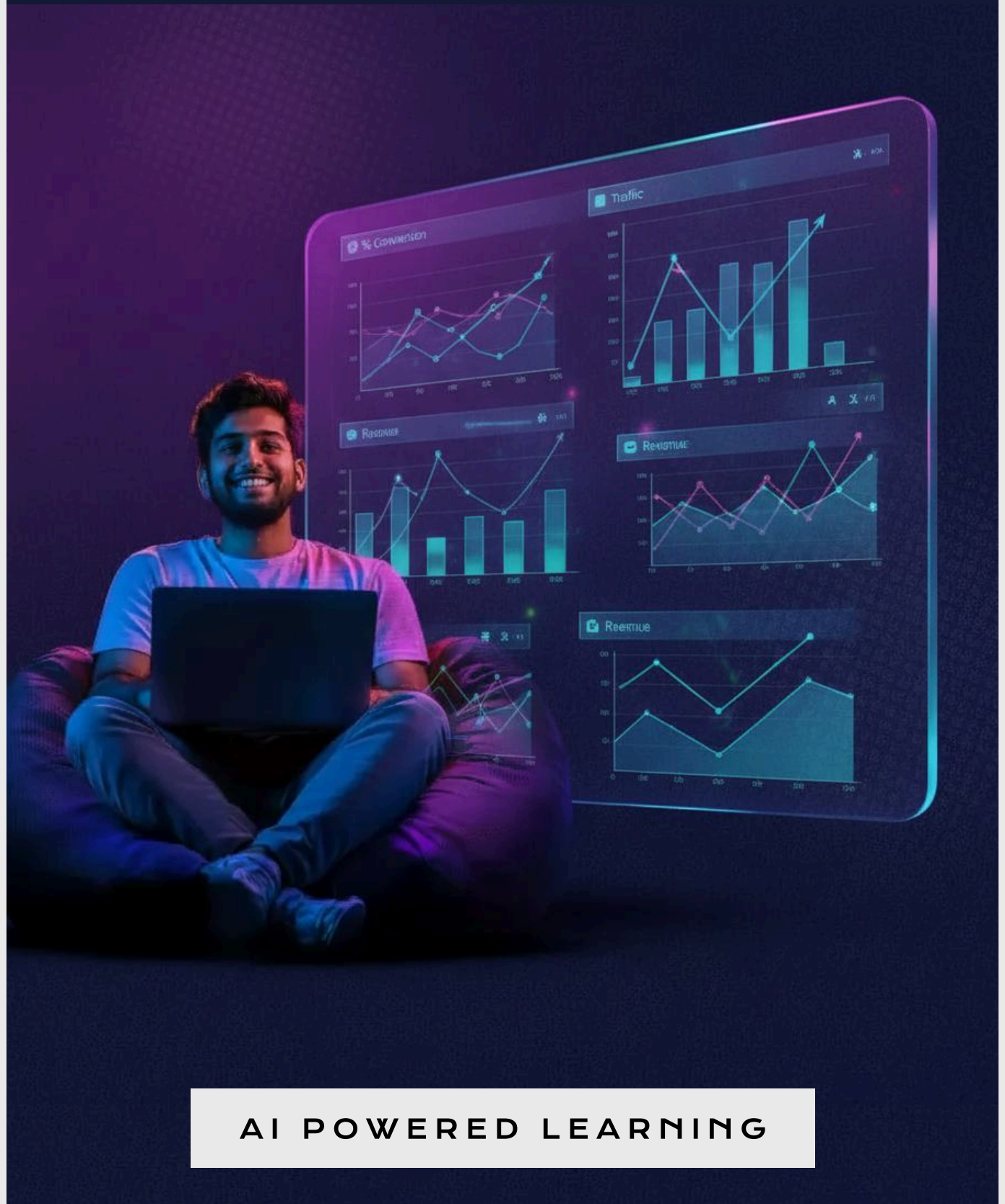


# AI-Powered



## CREATIVE DIGITAL MARKETING



AI POWERED LEARNING

OUR PHILOSOPHY

MAKE  
WORK  
SIMPLE

# ABOUT VIDEO SUPERSTARS ACADEMY

Video Superstars Academy (ViSA) is Chennai's next-generation creative education hub, built for aspiring designers, editors, and creators who want to turn raw talent into industry-ready mastery. We are not just a training institute—we are a **creative transformation ecosystem**.

