

# AI Marketing Bootcamp

Portfolio pieces come out of your work in digital marketing, social media, and analytics.

Modern AI marketing workflows get real scrutiny, and the live web applications you construct put both your marketing and your technical skills on record.

Group classes in NYC and onsite training is available for this course.

For more information, email [corporate@nobledesktop.com](mailto:corporate@nobledesktop.com) or visit:

<https://training-nyc.com/certificates/ai-marketing-bootcamp>



[nyc@careercenters.com](mailto:nyc@careercenters.com) • (212) 658-1918

## Course Outline

This package includes these courses

- Email Marketing Bootcamp (6 Hours)
- SEO Bootcamp (18 Hours)
- Google Ads Bootcamp (18 Hours)
- Google Analytics Bootcamp (18 Hours)
- Instagram Marketing (12 Hours)
- Facebook Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- YouTube Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)
- TikTok Marketing (2 hours)
- AI for Marketing Course (18 Hours)
- AI Coding Bootcamp with Claude Code (0 hours)
- AI Marketing Portfolio Development (0 hours)
- Digital Marketing Strategy & Web Fundamentals (0 hours)
- Content Marketing Bootcamp (0 hours)
- Streaming for Social Media (0 hours)
- Social Media Industry & Portfolio (0 hours)

## Email Marketing Bootcamp

- Find out about the different types of emails & how to create them
- Optimize open rates & click through rates with A/B testing
- Build an email marketing strategy that works for you

## SEO Bootcamp

Gain insights into Search Engine Optimization (SEO) and competitive keyword analysis while developing a strategy that will launch your website all the way to the top.

## **Google Ads Bootcamp**

This two-day training is a comprehensive exploration of Google Ads (formerly Google AdWords). Learn how to develop and manage a successful campaign, generate leads and sales, track conversions, and more.

## **Google Analytics Bootcamp**

This two-day workshop is a comprehensive look at Google Analytics and its many applications. Learn how to set up an account, understand what you should be tracking, how to interpret Google Analytics reports and data, and more!

## **Instagram Marketing**

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

## **Facebook Marketing**

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

## **LinkedIn Marketing**

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

## **YouTube Marketing**

- How to identify and engage your target audience
- Building a following on YouTube
- Ad creation and optimization

## **Social Media Content Marketing: Blogs & Twitter**

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master Twitter marketing

## **TikTok Marketing**

- How to identify and engage your target audience

- Monitoring TikTok trends and topics
- Techniques for creating content

## AI for Marketing Course

- Leverage AI-driven strategy in your marketing campaigns
- Integrate AI into SEO, SEM, content, advertising, and analytics
- Measure the real-world impact of your AI marketing efforts
- Complete a capstone project to showcase your work

## AI Coding Bootcamp with Claude Code

- Handle genuine development tasks and multi-step coding workflows in Claude Code with confidence
- Guide AI well through context setting, Plan Mode, review, and recovery techniques
- Use Git and GitHub to handle version control, branching, pull requests, and code review
- Grasp the fundamentals of current web development, among them HTML, CSS, JavaScript, APIs, and frontend and backend concepts
- Assemble full-stack applications from Next.js, databases, authentication, and external APIs
- Test, debug, and secure production-ready applications, then ship them to the live web

## AI Marketing Portfolio Development

A campaign brief generator, a marketing ops dashboard, an AI campaign studio, an SEO content workbench, a lifecycle email builder, and a paid ads campaign app are the kinds of projects you can take on.

- Carry a marketing web application through every stage, from the initial plan to the final launch, with AI coding tools
- Complete three projects for your portfolio that are shaped by your own goals and interests
- Connect your apps to a hosted database so that brand kits, leads, and campaigns are not lost
- Add AI features capable of producing briefs, copy, imagery, and content at scale
- Design interfaces that are responsive and accessible, with dashboards, builders, and live previews included
- Connect to outside APIs and services, among them email platforms, model providers, and webhooks
- Protect user and client data through security measures, authentication, and role-based access
- Release a completed app configured with environment variables, a custom domain, and launch-ready polish

## Digital Marketing Strategy & Web Fundamentals

This accelerated course covers how to build a digital marketing strategy that succeeds and how to tune your business's website so it reaches the audience you want. Topics include defining your goals and audience, developing a value proposition, and optimizing your site for conversion.

- The core skills for driving more site traffic, more leads, and more sales
- A method for putting together a digital marketing strategy
- The components a website needs if conversions are going to rise
- Ways to convert leads into completed sales
- Techniques for reviewing your marketing and raising your return on investment

## Content Marketing Bootcamp

Content creation, promotion, and measurement all receive thorough treatment in this course. The accelerated class passes on useful insights along with the best practices for putting content creation to work in promoting your brand.

- Apply content marketing strategies that draw in your target audience and keep it engaged
- Build a working grasp of curation techniques and the best practices used across the industry
- Draw up a strategy for promoting your content, tracking it, and improving how it performs
- Review the metrics that reveal content effectiveness, then sharpen your campaigns accordingly
- Look at the tools and workflows that make creating and distributing content more efficient

## **Streaming for Social Media**

This class on OBS for streaming shows how streaming fits into a social media strategy. You will set up content sources, link your streaming accounts, and work toward your goals on Twitch, YouTube, and TikTok.

- Setting up OBS so it is ready to stream
- Streaming to Twitch, and what that platform offers
- Streaming to YouTube, and what that platform offers
- Streaming to TikTok, and what that platform offers

## **Social Media Industry & Portfolio**

This capstone course looks at where the opportunities in social media marketing are and how to shape your online presence so it helps you get hired. Brand research, campaign development, LinkedIn networking strategies, and more are on the agenda, all aimed at getting you ready to pursue work in social media management or content creation.

- An introduction to earned-first creative thinking
- Come up with original ideas and learn to present them in a portfolio
- Sharpen your résumé and LinkedIn profile
- Strengthen your social media presence