KOENIG SOLUTIONS · COURSE OUTLINE

AI Marketing: Segmentation & Predictive Analytics

Learn to apply AI for customer segmentation, predictive analytics, personalised marketing and campaign automation.

8 Hours	4	15
DURATION	MODULES	TOPICS

COURSE OVERVIEW

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

WHO THIS COURSE IS FOR

- **Marketing Managers**
- **Digital Marketers**
- **Marketing Analysts**
- **Content Strategists**
- **Campaign Managers**
- **Brand Managers**

PREREQUISITES

Audience Prerequisites

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

LEARNING OBJECTIVES

- Explain how AI supports customer segmentation and behaviour analysis
- Analyse case studies of AI-driven marketing success
- Describe predictive analytics and its role in marketing
- Apply AI to forecast customer behaviour and trends
- Identify AI-powered recommendation and personalisation systems
- Evaluate AI-driven dynamic ads and real-time targeting
- Explain the role of AI chatbots in customer engagement
- Apply AI to automate email, social media and ad campaigns

COURSE SYLLABUS

4 Modules, 15 Topics

01

AI-Driven Customer Segmentation

TOPICS

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

02

Predictive Analytics with Big Data

TOPICS

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

03

Personalized Marketing & Customer Engagement

TOPICS

- 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

04

Marketing Automation & Business Impact

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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