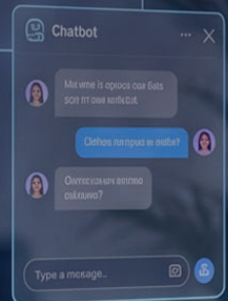
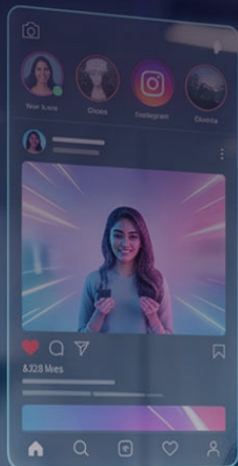


AI for Content Creation



Module 1: Introduction to AI in Content Creation

- What is Artificial Intelligence?
- Role of AI in modern content creation
- Difference between human content and AI-assisted content
- Benefits and limitations of AI tools
- How AI is changing digital marketing, branding, and communication
- AIDA and PAS copywriting formulas
- Common AI tools used for content creation

Module 2: Prompt Engineering for Content Creation

- What is a prompt?
- How to write clear and effective prompts
- Prompt structure: role, task, tone, format, audience, and objective
- Zero-shot, few-shot, and instruction-based prompts
- How to get better results from AI
- Common prompt mistakes to avoid

Module 3: AI for Social Media Content

- Creating content for Instagram, Facebook, LinkedIn, YouTube, Pinterest, and X
- AI-based content calendar planning
- Caption writing using AI
- Hashtag research with AI
- Reels and short video idea generation
- Story and carousel post content creation
- Brand tone and audience-based writing

Module 4: AI for Blog Writing and Website Content

- Blog idea generation
- Blog outline creation
- SEO-friendly blog writing
- Website page content writing
- Service page content
- Landing page content
- About us and company profile content
- Content rewriting and improvement using AI

Module 5: AI for SEO Content Creation

- Basics of SEO content
- Keyword-based content writing
- Meta title and meta description creation
- FAQ writing using AI
- Local SEO content
- Google Business Profile post content
- Avoiding keyword stuffing
- Writing human-friendly SEO content

Module 6: AI for Advertising and Marketing Copy

- Difference between organic content and Ads copy
- AI for campaign idea generation
- Writing high-converting ad headlines
- Social Media Ads copy
- Google Ads copy
- CTA writing

Module 7: AI for Email Marketing Content

- Email subject line generation
- Promotional email content
- Newsletter writing
- Festival and event-based campaign content
- Personalization using AI

Module 8: AI for Image and Video Content

- Introduction to AI Image and Video generation
- Prompt writing for images and Videos
- Creating social media post concepts and scripts
- AI for poster, banner, and ad creative ideas
- Image editing and enhancement using AI
- Using AI-generated images responsibly

Module 9: AI for Branding and Business Communication

- Business profile writing
- Company introduction content
- Professional bio writing
- Proposal and presentation content
- Client communication improvement
- AI for proofreading and tone correction

Module 10: Content Editing

- How to edit AI-generated content
- Making content more natural
- Grammar and readability improvement
- Removing repetition
- Improving tone and clarity
- Fact-checking AI-generated content
- Avoiding generic AI-style writing

Module 11: Ethics, Copyright, and Responsible AI Use

- Ethical use of AI in content creation
- Plagiarism and originality
- Copyright concerns in AI-generated images and content
- Fact-checking before publishing
- AI content disclosure
- Avoiding misleading, sensitive, or harmful content
- Human review before final publishing

Tools Covered

Suggested tools may include:

- ChatGPT
- Gemini
- Claude
- Perplexity
- Jasper
- Grammarly
- Google Trends

Note: This course is structured to cover maximum practical learning through free AI tools and free account features, so students can start creating content without paid subscriptions.



✉ alok@webmyne.com

☎ +91 94276 02525

📍 702, Ivory Terrace , Opp. Circuit House
R.C. Dutt Road, Vadodara-07
Gujarat - India.

