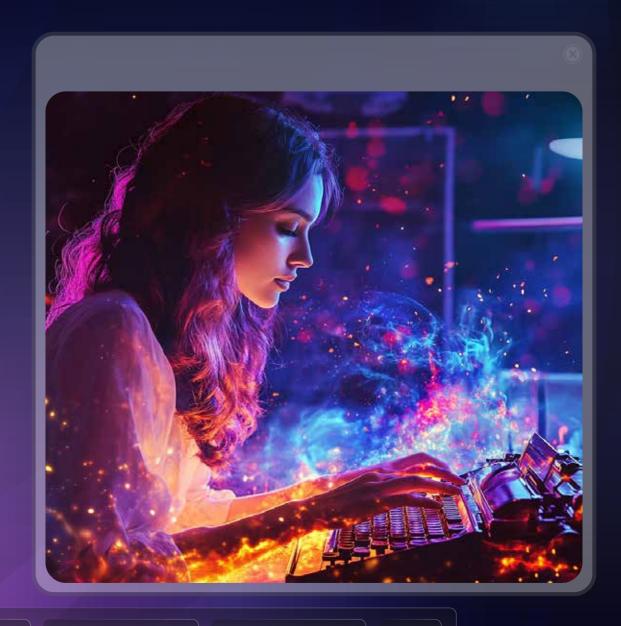
In collaboration with





# Generative Al Mastery Certificate for Content Creation

Become a 10x Content Creator



## Lead the Content Revolution with Al

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**87%** of tech marketers

use Generative AI tools for content creation, up from 79% in 2024

(Source: Content Marketing Institute

**62%**Faster
Video Production

Al tools have reduced training video production time from 13 days to 5 days

(Source: Synthesia

In collaboration with

**upGrad** 



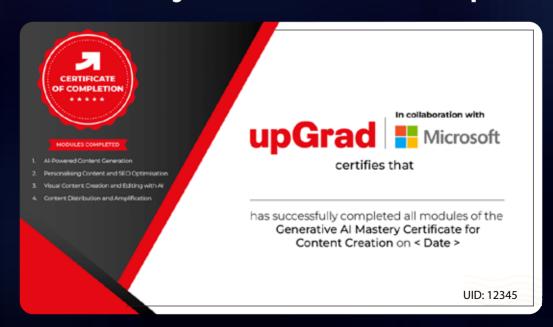
This program is designed for content creators, social media specialists, copywriters, designers, entrepreneurs and other marketing professionals who want to leverage **Gen Al-powered** tools to write, design, and produce content at scale.

#### As part of this program, you will:

- Master Al-driven research, writing, & storytelling

  Create professional audio, visual & video content
- Learn the most in-demand tools in GenAl content creation

## Get certified by the best in AI and upskilling



### About the Program

This is a unique program where you learn from content creators as well as branding and marketing professionals about GenAl-based content creation. Learn to craft compelling text, image, audio, and video content, and develop strategic marketing campaigns.



### **Module 1: AI-Powered Content Generation**

### Building a Foundation

- Understand the role of Gen AI in content creation
- · Identify the areas where AI can help, where it can't
- Use the HUMAN framework to humaise your content from Al

### Creating Your Own Al-Powered Content Creator

- Create your own custom GPT for writing purposes
- · Understand the applications of custom GPTs in marketing
- **▶** Tools

**Microsoft 365 Copilot** 

## **Module 2: Personalising Content and SEO Optimisation**

### SEO and Generative AI

- Understand the impact of content created using GenAl on SEO
- Explore the best practices, do's and don't of content creation

#### Al for Text-based Content Creation

- Explore the different Gen AI tools for text creation
- · Create effective ad copies, social media captions, scripts and emails using Gen AI tools
- Learn how to repurpose text-based content
- **▶** Tools

**ChatGPT** 

**Perplexity** 

**NotebookLM** 

## **Module 3: Visual Content Creation and Editing with Al**

### Creating Visuals for Marketing

- Explore the different Gen AI tools and learn effective prompting techniques for image creation
- Understand the use cases of Gen AI images in marketing: product photography, social media content, and so on

## Creating Music using Al

- Explore the different Gen AI tools for music and voice over creation
- · Learn how to create a clone of your own voice

## Creating Videos for Marketing

- Experiment with different Gen AI tools for video creation Create your own digital twin using GenAl

### Tools

**Midjourney** 

**DALL-E** 

**Flair** 

Suno

**ElevenLabs** 

## **Amplification** Cracking a Marketing Campaign

**Module 4: Content Distribution and** 

### Discover what goes behind an AI-led / AI-assisted marketing campaign

- · Explore the scope of marketing with AI influencers

**Key Demonstrations** 

**Britannia** Zomato **Spotify** Cava

**Boat** Cashe Wakefit Cadbury

Ask anything









## Learn from the Best in the Al Industry



#### **Gayatri Agrawal**



Founder @ALTRD, Al-Marketing Agency Award-Winning Al Innovator

Ex-Geospatial Data Analyst Ex-Spatial Designer, Metaverse



#### Himanshu Goel



Co-Founder & COO, FUTR Studios

Creating India's
First Virtual Influencer

Author and Content Creator

Influencer Marketer



### Siya Wadhawan



Brand Head, Boltfit

Ex-Head of Product Marketing @ boAt Lifestyle

Ex-Brand Marketer, Bajaj Electricals



#### **Nivedan Rathi**



Founder @Future & Al Former Marketing Head, Meesho

Content Creator

TEDx Speaker



#### Nitesh Raj



India Brand Head, Lenovo Ex-Brand Manager, Wakefit

Ex-Brand Manager Rupeek In collaboration with

# upGrad



### For further details, contact -

Europe, Middle-East and Africa:

Vietnam:

& Europe and Africa: +44-20-4602-3556

**%** Vietnam: 1900232306

Middle East: + 971-4-871-4102

Thailand: 975310719

North and South America:

Asia Pacific except India:

□ query@upgrad.com

+1 240-719-6120

**4** +65 6232 6730

LET'S TALK