
Digital Marketing with AI



Introduction

Digital marketing is evolving rapidly, and artificial intelligence is changing how marketers research, create, optimize, and measure campaigns. Imagine developing a complete content strategy in hours instead of days, uncovering customer insights instantly, optimizing content for both Google and AI search engines, launching campaigns faster, and automating repetitive tasks that consume valuable time.

This course is designed to help you do exactly that.

Learn from Moses Kemibaro, Founder & CEO of Dotsavvy and one of Africa's leading digital marketing strategists, as you combine modern digital marketing with AI to build stronger campaigns, improve search visibility, automate workflows, and make smarter marketing decisions. Designed for marketing professionals, entrepreneurs, and business leaders, this four-week programme delivers practical skills in strategy, SEO, AI Search, content, analytics, and automation.

Why Learn Digital Marketing with AI?

Marketing teams are increasingly expected to do more with less, and AI is becoming an essential part of how modern marketers work. By combining digital marketing expertise with AI capabilities, you'll be able to:

- ✔ Build stronger marketing strategies backed by AI-powered insights
- ✔ Create content, campaigns, and assets faster without sacrificing quality
- ✔ Improve visibility across search engines and AI-powered platforms
- ✔ Run smarter performance marketing campaigns
- ✔ Automate repetitive marketing tasks and workflows
- ✔ Turn marketing data into actionable business decisions
- ✔ Increase productivity and efficiency across your marketing function
- ✔ Future-proof your career in an increasingly AI-driven industry

Who is this course for?

We designed this course for:

- Marketing managers looking to integrate AI into their existing marketing workflows
- Growth marketers seeking to improve campaign performance and efficiency
- Product marketing managers responsible for customer acquisition and engagement
- Brand managers and communications professionals leading digital campaigns
- Entrepreneurs and business owners looking to scale their marketing efforts
- Digital marketing specialists who want to stay ahead of industry changes
- Marketing consultants and freelancers supporting clients across multiple channels

What are the course prerequisites?

No coding. No AI background needed. Just bring:

01

Working knowledge of at least 2 digital marketing channels.

02

Familiarity with workplace tools such as Google Workspace or Microsoft Office.

03

Basic experience using AI tools such as ChatGPT, Claude, Gemini, or Copilot

04

Pre-assessment to evaluate participants' marketing experience, AI familiarity, and learning goals.

Course Overview

Part-Time Online Classes

Duration - 4 weeks

Mode -100% Online Classes | Tuesdays & Thursdays (6:00 PM – 8:30 PM)

Tuition Fee: Ksh 55,000

Fee Payment Options Available



Upfront Full Fee Payment

Modules Schedule

Onboarding Session (1 hour)

An orientation session to introduce participants to the learning environment, ensure all required platforms and tools are set up correctly, and establish a foundation for successful engagement in the course.

Tools

- **Strategy & Research:** ChatGPT, Claude, Perplexity, Gemini, GenSpark
- **Content Creation:** ChatGPT, Claude, Canva AI, Gamma AI
- **Visual & Design (Vibe Design):** Canva AI, Claude Design, Google Stitch, Adobe Firefly
- **Presentations:** GenSpark, Gamma AI, Canva AI
- **SEO / AEO / GEO:** Semrush, Ahrefs, SurferSEO, Frase, Perplexity, ChatGPT
- **Social Media:** Later, Buffer, Hootsuite AI, Canva AI
- **Performance Marketing:** Google Ads(Performance Max), Meta Ads(Advantage+), ChatGPT
- **Email & Automation:** Mailchimp, HubSpot, Make, Zapier
- **Vibe Coding:** Replit, Lovable

Module 1: Digital Marketing Strategy & Foundations in an AI World (2.5 hrs)

Objective: To establish a strong digital marketing foundation and demonstrate how AI enhances strategic planning, research, and execution across the modern marketing ecosystem.

Content:

- Digital Marketing Foundations
- AI-Powered Strategy Development
- AI Marketing Toolkit
- Practical Lab and Takeaway
- Capstone Component

Module 2: Audience Intelligence, Content Strategy & Creation (2.5 hrs)

Objective: To equip learners with the skills to understand customers, develop content strategies, and create high-quality content and visual assets using AI.

Content:

- Audience Intelligence
- Content Strategy Fundamentals
- AI-Powered Content Creation
- AI Design Tools
- Practical Lab and Takeaway
- Capstone Component

Modules Schedule

Module 3: SEO, AEO, GEO & AI-Powered Social Media (2.5 hrs)

Objective: To help participants improve brand visibility across traditional search engines, AI-powered search platforms, and social media channels.

Content:

- Search Foundations
 - AEO & GEO Fundamentals
 - Social Media Strategy
 - AI-Powered Search & Social
 - Practical Lab and Takeaway
 - Capstone Component
-

Module 4: Performance Marketing, Email, Automation & Vibe Coding (2.5 hrs)

Objective: To teach participants how to drive measurable business outcomes through paid media, email marketing, and AI-powered automation.

Content:

- Performance Marketing Foundations
 - AI-Powered Performance Marketing
 - Email Marketing Strategy
 - Marketing Automation
 - Vibe coding:
 - Practical Lab and Takeaway
 - Capstone Component.
-

Module 5: AI Analytics, Insights, AI Studio & Custom AI Assistants (2.5 hrs)

Objective: To enable participants to transform marketing data into actionable insights and build custom AI assistants that improve team productivity.

Content:

- Marketing Analytics Foundations
 - AI-Powered Analytics
 - Google AI Studio
 - Building Custom AI Assistants
 - Practical Lab and Takeaway
 - Capstone Component
-

Module 6: Integrated AI Marketing Campaigns & Responsible AI Practice (2.5 hrs)

Objective: To bring together all course concepts into a complete AI-powered marketing campaign while ensuring ethical and responsible AI adoption.

Content:

- Integrated Marketing Campaigns
- AI Marketing Operations
- Responsible AI in Marketing
- Future of AI Marketing
- Practical Lab and Takeaway

Contact Details



General Inquiries:

+254 711 082 146

Corporate Inquiries:

+254 738 368 319

WhatsApp Inquiries:

+254 712 293 878



General Inquiries

contact@moringaschool.com

Corporate Inquiries:

corporate@moringaschool.com

Admissions Inquiries:

admissions@moringaschool.com



Ngong Lane, Ngong Lane Plaza, 1st Floor, Nairobi Kenya

Facebook | LinkedIn | Twitter | YouTube

[@moringaschool](#)



www.moringaschool.com