

4-Month Marketing Roadmap

Brand Side × Revenue Side — learned together, executed daily

Every month you build on **both sides at once**: the Brand Side (create and own attention) and the Revenue Side (turn that attention into money). You don't learn theory and apply it later — you execute daily on real briefs from Day 1. A 20-tool **AI stack** is threaded through every step.

How the Roadmap Works

Two tracks, every month. Each month pairs one Brand-Side block with one Revenue-Side block that complement each other — so you're always creating *and* monetizing, never one without the other.

Month	 Brand Side	 Revenue Side	The integration
1	New-Age Content Creation	Market Research + GTM	Research tells you what to create and for whom
2	Brand Building + Building IPs	Pricing + Distribution	A brand needs a price and a way to reach people
3	Community + Community Content	Funnel Performance + Campaign ROI	Owned audience (organic) meets paid acquisition
4	Personal Branding	P&L + Budgeting + Marketplace Planning	Become the operator who runs the whole business

Execute daily. Each month has a daily rhythm that forces both sides into your hands — ship something on the brand side, move a number on the revenue side, every single day.

AI is built in, not bolted on. 20 tools, each introduced exactly where it earns its place.

The AI Tech Stack — 20 Tools, Allocated

#	Tool	What it's for	Taught in
1	ChatGPT	All-purpose co-pilot: ideation, scripting, analysis	All 4 months
2	Claude	Long-form strategy, docs, big-context analysis	Brand strategy, GTM, P&L
3	Perplexity	AI research engine, real-time answers	M1 — Research
4	Gemini	Multimodal + Google ecosystem	Cross + Google Ads (M3)
5	GWI Spark	AI consumer & audience insight	M1 — Research
6	Midjourney	AI image & visual generation	M1 Content · M2 Brand
7	Runway	AI video generation	M1 Content · M3 Community
8	ElevenLabs	AI voice, voiceover & multilingual dubbing	M1 — Content
9	Canva Magic Studio	AI brand design & assets	M2 Brand · M3 Community
10	Jasper	AI copywriting & messaging at scale	M2 Brand · M3 Ad copy
11	Descript	AI audio/video editing for shows & podcasts	M2 — Building IPs
12	Surfer SEO	AI SEO & content optimization	M2 — Distribution
13	Opus Clip	AI repurposing (long-form → shorts)	M3 — Community content

#	Tool	What it's for	Taught in
14	HeyGen	AI avatars & UGC-style video at scale	M3 Community · M4 Personal brand
15	AdCreative.ai	AI ad creative generation & testing	M3 — Performance
16	Brand24	AI social listening & brand monitoring	M3 — Community
17	Taplio	AI LinkedIn & personal-brand engine	M4 — Personal branding
18	Julius AI	AI data analysis (P&L, funnels, ROI)	M3–M4 — Numbers
19	Triple Whale	AI e-commerce analytics & attribution	M4 — Marketplace
20	Gumloop	AI workflow automation & agents	M4 — Capstone systems

MONTH 1 — Find the Demand & Make the Content

Brand Side — New-Age Content Creation

Content that actually works and thrives — attention you can convert.

Content Strategy & Positioning

- The attention economy & the content-to-revenue map
- Choosing a niche & finding content–market fit
- Audience psychology: intent, triggers, what earns a stop and a share
- Content pillars & buckets (educate / entertain / inspire / sell)
- Platform-native thinking (Instagram vs. YouTube vs. LinkedIn)

The Craft — Hooks, Story, Scripts

- Hook engineering: types, the first 3 seconds, pattern interrupts
- Retention curves and how to hold attention end-to-end
- Storytelling frameworks: tension & payoff, arcs, relatability, character
- Short-form and long-form scripting with CTAs that convert
- Copywriting for content: captions, carousels, hooks-in-text

Production & Editing


- Shooting on a phone: framing, lighting, audio, B-roll
- Editing for retention: pacing, cuts, captions, sound design, color
- Packaging: titles, thumbnails, covers that earn the click

On-Camera & Creator Skills

- Delivery, presence, voice, body language, on-camera confidence

The AI Content Engine

- AI ideation & scripting at speed
- AI visuals, AI video, AI voice & multilingual dubbing
- Repurposing one idea into many; batching, calendars, QA, daily shipping

 **AI here:** ChatGPT & Claude (ideation/scripts) · Midjourney (visuals) · Runway (video) · ElevenLabs (voice & dubbing)

Revenue Side — Market Research + GTM

Most products fail at demand, not building. Find where the money wants to flow.

