Training Course on Artificial Intelligence in Marketing

Professional Development Training Course Outline

Category	Artificial Intelligence And Block Chain	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Artificial Intelligence (AI) is no longer a futuristic concept; it's a present-day powerhouse transforming industries, and **marketing** stands at the forefront of this revolution. This training course provides a comprehensive understanding of how to leverage **AI tools and techniques** to enhance marketing effectiveness, drive **data-driven decision-making**, and achieve unprecedented levels of **customer engagement**. By mastering **machine learning algorithms**, **natural language processing**, and **predictive analytics**, participants will gain a competitive edge in creating **personalized marketing campaigns**, optimizing **content creation and distribution**, and ultimately boosting **return on investment (ROI)**. This course equips marketing professionals with the practical skills to navigate the evolving landscape of digital marketing and harness the power of **AI-powered automation** for superior results.

This intensive program delves into the practical applications of AI across the entire marketing spectrum. From understanding **customer segmentation** through AI-driven insights to implementing **AI chatbots** for enhanced customer service, participants will learn to integrate **intelligent automation** into their daily workflows. The curriculum explores the ethical considerations surrounding AI in marketing, ensuring responsible and effective implementation. By the end of this course, you will be proficient in utilizing **AI for market research**, optimizing **advertising spend**, and measuring the impact of AI initiatives on key marketing metrics. Embrace the future of marketing and unlock new possibilities with the transformative power of **artificial intelligence**.

Programme Curriculum

Training Course on Artificial Intelligence in Marketing

Introduction

Artificial Intelligence (AI) is no longer a futuristic concept; it's a present-day powerhouse transforming industries, and **marketing** stands at the forefront of this revolution. This training course provides a comprehensive understanding of how to leverage **AI tools and techniques** to enhance marketing effectiveness, drive **data-driven decision-making**, and achieve unprecedented levels of **customer engagement**. By mastering **machine learning algorithms**, **natural language processing**, and **predictive analytics**, participants will gain a competitive edge in creating **personalized marketing campaigns**, optimizing **content creation and distribution**, and ultimately boosting **return on investment (ROI)**. This course equips marketing professionals with the practical skills to navigate the evolving landscape of digital marketing and harness the power of **AI-powered automation** for superior results.

This intensive program delves into the practical applications of AI across the entire marketing spectrum. From understanding **customer segmentation** through AI-driven insights to implementing **AI chatbots** for enhanced customer service, participants will learn to integrate **intelligent automation** into their daily workflows. The curriculum explores the ethical considerations surrounding AI in marketing, ensuring responsible and effective implementation. By the end of this course, you will be proficient in utilizing **AI for market research**, optimizing **advertising spend**, and measuring the impact of AI initiatives on key marketing metrics. Embrace the future of marketing and unlock new possibilities with the transformative power of **artificial intelligence**.

Course Duration

10 days

Course Objectives

1. Understand the fundamental concepts of **Artificial Intelligence** and its core components relevant to marketing.
2. Identify and evaluate various **AI tools for marketing automation** to streamline workflows.
3. Master the application of **machine learning in customer segmentation** for targeted campaigns.
4. Develop strategies for leveraging **natural language processing (NLP)** in content creation and analysis.
5. Utilize **predictive analytics for marketing forecasting** and trend identification.
6. Implement **AI-powered personalization techniques** to enhance customer experience.
7. Optimize **digital advertising campaigns** using AI algorithms for improved ROI.
8. Employ **AI chatbots and virtual assistants** for efficient customer interaction and support.
9. Analyze **marketing data with AI** to gain actionable insights and measure campaign performance.
10. Understand the ethical considerations and best practices for **responsible AI implementation in marketing**.
11. Explore the use of **computer vision in marketing** for visual content analysis and optimization.
12. Integrate **AI in social media marketing** for sentiment analysis and audience engagement.
13. Develop a strategic roadmap for **adopting AI within your marketing organization**.

Organizational Benefits

- Automate repetitive tasks, freeing up human resources for strategic initiatives.
- Deliver personalized and timely interactions, fostering stronger relationships.
- Gain deeper understanding of customer behavior and market trends for informed decision-making.

- Optimize marketing spend and improve campaign performance through AI-powered analytics.
- Stay ahead of the curve by adopting cutting-edge AI technologies.
- Leverage AI tools to manage and analyze large volumes of data and customer interactions.
- Identify high-performing channels and allocate budgets effectively based on AI insights.
- Accelerate campaign development and deployment with AI-powered tools.

Target Audience

1. Marketing Managers
2. Digital Marketing Specialists
3. Marketing Analysts
4. Content Marketing Professionals
5. CRM Managers
6. E-commerce Managers
7. Business Owners
8. Marketing Consultants

Course Outline

Module 1: Introduction to Artificial Intelligence for Marketing

- Defining Artificial Intelligence and its relevance to marketing.
- Exploring different branches of AI: Machine Learning, NLP, Computer Vision.
- Understanding the evolution of AI in the marketing landscape.
- Identifying key AI applications across the marketing funnel.
- Discussing the benefits and challenges of AI adoption in marketing.

Module 2: Machine Learning Fundamentals for Marketers

- Introduction to supervised and unsupervised learning algorithms.
- Understanding classification, regression, and clustering techniques.
- Exploring the application of machine learning in customer segmentation.
- Utilizing machine learning for lead scoring and prediction.
- Evaluating the performance of machine learning models in marketing.

