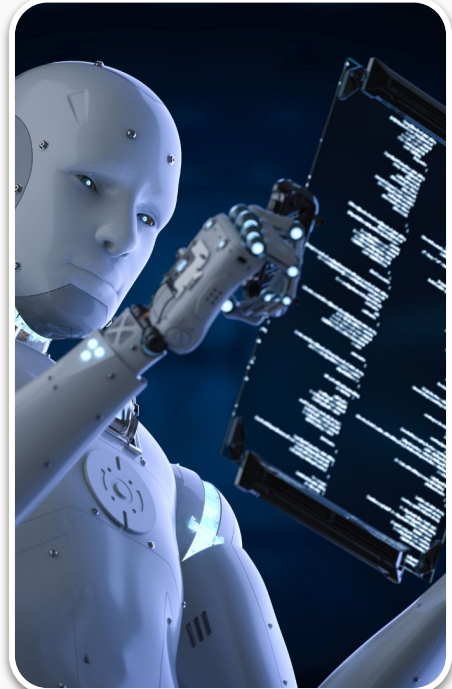# AI in Digital Marketing

Mastering AI for Next-Gen Digital Marketing Strategies

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Course Description

Artificial intelligence (AI) is rapidly transforming the digital marketing landscape. As highlighted in recent reports, a staggering 85% of professionals expect AI to significantly impact their industries within the next five years. To meet the demands of this AI-driven future, marketing professionals must evolve their skill sets accordingly.

Our comprehensive 2-day "AI in Digital Marketing" course equips you with the cutting-edge skills to leverage the power of AI and drive growth in the digital marketing space.

Day 1 begins with an exploration of AI fundamentals and the evolution of digital marketing. You'll gain insights into AI-driven market analysis tools, understanding consumer behavior through AI, and implementing personalization and targeting strategies.

Through hands-on training with leading tools like ChatGPT and Gemini, you'll master generating compelling content - from articles and reports to social media posts and engaging video scripts tailored for marketing needs. Additionally, you'll learn to leverage AI for advanced visual content creation and the process of converting scripts into full-fledged videos with voiceovers, music, and captions.

On Day 2, dive into the world of AI-powered advertising - grasping the basics of programmatic advertising, campaign optimization with machine learning, real-time bidding, and enhancing overall advertising efficiency. Explore leveraging AI for email marketing strategy, creating automation workflows, and increasing campaign outcomes.

Discover ways to elevate user experiences through AI-powered chatbots, website personalization, and social media management. Gain insights into utilizing AI tools for SEO, social media analytics, measuring campaign performance, and enabling data-driven decision-making.
Real-world case studies showcase successful AI applications in personal branding, celebrity campaigns, and cutting-edge industry innovations - providing valuable insights into implementing effective AI marketing strategies.

The course concludes with a focus on ethical considerations surrounding AI use in marketing, emerging trends, and preparing for the future of AI in digital marketing.

By the end of this workshop, you'll possess a comprehensive understanding of AI's potential and the practical skills to implement AI-driven strategies, securing your place at the forefront of this rapidly evolving digital marketing landscape.

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Course Duration
2 Days
9am to 6pm

Learning Mode
Face-to-Face Classroom or
Online-Based Classroom (Zoom)

$588.00 (incl. 9% GST)

Target Audience

This course is designed for a diverse group of learners eager to boost their digital marketing skills with AI:

- Marketing Staff: People working in marketing who want to make their campaigns smarter and more personalized using AI.
- Business Owners and Startup Founders: Small to medium business leaders looking to use AI for better market understanding and customer engagement.
- Data Experts in Marketing: Analysts and scientists aiming to use AI for deeper insights and more effective marketing decisions.
- Creatives in Marketing: Writers and designers keen on using AI to create compelling content and visuals.
- Digital Advisors: Professionals helping businesses embrace digital changes, especially through AI in marketing.
- Students and Researchers: Those studying or teaching marketing and tech, curious about AI's latest trends and applications.
- Tech Enthusiasts: Anyone with a passion for technology and marketing, wanting to explore AI tools and methods for personal or professional growth.

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Course Highlights

In this 2-day AI in Digital Marketing workshop, trainees will learn:

- Foundational Understanding of AI in Marketing
- Learn advanced AI tools for market trend analysis and consumer insight gathering
- Acquire hands-on experience with AI tools such as ChatGPT and Gemini for generating compelling written content, alongside innovative techniques for AI-driven visual and video content production
- AI-powered advertising and campaign management, including programmatic advertising and campaign optimization through machine learning.
- Discover how to use AI to enhance email marketing strategies through automation, personalized content creation, and campaign outcome enhancement.

