

# Course 16 — AI Advertising Blueprint - Plan, Build, Launch & Scale

A 10-modules CyberG7 system — research-backed, build-as-you-go.

## THE COURSE AT A GLANCE

Course 16 — Course 16— AI Advertising Blueprint - Plan, Build, Launch and Scale: a premium CyberG7 operator programme for learners who want practical, evidence-led workflows across agentic AI, AI automation, content creation, viral video.

## Who This Is For

Course 16 — Course 16— AI Advertising Blueprint - Plan, Build, Launch and Scale: a premium CyberG7 operator programme for learners who want practical, evidence-led workflows across agentic AI, AI automation, content creation, viral video.

This course is built for:

- founders and operators building AI-enabled businesses
- creators and marketers turning AI tools into repeatable production systems
- technical learners who want practical workflows rather than tool demos

You'll feel right at home if any of these sound familiar:

- too many disconnected AI tools
- unclear path from learning to usable output
- time commitment and implementation confidence
- cost versus measurable workflow improvement

## What You'll Build

By the end, you won't just understand the ideas — you'll have assembled a working system, module by module. Across the course you'll develop:

- The Shift to Agentic AI and Autonomous Execution
- The Model Context Protocol (MCP) Ecosystem
- Modern Attribution and the "Dark Funnel"

- Creative Strategy: Psychology and AI-Generated Imagery
- Evolution of SaaS Pricing and Monetization
- Important Quotes
- On Advertising Strategy
- On Psychological Triggers
- On AI and Measurement

## Course Outline

---

### Module 1 · Market And Audience Intelligence

The marketing landscape in 2026 is defined by the transition from Marketing Analytics (which documents what happened) to Marketing Intelligence (which dictates what to do next). Leading the market is the rise of Agentic AI, exemplified by platforms like SegmentStream, which use the Model Context Protocol (MCP) to connect AI assistants directly to live data for autonomous budget execution.

#### Key themes:

- The Shift to Agentic AI and Autonomous Execution
- The Model Context Protocol (MCP) Ecosystem
- Modern Attribution and the "Dark Funnel"

### Module 2 · Tooling And Production Workflow

The advertising landscape in 2026 is defined by a transition where the "what" (the core message and angle) has superseded the "how" (grammatical perfection and structural polish). Success is increasingly dependent on identifying "contrarian" perspectives that disrupt a customer's commonly held beliefs. Simultaneously, the industry has bifurcated into two types of creative automation: tools that merely generate content (Type 1) and AI Agent platforms that both generate and execute campaigns across dozens of platforms via direct API (Type 2).

#### Key themes:

- Psychological Foundations of Ad Creative
- The AI Creative Automation Spectrum
- AI Avatar and Video Innovation

### Module 3 · Content Creation Systems

The marketing landscape of 2026 has transitioned from experimental AI adoption to a state where artificial intelligence serves as core infrastructure. According to current research, 85% of marketers have integrated AI into their daily workflows, primarily as a mechanism for burnout prevention. The strategic focus has shifted from "how" to say something to "what" to say, with advanced practitioners prioritizing creative orchestration over manual channel management.

#### Key themes:

- The Search Disruption: From SEO to AEO
- The Functional Layers of Content Creation
- Advertising Psychology: The "What" vs. The "How"

## Module 4 · Publishing And Growth Loops

The 2026 digital landscape is defined by an unprecedented surge in entrepreneurial activity, with 5.2 million new business applications filed in the U.S. in 2024 alone. Despite this growth, the failure rate for startups remains at 90%, with only 0.05% securing venture capital. Success in this hyper-competitive environment is increasingly dictated by a shift toward "AI-native" operations and high-velocity creative iteration.

### Key themes:

- Advanced Advertising: The "What" Over the "How"
- The 2026 Startup Landscape and VC Interests
- Comprehensive Content and Workflow Automation

## Module 5 · Monetization And Conversion

The digital marketing landscape in 2026 has undergone a fundamental shift, moving from a focus on content production to a focus on strategic attention allocation. The AI avatar video market has surpassed \$4.8 billion, making AI-generated media a baseline requirement rather than a competitive advantage. Traditional video production costs have plummeted by over 95%, with AI tools creating \$10,000-quality commercials for approximately \$100 to \$1,000.

### Key themes:

- The Economics of Attention and Intention
- The AI Media Production Revolution
- Strategic Content Engineering: Hooks and Angles

## Module 6 · Capstone Launch System

As of 2025, the global AI market has surpassed \$184 billion, marking a nearly \$50 billion increase since 2023. AI advertising has transitioned from an experimental phase to an essential competitive necessity, primarily by serving as a "creativity amplifier" that reduces production costs by up to 90%. In this landscape, the primary bottleneck for advertisers is no longer production capacity but creative velocity and strategic "what-to-say" ideation.

