Tech Educators

DIGITAL MARKETING WITH AI

2025

AI isn't the start of the robot uprising intent on stealing our jobs

Tech Educators

We develop different.
Instructor led bootcamps for everyone.

Redefining Digital Marketing in the AI age

Our mission at Tech Educators is to cultivate the tech talent of tomorrow by making high-quality, tech-enabled education accessible to everyone at any level or personal circumstance.

As the digital landscape continues to evolve at a rapid pace, organisations we have spoken to are left frustrated, feeling their digital marketing efforts are more and more about appearance (trust markers) than conversion.

The movement of AI into the public consciousness has dramatically increased the production speed and amount of content available; customers and businesses, now more than ever, struggle to determine the signal from the noise. It's easy to pick up an LLM and start pushing content, but that doesn't make it good. It certainly doesn't mean it is effective.

More and more businesses are rightly asking for more from their Digital Marketing activities. Simply "having a presence" doesn't mean a return on investment. This course focusses on digital marketing skills that are deployed into a business application, not simply about embedding knowledge to pass a test. We wanted to create a course that gives individuals the context to create Digital Marketing that converts, whilst embracing the latest tools such as Large Language Model based AI in the correct way. We don't want to scale the output of marketing, we should strive to scale the output of effective marketing.

Our course follows a 13-week structure covering an Introduction to Digital Marketing and AI, Digital Marketing Fundamentals and a fully bespoke to industry final project. One you would be happy presenting back to your business, a client or a potential employer.

So who is this course for? We believe that the tools and techniques contained within this course are for individuals from all backgrounds. Our stacked learning approach will give any learner access to the fundamental knowledge required to have an effective impact within their organisation or curate the skills to enter a junior digital marketing role in the immediate future.

For existing practitioners, this course represents an opportunity to gain new, relevant skills with developing technologies, harnessing experience and scaling efficiency with leading-edge technology.

James Adams, Founder and CEO

Digital Marketing Fundamentals and the basics of AI

Week 1: Introduction to Digital Marketing

This week serves as an introduction to digital marketing, acquainting students with the digital marketing landscape, its role in the broader marketing strategy, and the basic principles that govern digital marketing efforts.

Learning Outcomes

- Understand the scope and significance of digital marketing in the modern business environment.
- Identify key digital marketing channels and how they are used in creating a comprehensive marketing strategy.
- Recognise the challenges and opportunities that digital marketing presents.

Business Led Project - CEO Audit

The CEO of your organisation has requested you produce an audit of all marketing activities. On a two-page document, create an overview of the marketing activities your organisation undertakes and whether they are digital marketing activities or not.

Week 2: Introduction to LLM's and AI Tools

This week focuses on the introduction of Large Language Models (LLMs) and AI tools, examining their impact on content creation, customer engagement, and data-driven marketing strategies.

Learning Outcomes
- Comprehend the fundamentals of AI and its application in marketing.
- Learn to utilise AI tools for content creation and data analysis.
- Explore the capabilities and limitations of AI in digital marketing.

Business Led Project - Sales at any cost

Using your choice of Large Language Model and prompts that you have picked up, create a piece of sales marketing for your company. Do not worry about the accuracy of the piece; making the sale is the only outcome this AI cares about!

Week 3: Effective Prompts, Creating Content, Ethics and Content Checking

Throughout this week, we explore the art of creating effective content using AI, including how to craft prompts and iterate outcomes. We will discuss the ethical considerations needed with AI content generation, considering the outputs of our last project, as well as best practices for content verification.

Learning Outcomes

- Develop skills for crafting effective AI prompts to generate desired content outcomes.
- Understand the ethical implications of using AI in content creation.
- Learn techniques for ensuring the accuracy and integrity of AI-generated content.

Business Led Project - The Ethical Sell

Using the knowledge of ethics, content checking and deeper, more effective prompt processes to reiterate the previous sales at any cost content, creating a sales asset that is attractive, factual and effective.

