

# The AI Marketing Playbook: Strategies for the Digital Age

Sales, Marketing & Customer Care



9029



In-Class



24 hours

## Course Description:

This comprehensive course is designed to equip marketing professionals with the knowledge and practical skills to leverage Artificial Intelligence (AI) across the entire marketing lifecycle. Through a structured, five-module format, participants will gain a deep understanding of how AI, Machine Learning, and Natural Language Processing (NLP) are transforming marketing strategies, operations, and customer engagement.

Starting with foundational concepts and real-world applications, the course explores how AI enhances audience segmentation, enables hyper-personalization, powers content creation, and delivers advanced marketing analytics. Participants will also learn how to implement AI tools within existing marketing ecosystems, navigate ethical and privacy considerations, and prepare for emerging trends in AI-driven marketing.

## Target Audience:

- Marketing Professionals
- Marketing Analysts & Data-Driven Marketers
- Marketing Technology (MarTech) Professionals

## Course Objectives:

**By the end of the course, participants will be able to:**

- Understand the applications of AI across various marketing functions.
- Leverage AI for audience segmentation and personalized marketing.
- Utilize AI for content creation, optimization, and distribution.
- Apply AI for marketing analytics, forecasting, and ROI measurement.
- Develop strategies for ethical and effective use of AI in marketing.

## Course Outline:

### Module 1: Introduction to AI for Marketing

- Overview of AI, Machine Learning, and Natural Language Processing (NLP) for marketers.
- The current landscape of AI in marketing: trends and use cases.
- Benefits and challenges of AI adoption in marketing.
- Ethical considerations and data privacy in AI-driven marketing.
- Case studies of successful AI implementation in marketing campaigns.

### Module 2: AI for Audience Understanding and Personalization

- AI-powered tools for customer data analysis and segmentation.

- Predictive analytics for understanding customer behavior and preferences.
- Personalized content creation and delivery using AI.
- AI-driven recommendations for products and services.
- Dynamic pricing and offer optimization using AI.

### Module 3: AI for Content Creation and Optimization

- AI tools for generating marketing copy, blog posts, and social media content.
- Image and video generation and editing using AI.
- Content optimization for SEO and user engagement with AI.
- Automated content scheduling and distribution through AI platforms.
- Analyzing content performance and identifying optimization opportunities with AI.

### Module 4: AI for Marketing Analytics and Measurement

- AI-powered marketing analytics platforms for data visualization and insights.
- Attribution modeling and ROI analysis using AI.
- Predictive forecasting for marketing campaign performance.
- Sentiment analysis of customer feedback and social media data.
- Automated reporting and dashboard creation with AI.

### Module 5: Implementing and Managing AI in Marketing

- Developing an AI adoption strategy for the marketing department.
- Evaluating and selecting AI-powered marketing tools and platforms.
- Integrating AI solutions with existing marketing technology stacks.
- Training and upskilling marketing teams on AI tools and concepts.
- Measuring the impact and ROI of AI initiatives on marketing outcomes.
- Future trends and advancements in AI for marketing.

## Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

## Upon Successful Completion of this Course, participants will obtain:

2 CEUs

## Course Language:

English Material  
Bilingual Explanation

## Prerequisites:

N/A