

AI-Driven Content Writing & Marketing

Motihari Institute of Digital Marketing (MIDM)

A practical, skill-first course designed to turn your passion for writing into a real, paying career — powered by AI tools and grounded in real-world content marketing.

Duration

20 Sessions

Level 1

Foundations & Practical Writing: Days 1–11

Level 2

Advanced SEO & Content Marketing: Days 12–20

Teaching Language

Hinglish | Content Output: English

Primary AI Tool: Perplexity (research, briefs, outlines, first drafts with cited sources) **Supporting Tools:** Grammarly, Duplichecker, Canva, Google Keyword Planner, Gemini Pro, etc.

Who Can Do This Course?

If you have a passion for writing and want to reach online audiences, this course will turn that interest into a real, paying skill.

This course is for you if:

- You love writing and want to write for brands or businesses online
- You have passed Class 10, Class 12, or graduation (any stream)
- You want a job, freelance income, or remote work without relocating
- You are preparing for government jobs but want a faster, more certain career path
- You are a homemaker, teacher, or working professional looking to earn independently

You do not need:

- Fluent English or a literature background
- Any prior writing or AI experience

One requirement:

Basic understanding of English reading and writing. If you can read a simple paragraph and understand it, you are ready to start.

What You Will Be Able to Do After This Course

→ Research Confidently

Research any topic confidently using Perplexity and write from real sources

→ Produce Clean Content

Produce clean, grammatically correct, plagiarism-free content

→ Write Across Formats

Write SEO blogs, social media posts, website copy, and email content

→ Understand the Big Picture

Understand how content connects to digital marketing and business goals

→ Build a Portfolio

Build a small portfolio ready for jobs, internships, or freelancing

Foundations & Practical Writing



Level 1 builds the essential skills every content writer needs — from understanding what content writing is, to formatting, storytelling, grammar, plagiarism, SEO basics, and social media writing. Each day combines classroom learning with a hands-on AI practice task using Perplexity.

Day 1 & Day 2 – What Is Content Writing? & Content Types

Day 1 – What Is Content Writing?

- What digital marketing is and where content writing fits inside it
- Why businesses need content and what a content writer actually does
- Types of content writing: blogs, articles, website pages, social posts, emails, ad copy
- Your first writing task based on a video discussion

📄 **AI Practice:** Search on Perplexity: "What does a content writer do in a digital marketing agency?" Compare its answer with what you learned in class. Note what matches and what is missing.

Day 2 – Content Types & Formats

- How a business website is structured and what each page does
- Difference between B2B and B2C businesses, and how content differs for each
- Types of content: article vs blog vs guest post vs onsite blog
- Ideal word lengths for each content type
- When to use "we," "you," "I," "they" in different content

📄 **AI Practice:** Ask Perplexity: "Give me one real example of a blog and one example of an article for a coaching centre. Explain the difference." Read its answer, compare with your notes, then write your own examples.

Day 3 & Day 4 – Formatting, Editing & Storytelling

Day 3 – Content Formatting & Editing

- How to use H1, H2, and H3 headings correctly
- Structuring content with bullet points and numbered lists
- How to proofread word-by-word to find typos and errors
- What makes content visually appealing on a page

📄 **AI Practice:** Take a rough paragraph from your Day 1 assignment. Ask Perplexity: "Reformat this paragraph with a clear H2 heading, two subpoints, and a summary line." Then reformat the same paragraph yourself. Compare both versions and decide which is cleaner.

Day 4 – Storytelling in Content

- What storytelling is and the main types used in content writing
- How storytelling creates connection with readers
- Where to use stories: blog introductions, about pages, social posts, emails

📄 **AI Practice:** Take a dry, factual paragraph from any topic. Ask Perplexity: "Rewrite this as a short story-style opening for a blog post." Compare it with your own storytelling attempt. Remove anything that feels fake and add one real or local example.

Day 5 & Day 6 – Grammar, Readability & Plagiarism

Day 5 – Grammatical Accuracy & Native English

- How to write clear sentences using Subject + Verb + Object structure
- How to use Grammarly to improve grammar, readability, and tone
- Difference between American English and Canadian English (important for client work)
- What readability scores mean and how to improve them

📄 **AI Practice:** After running your writing through Grammarly, paste the corrected version into Perplexity and ask: "Explain why these grammar corrections were made, in simple English." This helps you understand the pattern, not just fix the sentence.