Digital Marketing Fundamentals

Week 4: Digital Marketing Strategy

In this week, we will review the fundamentals of Digital Marketing Strategy, encompassing the objectives of the organisation, the future of content strategy, determining channel strategy, the media strategy and tactics.

Learning Outcomes

- Understand a digital marketing strategy that aligns with business goals.
- Understand how different channels can have different strategies.
- Understand how media aligns to channels and strategies.

Business Led Project - The Digital Deep Dive

Following on from the top-level marketing review, the CEO has asked that you conduct a deep dive into the company's digital marketing activities. Include examples and outline how each element aligns (if it does) to the business's goals, determine strategies per channel and review the use of media for each element.

Week 5: Understanding Brand, Persona and Customer Segmentation

This week focuses on understanding brand management, the creation of customer personas, and segmentation techniques to tailor marketing efforts for specific audience groups and alignment to channels based on customer segmentation..

Learning Outcomes

- Be able to articulate the brand's persona and position a brand within the market.
- Be able to create detailed customer personas for targeted marketing.
- Implement segmentation strategies to focus marketing efforts within selected digital marketing channels.

Business Led Project - Persona and Channel Alignment

Create the critical brand personas for your organisation. Define who they are, tone of voice for communication and align them to the most effective channel for them to begin to cultivate an effective channel alignment for digital marketing for each customer segment.

Week 6: Email Marketing

This week will cover the strategies and tools for effective email marketing. We will start with reviewing data inputs and segmenting customers based on situation, crafting messages and the effective use of automation within a sales funnel, marketing strategies, analytics and pivoting between automation and personalisation.

Learning Outcomes

- Understand email data sources and potential use cases for each variable
- Design and execute email marketing campaigns based on segmentation
- Utilise segmentation and personalisation to enhance email effectiveness
- Analyse email campaign performance to inform future strategies

Business Led Project - Segmented Campaigns

Using the personas created in Week 5, utilise the new technologies introduced in Week 6 to develop two segments of a persona email campaign. Demonstrating the approach to data capture, segmentation, email crafting, and the use of a funnel, where necessary and appropriate.

Content and SEO fundamentals

Week 7: Content Marketing

This week examines the creation and distribution of valuable, relevant, and consistent content to attract, engage through calls to action, and retain a clearly defined audience.

Learning Outcomes

- Develop a content marketing strategy aligned with personas.
- Produce engaging content and adapt to various digital platforms.
- Understand the role of content marketing in building brand awareness and customer loyalty.

Business Led Project - Content Flow

Using a defined customer persona, the organisation requires that you produce a targeted flow of three articles on a subject flow that can be used to attract customers down an engagement pathway. Using the power of AI, whilst ensuring there can be no generated content penalties, produce a flow of content with clear calls to action.

Week 8: Implementing SEO with Content Marketing

This week, we introduce the concept of Search Engine Optimization (SEO) and its role in content marketing, focusing on how to optimise content for ideation and better search engine rankings.

Learning Outcomes

- Understand the principles of SEO and its importance in digital marketing.
- Apply SEO best practices in content creation.
- Evaluate the effectiveness of SEO strategies through analytics.

Business Led Project - More content… now!

The last content marketing was a great success, but it was lost after our initial push of the content. The marketing director wants to continue producing content, but you need to do some that has a lasting impact with SEO embedded. Use the tools you've learnt so far to create a high-quality piece of search engine optimised content for your business, using AI to generate the piece, whilst ensuring it doesn't present as AI-generated content.

Week 9: Social Media Marketing

This week, we explore the strategies for marketing through social media platforms, including content creation, community management, and advertising.

Learning Outcomes

- Create a social media marketing strategy.
- Engage with audiences and manage online communities effectively.
- Implement and measure the impact of social media advertising campaigns.

Business Led Project - More reach

The content we have produced over the last few weeks has been received really well and is converting customers with the call to action. Ensuring that the channel is correct for the segment we have defined, create a series of social posts to promote the content marketing approach we have developed.

