Training Course on AI in Marketing: Personalized Marketing and Customer Analysis

Professional Development Training Course Outline

Category	Development	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s data-driven world, Artificial Intelligence (AI) is revolutionizing digital marketing by delivering personalized experiences, predicting customer behaviors, and optimizing campaign performance like never before. Training Course on AI in Marketing – Personalized Marketing and Customer Analysis equips marketing professionals, entrepreneurs, and business leaders with the skills and tools to harness AI for strategic, insightful, and hyper-personalized marketing.

From machine learning algorithms and predictive analytics to real-time customer insights and AI-powered segmentation, this course will transform your understanding of how AI reshapes the customer journey. Whether you're looking to boost engagement, increase ROI, or build smarter campaigns, this course will help you master AI-powered marketing to stay ahead in the competitive landscape.

Programme Curriculum

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Course Objectives

1. Understand the fundamentals of AI-driven marketing automation
2. Leverage predictive analytics to forecast consumer behavior
3. Build personalized marketing campaigns using customer data
4. Use machine learning for segmentation and targeting
5. Apply chatbots and virtual assistants for customer engagement
6. Analyze real-time customer data for smarter decisions
7. Master natural language processing (NLP) in customer feedback analysis
8. Integrate AI tools in email marketing for better conversions
9. Explore AI-powered content creation strategies
10. Evaluate the impact of AI in customer retention
11. Measure ROI through AI-enhanced performance metrics
12. Understand ethical concerns and data privacy in AI marketing
13. Stay current with trending AI marketing technologies

Target Audience

1. Digital Marketing Professionals
2. Brand Managers
3. Marketing Analysts
4. Small Business Owners
5. Content Marketers
6. Data Scientists in Marketing
7. Advertising Executives
8. E-commerce Entrepreneurs

Course Duration: 10 days

Course Modules

Module 1: Introduction to AI in Marketing

- Define AI and its relevance in digital marketing
- Understand the evolution of marketing technology
- Benefits of AI in modern marketing strategies
- Key concepts: automation, personalization, and prediction
- Overview of AI tools in the industry

Module 2: Understanding Customer Data

- Types and sources of customer data
- Data collection techniques
- Customer data platforms (CDPs)
- GDPR and ethical data use
- Structuring data for AI use

Module 3: Customer Segmentation Using AI

- Basics of customer segmentation
- AI-based clustering methods
- Behavioral vs. demographic segmentation
- Real-world segmentation tools
- Case studies of AI segmentation

Module 4: Predictive Analytics for Marketing

- Forecasting customer actions
- Tools for predictive modeling
- Creating predictive customer journeys
- Enhancing sales funnels
- Best practices in analytics

Module 5: Personalization Strategies with AI

- AI-driven product recommendations
- Dynamic content personalization
- Omnichannel personalization tactics
- Tools like Dynamic Yield and Segment
- Real-life personalization examples

Module 6: AI in Email Marketing

- Smart subject line generation
- Audience targeting with AI
- A/B testing with machine learning
- Automating follow-up sequences
- Email personalization at scale

Module 7: AI-Powered Content Creation

- Tools like Jasper and Copy.ai
- Natural Language Processing in content
- Visual content automation
- Content performance analysis
- Voice search optimization

Module 8: Real-Time Customer Interaction

- Role of chatbots and live chat AI
- Voice assistants in marketing
- Customer support automation
- 24/7 engagement strategies
- Feedback loops in real-time

Module 9: Machine Learning in Customer Behavior Analysis

- Building predictive models
- Behavior-triggered marketing
- Funnel optimization using ML
- Lifetime value prediction
- Retention risk analysis

Module 10: AI in Social Media Marketing

- AI for sentiment analysis
- Smart scheduling tools
- Influencer selection using AI
- Social listening platforms
- Performance tracking

Module 11: ROI Measurement Using AI

- Attribution modeling
- Automated campaign reporting
- Performance dashboards
- Customer journey mapping
- KPI forecasting with AI

Module 12: Ethical AI & Data Privacy

- AI bias and its consequences
- Ethical data sourcing
- Consumer trust and transparency
- Compliance with global standards
- Risk mitigation strategies

Module 13: Chatbots and Conversational Marketing

- Building smart bots
- Scripts vs. NLP-based bots
- Multilingual customer service
- Funnel integration
- Case study: Messenger bots

Module 14: AI Tools and Platforms

- Overview of leading AI marketing tools

- CRM integration with AI
- API-driven AI platforms
- Tool comparison matrix
- Demo and walkthroughs

Module 15: The Future of AI in Marketing

- Upcoming AI trends
- AI and the metaverse
- Hyper-personalization
- Autonomous campaigns
- Preparing for Web 4.0

Training Development

- **Video Lectures:** Pre-recorded lessons deliver core concepts and foundational knowledge in a flexible, self-paced format.
- **Hands-On Projects:** Learners apply what they've learned by building and analyzing AI-driven campaigns using real tools.
- **Live Webinars:** Real-time sessions with instructors and industry experts provide deeper insights and live demonstrations.
- **Interactive Quizzes:** Short assessments reinforce learning and help learners gauge their understanding of key concepts.
- **Real-World Case Studies:** Practical examples highlight how AI is used in actual marketing and campaign scenarios.
- **Personalized Feedback:** Instructors offer individual feedback on assignments and projects to support growth and improvement.
- **Peer Collaboration:** Learners engage in team activities and discussions to share ideas, solve problems, and enhance learning outcomes.
- **Optional: Post-Training Resources:** Continued access to tools, materials, and community forums supports long-term skill retention and development.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com