Day 6 – Plagiarism & Originality

- What content duplicacy and plagiarism are
- Why even paraphrasing can still be plagiarism
- How to check plagiarism using Duplichecker
- Strategies to write something genuinely original in a world full of similar content

📄 **AI Practice:** Ask Perplexity for an outline on any topic (not the full article). Then write the article yourself using only that outline as a guide. Check the finished piece on Duplichecker. Your goal is to score below 10% plagiarism.

Day 7 & Day 8 – Outlines & SEO Content Writing

Day 7 – Solution-Oriented Content Outline

- How to build an outline that immediately addresses the reader's problem
- Why you should answer the main question right after the introduction
- How to keep only what you promised and remove unnecessary filler
- How to prioritize important points first, details later

📄 **AI Practice:** Write your own manual outline for a topic first. Then ask Perplexity: "Create a problem-focused outline for this topic that answers the main question early." Compare both. Combine the best structure from each into one final outline you are satisfied with.

Day 8 – SEO Content Writing

- What on-page and off-page SEO are and how content supports both
- What keywords are, their types, and where to place them naturally
- How to write content for more than one keyword
- What keyword stuffing is and why it hurts rankings
- How to avoid unnatural keyword use

📄 **AI Practice:** Ask Perplexity: "Give me 10 keyword variations and related phrases for [your topic], and tell me the likely search intent behind each." Cross-check the main 3–5 keywords in Google Keyword Planner to see real search volume before using them.

Day 9 & Day 10 – Social Media Writing & Conversational Content

Day 9 – Social Media Content Writing

- Key difference between SEO content and social media content
- Types of social media content: captions, hooks, carousels, short scripts
- How to adapt content tone and format for different platforms
- Platform-specific writing: Instagram, Facebook, LinkedIn

📄 **AI Practice:** From your Day 8 blog topic, ask Perplexity: "Write 5 Instagram caption options for [topic], targeting [audience], in a friendly Hinglish tone with a call-to-action." Edit the 2 best captions to make them sound natural and human before submitting.

Day 10 – Bringing Real Human Conversation Into Content

- How to write like you are talking to a friend, not writing a report
- How to create a natural flow of ideas throughout a piece of content
- Why logical transitions between paragraphs matter
- How to make even technical content feel approachable

📄 **AI Practice:** Take one stiff or formal paragraph from your own writing. Ask Perplexity: "Rewrite this in a simple, conversational tone as if explaining to a friend." Then revise the output further to add one local example from Motihari or Bihar, so it sounds real and not generic.

Day 11 – Making Content Scannable & Easy to Read

Why Scanning Matters

Why readers scan content before they decide to read it

Visual Formatting Tools

How to use bold text, short paragraphs, and headers to aid scanning

Strong Introductions

How to write short introductions that hold attention

CTAs & Information Hierarchy

How to place CTAs effectively and where to put less critical information

- 📄 **AI Practice:** Paste a dense paragraph from any previous assignment into Perplexity and ask: "Rewrite this to be highly scannable with a short subheading, bolded key phrases, and no sentence longer than 20 words." Then apply your own judgement to adjust what Perplexity changed incorrectly.

Advanced SEO & Content Marketing

Level 2 takes you deeper into the strategy behind content — from topic creation and search intent to E.E.A.T, citations, website copy, content funnels, and image usage. These are the skills that separate a basic writer from a professional content marketer.

1

Day 12

Basics of Topic Creation

2

Day 13

Problem-Focused Topics

3

Day 14

Meta Title & Description

4

Day 15

Deep Research & E.E.A.T

5

Day 16

Citations & Referencing

6

Day 17

Website Content Writing

7

Day 18

Search Intent

8

Day 19

Content Marketing Funnels

9

Day 20

Using Images in Content

Day 12 & Day 13— Topic Creation & Problem-Focused Content

Day 12— Basics of Topic Creation

- What makes a content topic genuinely useful vs generic
- Where content topics really come from (customer problems, not just brainstorming)
- How to identify what your target audience actually struggles with
- Ideal title length for SEO content

📄 **AI Practice:** Ask Perplexity: "List 20 problem-based content topic ideas for [niche] targeting [audience] in India." Go through the list and keep only those that reflect a real problem you have actually seen or heard from people around you. Discard anything generic.

