



COURSE BROCHURE · 2026

AI-Powered Performance Marketing

Master the future of digital marketing by combining AI, analytics, automation, tracking, SEO, and paid media. Learn to use AI where performance actually matters — better campaigns, smarter decisions, measurable growth.

AI-Powered SEO & Content

Landing Page Optimization

Advanced Tracking & Analytics

Google Ads & Paid Search

Meta & LinkedIn Advertising

Marketing Automation & AI Workflows

Most AI courses focus on teaching tools. This program focuses on teaching outcomes. It is designed for professionals who want to use AI to improve website performance, SEO execution, content creation, analytics, tracking, Google Ads, Meta Ads, LinkedIn Ads, reporting, and marketing automation.

Instead of disconnected AI workflows, you'll learn to apply AI across the entire marketing funnel — from website planning and SEO to conversion tracking, campaign optimization, reporting, and automation — through practical projects, real-world scenarios, and hands-on implementation.

Who Should Join

- Working professionals upskilling into AI-driven performance marketing
- Entrepreneurs and business owners running their own growth
- Marketers managing SEO, paid media, analytics, or reporting
- Students building an AI-ready marketing career

Program Features

Marketing-Focused AI Training

AI applied where it moves marketing results, not generic tool demos.

Tracking & Analytics First

Measurement as the foundation of every campaign decision.

Real Campaign Implementation

Hands-on projects and real-world scenarios, not theory.

Paid Media Excellence

Google Ads, Meta Ads, and LinkedIn Ads set up and optimized with AI.

Workflow Automation

Reusable AI assistants and n8n automations for repeated tasks.

Performance-Driven Learning

Every module ends in a deliverable tied to a business outcome.

01 • Performance Marketing Fundamentals

Use AI to create campaign strategies, funnel maps and KPI frameworks.

02 • Marketing Technology for Non-Developers

Use AI to understand technical requirements and prepare implementation briefs.

03 • Prompting and AI Output Management

Build prompt systems for campaigns, SEO, ads, analytics and reporting.

04 • AI Skill Tool Setup and Workflow Concepts

Create reusable AI assistants for repeated marketing tasks.

05 • Website Planning and WordPress Setup

Use AI to create website architecture, page briefs and conversion-focused content.

06 • Landing-Page Optimisation and CRO

Create landing-page audit reports and optimisation briefs.

07 • AI-Powered SEO Research and Strategy

Use AI to classify keywords, map content opportunities and create SEO plans.

08 • On-Page and Technical SEO

Use AI to interpret SEO audits and create priority-based action plans.

09 • SEO Content and WordPress Publishing

Prepare content drafts and publish reviewed content through WordPress workflows.

10 • Google Search Console Reporting

Identify low-CTR pages, declining URLs and SEO improvement actions.

11 • AI-Powered Creative Production

Use ChatGPT, Gemini, Claude, Manus and Canva to create brand-consistent assets.

12 • Social Media Planning and Posting

Use AI and n8n for content planning, approval and scheduled publishing.

13 · GTM and Measurement Planning

Create measurement plans and GTM implementation checklists.

14 · GA4 Events, DataLayer and Advanced Tracking

Prepare event plans, DataLayer specifications and debugging checklists.

15 · Marketing Data Productivity with Excel & Sheets

Analyse Google Ads, Meta Ads, LinkedIn Ads and GA4 data with AI.

16 · GA4 and Management Reporting

Convert raw data into management-ready insights.

17 · AI-Powered Google Ads Setup

Build campaign structures, keyword groups and ad copy variations.

18 · Google Ads Optimisation and Reporting

Identify optimisation opportunities and prepare weekly reports.

19 · AI-Powered Meta Ads Setup

Create audience ideas, ad copy, creative testing plans and campaign briefs.

20 · Meta Ads Lead, Optimisation & Report Automation

Use AI and n8n for lead scoring, sales alerts and report summaries.

21 · AI-Powered LinkedIn Ads Setup

Create B2B campaign structures, targeting maps and ad copy.

22 · LinkedIn Ads Lead and Report Automation

Evaluate B2B lead quality and prepare reporting summaries.

23 · Cross-Channel Performance Analysis

Create channel comparison reports and budget recommendations.

24 · Capstone Project

Build an integrated AI-powered performance marketing system covering website, SEO, content, tracking, analytics, paid media and automation.

Tools You Will Work With

HANDS-ON, IN REAL ACCOUNTS

AI ASSISTANTS

ChatGPT

Gemini

Claude

Manus

CREATIVE & AUTOMATION

Canva

n8n

WordPress

PAID MEDIA PLATFORMS

Google Ads

Meta Ads Manager

LinkedIn Campaign Manager

MEASUREMENT & DATA

GA4

Google Tag Manager

Search Console

Excel & Google Sheets

Build an AI-Ready Marketing Career

Today's marketers need more than campaign management skills — they need to combine AI, analytics, automation, tracking, and performance marketing into one integrated system. This program makes you highly valuable to businesses, agencies, and marketing teams.

- ✓ Manage websites, SEO and content with AI-assisted workflows
- ✓ Own tracking, analytics and management reporting end to end
- ✓ Run and optimize Google, Meta and LinkedIn ad campaigns
- ✓ Automate reporting, lead handling and publishing with n8n



Mayank Dwivedi

18+ years in media, advertising & digital marketing

Lead Trainer at IILD Services, Mayank blends deep industry expertise with a hands-on approach — real-life case studies, live implementation, and training tailored to real-world applications for students, professionals, and corporate teams.

Google Ads

SEO

GA4 & GTM

Performance Marketing

Meta & LinkedIn Ads

AI-Driven Marketing

Conversion Tracking

Reserve Your Spot Now

Book a free training demo and get course details, batch schedules, and pricing.

CALL / WHATSAPP

(+91) 9311727354

EMAIL

contact@iild.co.in

WEBSITE

iild.in/ai-powered-performance-marketing

WORKING HOURS

Monday – Saturday · 9 am – 6 pm

HEAD OFFICE

IILD Services, UG CS-34, Upper Ground Floor, Ansal Plaza, Vaishali, Ghaziabad, Uttar Pradesh 201019