

Module 1: Introduction to Vibe Marketing

- Evolution from traditional to vibe-driven marketing
- Understanding energy, emotion, and brand perception
- Psychological and emotional buying triggers
- Role of AI, agents, and LLMs in modern marketing
- Bridging creativity, data, and personalization
- Shift from metrics to meaning and emotional connection
- Case studies: brands thriving on vibes and storytelling
- Vibe Branding: crafting follow-worthy feelings

Module 2: Brand Identity, Archetypes & StoryBrand

- Building a brand identity that reflects your vibe and mission
- Understanding and applying brand archetypes
- Defining dominant and supporting archetypes
- StoryBrand Framework for message clarity
- Integrating StoryBrand with Vibe Marketing
- Crafting emotionally resonant brand narratives
- Designing tone, color, voice, and values aligned with archetype
- Real-world examples of archetype-based storytelling

Module 3: Search Engine Ecosystem + AI SEO

- Anatomy of search engines and AI-driven evolution
- Impact of AI search tools (Perplexity, Gemini, ChatGPT)
- Intent-based and semantic keyword research
- Structured data, schema, and AI optimization
- Keyword clustering and audience intent mapping
- SEO vs AEO vs GEO – modern optimization frameworks
- AI-driven site builders and SEO automation
- Technical, On-Page, and Off-Page SEO mastery
- Local SEO and voice search optimization
- Content optimization for AI search assistants
- AI-based analytics and performance dashboards

Module 4: Google Ads & Performance Marketing

- Overview of Google Ads ecosystem (Search, Display, YouTube)
- Audience segmentation and conversion mapping
- Emotion-aligned ad copywriting and creatives
- Campaign structure, bidding, and extensions
- Display Ads and remarketing frameworks
- Performance Max campaigns and automation
- Video ad storytelling and engagement strategy
- Tracking with Google Tag Manager
- Attribution modeling and data-driven optimization

Module 5: Google Analytics & Measurement

- GA4 setup and event-based tracking
- Defining KPIs and conversion goals
- Funnel and behavior flow analysis
- Integration with Ads and SEO tools
- AI insights for traffic and conversion analysis
- Custom dashboards via Looker Studio
- Predictive analytics for growth forecasting

Module 6: The New Social Media Landscape

- AI-era algorithm behavior and engagement strategy
- Social strategy aligned with Vibe Marketing
- Attention vs engagement – meaningful metrics
- Storytelling for visual-first platforms
- Human + AI content creation systems
- Deep dives: Facebook, Instagram, LinkedIn
- Paid social campaign execution and analysis
- AI tools for ideation, captions, and video editing
- Scalable community and storytelling systems

Module 7: AI Tool Mastery for Marketers

- AI marketing ecosystem and tools overview
- Text-to-text: ChatGPT, Perplexity for ideation
- Text-to-image: Midjourney, Leonardo for branding
- Text-to-video: Runway, Pika Labs, Veo 3
- AI automation in marketing workflows
- Prompt engineering fundamentals
- Ethics and transparency in AI usage
- Workflow creation with ChatGPT, Zapier, and analytics

Module 8: Final Project & Presentation

- Build a Vibe x StoryBrand marketing strategy
- Design an AI-powered campaign with measurable goals
- Blend storytelling, design, SEO, and advertising
- Develop a professional case study portfolio
- Present a polished project using AI tools
- Peer and mentor feedback for final certification

Tools, AI Tools, Automation & Certifications

- Below is the combined tools and certifications list applicable across all modules:

General Tools

- - Canva

- - Figma
- - Miro
- - Notion
- - WordPress
- - Looker Studio
- - Google Search Console
- - Google Tag Manager
- - Google Analytics 4
- - Google Ads Manager
- - Meta Business Suite
- - LinkedIn Campaign Manager
- - Buffer
- - Airtable

AI Tools

- - ChatGPT
- - Perplexity AI
- - Claude 3
- - Gemini
- - Runway ML
- - Midjourney
- - Leonardo.ai
- - HeyGen
- - Synthesia
- - OpusClip
- - AdCreative.ai
- - Jasper
- - Scalenut
- - SurferSEO
- - Writesonic

Automation Tools

- - Zapier
- - Make
- - Power Automate
- - Notion AI
- - Google Sheets Automation

Certifications

- - Google Ads Search Certification
- - Google Ads Display Certification
- - Google Ads Video Certification
- - Google Analytics Certification
- - SEMrush SEO Certification
- - HubSpot Content Marketing Certification
- - HubSpot SEO Certification
- - Meta Blueprint Certification

- - LinkedIn Marketing Labs Certification
- - HubSpot AI for Marketers Certification