Paid ads and the community

Week 10: Paid Advertising PPC

This week focuses on Pay-Per-Click (PPC) advertising, including campaign setup, management, and optimization across various paid platforms.

Learning Outcomes

- Develop and manage PPC campaigns in line with marketing objectives.
- Understand bidding strategies and keyword management for PPC.
- Analyse PPC campaign results to optimise for ROI.

Business Led Project - Driving conversions

The business has decided that the returns from core marketing activities, namely the content marketing produced over the past few weeks, have delivered a clear opportunity for investment into our target segment. Produce a detailed proposal for paid digital advertising for our agreed demographic, to present back to the board.

The Tech Ed Community

Every Friday, the Tech Educators community focuses on careers and the continual professional development of our students. We understand that each student and employer has different needs. but we believe in open and fair access to CPD and personal development.

Our Friday sessions continue to work on professional development but also allow our students and graduates to view the world of industry and prepare for joining the tech community. We work on the soft skills needed to get a career in tech, as well as being joined by some of the industry's best speakers to explore what a career in tech really means and how to continue to learn and develop in an ever-advancing world.

With talks spanning software development, game development, CPD sessions on teamwork, AI, and personal and professional development. Our Friday community days will bring the best of bleeding edge technology and how to implement it into your organisation, as well as create ongoing collaboration between students, hiring companies, graduates and staff.

Previous speakers work at....

Google twilio Adaptavist GitHub

Spotify netlify IBM OVO energy
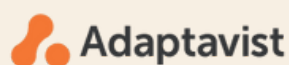
You don't have to be an **evil private island super-villain** to work in tech.

Tech Educators

We develop different.
Instructor led coding bootcamps for everyone.

The plan and the project

Week 11: The Marketing Plan

Concentrates on creating a comprehensive marketing plan, integrating the knowledge and skills acquired from previous weeks.

Learning Outcomes

- Construct a detailed one-month marketing plan covering all aspects of digital marketing.
- Align marketing strategies with overarching business goals.
- Prepare for implementation, monitoring, and adjustment of the marketing plan.

Business Led Project - The marketing plan

The board have been impressed with the outcomes of the marketing focus over the past few weeks and is investing in developing a concise marketing plan for one month, which, once signed off, will be rolled out into a full 12-month strategy. This is a big project, so you will have three weeks to prepare it fully. Focus this week on preparing your rationale for your segment, the channels you will use, the approach you will take and your justification.

Week 12: Measuring and Outcomes

This week focuses on the measurement of marketing activities, understanding analytics, KPIs, and the assessment of campaign outcomes.

Learning Outcomes

- Identify and set appropriate KPIs for digital marketing activities.
- Use analytics tools to measure campaign performance.
- Interpret data to make informed marketing decisions.

Business Led Project - The marketing plan

The board have been impressed with the outcomes of the marketing focus over the past few weeks and is investing in developing a concise marketing plan for one month, which, once signed off, will be rolled out into a full 12-month strategy. This is a big project, so you will have three weeks to prepare it fully. Focus this week on preparing the justification for your plan, how you will monitor it and what the KPI's from this marketing plan should be..

Week 13: Presentations, Feedback and Graduation

The final week encapsulates the course learnings in a team-style sprint to finalise, working in small cross-organisation teams to develop the soft skills needed in marketing and hone the final presentation to the board.

Learning Outcomes

- Demonstrate proficiency in digital marketing through a final project presentation.
- Use soft skills to work as part of a team and present back to your team.

Business Led Project - The marketing plan presentation

The board have been impressed with the outcomes of the marketing focus over the past few weeks and is investing in developing a concise marketing plan for one month, which, once signed off, will be rolled out into a full 12-month strategy. It's now time to present it to your business and your colleagues on the course.

You don't have to be a young smart hipster with the very latest macbook-pro to work in tech.

Tech Educators

We develop different.
Instructor led bootcamps for everyone.

www.techeducators.co.uk