



**DIGITAL UDAAN**  
INSTITUTE

**24 HRS**

HANDS-ON  
AI TRAINING

# LEARN, AUTOMATE, AND OUTPERFORM.

A 24-Hour AI Execution Workshop for Digital Marketing & Sales Professionals

*100% Practical • No Coding Required • Claude, n8n, HeyGen & More*

 **Phone**

+91-9930947725 / 9322991358

 **Website**

[www.digitaludaaninstitute.com](http://www.digitaludaaninstitute.com)

# Table of Contents

1

About the Workshop

---

2

Why Digital Udaan

---

3

Curriculum at a Glance (Sessions 1–3)

---

4

Curriculum at a Glance (Sessions 4–6)

---

5

Tools You'll Master

---

6

Who Should Attend

---

7

Batch Details & Contact Us

---



## WHY DIGITAL UDAAN

# About the Workshop

Built for professionals with up to 5 years' experience in Digital Marketing and Sales — task-first, using chat-interface and no-code AI tools only. No coding. No API keys. No engineering setup.

1

### **100% Hands-On, Task-Based Execution**

Every session ends with a working output you keep — not a slide of theory

2

### **No Coding Required**

Chat-interface and no-code tools only — Claude, n8n, HeyGen, Gamma

3

### **Real Tasks From Your Own Job**

Bring your own content, data and leads — automate them live in class

4

### **Covers the Full 32-Task Execution Library**

Content, SEO/SEM, sales outreach, reporting, video & automation

5

### **Trainers With 10–20+ Years' Industry Experience**

Learn from practitioners, not just tool demos

6

### **Small Batch, In-Class, Personal Attention**

Maximum 15 participants per batch

#### **What You'll Learn**

A repeatable system for using AI on your own weekly tasks — not just a tool demo.

#### **What You'll Walk Away With**

A finished capstone: one real work task automated end-to-end, plus a personal time-saved scorecard.

## 24-HOUR CURRICULUM

# Curriculum at a Glance

*Sessions 1–3 — Content, SEO & Sales Execution*

1

## Content Creation & Copy Execution

4 HRS

- Repurpose 1 asset into 5+ channel formats
- Ad copy variants & bulk product descriptions
- Brand-voice prompt template + bulk documentation

2

## SEO, Market Analysis & Reporting Automation

4 HRS

- Competitor analysis & keyword clustering
- On-page SEO copy + landing-page teardown
- Automated SEM reporting & Excel/data cleanup

3

## Sales Outreach, Presentations & AI Video

4 HRS

- Prospect research & 4-email outreach sequence
- Lead scoring, pitch drafting, decks with Gamma
- AI avatar & short-form video with HeyGen

## 24-HOUR CURRICULUM

# Curriculum at a Glance

*Sessions 4–6 — Automation, Intelligence & Capstone*

4

## No-Code Automation (n8n) & Capstone I

4 HRS

- Connect Gmail, Sheets & WhatsApp with n8n
- Google Maps lead sourcing, bulk WhatsApp outreach
- First-pass capstone: automate a real work task

5

## Social Intelligence & Content Ops at Scale

4 HRS

- Sentiment analysis, personas & content calendars
- Crisis/negative-comment response playbook
- Short-form video repurposing & content gap analysis

6

## SEO/SEM Audits, Sales-Ops & Final Capstone

4 HRS

- SEO/SEM audits & media mix planning
- Database cleanup, follow-up automation, call intelligence
- Final capstone showcase + full impact scorecard

## THE STACK

# Tools You'll Master

CL

**Claude**

Writing, research, reporting &amp; analysis

N8

**n8n**

No-code workflow automation

HE

**HeyGen**

AI avatars &amp; video generation

GA

**Gamma**

AI-built presentations

WI

**Windsor.ai**

Marketing data &amp; auto-reporting

CA

**Canva AI**

Quick social &amp; ad creative

## Who Should Attend

- Digital Marketing & Sales professionals (0–5 years' experience)
- Freelancers, consultants & agency owners
- Working professionals looking to switch into digital marketing
- Recent graduates ready to move fast on real tools

# 24 Hours — 6 Sessions × 4 Hours

Batch Size: 15 Max

Timing: Weekday evenings & weekend batches available | In-class & online

**Book Your Free Seat for a Demo Class Today**

## Location

Vileparle West, Next to Vileparle Railway Station, Mumbai

## Reach Out To Us



**WhatsApp**

9930947725



**Mail**

[learn@digitaludaaninstitute.com](mailto:learn@digitaludaaninstitute.com)



**Phone**

+91-9930947725 / 9322991358



**Website**

[www.digitaludaaninstitute.com](http://www.digitaludaaninstitute.com)