Day 13— Creating Problem-Focused Topics for All Content

- What problem-oriented topics are and why they perform better
- How to create problem-focused topics for blogs, social posts, website pages, and more

📄 **AI Practice:** For each of your shortlisted topics from Day 13, ask Perplexity: "What are 5 follow-up questions people typically have after searching for [topic]?" Use those follow-up questions as your subheadings or FAQ section in the blog.

Day 14— Meta Title & Meta Description

What They Are

What meta titles and meta descriptions are and how they appear on Google

Ideal Lengths

Ideal character lengths: title (50–60 characters), description (150–160 characters)

Writing for Clicks

How to write meta titles that get clicks, not just rank

- 📄 **AI Practice:** Ask Perplexity: "Write 5 meta title options (max 60 characters) and 5 meta description options (max 160 characters) for a blog titled [your topic], using the keyword [main keyword]." Test each for character count, then select and refine the best one yourself.

Day 15 & Day 16 – Deep Research, E.E.A.T & Citations

Day 15 – Deep Research & E.E.A.T

- How to conduct deep research for SEO content
- What Google's E.E.A.T means: **Experience, Expertise, Authoritativeness, Trustworthiness**
- Why content without real experience and evidence does not rank well

📄 **AI Practice:** Use Perplexity's Deep Research mode for your topic. Open at least 3 of the cited sources and read them. Then write your own 400–500 word section that includes: one verified data point with a link, one personal or local observation, and one expert opinion from a source.

Day 16– Citations & Referencing

- How to quote research studies and use statistics correctly
- When and how to give credit to a source within content
- The right way to add hyperlinks in content
- Difference between a citation, a quote, and a hyperlink

📄 **AI Practice:** Use Perplexity to find 3 credible sources for a claim you want to make in your content. Open each source and verify the information. Then write a 300–400 word section that naturally mentions or links each source in the way a real content writer would do it.

