Marketing & Sales · MS434

AI Marketing Mastery: From Strategy to Automation

Duration	Category	Ref
1 Week	**Marketing & Sales**	**MS434**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

Artificial Intelligence is reshaping the marketing world by enabling faster decision-making, smarter targeting, and highly efficient content and campaign execution. This course introduces participants to the strategic use of AI in marketing, focusing on how businesses can integrate AI into their marketing systems to improve performance, automation, and growth.

Participants will gain a clear understanding of how AI is transforming digital marketing and how to build a structured AI-driven marketing approach.

Course Objectives

By the end of this course, participants will:

- Understand the fundamentals of AI in marketing
- Identify key AI applications across marketing functions
- Learn how AI supports content, advertising, and customer engagement
- Understand marketing automation and workflow integration
- Develop strategic thinking for AI-driven marketing systems
- Explore how to improve marketing performance using AI insights

Target Audience

This course is designed for:

- Marketing professionals
- Digital marketers and content creators
- Business owners and entrepreneurs
- Marketing managers and team leaders
- Agency professionals and consultants
- Anyone interested in AI-powered marketing strategies

Course Outline

Day 1

Introduction to AI in Marketing

- Overview of AI in the marketing landscape
- Key AI technologies shaping marketing today
- Changes in consumer behaviour and marketing models
- AI across the marketing funnel
- Ethical considerations and limitations

Day 2

AI in Content and Digital Marketing

- AI in content creation and communication
- Role of AI in social media marketing
- AI-driven personalisation in marketing messages
- Content strategy in the AI era
- Brand consistency with AI tools

Day 3

AI in Customer Acquisition

- AI in lead generation and targeting
- AI applications in SEO and search marketing
- Email marketing and customer nurturing with AI
- Customer segmentation and personalisation
- Conversational marketing and chat systems

Day 4

AI in Advertising and Performance

- AI in digital advertising (search & social)
- Campaign optimisation using AI
- Audience targeting and behavioural insights
- Marketing analytics and performance tracking
- Data-driven decision making in marketing

Day 5

AI Strategy and Marketing Automation

- Marketing automation fundamentals
- Integrating AI into marketing systems
- Building an AI marketing strategy
- Future trends in AI marketing
- Scaling marketing operations with AI

Ask us for a date for this course

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