At Video Superstars Academy, we believe that...

Anyone can learn tools, but only a few learn to think like creators.

That's why our philosophy is simple yet powerful: **"Make Work Simple"**.

## Part of Web D School's Proven Legacy

With world-class trainers, industry-relevant curriculum, studio-grade infrastructure, and 6,000+ success stories from the Web D School legacy, ViSA is built for one purpose:  
**To transform students into confident creators**

**11+ Years**

Industry Experience

**6000+**

Students Trained

**200+**

Hiring Partners

Every program at ViSA is shaped by our signature SPARK Framework, which trains students to develop creative vision & strategic thinking. This makes ViSA graduates stand out in an AI-driven world where creativity, clarity, and decision-making matter more than tools.

- **Harshavardhan**, SPARK Framework Founder.



# ABOUT AI-POWERED CREATIVE DIGITAL MARKETING

The AI-Powered Creative Digital Marketing program at Video Superstars Academy is designed for this new era. This course doesn't just teach digital marketing... It transforms learners into AI-driven marketing creators who can think strategically, execute fast, and deliver results across every platform.

## Digital Marketing Tools



Google Analytics



Google My Business



Google Ads



Semrush



Ubersuggest



YouTube Studio



Meta Ads



Wati



Canva



ChatGPT



Copy AI



SpyFu



Mailchimp



HotJar



MidJourney



Linktree



Buffer



Behance



Facebook Creator Studio



Meta Ad Suite



Meta Business Suite



# Career Options



## Digital Marketing Agencies

Work as a digital marketer creating campaigns, ads, content calendars, SEO strategies, and performance reports for multiple brands.



## Publishing & Content Firms

Create SEO blogs, newsletters, landing page content, ebooks, and long-form articles using AI-assisted writing tools.



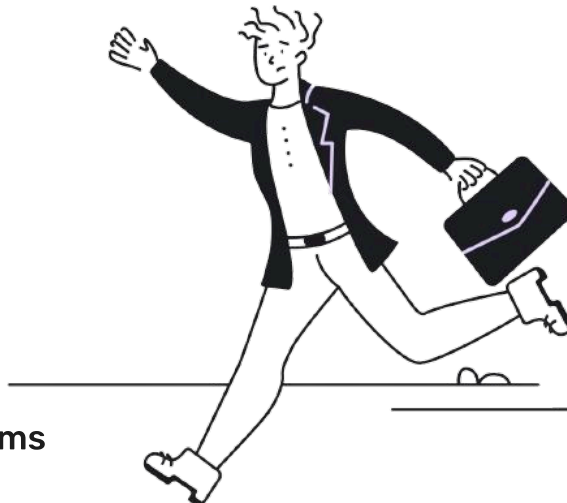
## Advertisement Industry

Work with creative teams to build high-impact ad campaigns, brand messaging, visuals, hooks, and AI-powered creatives.



## Social Media Marketing Companies

Plan and execute social media content, design creatives, run Meta ads, build engagement, and manage brand communities.



## E-Commerce Industry

Design conversion-driven ad campaigns, optimize product pages, manage performance ads, and run promotional strategies on marketplaces.



## Edtech Industry

EdTech companies need marketers to create video scripts, educational promotions, email funnels, ad campaigns, and content strategies.



## Big corporates

Join corporate marketing teams to handle branding, paid ads, internal communication, website optimization, and analytics dashboards.



## Freelance Digital Marketer

Work independently with clients by offering services like social media management, SEO, ads, content creation, and branding strategy.



## Video & YouTube Marketing

Help brands grow through YouTube SEO, thumbnails, video scripts, promotional edits, and channel strategy.

# CURRICULUM - WHAT YOU WILL LEARN?

## Digital Marketing Basics & AI in Marketing

Digital Marketing Ecosystem & Channel Strategy

Visual-First Marketing Mindset

AI in Marketing: ChatGPT, Canva AI, Midjourney

Customer Journey & AIDA Model

Branding & Visual Storytelling Foundations

Emotional Marketing + ViSA SPARK Framework

### Project Workshop

Map a brand's visual marketing funnel.

Deliverable: Analysis using ChatGPT + Canva.



## Social Media Marketing

Instagram & Facebook Algorithm Essentials

Business Profile Setup & Optimization

Content Pillars Framework

ChatGPT for Captions & Content Ideas

Visual Identity Grids

YouTube Basics & Hashtag Strategy

### Project Workshop

Create brand social pages + content set.