### Key themes:

- The Shift from "How" to "What" in Creative Strategy
- Viral Hook Psychology and Structure
- AI-Driven Creative Velocity and Automation

## Module 7 · Build

The marketing landscape in 2026 is defined by a fundamental transition from manual, isolated campaigns to automated, AI-driven "ad systems." Analysis of current market data and successful offer ideation strategies reveals that success no longer depends on high production budgets, but rather on creative intelligence, neuroscientific hooks, and relationship-based performance channels.

### Key themes:

- The "Bayesian Brain" Offer Framework
- Core Mechanism: Neuroscientific Root Cause
- Unique Mechanism: The 40-Word Script

## Module 8 · Launch

The digital marketing landscape in 2026 is defined by a fundamental shift: creative is now the primary targeting mechanism. As platform algorithms (Meta, TikTok, Google) become increasingly driven by machine learning, the role of the advertiser has shifted from hyper-segmenting audiences to maintaining high "creative velocity." Success is now measured by the ability to produce dozens or hundreds of ad variants monthly to feed algorithms that optimize based on engagement signals rather than rigid interest stacks.

### Key themes:

- Offer Diagnosis and "Dry Testing" Frameworks
- The 2026 AI Video Generation Landscape
- Platform-Specific Ad Strategies (TikTok vs. Meta)

## Module 9 · Scale

The landscape of digital marketing in 2026 is defined by the transition from manual, rule-based operations to "agentic" AI-driven workflows. As programmatic ad spend is projected to exceed \$725 billion globally, the primary bottleneck has shifted from media buying to creative production and testing.

### Key themes:

- The Direct Response Mechanics of the "Breakthrough" Offer
- The McKinsey Attention Equation
- AI-Powered Creative Automation Tiers

## Module 10 · Consulting Calls

The provided documentation explores the intersection of service-based AI automation agencies and product-driven direct response marketing. In 2026, AI automation pricing is dictated by implementation risk and business value rather than tool complexity, with project fees ranging from \$3,000 for simple workflows to over \$100,000 for compliance-sensitive rollouts. Parallely, the direct response landscape reveals a shift toward "native" advertising styles and a rigorous focus on back-end ascension. Successful operators are increasingly utilizing AI to rapidly develop products, lower refund rates, and automate fulfillment. The core tension identified is between high-ticket service fulfillment and the scalable, "hands-off" nature of recurring information or physical product offers.

### Key themes:

- AI Automation Agency Pricing and Economics
- Direct Response Marketing and Ad Strategy
- Product Development and "Mechanisms"

## Outcomes

---

Complete the course and you'll be able to:

- Implement an Independent Attribution Layer: Stop relying on platform-reported ROAS (e.g., Meta or Google reporting their own success). Use an independent system that connects Salesforce closed-won revenue or Shopify orders back to ad-platform budget execution.
- The "Revenge" Angle: One of the most evergreen and effective templates is the John Caples "They Laughed" model. It leverages powerful human emotions—revenge, wrath, anger, and

jealousy—to tell a story of a marginalized individual (e.g., a truck driver or someone "dead broke") who achieves success through a "loophole" or "script," eventually proving their mockers wrong.

- Traffic Impact: Informational queries are most at risk, with media and publishing facing up to a 47% reduction in click-through rates (CTR).
- The "Revenge" Angle: One of the most effective evergreen templates is based on the John Capus "Revenge" style. It leverages strong "sin-type" emotions such as wrath, anger, and jealousy. The structure typically follows a "They laughed when I [Action], but then [Successful Result]" narrative.
- Adopt an "Insight-First" Workflow: Human creativity should define the brand perspective and "hero" assets, while AI handles the production of platform-specific variations and A/B test variants.
- Market Research via Social Intelligence: Strategies involve "doomscrolling" to train algorithms toward a niche, creating "swipe folders" from viral structures, and analyzing Facebook groups to adopt the specific language and complaints of a target audience (e.g., neuropathy or dog health).
- Pivot to "Luck" Angles in Saturated Markets: In crowded niches like manifestation, avoid direct terms. Instead, pivot to "luck" or "destiny" to lower skepticism and tap into broader interests like gambling or trading.

#### ENROLL

Enrol now Start *Course 16 — AI Advertising Blueprint - Plan, Build, Launch & Scale* today — the full module-by-module system lives at <https://ai-advertising-blueprint-edu.cyberg7.com.sg>.