- Utilize AI to create engaging user experiences, from chatbots and virtual assistants to personalized website content
- Employ AI tools to measure and optimize the performance of SEO and social media strategies
- Analyze successful implementations of AI in marketing, drawing actionable insights from high-profile campaigns and personal branding efforts.
- Navigate the ethical considerations of using AI in marketing and prepare for emerging trends

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Course Objectives

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

- Explain how AI has evolved digital marketing practices
- Utilize AI-driven tools to conduct market trend analysis and gain deep insights into consumer behavior, enabling the creation of targeted and personalized marketing strategies
- Generate engaging and relevant text, visual, and video content using AI tools such as ChatGPT and Gemini
- Apply AI technologies in programmatic advertising and campaign optimization
- Employ AI to strategize, automate, and enhance email marketing campaigns

- Apply AI in creating interactive and personalized user experiences, using chatbots, virtual assistants, and AI-driven website personalization techniques to engage users effectively.
- Measure and analyze digital marketing campaign performance with AI-powered tools
- Analyze and draw insights from successful real-world AI applications in marketing
- Evaluate the ethical considerations of employing AI in digital marketing

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Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.

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AI in Digital Marketing

CERTIFICATE OF COMPLETION

This certificate is awarded to

YOUR NAME

for successfully completing the Ai In Digital Marketing

(date)

Date

Dylan Sun
Training Director

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Course Outlines

Introduction to AI in Digital Marketing

- Evolution of Digital Marketing
- Exploring the fundamentals of AI and its significance.
- Reviewing key insights and statistics on AI's impact on digital marketing

AI-Driven Market Analysis and Consumer Insights

- Tools for Market Trend Analysis and research
- Understanding consumer behaviour with AI
- Personalization and Targeting Strategies

AI in Content Creation and Curation

- AI tools for content writing
- Hands-on training with ChatGPT and Gemini for generating compelling articles, reports, and social media content.
- Techniques for crafting engaging video scripts using AI tools, tailored for various professional and marketing needs.

AI in Advanced Visual and Video Content Creation

- Leveraging AI for visual content creation
- Dynamic Video Creation: Process of converting scripts into full-fledged videos using AI.
- Enhancement Features: Incorporating voiceovers, music, and captions with AI tools.

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Course Outlines

AI-Powered Advertising and Campaign Manager

- Programmatic Advertising: Basics and Tools
- Campaign Optimisation with Machine Learning
- Real-Time Bidding: Understand AI's role in enhancing advertising efficiency.

AI-Powered Email Marketing and Automation

- Leveraging AI for email marketing strategy
- Creating email automation workflows using AI
- Using AI to increase outcomes from email marketing campaigns

Enhancing User Experience with AI

- Chatbots and Virtual Assistants
- Website Personalization Techniques
- AI for Social Media Management

Analytics and Performance Measurement with AI

- AI Tools for SEO and Social Media Analytics
- Measuring Campaign Performance using AI
- Data-driven decision making in Digital Marketing

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Course Outlines

Real-World Applications and Case Studies

- Personal Branding with AI: Examining successful individual marketing efforts.
- Celebrity Campaign Insights: Analysis of high-profile AI marketing strategies.
- Industry Innovations: Exploring cutting-edge uses of AI in marketing across sectors.

Ethical Considerations and Preparing for the Future of AI

- Ethical AI use in marketing
- Emerging Trends in AI and Digital Marketing
- Preparing for the Future of AI in Marketing

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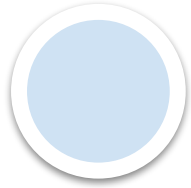
Trainer Bio
Razy Shah

Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency with presence in Singapore, Malaysia, Indonesia and India. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.

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Why Learn with Equinet?

Access recorded sessions of live classes
Replay parts of the course from your in-person or online classes. An excellent recap method.

Re-attend the course once within 3 years
Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.

3-year access to the courseware via our LMS
Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.

Post-training mentoring with industry experts
Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.

Lifetime access to community support group
Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

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Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?
Trainees should be proficient in web surfing and be able to write and converse in English.

Do I have to prepare anything before attending the course?
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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AI in Digital Marketing

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