Market & Customer Research

- Planning research aligned to business goals
- Primary research: interviews, surveys, field studies, usability tests
- Secondary research, social listening, competitor intelligence
- Bias-aware research and forming hypotheses

Understanding the Customer


- Jobs-to-be-done (JTBD)
- Personas & segmentation
- Customer journey mapping
- Turning messy inputs into insight → opportunity


Market Analysis

- Market sizing (TAM / SAM / SOM)
- Competitive teardowns
- Spotting trends and whitespace

Go-To-Market Foundations

- Product–market fit thinking
- Value proposition design
- GTM motions: product-led, content-led, community-led, sales-led
- Channel–market fit
- Launch planning, sequencing & positioning

 **AI here:** Perplexity (research engine) · GWI Spark (consumer insight) · ChatGPT/Claude (synthesis & decision briefs)

 **Execute Daily:** Ship one content piece on a real niche *and* run live research on a real market — every post informed by a research insight.

► **Month 1 Deliverable:** A running content engine for a real brand + a Market Research → GTM insight deck for it.

MONTH 2 — Build the Brand & Build the Money Model

Brand Side — Brand Building + Building IPs

Commodities compete on price. Brands command a premium. IPs make that premium ownable.

Brand Foundations

- What a brand actually is (vs. a logo or product); the premium principle
- Brand strategy & brand architecture

Positioning & Category

- Segmentation, targeting, positioning (STP)

- Differentiation, the wedge, perceptual mapping
- Category design — owning a space

Brand Story & Messaging

- Purpose, mission, values, point of view
- Brand narrative & storytelling
- Messaging hierarchy, value proposition, tagline
- Tone of voice & brand voice guidelines

Visual Identity

- Naming, logo, color systems, typography
- Visual language & design systems
- Packaging for D2C / product brands

Building IPs (Intellectual Properties)

- What a content IP is: ownable formats, shows, series, characters, events
- Designing a signature IP (a recurring show, series, or format)
- Podcasts & long-form franchises
- Owned formats that compound brand equity over time
- IP-led distribution and community

 **AI here:** Canva Magic Studio & Midjourney (identity & assets) · Jasper (messaging at scale) · Descript (podcasts/shows for IPs)

Revenue Side — Pricing + Distribution

The price sets the margin. The channel sets the reach. Both decide whether you make money.


Pricing Strategy


- Pricing models: cost-plus, value-based, tiered, subscription, freemium
- Perceived value & premium pricing
- Price testing & willingness-to-pay
- Discounts, bundles, offers — and their margin impact
- Psychological pricing

Distribution Strategy

- Distribution as a growth lever — the channel *is* the strategy
- Owned vs. earned vs. paid channels

- Organic distribution: SEO, social, content distribution
- Channel–market fit & the right channel mix
- Repurposing & distributing across platforms
- Partnerships, collaborations, cross-promotion
- Building a repeatable distribution engine

 **AI here:** Surfer SEO (SEO & content distribution) · ChatGPT/Claude (pricing models & channel planning)

 **Execute Daily:** Build brand assets, run a launched content IP (a daily/weekly series), and test distribution channels for a real brand — while pricing a real offer.

► **Month 2 Deliverable:** A brand identity system + a launched content IP + a pricing & distribution plan for a real offer.

MONTH 3 — Own the Audience & Convert It

Brand Side — Community + Community Content Creation

Paid traffic is rented. Community is owned. Owned demand is the cheapest, most loyal revenue you'll build.

Community Strategy

- Owned vs. rented demand; community-led growth
- Community goals tied to business outcomes (retention, advocacy, referrals, LTV)
- Models & platforms: Discord, WhatsApp, Telegram, IRL

Building & Growing Community

- Defining the community: who, why, the shared identity
- Onboarding, rituals & culture
- Engagement loops & gamification
- Moderation & day-to-day community management
- Events — online and offline

Community Content Creation

- Content built for community vs. broadcast content
- Member-led content & UGC engines


- Signature community formats & programming
- Repurposing community content at scale
- AI-scaled content & avatars for community
- Social listening to fuel what you make

Creators & Collaborations

- Influencer & creator marketing and partnerships
- Riding cultural trends

Community → Revenue

- Advocacy, referrals & word-of-mouth
- Retention, loyalty & repeat purchase
- Measuring community health & ROI

 **AI here:** Opus Clip (repurposing) · HeyGen (avatars/UGC video) · Brand24 (social listening) · Canva Magic Studio (community assets)

Revenue Side — Funnel-Led Performance Marketing + Campaign ROI

Performance isn't about spending — it's about making every rupee return more. CAC < LTV is the game.

