AI FOR MARKETING: TRANSFORMING CUSTOMER ENGAGEMENT

PRICE: $2250

COURSE OBJECTIVES

- Understand fundamental concepts of AI and machine learning relevant to marketing.
- Utilize AI tools to personalize customer experiences and tailor marketing messages.
- Automate and optimize marketing campaigns using AI-driven technologies.
- Analyze customer data with AI to uncover trends, patterns, and actionable insights.
- Navigate ethical considerations and ensure compliance with regulations in AI marketing practices.

COURSE OUTLINE

MODULE 1: INTRODUCTION TO AI AND MACHINE LEARNING FOR MARKETERS
- **WEEK 1: UNDERSTANDING AI BASICS**
  - Overview of AI and its significance in marketing
  - Key terms and concepts in AI and machine learning
  - Differentiating between AI, machine learning, and deep learning
  - Case study: AI transformation in a leading brand's marketing strategy

- **WEEK 2: THE AI TOOLKIT FOR MARKETERS**
  - Common AI tools and platforms used in marketing
  - Introduction to natural language processing (NLP) and computer vision
  - AI-driven customer segmentation and targeting

MODULE 2: PERSONALIZING CUSTOMER EXPERIENCES WITH AI
- **WEEK 3: AI IN CUSTOMER EXPERIENCE**
  - Techniques for using AI to understand customer behaviour
  - Personalization strategies: dynamic content and personalized recommendations
  - Tools for implementing AI-driven personalization

- **WEEK 4: CASE STUDIES IN PERSONALIZATION**
  - In-depth analysis of successful personalization campaigns
  - Interactive workshop: Designing a personalized marketing campaign using AI
  - Guest lecture: Industry expert on personalization in marketing

MODULE 3: AUTOMATING MARKETING CAMPAIGNS
- **WEEK 5: AI IN CAMPAIGN MANAGEMENT**
  - Benefits of AI in automating marketing tasks
  - Overview of AI-driven marketing automation tools
  - Creating automated workflows for email marketing, social media, and more

- **Week 6: Optimizing Campaigns with AI**
  - Techniques for optimizing ad spend and maximizing ROI with AI
  - Predictive analytics for campaign performance
  - Real-world examples of automated and optimized marketing campaigns

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MODULE 4: GAINING INSIGHTS FROM DATA
- **WEEK 7: DATA ANALYSIS WITH AI**
  - Using AI to analyze large datasets and extract insights
  - Introduction to predictive analytics and customer lifetime value modelling
  - Data visualization techniques for marketers

- **WEEK 8: ACTIONABLE INSIGHTS AND STRATEGY**
  - Translating data insights into actionable marketing strategies
  - Interactive session: Analyzing and presenting data findings
  - Case study: Data-driven decision-making in a marketing context

MODULE 5: ETHICAL CONSIDERATIONS AND COMPLIANCE
- **WEEK 9: ETHICS IN AI FOR MARKETING**
  - Understanding the ethical implications of AI in marketing
  - Privacy concerns and data protection regulations
  - Ensuring transparency and building customer trust

- **WEEK 10: NAVIGATING REGULATORY LANDSCAPE**
  - Overview of global data protection laws (e.g., GDPR, CCPA)
  - Compliance strategies for AI-driven marketing practices
  - Ethical AI: Balancing innovation with responsibility

MODULE 6: CAPSTONE PROJECT AND COURSE WRAP-UP
- **WEEK 11: CAPSTONE PROJECT DEVELOPMENT**
  - Designing an AI-driven marketing strategy for a real or hypothetical brand
  - Group work and collaboration sessions
  - Project milestones and feedback sessions

- **WEEK 12: PROJECT PRESENTATION AND COURSE CONCLUSION**
  - Final presentations of capstone projects
  - Peer review and instructor feedback
  - Course summary and next steps for continuing AI education

ASSESSMENT AND EVALUATION
- Participation and Attendance: Active engagement in discussions and activities.
- Quizzes: Weekly quizzes to reinforce key concepts.
- Assignments: Practical assignments to apply AI concepts.
- Capstone Project: Develop and present a comprehensive AI-driven marketing strategy.
- Feedback: Peer reviews and instructor feedback on assignments and projects.

CONCLUSION

"AI for Marketing: Transforming Customer Engagement" equips marketing professionals with the essential knowledge and tools to leverage AI in their strategies. Participants will learn to personalize customer experiences, automate campaigns, and gain valuable insights from data. By the end of the course, marketers will be ready to ethically and effectively integrate AI, driving innovation and growth in their customer engagement efforts.