trainer feedback and corrections.

WEEK 4 — Content, Copywriting & Advertising Fundamentals — DAY 13–16

WEEK 4 OBJECTIVE

Students learn how marketers communicate value, develop advertising creative and understand the fundamentals of paid traffic before entering advertising platforms.

DAY 13 — Assignment Presentation + Marketing Copywriting

FIRST PART

- Student presentations
- Instructor feedback
- Improve positioning
- Improve offer
- Improve messaging

NEW TOPICS

- Customer language
- Hooks
- Headlines
- Benefits
- Pain points
- Desire
- Proof
- Objections
- CTA
- Ad copy structure
- Message clarity
- Persuasive writing

AI LAYER

AI-Powered Copywriting

- Generating copy variations
- Hook ideas
- Headline variations
- CTA variations
- Rewriting for different audiences
- Improving clarity and structure

LEARNING OUTCOME

Students understand how marketing language is created and how AI can accelerate copy development.

DAY 14 — Advertising Creative Strategy

TOPICS COVERED

- What is advertising creative?
- Why creative matters
- Static advertisements
- Video advertisements
- Reels
- UGC
- Product demonstrations
- Testimonials
- Problem/solution ads
- Offer ads
- Educational ads
- Creative angles
- Hook + Message + CTA
- Creative testing

LEARNING OUTCOME

Students understand what makes a creative useful for advertising rather than simply attractive.

WEEK 4 **Content, Copywriting & Advertising Fundamentals** **DAY 13–16**

DAY 15 — Paid Advertising Fundamentals

TOPICS COVERED

- What is paid advertising?
- Paid traffic
- Why businesses advertise
- Advertising objectives
- Audience
- Creative
- Offer
- Destination
- Conversion
- Budget
- Campaign
- Ad Set
- Ad
- CPM
- CTR
- CPC
- CPL
- CPA
- Conversion Rate
- ROAS
- Basic advertising economics

LEARNING OUTCOME

Students understand the core language and logic of performance advertising.

DAY 16 — MY FIRST ADVERTISING STRATEGY

WEEKLY ASSIGNMENT

STUDENTS PREPARE

- Marketing objective
- Advertising objective
- Target customer
- Offer
- Main message
- 3 creative concepts
- 3 hooks
- Initial ad copy
- CTA
- Preferred platform
- Initial budget hypothesis
- Main KPI

SUBMISSION

First Advertising Strategy

NEXT WEEK

Day 17 begins with student presentations, trainer feedback and corrections before Meta Ads training.

WEEK 5 — Meta Ads Foundation — DAY 17–20

WEEK 5 OBJECTIVE

Students enter the core paid-advertising module and learn how Meta advertising is structured, planned and managed.

DAY 17 — Assignment Presentation + Meta Ads Ecosystem

FIRST PART

- Student advertising strategy presentations
- Instructor feedback
- Improve target audience
- Improve offer/message
- Correct campaign objectives

NEW TOPICS

- Meta advertising ecosystem
- Facebook advertising
- Instagram advertising
- Meta Business Portfolio
- Business assets
- Facebook Page
- Ad Account
- Ads Manager
- Dataset/Pixel
- Events
- Tracking fundamentals
- Account structure

AI LAYER

AI-Assisted Campaign Planning

- Campaign planning support
- Audience hypothesis generation
- Creative testing ideas
- Campaign documentation

LEARNING OUTCOME

Students understand the Meta advertising environment before building campaigns.

DAY 18 — Understanding Meta Ads Manager

TOPICS COVERED

- Campaign level
- Ad Set level
- Ad level
- Campaign objectives
- Budget
- Placements
- Scheduling
- Optimization
- Delivery
- Naming conventions
- Campaign organization

LEARNING OUTCOME

Students understand exactly how Meta campaigns are structured.

WEEK 5 **Meta Ads Foundation** DAY 17–20

DAY 19 — Meta Audience Targeting

TOPICS COVERED

- Audience fundamentals
- Broad targeting
- Demographic targeting
- Interest targeting
- Behaviors
- Custom audiences
- Engagement audiences
- Website audiences
- Customer lists
- Lookalike audiences
- Retargeting
- Cold vs warm audiences

LEARNING OUTCOME

Students learn how to make audience decisions based on the marketing objective.

DAY 20 — WEEKLY ASSIGNMENT

BUILD MY FIRST META CAMPAIGN STRATEGY

STUDENTS CREATE

Objective > Audience > Offer > Creative > Copy > Destination > Budget > KPI

SUBMISSION MUST INCLUDE

- Campaign objective
- Audience
- Targeting approach
- Offer
- Creative concept
- Primary text
- Headline
- CTA
- Destination
- Budget
- KPI

NEXT WEEK

Day 21 begins with campaign presentations, trainer review and corrections.