Day 17 – Website Content Writing

What It Is

What website content writing is and how it differs from SEO blog writing

Page-by-Page Writing

How to write content that matches the design and purpose of each page

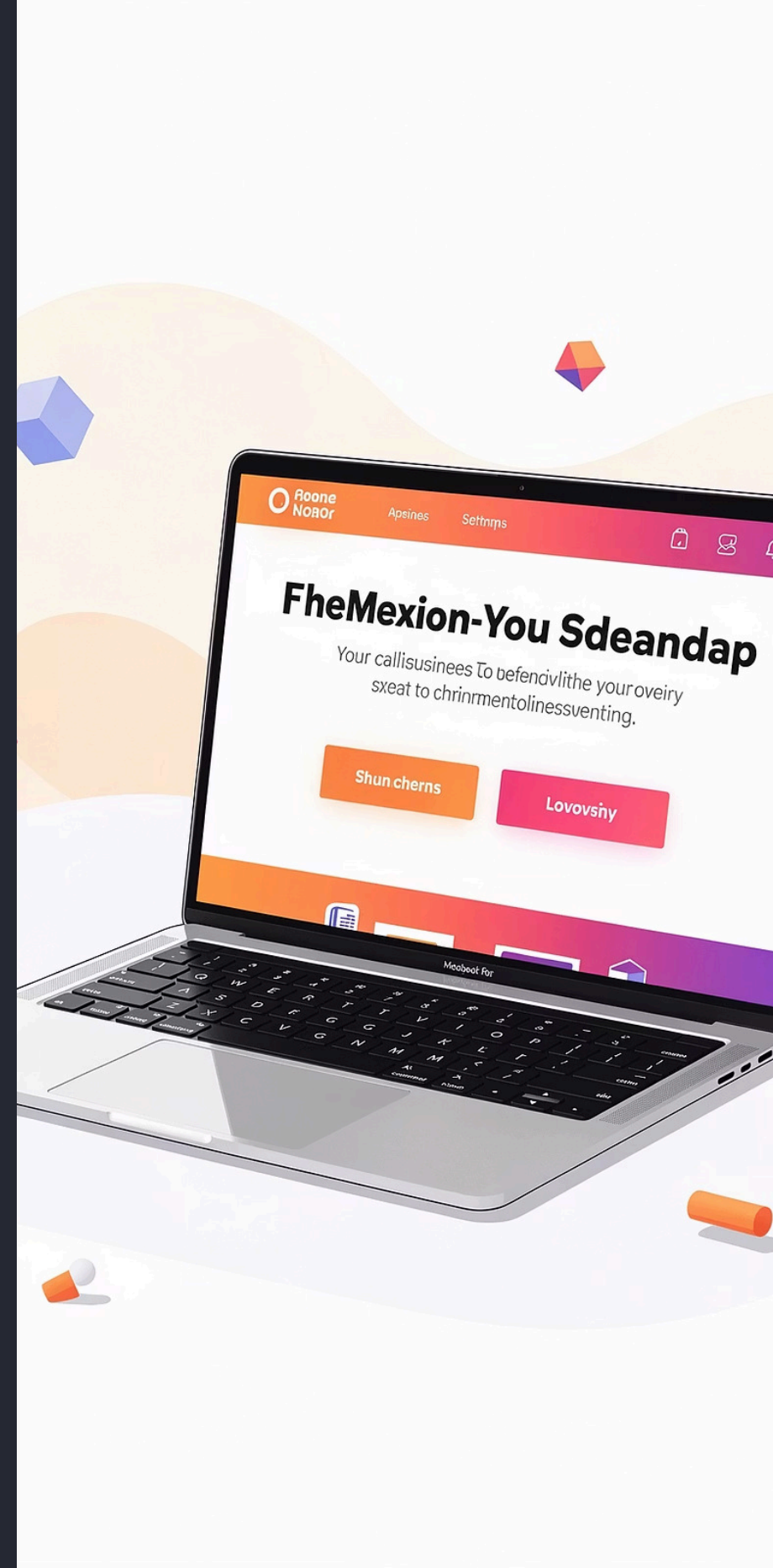
Core Pages

Basics of writing homepage, about, and service page content

Conversion Copy

Advanced techniques for website copy that converts visitors into leads

- 📄 **AI Practice:** Give Perplexity this brief: "Act as a UX copywriter. Suggest section headings and key messages for the homepage of a [business type] in [city], targeting [audience]." Use that structure as a guide and write each section yourself in a real, human voice.



Day 18 – Search Intent

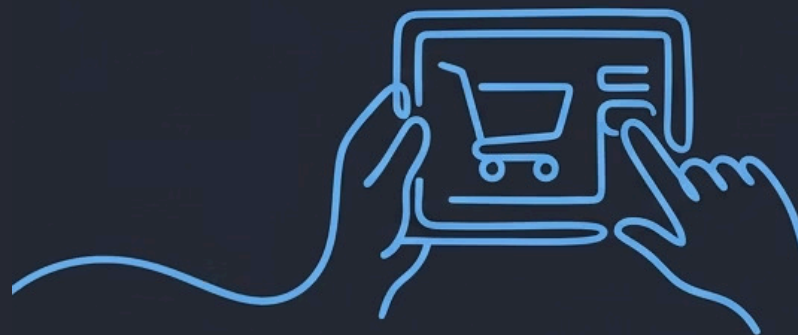
What search intent is and why it determines the type of content you should write. How to choose keywords based on funnel stage and intent. Advanced use of intent to match content with where the reader is in their journey.



