Marketing in the Age of AI

Focus on: **The Manager** ☑   **The Specialist** ☑   **Spotlight Programme** ☐   **Hands-on Skills** ☐

Course Overview

In the rapidly evolving landscape of marketing, artificial intelligence (AI) has emerged as a transformative force, reshaping how businesses connect with their audiences, optimize their campaigns, and drive growth. This training course offers a unique opportunity for marketing professionals, business owners, and aspiring marketers to gain a competitive edge by mastering the intersection of AI and marketing.

Stay Ahead of the Curve - Unlock New Opportunities - Drive Business Growth - Future-Proof Your Career - Learn from Industry Experts.

Course Objectives		This Course is Ideal For:	
1	To provide participants with a comprehensive understanding of AI and its applications in marketing	✓	Marketing professionals seeking to upgrade their skills and stay relevant in a technology-driven industry.
2	To explore various AI-powered marketing tools and technologies available in the market.	✓	Business owners and entrepreneurs looking to harness the power of AI to optimize their marketing efforts and drive business growth.
3	To equip participants with practical skills for implementing AI-driven marketing strategies	✓	Digital marketers, social media managers, and content creators interested in learning about AI-driven marketing techniques.
4	To demonstrate how AI can enhance customer segmentation, targeting, personalization, and engagement.	✓	Students and academics studying marketing, business, or technology-related fields who want to explore the intersection of AI and marketing.
5	To inspire participants to innovate and adapt their marketing approaches in the age of AI		

Course Content

Day	Theme	Coverage
1	Understanding AI Fundamentals in Marketing	• **Session 1: Introduction to AI in Marketing** - Definition and significance of AI in marketing - Overview of AI technologies relevant to marketing • **Session 2: AI-Powered Customer Insights** - Understanding customer segmentation and targeting with AI - Utilizing predictive analytics for customer profiling • **Session 3: Personalization and Targeting with AI** - Implementing AI-driven personalization strategies - Dynamic content optimization and recommendation engines • **Session 4: Workshop: Exploring AI Marketing Tools** - Hands-on experience with AI-powered marketing tools

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		- Case studies and examples of successful AI implementations in marketing
2	AI-Enhanced Content Marketing and Social Media Strategies	• **Session 5: AI-Driven Content Creation** - Generating content using natural language processing (NLP) and AI writing assistants - Creating multimedia content with AI tools • **Session 6: AI in Social Media Marketing** - Leveraging AI for social media listening and sentiment analysis - AI-driven social media advertising and campaign optimization • **Session 7: Chatbots and Conversational AI** - Designing and deploying AI-powered chatbots for customer service and engagement - Enhancing customer interactions with conversational AI • **Session 8: Workshop: Developing AI-Powered Social Media Strategies** - Group exercise: Creating AI-driven social media marketing campaigns - Feedback and discussion on campaign ideas and strategies
3	Advanced AI Applications in Marketing	• **Session 9: AI for Email Marketing and Automation** - Optimizing email marketing campaigns with AI - Automating marketing workflows and processes with AI tools • **Session 10: AI in Search Engine Optimization (SEO) and SEM** - Using AI for keyword research and content optimization - AI-driven strategies for search engine marketing (SEM) • **Session 11: AI-Powered Analytics and Attribution** - Leveraging AI for advanced marketing analytics and attribution modelling - Measuring and optimizing marketing performance with AI-driven insights • **Session 12: Workshop: Implementing AI Marketing Strategies** - Practical exercises: Developing AI-driven marketing strategies for participants' organizations - Guidance on implementation and best practices
4	Ethical Considerations and Future Trends in AI Marketing	• **Session 13: Ethical Considerations in AI Marketing** - Exploring ethical issues and concerns related to AI in marketing - Best practices for responsible AI usage and data privacy • **Session 14: Future Trends in AI Marketing** - Emerging AI technologies and trends shaping the future of marketing

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		- Strategies for staying ahead of the curve and adapting to changes • **Session 15: Case Studies and Industry Insights** - Real-world case studies of successful AI marketing campaigns - Insights from industry experts on the future of AI in marketing
5	Implementation Strategies and Action Planning	• **Session 16: Developing AI Marketing Roadmaps** - Creating AI marketing roadmaps for participants' organizations - Identifying key objectives, milestones, and action steps • **Session 17: Implementation Challenges and Best Practices** - Overcoming common implementation challenges in AI marketing - Best practices for successful implementation and adoption • **Session 18: Action Planning and Next Steps** - Reviewing key takeaways from the course - Setting personal and organizational action plans for implementing AI marketing strategies • **Session 19: Course Conclusion** - Closing remarks from course instructors - Certificate distribution and graduation ceremony - Networking opportunity for participants to connect and exchange contact information

Course Assessment	Certification
Participants will be assessed on:	Upon successful completion of the course, participants will receive a **Certificate of Successful Completion**, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.
Participation in sessions	
Completion of exercises & case studies	
Performance in assessments	

Course Instructor

Following a highly successful career in the Pharmaceutical Industry this speaker has spent over 30 years consulting and training for clients of all sizes from 'Blue Chip' Fortune 500 companies down to start-ups. He holds a BSc and an MBA from UK Universities, and he is a Fellow of the Chartered Institute of Marketing (FCIM). He has been nominated as one of the World's Top Thinkers, Writers and Influencers in Key and Strategic Account Management. He is the author of several books on the subjects of AI in Marketing, Key Account Management and Customer Experience Management.