Performance Fundamentals

- The funnel: awareness → activation → retention (TOFU / MOFU / BOFU)
- Core metrics: CAC, LTV, ROAS, CPM, CPC, CTR, CVR, AOV
- The unit economics of acquisition

Tracking & Measurement

- GA4, Google Tag Manager, Meta Pixel, conversion tracking
- Attribution models & attribution sanity
- Privacy-first tracking (post-iOS, DPDP)

Running Paid — Meta + Google

- Meta: campaign structure, audiences, Advantage+, budgets, bidding, scaling
- Google: Search, Shopping, Performance Max, keywords, bidding

Creative for Performance


- Ad creative frameworks, hooks & angles
- Creative testing at scale (variations → winners)
- UGC ads; static vs. video


Funnels & CRO

- High-converting funnels & landing pages
- Conversion rate optimization; lead magnets & lead funnels

Campaigns & ROI

- Campaign strategy, objectives & integrated planning
- Measuring campaign ROI, lift & incrementality
- Optimizing, scaling winners, cutting losers
- Reporting & dashboards

 **AI here:** AdCreative.ai (ad creative & testing) · Gemini (Google Ads) · Julius AI (campaign data analysis)

 **Execute Daily:** Grow a real community (post, engage, moderate) *and* run a live paid campaign with real budget — tracking CAC and ROAS every day.

► **Month 3 Deliverable:** A growing community with measured loyalty + a live paid campaign reporting CAC, ROAS & conversions.

MONTH 4 — Become the Operator & Run the Business

Brand Side — Personal Branding

In the AI era, the person is the moat. A strong personal brand lowers your CAC on everything — clients, customers, jobs.

The Strategic Case

- The person as the moat
- Personal brand for the job-seeker, freelancer, founder, creator

Positioning Yourself

- Personal positioning & niche; your POV and story
- Defining your audience and goals

Content & Presence

- Content pillars for your personal brand
- Platform strategy: LinkedIn, Instagram, X, YouTube
- Building in public; thought leadership & writing

LinkedIn Mastery

- Profile optimization; content, engagement, networking
- Using your personal brand to land roles and clients

Personal Brand → Opportunity

- Converting an audience into clients, offers & career moves
- Inbound opportunities, authority & monetization
- AI content systems that run your brand while you sleep

 **AI here:** Taplio (LinkedIn engine) · ChatGPT (content system) · HeyGen (video at scale)

Revenue Side — P&Ls + Budgeting & Financial Planning + Marketplace Planning

The best marketers think like owners — they read a P&L, model the economics, and know where every rupee lands.

Reading the Business — P&L

- The P&L: revenue, COGS, gross margin, opex, EBITDA
- Unit economics: CAC, LTV, contribution margin, payback period
- Marketing's role in the P&L — the growth engine, not a cost center

Budgeting & Financial Planning

- Marketing budget allocation
- Budgeting by marginal ROI

- Forecasting & ROI modeling
- Blended vs. channel-level CAC / ROAS
- Scenario planning

Measurement & Attribution (advanced)


- Attribution blends & marketing-mix-modeling basics
- Incrementality & lift analysis
- Dashboards & exec-grade reporting


Marketplace Planning

- The commerce landscape: D2C, marketplaces, quick commerce
- Marketplace strategy: Amazon / Flipkart listings, SEO, ratings & reviews, ads
- Quick commerce (Blinkit, Zepto, Instamart): playbooks & shelf strategy
- Pricing & merchandising across marketplaces
- E-commerce analytics: cohorts, RFM, attribution
- Retention & lifecycle: email, SMS, WhatsApp

Building Your Own Systems

- AI workflows & agents to run marketing operations
- Turning everything you've learned into SOPs

 **AI here:** Julius AI (P&L & budget modeling) · Triple Whale (marketplace & e-comm analytics) · Gumloop (automation & agents)

 **Execute Daily:** Build your personal brand (ship + engage), model a real business's P&L and budget, and plan a marketplace launch — defending the numbers out loud.

► **Month 4 Capstone:** A personal brand with measurable growth + a full P&L and budget model + a marketplace plan for a real brand. Your operator portfolio.

After the 4 Months

Paid internship + live brand projects — earn while you build proof — leading to your three doors:
start an agency · build your own brand · land a top marketing job.

Every pillar, sub-topic, and tool here is tunable. The structure stays fixed: Brand Side and Revenue Side, learned together and executed daily, with AI built into every step.