

# Digital Marketing AI-Powered Content Creation Task

## Task Overview

You are tasked with creating a micro-campaign using AI tools to promote any one of the following products:

- Table Tennis VR (live on Meta VR Store)
- Bowling VR (uploaded to Meta Store, awaiting approval)
- UniGuru (AI career readiness platform, about to go live)
- Gurukul (AI-powered learning platform, about to go live — for ages 4+)

Your goal is to design content that would drive user interest, sign-ups, or downloads.

## Deliverables (to be submitted in-person within 72 hours)

1. Campaign Concept Presentation
  - 3 slides (can be made in Canva, Google Slides, or similar AI-powered tool)
  - Slide 1: Campaign name, product selected, target audience, and objective
  - Slide 2: Sample visuals (ad mockups, post designs) created using AI tools
  - Slide 3: Lead-generation or conversion plan (where will you run the campaign, how will you attract and convert users)
2. AI-Generated Social Post or Brochure Design
  - Create one static social media post, ad creative, or brochure using Canva AI, Adobe Firefly, Microsoft Designer, or similar
3. AI-Assisted Video or Reel Mockup
  - Create a 15–30 second reel or video draft using an AI tool (e.g., CapCut AI, InVideo, Canva Video)
4. Short Written Strategy (150–200 words)
  - Who is your target audience?
  - Which platform(s) will you use for ads?
  - What is your call to action?
  - How will you measure success?

## **Guidelines**

- You must use AI-assisted design/video tools — no manual Photoshop or offline-only design.
- Focus on clarity, realistic messaging, and ability to generate interest or leads.
- Bring all design files, tool links, and presentation materials on your laptop for an in-person review.