



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

Markov



## AI PRODUCTIVITY TOOLS FOR MARKETERS

Using generative AI for content creation, campaign personalization, and research.



## DESCRIPTION:

This training provides marketing teams with practical, hands-on skills to use generative AI for content creation, campaign personalization, and research. Participants will learn how to create compliant, on-brand messages and visuals quickly using prompt frameworks and curated AI tools. The program focuses on real marketing use cases that deliver immediate efficiency and performance improvements.

## TARGETED AUDIENCE:

Marketing teams and communication professionals across banking and financial services seeking to enhance their workflow with AI

## OBJECTIVE:

- **Understand AI's role in modern bank marketing**

Participants will gain a clear, jargon-free grasp of how language models and image generators turn raw customer data into relevant offers, on-brand visuals, and faster campaign reports.

- **Create compliant, high, impact content on demand**

Using a five-step prompt formula and the "Golden Rules" for safe AI marketing, the team will be able to generate personalized emails, headlines, images, and 30-day content calendars, while safeguarding privacy, tone, and regulatory fit.

- **Equip the team with a plug, and play AI toolkit**

Marketers will leave knowing exactly when to deploy ChatGPT/Gemini for copy, Hoppy Copy for email variants, Freepik for media, and Perplexity for deep research, unlocking quick wins such as micro-persona building, sentiment spotting, and instant campaign summaries.

## COURSE CONTENT

### AI-Powered Marketing: Accelerating Campaigns in Banking

- **The Strategic Case for AI in Banking Marketing**

Why AI adoption is urgent now: driving personalization at scale, cutting time-to-market, and meeting evolving customer expectations in Egypt's competitive financial landscape.

- **AI Fundamentals for Marketing Professionals**

Core concepts of Machine Learning, NLP, and Generative AI, explained through real-world examples from Egyptian banks (e.g., personalized SMS campaigns, dynamic offer targeting).



- **Effective Prompt Engineering for Marketers**

Five principles for generating on-brand, compliant, and high-impact AI outputs, plus privacy-safe phrasing and data-handling best practices.

- **AI Essentials for Banking Marketers**

- Language models for rapid, tone-aware copywriting
- Real-world applications: hyper-personalized SMS, segment-specific offers, and regulatory-compliant messaging in local contexts

- **Hyper-Personalized Email Copy in Seconds**

- Paste a generic product offer GPT generates three audience-tailored versions (youth, SME, HNWI).
- Deconstruct the reusable prompt structure, no technical skills required.

- **AI-Assisted Visual G Video Content**

Introduction to Freepik AI and other ethical, brand-safe tools for generating compliant marketing visuals and short-form video assets.

- **Quick Marketing Wins with AI**

- Email-copy generator with tone control
- Micro-persona builder from basic segment data
- Social-sentiment analyzer for campaign feedback
- Ad-headline creator aligned with brand guidelines

- **Responsible AI for Marketing G Content Planning**

- Five Golden Rules for Safe AI Marketing
- Consent-compliant data use
- Strict brand-tone governance
- Mandatory human review
- Audit-ready privacy logging
- Alignment with Central Bank of Egypt (CBE) marketing regulations

- **Preparing Customer Data Securely**

Live demo: use GPT to clean a customer CSV, retain only segment-relevant fields (e.g., age, product type) and automatically strip PII (IDs, phone numbers).

- **Deep Research for Strategic Marketing Insights**

Leverage Perplexity and Gemini to analyze market trends, competitor campaigns, and customer sentiment, fast, factual, and citation backed.



- **Ad-Creative Ideation with Guardrails**

GPT generates five compliant headline + visual concept pairs from a simple brief, each pre-filtered for brand safety and regulatory keywords (e.g., “guaranteed returns”).

- **AI-Powered 30-Day Content Calendar**

Input one product theme > GPT outputs a full bilingual (Arabic/English) social media plan with daily posts, platform-specific tone, and relevant hashtags.

- **Ask-Me-Anything Lab: Real Marketing Challenges, Solved Live**

Demonstrate practical, no-code GPT prompts that deliver immediate, compliant solutions.

## TOOLS:

- ChatGPT
- Gemini
- Perplexity
- Deep research (Gemini, ChatGPT, Perplexity)
- Custom GPT (for branded, secure workflows)
- Read.ai (AI-powered meeting insights)
- Hoppy Copy (AI email copy optimized for financial services)
- Freepik AI (ethical, copyright-safe image and video generation)