Deliverables: 5 Posts + 2 Stories + 1 Reel Cover + AI Content Calendar.

# Content & Visual Marketing with AI

Canva Mastery: Brand Kits, Templates

ChatGPT for Copywriting

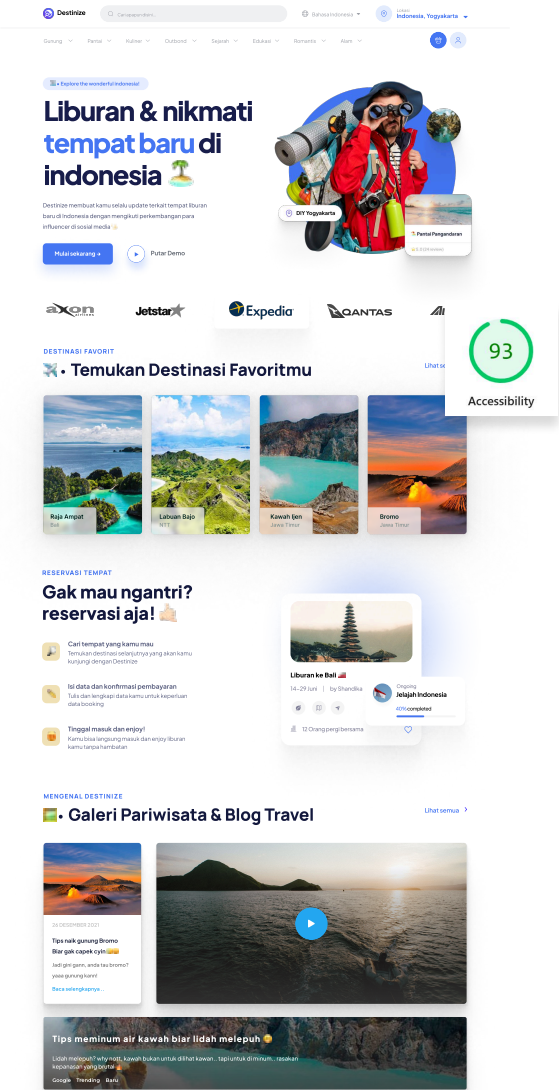
Midjourney/Leonardo Visual Creation

Prompt Engineering Basics

Carousel Storytelling

## Project Workshop

- 3 Carousels, 2 Reel Covers
- 1 Ad Visual (All AI-driven)



## SEO & Website Basics

SEO Fundamentals: Crawling, Indexing, Ranking

Search Intent & Keyword Research

Google Keyword Planner

Writing SEO-Friendly Content

On-Page SEO: Titles, Meta, ALT Tags

Technical SEO Basics

Off-Page SEO & Link Building

AI for Keyword Strategy & Outreach

## Project Workshop

- Complete SEO Strategy Project
- Deliverables: 500-word SEO Blog (AI-assisted), Full Keyword Research, Optimized On-Page Elements, Internal Linking Strategy, 5 Link-Building Opportunities, Outreach Email.



## AI Mastery for Marketers

Advanced ChatGPT for Campaign Strategy

AI-Powered Content Calendars

Personas, Competitive Research & Ad Variations

Midjourney/Leonardo Advanced Visuals

AI Video Tools (Runway, Pika)

