



1-ON-1 PERSONAL TRAINING PROGRAM

AI TOOLS FOR MARKETING

Two Structured Tracks: Beginner → Advanced | ChatGPT, Claude, Gemini & AI-Powered Marketing Workflows

TRAINING NAME

AI Tools for Digital Marketing Mastery Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs

Industry Experience

8,500+

Projects Delivered

₹300+ Cr

Client Revenue Tracked

35+

Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • HubSpot AI Marketing • Learn AI Digital

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to genuinely speed up and improve their marketing using AI — not just learn the theory. Every session is live, one-on-one, and shaped around your business, your workflows and your goals.

Choose the Beginner track to build a complete foundation across the core AI tools — ChatGPT, Claude, Gemini, Perplexity and Canva AI — or go straight into the Advanced track if you already use AI tools and want to master today's full marketing AI stack: custom GPTs/Projects, automation, AI-powered paid media and AI-visibility (GEO/AEO) tracking. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who uses these AI tools daily in real marketing work, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Fee	₹15,000 (one-time, per month)	₹20,000 (one-time, per month)
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already use AI tools in marketing
Focus	Foundations: ChatGPT, Claude, Gemini, Perplexity, Canva AI, prompting basics	Latest AI stack: Custom GPTs/Projects, automation, AI paid media, GEO/AEO visibility
Outcome	Confidently use core AI tools to speed up your everyday marketing tasks	Run and scale a full AI-powered marketing workflow like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on choosing the right paid AI tools and building a lean, cost-effective stack for your budget.

BEGINNER TRACK • 15 HOURS • ₹15,000/MONTH

AI Tools for Digital Marketing — Foundation Program

(Beginner Curriculum: Zero to Your First AI-Powered Marketing Workflow)

Seven modules covering everything needed to go from no experience to confidently using AI tools across your everyday marketing tasks.

MODULE 1 AI Fundamentals for Marketers

2 hrs

- What large language models actually do and where they fit into a marketing workflow.
- ChatGPT, Claude & Gemini overview: what each tool is genuinely good at.
- Setting realistic expectations: where AI helps, and where human judgment still matters.

MODULE 2 Prompt Engineering Essentials

2 hrs

- Writing clear, specific prompts that get useful results the first time.
- Giving AI the right context: brand voice, audience and goals.
- Iterating on outputs instead of accepting the first draft.

MODULE 3 AI for Content Creation & Copywriting

2.5 hrs

- Using ChatGPT & Claude for blog posts, ad copy, social captions and email copy.
- Keeping content on-brand and avoiding generic-sounding AI writing.
- Editing AI drafts into something genuinely publishable.

MODULE 4 AI for Research & Competitive Analysis

2 hrs

- Using Perplexity for real-time, cited research.
- Using Gemini to synthesize and summarize findings inside Google Workspace.
- Competitor & market research workflows using AI.

MODULE 5 AI for Design & Visual Content

2 hrs

- Canva AI basics: generating and editing social media graphics quickly.
- AI image generation fundamentals for marketing visuals.
- Keeping visuals consistent with your brand guidelines.

MODULE 6 AI for SEO & Content Optimization

2 hrs

- Using AI to structure content for search and readability.
- On-page optimization suggestions from AI-powered SEO tools.
- Avoiding thin, generic AI content that hurts rather than helps rankings.

- **Combining tools into one repeatable weekly workflow** for content and research.
- **Choosing the right free/paid tools** for your budget and needs.
- **Live practice session:** building a real piece of AI-assisted marketing content together.

By the end of the Beginner Track, you will be able to independently use core AI tools to plan, create and optimize marketing content for your own business.

AI Tools for Digital Marketing — Advanced Growth Program

(Advanced Curriculum: Master the Latest AI Marketing Stack)

Recommended after the Beginner Track or for marketers who already use AI tools. Eight modules covering custom GPTs/Projects, automation, AI-powered paid media, AI-visibility tracking and agency-grade operations.

MODULE 1 The Latest AI Marketing Stack: Choosing the Right Tool

3 hrs

- **ChatGPT vs. Claude vs. Gemini vs. Perplexity:** genuine strengths of each, not marketing claims.
- **Building a lean 2–3 tool stack** instead of chasing every new AI app.
- **Assigning the right tool to the right stage** of your marketing workflow.

MODULE 2 Advanced Prompt Engineering & Custom GPTs/Projects

2.5 hrs

- **Building reusable prompt systems** for recurring marketing tasks.
- **Custom GPTs & Claude Projects:** setting up tools trained on your brand voice and guidelines.
- **Creating a prompt library** your whole team can use consistently.

MODULE 3 AI-Powered Content Pipelines at Scale

3 hrs

- **Multi-format content production:** turning one piece of research into blog, social, email and ad copy.
- **Keeping brand voice consistent** across tools and team members.
- **Editorial workflows:** review, fact-check and approval steps for AI-assisted content.

MODULE 4 Marketing Automation with AI

2.5 hrs

- **Connecting AI to your CRM, email and ad platforms** using tools like Zapier or Make.
- **Automating repetitive marketing tasks** — reporting, lead follow-up, content distribution.
- **Where automation helps vs. where it creates risk.**

MODULE 5 AI for Paid Media & Creative Testing

2 hrs

- **AI-generated ad variants** across Meta, Google and LinkedIn.
- **Structuring genuine creative tests** using AI-assisted variation.
- **Keeping AI-generated ad copy compliant and on-brand.**

MODULE 6 AI Visibility & GEO/AEO for Brands

2.5 hrs

- **Tracking your brand's visibility inside AI-generated answers**, not just search rankings.
- **Structuring content** so AI systems can find, trust and cite it.
- **Choosing AI-visibility tracking tools** that fit your budget.

MODULE 7 AI Content Governance, Detection & Brand Safety

2 hrs

- **AI content detection tools** and when they actually matter for your brand.
- **Building an approval workflow** that catches errors and hallucinations before publishing.
- **Data privacy basics**: what's safe to share with AI tools, and what isn't.

MODULE 8 Capstone: Building & Presenting a Full AI Marketing Workflow

2.5 hrs

- **Live build session**: designing an end-to-end AI-powered marketing workflow for a real business.
- **Presenting the workflow** the way you would to a client or leadership team.
- **Guidance on keeping your stack current** as AI tools continue to evolve.

By the end of the Advanced Track, you will be able to design, run and scale a full AI-powered marketing workflow across content, paid media and reporting — at a specialist, agency-ready level.

INVESTMENT

AI Tools for Digital Marketing Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

₹15,000 / month

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first AI marketing workflow

ADVANCED TRACK

₹20,000 / month

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest Custom GPTs, automation & AI-visibility stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

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<https://hemantkalwani.com/> • <https://globalwebdigital.com/> • <https://learnaidigital.com/>

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