AI in Digital Marketing Training Course

Professional Development Training Course Outline

Category	Artificial Intelligence And Block Chain	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

AI in Digital Marketing Training Course equips modern marketers with the skills to leverage artificial intelligence for enhanced campaign performance, operational efficiency, and customer engagement. In today's data-driven, hyper-personalized landscape, AI isn't just a trend; it's a foundational technology that's revolutionizing the marketing profession. This program focuses on practical, hands-on applications, from **generative AI** for content creation to **predictive analytics** for strategic decision-making, ensuring professionals are ready to implement **AI-powered solutions** to drive measurable business growth.

This course addresses the critical need for marketers to move beyond traditional methods and adopt **cutting-edge technologies**. By mastering **machine learning**, **AI-driven personalization**, and **marketing automation**, participants will be able to optimize campaigns at scale, gain deeper **customer insights**, and deliver superior **customer experiences**. The curriculum is designed to transform marketing teams into **data-centric powerhouses**, capable of harnessing the full potential of AI to achieve a significant **competitive advantage** and higher **ROI**.

Programme Curriculum

AI in Digital Marketing Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Grasp core AI, machine learning, and natural language processing concepts.
2. Learn to seamlessly integrate AI-powered tools into existing **MarTech stacks**.
3. Utilize **generative AI** for scalable **content creation** and **SEO optimization**.
4. Implement AI for **hyper-personalization** and tailored customer journeys.
5. Apply **predictive analytics** to forecast market trends and consumer behavior.
6. Use AI for **real-time bid optimization** and **programmatic advertising**.
7. Discover how AI impacts search algorithms and use AI tools for **keyword research**.
8. Automate repetitive tasks like email campaigns and social media scheduling.
9. Employ AI to analyze **big data** and derive actionable **marketing insights**.
10. Implement **conversational AI** and **chatbots** to enhance customer experience.
11. Accurately measure the **ROI** of AI initiatives in marketing.
12. Use AI for **competitor research** and market opportunity identification.
13. Understand and apply ethical considerations, including **data privacy** and bias.

Organizational Benefits

- Automates manual, repetitive tasks, freeing up marketing teams to focus on strategy and creativity.
- Provides data-driven insights and predictive models, leading to smarter, more effective marketing strategies.
- Optimizes ad spend and campaign performance, leading to higher conversion rates and a better return on investment.
- Enables hyper-personalized interactions and real-time support, boosting customer engagement and loyalty.
- Allows organizations to scale marketing efforts and campaigns more effectively without a proportional increase in resources.
- Positions the organization as a leader in innovation by leveraging cutting-edge technology to outperform competitors.

Target Audience

1. Digital Marketing Managers.
2. Marketing Specialists.
3. Brand & Content Strategists.
4. SEO & SEM Professionals.
5. Business Owners & Entrepreneurs.
6. Data Analysts & Marketing Analysts.
7. E-commerce Managers.
8. Recent Graduates.

Course Modules

Module 1: AI Fundamentals for Digital Marketers

- Introduction to AI, Machine Learning, and Deep Learning.
- Understanding Natural Language Processing (NLP) and Generative AI.
- The evolution of AI in the marketing landscape.
- Identifying key AI tools and their applications in marketing.
- **Case Study:** How Netflix uses machine learning for hyper-personalized content recommendations.

Module 2: AI-Powered Content Creation & SEO

- Using generative AI to create high-quality blog posts, social media updates, and ad copy.
- AI tools for keyword research and competitive analysis.
- Optimizing content for Google's AI-driven RankBrain and BERT algorithms.
- Leveraging AI to automate content ideation and topic clustering.
- **Case Study:** How HubSpot utilizes AI to generate SEO-friendly content at scale and improve organic ranking.

Module 3: AI in Customer Personalization & Journey Mapping

- AI-driven customer segmentation and persona development.
- Building personalized customer journeys across multiple touchpoints.
- Real-time personalization using predictive analytics.
- Using AI for dynamic content and personalized product recommendations.
- **Case Study:** How Amazon's recommendation engine uses collaborative filtering and AI to drive billions in sales.

Module 4: Marketing Automation & Campaign Optimization

- Automating email marketing campaigns with AI for optimal send times and content.
- Using AI in programmatic advertising for real-time bidding and ad placement.
- AI-driven A/B and multivariate testing for campaign optimization.
- Implementing chatbots and conversational AI for lead qualification and customer support.
- **Case Study:** How Spotify uses AI to create personalized playlists and automated marketing emails that boost engagement.

Module 5: Data Analytics & Customer Insights

- Using AI to analyze vast datasets and extract actionable marketing insights.
- Predictive analytics for forecasting sales, churn, and market trends.
- Sentiment analysis of social media data to understand brand perception.
- Building a **data-centric marketing culture** with AI at its core.
- **Case Study:** How The Coca-Cola Company uses AI to analyze social listening data and inform its marketing strategy in different regions.

Module 6: AI in Social Media Marketing

- Automating social media content creation and scheduling with AI tools.
- AI for audience targeting, influencer identification, and campaign measurement.
- Using AI to monitor brand mentions and manage community engagement.
- Predictive analytics to identify trending topics and viral content.

- **Case Study:** How Nike uses AI to analyze social media conversations and tailor their content to specific audience segments.

Module 7: AI in Paid Media & Advertising

- Optimizing Google Ads and social media ad campaigns with AI.
- Using Performance Max campaigns and smart bidding strategies.
- AI-driven audience targeting and lookalike audience creation.
- Leveraging AI to generate dynamic ad creatives and copy variations.
- **Case Study:** How a major e-commerce retailer used AI-driven smart bidding to increase conversions by 30% while lowering CPA.

Module 8: Ethical AI & The Future of Marketing

- Addressing ethical considerations, bias, and **data privacy** in AI marketing.
- The importance of AI governance and responsible use.
- Future trends: The metaverse, Web3, and the role of AI.
- Developing a strategic roadmap for AI adoption in your organization.
- **Case Study:** A discussion on ethical marketing practices and the challenges faced by brands using AI for customer data.

Training Methodology

The course will utilize a blended learning approach, combining:

- Instructor-led sessions: Live lectures, Q&A, and interactive discussions.
- Practical labs & hands-on exercises.
- Case study analysis.
- Project-based learning.
- Continuous assessment: Quizzes and assignments to reinforce key concepts.
- Collaborative learning: Group projects and peer-to-peer feedback sessions.
- Guest speaker sessions: Insights from industry experts and AI innovators.
- Access to an online learning platform.

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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

Register Online Now

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