Automation via Zapier + ChatGPT

Reporting Automation & Content Repurposing

### Project Workshop

Build a 30-Day AI-Powered Campaign



## Meta Ads

Meta Ads Manager Walkthrough

Campaign Objectives & Structure

Instagram vs Facebook Placements

Creative Formats & AI Audience Research

A/B Testing: Emotion, Colors, Hooks

ChatGPT for Ad Copy Variations

Budgeting & Scheduling

### Project Workshop

Mock Meta Campaign

3 AI-Designed Ad Variations

Targeting Plan + Performance

Prediction

## Google Ads

Google Ads Platform Basics

Search & Display Campaign Types

Intent-Based Advertising

Quality Score Factors

AI for Keyword Strategy

AI-Assisted Competitor Analysis

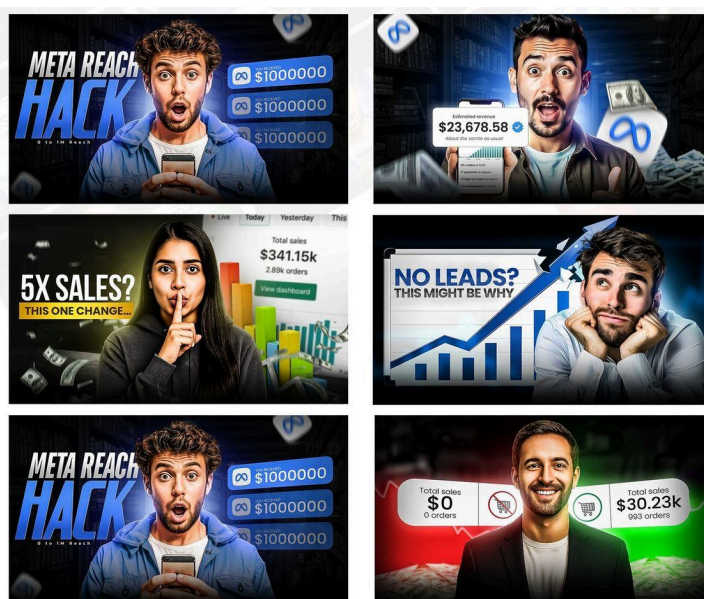
### Project Workshop

Search Ad Campaign (AI-assisted)

2 Display Ads

Keyword + Targeting Plan

Budget Allocation Strategy



## Video & YouTube Marketing

YouTube Strategy & Branding

Hook-Story-CTA Framework

Scroll Psychology for Video

Thumbnail Design Secrets

ChatGPT for Scriptwriting

CapCut Editing Basics

YouTube SEO: Titles, Tags, Keywords

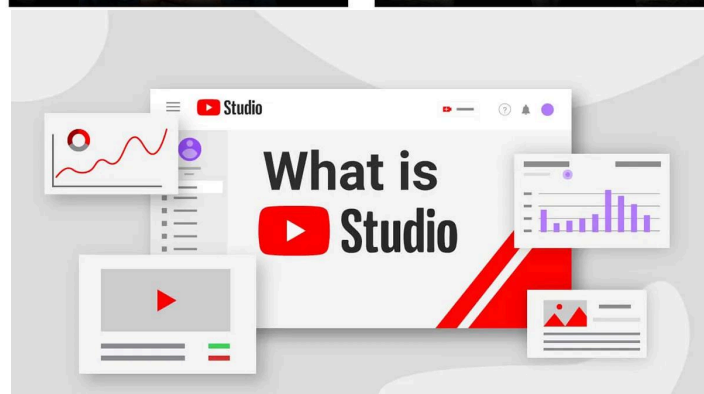
### Project Workshop

30-60 sec Promo Video

AI-Generated Script

Scroll-Stopping Thumbnail

Optimized Title + Description





## Email Marketing & Automation

Email List Building Strategies

ChatGPT for Email Copywriting

Canva Layout Science

Personalization & Subject Lines

Automation Flows

A/B Testing Essentials

### Project Workshop

Complete Newsletter Campaign

Visual Email Design

Automation Workflow Setup



## Analytics & Conversion Rate Optimization (CRO)

Meta Insights & GA4 Fundamentals

CTR, CPC, CPM, ROAS, ROI Metrics

AI for Data Interpretation

Creative Performance Insights

Emotional & Visual Impact Metrics

Dashboard Building

Landing Page Optimization

A/B Testing Methods

User Behavior & Heatmap Analysis



### Project Workshop

Analyze Campaign Data → Identify  
Bottlenecks → Propose CRO  
Improvements (AI-Assisted)