Module 3: Natural Language Processing (NLP) in Marketing

- Understanding the basics of text analysis and sentiment analysis.
- Leveraging NLP for content generation and optimization.
- Implementing NLP for voice search optimization.
- Utilizing NLP for chatbot development and customer service.
- Analyzing customer feedback and reviews using NLP techniques.

Module 4: Predictive Analytics for Marketing Forecasting

- Introduction to time series analysis and forecasting methods.
- Applying predictive analytics for sales forecasting and demand planning.
- Utilizing predictive models for customer churn prediction.
- Leveraging predictive analytics for campaign performance optimization.
- Understanding the limitations and ethical considerations of predictive modeling.

Module 5: AI-Powered Customer Segmentation and Personalization

- Moving beyond traditional segmentation with AI-driven insights.
- Creating dynamic and granular customer segments using machine learning.
- Implementing personalized content recommendations and offers.
- Utilizing AI for personalized email marketing and website experiences.
- Measuring the impact of personalization on customer engagement and conversion.

Module 6: Optimizing Digital Advertising with Artificial Intelligence

- Understanding programmatic advertising and real-time bidding.
- Leveraging AI for audience targeting and ad placement optimization.
- Utilizing AI for dynamic creative optimization (DCO).
- Implementing AI-powered bid management strategies.
- Analyzing advertising performance and ROI with AI-driven insights.

Module 7: AI Chatbots and Virtual Assistants for Customer Engagement

- Designing and deploying effective AI chatbots for customer support.
- Integrating chatbots across various marketing channels (website, social media).
- Utilizing chatbots for lead generation and qualification.
- Personalizing chatbot interactions using NLP and machine learning.
- Measuring the impact of chatbots on customer satisfaction and efficiency.

Module 8: Leveraging AI for Content Creation and Curation

- Exploring AI tools for generating marketing copy and blog posts.
- Utilizing AI for content optimization and SEO enhancement.
- Implementing AI for content curation and social media scheduling.
- Analyzing content performance and identifying trending topics with AI.
- Understanding the ethical considerations of AI-generated content.

Module 9: AI for Market Research and Competitive Analysis

- Utilizing AI for analyzing market trends and consumer behavior.
- Leveraging AI for competitive intelligence gathering and analysis.
- Implementing AI for sentiment analysis of brand mentions and competitor activities.
- Identifying new market opportunities with AI-driven insights.
- Automating data collection and analysis for market research.

Module 10: Implementing AI in Social Media Marketing

- Utilizing AI for social media sentiment analysis and brand monitoring.
- Leveraging AI for audience segmentation and targeting on social platforms.
- Implementing AI for automated social media posting and engagement.
- Analyzing social media campaign performance with AI-driven metrics.
- Exploring the use of AI for influencer marketing identification.

Module 11: Computer Vision in Marketing and Advertising

- Understanding the fundamentals of image and video analysis with AI.
- Utilizing computer vision for product recognition and visual search.
- Leveraging computer vision for analyzing visual content performance.
- Implementing computer vision for fraud detection in advertising.
- Exploring the applications of augmented reality (AR) and virtual reality (VR) powered by computer vision.

Module 12: Measuring and Analyzing Marketing Performance with AI

- Identifying key marketing metrics for AI-driven analysis.
- Utilizing AI dashboards and visualization tools for performance monitoring.
- Implementing A/B testing and experimentation with AI support.
- Attributing marketing ROI using AI-powered models.
- Generating actionable insights from AI-driven performance analysis.

Module 13: Building an AI-Driven Marketing Strategy

- Identifying key business objectives and aligning them with AI solutions.
- Developing a roadmap for AI adoption within the marketing organization.
- Evaluating and selecting appropriate AI tools and platforms.
- Addressing data privacy and security considerations for AI implementation.
- Fostering a data-driven culture and upskilling the marketing team for AI integration.

Module 14: Ethical Considerations and Responsible AI in Marketing

- Understanding biases in AI algorithms and their impact on marketing.
- Addressing data privacy concerns and compliance regulations (e.g., GDPR).
- Ensuring transparency and explainability in AI-powered marketing decisions.
- Developing ethical guidelines for AI implementation in marketing.
- Promoting responsible use of AI to build trust and maintain customer loyalty.

Module 15: The Future of AI in Marketing and Emerging Trends

- Exploring the latest advancements in AI and their potential impact on marketing.
- Understanding the role of generative AI in content creation and personalization.
- Analyzing the convergence of AI with other emerging technologies (e.g., IoT, blockchain).
- Discussing the future skills required for marketing professionals in an AI-driven world.
- Developing a continuous learning strategy to stay updated with the evolving AI landscape.

Training Methodology

This course employs a blended learning approach incorporating:

- **Interactive Lectures:** Engaging sessions covering theoretical concepts and real-world case studies.
- **Hands-on Labs:** Practical exercises using AI-powered marketing tools and platforms.
- **Group Discussions:** Collaborative sessions for sharing insights and problem-solving.
- **Case Study Analysis:** In-depth examination of successful AI implementations in marketing.
- **Project-Based Learning:** Application of learned concepts to develop a comprehensive AI marketing strategy.

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