WEEK 6 — Meta Ads Execution & TikTok Ads — DAY 21–24

WEEK 6 OBJECTIVE

Students move from campaign planning into campaign execution and learn how TikTok advertising works as a separate platform.

DAY 21 — Campaign Presentation + Building the Meta Campaign

FIRST PART

- Student campaign presentations
- Trainer feedback
- Campaign corrections

NEW TOPICS

- Campaign creation
- Objective selection
- Budget setup
- Ad Set creation
- Audience selection
- Placement
- Optimization
- Scheduling
- Campaign review before publishing

LEARNING OUTCOME

Students understand the process of building a Meta campaign.

DAY 22 — Meta Ad Creation & Campaign Launch

TOPICS COVERED

- Creative selection
- Creative upload
- Primary text
- Headline
- CTA
- Destination
- Preview
- Quality check
- Policy awareness
- Publishing
- Initial monitoring
- Learning phase basics

AI LAYER

AI-Assisted Ad Creation

- Copy variations
- Headline ideas
- Creative angle variations
- CTA alternatives
- Pre-launch checklist

LEARNING OUTCOME

Students understand the complete process from campaign setup to live advertising.

WEEK 6 **Meta Ads Execution & TikTok Ads** DAY 21–24

DAY 23 — TikTok Ads Fundamentals

TOPICS COVERED

- TikTok advertising ecosystem
- TikTok Ads Manager
- TikTok audience behavior
- Campaign objectives
- Targeting
- Video-first advertising
- TikTok creative
- UGC
- Spark Ads
- TikTok vs Meta
- When TikTok is appropriate

LEARNING OUTCOME

Students understand TikTok as a distinct advertising platform.

DAY 24 — WEEKLY ASSIGNMENT

BUILD MY TIKTOK CAMPAIGN

STUDENTS PREPARE

- Campaign objective
- Target audience
- Campaign structure
- Creative concept
- Video hook
- Ad message
- CTA
- Budget
- KPI
- Testing idea

SUBMISSION

TikTok Campaign Blueprint

NEXT WEEK

Day 25 begins with campaign presentations, trainer feedback and correction.

WEEK 7 — Performance Marketing, Analytics & Optimization — DAY 25–28

WEEK 7 OBJECTIVE

Students learn how to read advertising data, diagnose campaign problems, test variables and make optimization decisions.

DAY 25 — Assignment Presentation + Advertising Metrics

FIRST PART

- TikTok campaign presentations
- Instructor feedback
- Improve campaign strategy

NEW TOPICS

- Reach
- Impressions
- Frequency
- CPM
- CTR
- CPC
- Landing page views
- Leads
- CPL
- CPA
- Conversion Rate
- ROAS

AI LAYER

AI-Assisted Performance Analysis

- Organizing campaign data
- Summarizing reports
- Generating analytical questions
- Identifying possible patterns for investigation

LEARNING OUTCOME

Students understand what advertising numbers mean and how metrics connect.

DAY 26 — Campaign Diagnosis

TOPICS COVERED

- Why campaigns fail
- High CPM
- Low CTR
- High CPC
- Weak creative
- Weak hook
- Wrong audience
- Weak offer
- Landing-page problems
- Conversion problems
- High CPL
- High CPA
- Low ROAS

DIAGNOSTIC FRAMEWORK

Creative > Audience > Offer > Destination > Conversion

LEARNING OUTCOME

Students learn to identify where a campaign problem may exist instead of changing everything randomly.

WEEK 7 **Performance Marketing, Analytics & Optimization** DAY 25–28

DAY 27 — Testing & Optimization

TOPICS COVERED

- Why testing matters
- Creative testing
- Hook testing
- Copy testing
- Audience testing
- Offer testing
- Landing-page testing
- Budget testing
- A/B testing concepts
- Test structure
- Reading results
- Decision making
- Keep vs change decisions

AI LAYER

AI-Assisted Optimization

- Generating test ideas
- Structuring testing matrices
- Creating copy variations
- Brainstorming new creative angles
- Organizing campaign learnings

LEARNING OUTCOME

Students understand how marketers systematically improve campaign performance.

DAY 28 — WEEKLY ASSIGNMENT

OPTIMIZE MY BRAND'S ADVERTISING

Students analyze a campaign or provided campaign data.

STUDENTS SUBMIT

- Performance summary
- Key metrics
- Main problem
- Possible cause
- Creative test
- Audience test
- Copy test
- Offer test
- Optimization recommendation
- Next action

SUBMISSION

Campaign Optimization Report

NEXT WEEK

Day 29 begins with student presentations, trainer feedback and correction before Google Ads training.

WEEK 8 — Google Ads, AI Marketing Workflow & Complete Launch — DAY 29–32

WEEK 8 OBJECTIVE

Students complete their paid advertising foundation, understand where AI fits into the modern marketer's workflow, and connect everything into one complete marketing system.