## Influencer Marketing & Creator Economy

Creator Economy Landscape

Types of Creators & Monetization

Influencer Vetting with AI Tools

Engagement Analysis & Fake Follower Detection

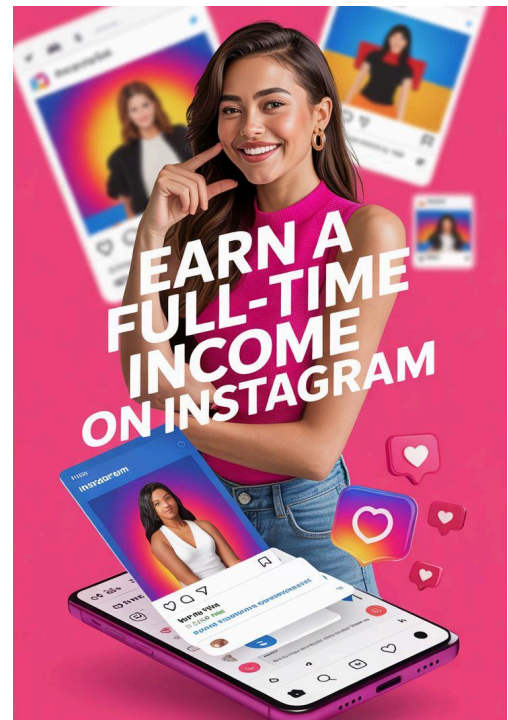
Negotiation Models & Compensation

Writing Campaign Briefs with ChatGPT

ROI Measurement

Building Your Personal Brand

Sponsored Content Strategy



### Project Workshop

Identify 5 Micro-Influencers, Create Influencer Campaign Brief (AI-generated), Outreach Strategy + Compensation Plan, Your Own Creator Content Strategy, 3 Thought Leadership Posts.

## Personal Brand & Career Launch

LinkedIn Branding & Profile Optimization

AI-Assisted Post Writing

High-Value Carousel Content

Building Portfolio

Freelancing Platforms & Pricing

AI for Proposals & Client Communication

Scaling to Agency Model

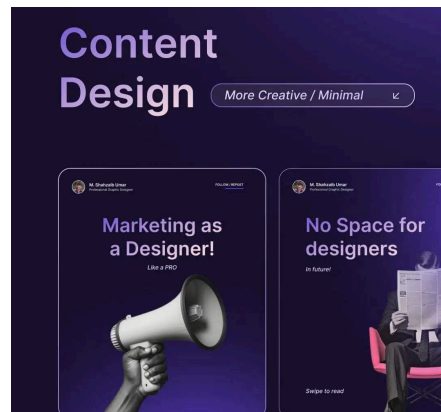
### Project Workshop

Complete LinkedIn Optimization  
5 Published Posts  
Portfolio with 3 Case Studies  
Freelancer Profile Ready to Launch  
Proposal Practice + Brand Audit



## Brand Research & Strategy

Analyze a brand's identity, audience, competitors, and positioning to build a complete branding strategy powered by AI insights.



## Content Strategy & Planning

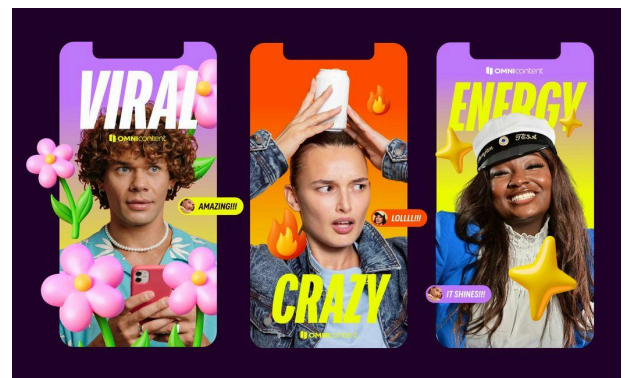
Use AI to create content calendars, topic clusters, keyword plans, and multi-platform storytelling frameworks that boost engagement and visibility.



## AI-Based Visual Creation

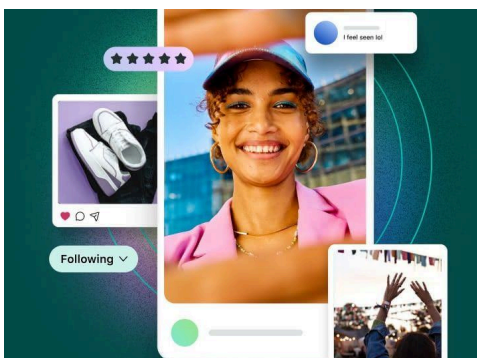
Design high-performing visuals using Canva, Midjourney, etc for ads, social media, landing pages, and brand storytelling.

# DIGITAL MARKETING PROJECTS



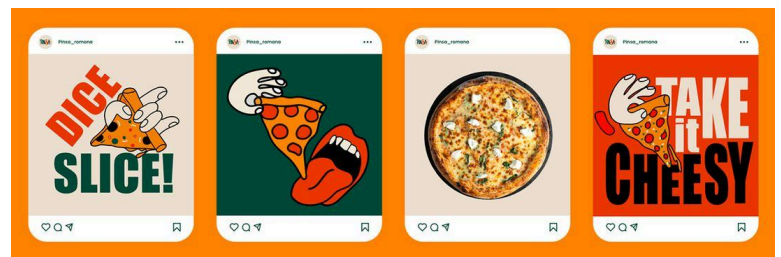
## Influencer Marketing & Creator Collabs

Identify influencers with AI tools, draft campaign briefs, negotiate collaborations, and measure ROI for brand partnerships.