Informational



Navigational



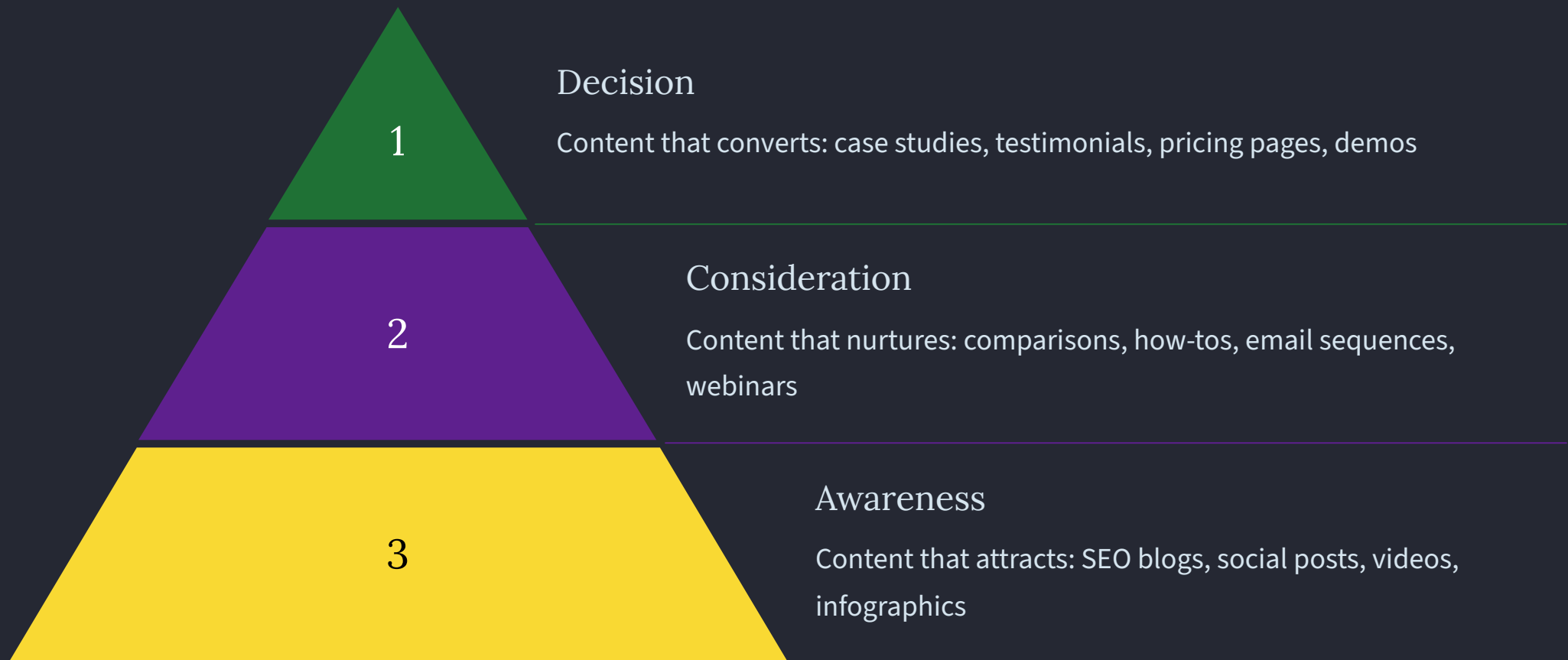
Transactional



Commercial

- 📌 **AI Practice:** Write down 15 keywords related to one niche. Ask Perplexity: "Classify each of these keywords by search intent: informational, commercial, transactional, or navigational." Then open Google for each keyword and check what is actually ranking to verify or correct Perplexity's classification.

Day 19 – Content Marketing Funnels



What a content marketing funnel is. Types of content that belong to Awareness, Consideration, and Decision stages. How funnel-based content drives organic reach and leads over time.

- 📌 **AI Practice:** Ask Perplexity: "Create a simple 2-week content plan for [business] covering all three funnel stages: awareness, consideration, and decision. Include content type, topic, and platform for each piece." Simplify the plan to only what can realistically be produced, and submit a final version.

Day 20 – Using Images in Content

Finding Images Responsibly

How to find images from Google and free image websites responsibly

Licenses & Usage Rights

What image licenses and usage rights are

Choosing the Right Image

How to choose the right image for a piece of content

- 📌 **AI Practice:** Ask Perplexity: "What type of image (photo, illustration, chart, screenshot) would work best for a blog about [your topic] and why?" Use its suggestion to source one image from Unsplash or Pexels, and create one simple custom visual in Canva. Write alt text for both images in plain, descriptive English.

Tool Stack (All Free)

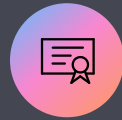
Every tool used in this course is completely free to access. Here is how each one is used throughout the 21 days:

Tool	How It Is Used
Perplexity	Research, briefs, outlines, cited first drafts
Grammarly	Grammar, readability, and tone
Duplichecker	Plagiarism checking
Google Keyword Planner	Keyword research and search volume
Canva and Stock Image Websites	Blog and social media visuals



Certifications

Students completing this course are eligible to attempt:



MIDM Certificate of Completion

Awarded by Motihari Institute of Digital Marketing upon successful course completion



HubSpot Content Marketing Certification

Free, globally recognised certification from HubSpot Academy