DAY 29 — Assignment Presentation + Google Ads Fundamentals

FIRST PART

- Student optimization presentations
- Instructor feedback
- Review performance decisions

NEW TOPICS

- What is Google Ads?
- Search advertising
- Search intent
- Keywords
- Commercial intent
- Google vs Meta
- Google vs TikTok
- When Google Ads makes sense
- Product/service suitability
- Basic campaign objectives

LEARNING OUTCOME

Students understand how Google captures existing demand compared with social advertising.

DAY 30 — Google Search Campaign

TOPICS COVERED

- Campaign structure
- Location targeting
- Keyword research
- Search intent
- Match types
- Negative keywords
- Ad groups
- Search ad copy
- Headlines
- Descriptions
- Bidding concepts
- Landing pages
- Conversion tracking
- Basic optimization

AI LAYER

AI-Assisted Search Marketing

- Keyword brainstorming
- Keyword grouping
- Search-intent analysis support
- Headline variations
- Description variations
- Negative-keyword brainstorming
- Landing-page copy ideas

LEARNING OUTCOME

Students understand how to structure a Google Search campaign around customer intent.

WEEK 8 — Google Ads, AI Marketing Workflow & Complete Launch — DAY 29–32

DAY 31 — Complete Digital Marketing Funnel + AI Marketing Workflow

TOPICS COVERED

- Market
- Customer
- Offer
- Positioning
- Content
- Creative
- Meta Ads
- TikTok Ads
- Google Ads
- Landing page
- Website
- WhatsApp/messaging destination
- Lead generation
- Conversion
- Retargeting
- Repeat customer
- Measurement

COMPLETE FUNNEL

MARKET > CUSTOMER > OFFER > MESSAGE > CREATIVE > META / TIKTOK / GOOGLE > LANDING PAGE / WEBSITE / WHATSAPP > LEAD / ACTION > SALE > RETARGETING > REPEAT CUSTOMER

AI MARKETING WORKFLOW

Research > Strategy > Customer Insights > Copy > Creative Ideas > Content > Campaign Planning > Reporting > Analysis > Optimization

AI LAYER

AI in the Marketer's Workflow

- Where AI fits into a modern marketing workflow
- Building reusable marketing prompts
- AI-assisted research
- AI-assisted copywriting
- AI-assisted creative ideation
- AI-assisted campaign planning
- AI-assisted reporting
- AI-assisted analysis
- AI-assisted optimization
- Human judgment and verification

LEARNING OUTCOME

Students understand how AI can work alongside digital marketing skills without replacing marketing strategy or decision-making.

DAY 32 — FINAL WEEKLY ASSIGNMENT

FINAL DIGITAL MARKETING LAUNCH PROJECT

Students bring together the complete Digital Marketing system developed throughout the program.

PART 01 — MARKET

- Market
- Niche
- Opportunity
- Competitor understanding

PART 02 — CUSTOMER

- Target audience
- Customer problem
- Customer desire
- Buying behavior
- Objections

PART 03 — OFFER

- Product/service
- Value proposition
- Offer
- CTA

PART 04 — DIGITAL PRESENCE

- Social profiles
- Positioning
- Messaging
- Content pillars
- Digital destination

PART 05 — ADVERTISING

- Meta campaign
- TikTok campaign
- Google campaign
- Platform selection
- Audience
- Creative
- Copy
- Budget
- KPI

PART 06 — FUNNEL

Ad > Destination > Lead/Action > Sale > Retargeting

PART 07 — PERFORMANCE

- Key metrics
- Testing plan
- Optimization plan
- Scaling direction

PART 08 — AI MARKETING

- AI tools/workflow used
- Where AI supported the process
- Prompts/workflows created
- How AI improved speed or output
- What decisions required human judgment

PART 09 — BRAND LAUNCH PLAN

- Launch objective
- First advertising campaign
- Initial budget allocation
- First 30-day marketing plan
- Content direction
- Testing priorities
- Growth priorities

Final Student Outcome

By the end of the 60-day journey, students have progressed from understanding the fundamentals of Digital Marketing to developing a practical marketing system around their own brand project.

THEY UNDERSTAND

Marketing > Digital Marketing > Customer > Market > Offer > Digital Presence > Content > Creative > Meta Ads > TikTok Ads > Google Ads > Analytics > Testing > Optimization > Funnel > AI-Assisted Marketing

The student does not simply finish with knowledge of advertising platforms. The goal is to understand how digital marketing works as a complete system and how to use modern AI tools to support that system.

START YOUR OWN BRAND IN 60 DAYS

Digital Marketing with AI

Learn Digital Marketing. Build your marketing system. Use AI intelligently. Launch your brand.

Wishing every Peak Academy student confidence, practical ability, creativity, discipline and the courage to turn their skills into real opportunities. May this journey help them build something meaningful, useful and successful.