## Social Media Ad Campaigns

Create, launch, and optimize Facebook, Instagram, and YouTube ad campaigns with complete strategy, targeting, A/B testing, and AI-generated creatives.



## Organic Social Media Management

Plan, design, and publish content across Instagram, Facebook, LinkedIn, X & YouTube to grow engagement, reach, and brand presence.





## SEO Audit & Strategy

Perform a complete SEO audit using AI-assisted analysis & Build a clear, actionable SEO strategy that improves visibility, traffic, and search rankings.



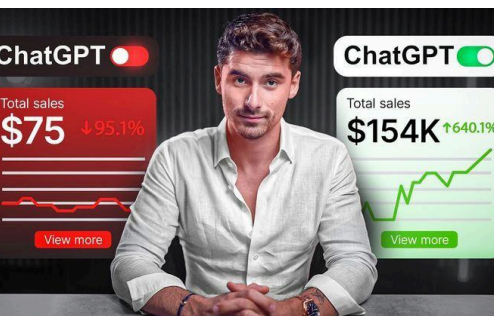
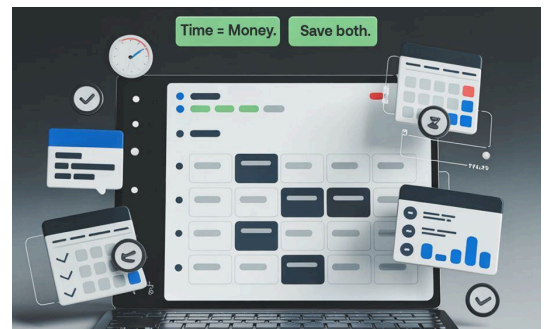
## Google Ads Campaigns

Decode campaign metrics, analyze creative performance, and make data-backed decisions using AI-driven insights.

## SEO Writing & Blog Publishing

Use AI + SEO tools to write optimized blogs, build internal linking, plan keywords, and publish high-ranking website content.

# DIGITAL MARKETING PROJECTS



## YouTube Marketing & Video Creation

Write scripts using AI, edit in CapCut, design thumbnails, and optimize videos for search, retention, and conversions.



## Freelancing & Personal Branding

Build your portfolio, optimize LinkedIn, create service packages, write proposals with ChatGPT, and earn as a freelance marketer or creator.

## Email Marketing & Automation

Create newsletters, automation flows, nurture sequences, and AI-personalized email campaigns using platforms like Mailchimp, HubSpot & SendGrid.

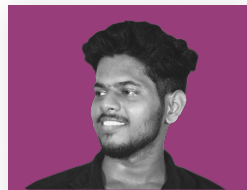
# Superstars working @ Top MNCs & Start ups



Rohith  
System Engineer  
tcs TATA CONSULTANCY SERVICES



Surendar  
Visual Designer  
ZOH0



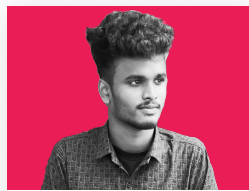
Boopathy  
Motion Graphic Artist  
kissflow



Akash  
Digital Marketer  
roofandfloor.com



Advaita  
UX Researcher  
xyzem The Brain for Business



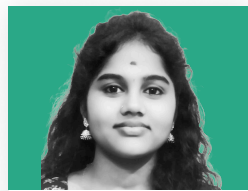
Anandh  
Graphic Designer  
HABITAT GROUP



Ibrahim  
Full-Stack Developer  
upstream



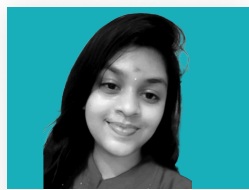
Vignesh  
Sr. Digital Engineer  
RAPIDQUBE TRANSFORMING BUSINESS PARADIGMS



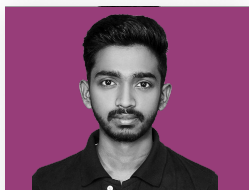
Boomika Vasan  
UX UI Designer  
Search Technology



