

AI for Marketers

Duration: 8 hours

Course Description:

This course provides details of how AI enhances marketing through customer segmentation, predictive analytics, personalized marketing, and automation. It covers industry trends, real-world use cases, and strategic applications

Audience Prerequisites:

- Basic understanding of marketing principles
- Familiarity with digital marketing concepts
- Interest in AI-driven technologies

Course Agenda

Module 1: AI-Driven Customer Segmentation

- Introduction to AI in Customer Segmentation
- How AI analyses consumer behaviour and demographics
- Case studies: AI-driven marketing success stories

Module 2: Predictive Analytics with Big Data

- What is Predictive Analytics & Why It Matters
- Using AI to Forecast Customer Behaviour & Trends
- Real-world applications of AI in predictive marketing

Module 3: Personalized Marketing & Customer Engagement

- AI-powered recommendation systems and content personalization
- AI-driven dynamic ads and real-time targeting
- Role of AI chatbots and virtual assistants in marketing
- Using AI for content creation and SEO optimization
- Case studies on successful AI-driven customer engagement

Module 4: Marketing Automation & Business Impact

- AI for automating email marketing, social media, and ad campaigns
- AI-generated content and ad optimization
- Revenue generation & AI-driven monetization strategies
- Future trends, career opportunities, and Q&A session