Balaji  
Marketing Executive  
Krishworks



Dakshata  
Design Engineer  
Fanam Digital



Harishara Moorthi  
Video Editor  
தனதுதந்த



Nishanth  
UX UI Designer  
APTIPRO



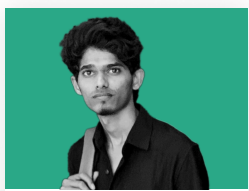
Saraswathi  
UX UI Designer  
b3 Technologies



Mohammed Khaleel  
WordPress Developer  
KlickNET Your Marketing Solution



Shajini  
SEO Analyst  
AATMIA YOUR SOULMATE



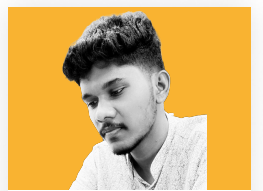
Ishaq  
UX UI Designer  
BTREE



Swetha  
UX Researcher  
Anicca Data Science Solutions



Balasubramanian  
Front-end Developer  
Onething



Shyam Sundar  
Design Engineer  
APPLIED MATERIALS



Nivetha  
Visual Designer  
Duffl Digital



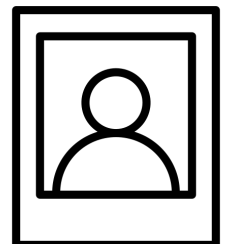
Jayan Nivas  
Visual Designer  
TECH THULASII Creating Digital Presence



Vaishnavi  
Social Media Manager  
Le Intelligensia



Soundarya  
Graphic Designer  
BRAIN TRUST



You're Next!

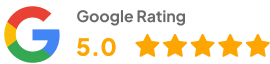


# Superstars working @ Top MNCs & Start up companies



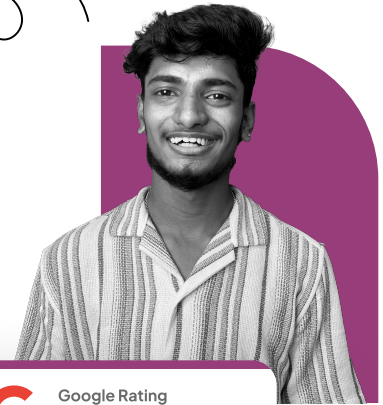
# Our Superstars

## Says...

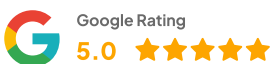


*I joined this course with almost zero knowledge in marketing. The trainers at ViSA made everything simple from the very beginning. They taught me how to think like a marketer before teaching tools. Today, I can confidently create complete marketing funnels, run Meta & Google ads, and build AI-powered content strategies that actually work.*

*I was very excited to learn AI tools like ChatGPT, Midjourney, Canva AI...and the best part is, everything was taught practically. Earlier, creating content took me hours — now I can do it in minutes with AI. The team also helped me with resume building and placement support. I feel truly industry-ready.*



*The Project Workshops were the best part of the course. We didn't just learn theory — we created real campaigns, SEO blogs, landing pages, and ad creatives. During my interview, the recruiter loved my portfolio because it looked like I had already worked in a digital agency.*



*I started getting freelance clients even before completing the course. I learned how to price my services, pitch to clients, and present my ad campaigns and content strategies professionally. I posted my SEO project on LinkedIn — and I got my first paid social media client that same week!*



# Our Course Highlights



## SPARK Framework Advantage

Learn to think creatively with clarity.



## AI-Integrated Learning

Master AI tools for 10× faster creativity.



## Comprehensive Tool Mastery

Master professional tools from basics to Pro!



## Industry-Level Projects

Every module includes real time projects.



## Portfolio-Focused Curriculum

complete design + motion + AI-powered portfolio.



## Creator Economy Training

Learn freelancing, pricing, content creation & earning opportunities.



## Expert Mentorship

We guide you with real-world workflows & feedback.



## Placement Assistance

Get support with interviews, resume building & hiring.



## Studio-Grade Learning Environment

Professional systems & a creative infrastructure.





# VIDEO SUPERSTARS

A C A D E M Y

MAKE WORK SIMPLE

## CALL US

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ONLINE CLASS +91 7845 873350

## VISIT US

NO.7, DR. NATESAN SALAI,  
ASHOK NAGAR, ABOVE BANK  
OF BARODA,  
CHENNAI-600083.

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