



Applications of Artificial Intelligence in Marketing Certification Course

14 - 18 Feb 2027
Cape town



Applications of Artificial Intelligence in Marketing Certification Course

Ref.: 36017_2846 **Date:** 14 - 18 Feb 2027 **Location:** Cape town **Fees:** 6000 **Euro**

Overview:

The 'Applications of Artificial Intelligence in Marketing Certification Training Course' is a comprehensive training course aimed at enabling marketing professionals to seamlessly incorporate AI into their marketing strategies. By providing insights into data analysis and segmentation, AI-powered lead generation, and the use of AI software and tools, this course allows participants to leverage artificial intelligence in marketing effectively. The unique course offerings include an exploration of ethical considerations in AI marketing, AI-driven customer relationship management, and the fundamentals of email marketing using AI. This course is your step towards becoming an AI-enabled marketing specialist, ready for the future of digital marketing.

Target Audience:

- Marketing Managers
- Digital Marketing Executives
- SEO Specialists
- Social Media Managers
- Content Managers
- Sales Professionals
- CRM Managers
- Business Development Executives
- Marketing Strategists

Targeted Organizational Departments:

- Marketing
- Sales
- Customer Service
- IT
- Business Development
- Strategy and Planning
- CRM
- Data Analysis
- Public Relations



Targeted Industries:

- E-commerce
- Information Technology
- Finance
- Healthcare
- Manufacturing
- Retail
- Entertainment
- Travel and Tourism
- Advertising and Media

Course Offerings:

- Master AI software and tools for marketing
- Implement AI-powered marketing strategies
- Expertise in data segmentation using AI
- AI-driven content personalization
- AI in predictive modeling for marketing
- Ethical considerations and future trends in AI marketing
- AI-driven customer relationship management
- AI-powered lead generation techniques
- Best practices in SEO and email marketing and social media marketing with AI

Training Methodology:

The training course is delivered using a range of methodologies to ensure a comprehensive and engaging learning experience. It includes:

- Theoretical sessions explaining AI concepts
- Practical case studies showcasing real-world applications of AI in marketing
- Interactive sessions for hands-on learning and queries
- Group work promoting collaborative problem-solving
- Feedback sessions to measure progress and identify areas for improvement

Course Toolbox:

As part of the training course, participants will receive:

- Access to a range of AI software and tools
- Comprehensive workbooks
- A selection of online resources for self-study
- SEO and marketing tools for hands-on practice
- Email marketing templates and best practice guidelines

Course Agenda:



Day 1: Introduction to AI in Marketing

- Topic 1: Understanding Artificial Intelligence - Exploring artificial intelligence examples in the context of marketing.
- Topic 2: AI in Business - Learning how AI-driven marketing strategies are shaping business outcomes.
- Topic 3: AI in Data Analysis - Understanding the role of AI in data analysis and segmentation.
- Reflection & Review: Recap of AI basics, its business impact, and data applications.

Day 2: AI Tools in Marketing Strategy

- Topic 1: Personalizing Content with AI - Discovering the role of AI in content personalization for targeted marketing.
- Topic 2: AI in Marketing Automation - Learning about marketing automation with AI and its benefits.
- Topic 3: AI in CRM - Understanding how AI-driven customer relationship management improves customer interactions.
- Reflection & Review: Review of AI applications in content personalization, marketing automation, and CRM.

Day 3: Advanced AI in Marketing

- Topic 1: Predictive Modeling in Marketing - Understanding how predictive modeling aids in making data-driven marketing decisions.
- Topic 2: AI-Powered Chatbots - Exploring the functionality and benefits of AI-powered chatbots in customer service.
- Topic 3: AI in Lead Generation - Learning how AI-powered lead generation is revolutionizing the sales funnel.
- Reflection & Review: Recap of advanced AI applications in predictive modeling, chatbots, and lead generation.

Day 4: AI Marketing Ethics and Future Trends

- Topic 1: Ethics in AI Marketing - Exploring ethical considerations and responsible use of AI in marketing.
- Topic 2: The Future of AI in Marketing - Learning about future trends and the role of artificial intelligence in the future of marketing.
- Topic 3: AI Software and Tools - Understanding the functionality of various AI software and tools used in marketing.
- Reflection & Review: Recap of AI ethics, future trends, and useful AI software and tools.



Day 5: Marketing Specialist with AI

- Topic 1: SEO Marketing with AI - Discovering the role of AI in SEO marketing and exploring SEO tools.
- Topic 2: Email Marketing with AI - Learning the fundamentals of email marketing using AI.
- Topic 3: Wrap-up & Certification - Assessing learning outcomes and awarding 'Applications of Artificial Intelligence in Marketing Certification.'
- Reflection & Review: Final review of the entire course content and the future pathway as an AI-enabled marketing specialist.

How This Course is Different from Other AI in Marketing Courses:

Our 'Applications of Artificial Intelligence in Marketing Certification Training Course' is uniquely designed to cover all the significant aspects of artificial intelligence in marketing. Unlike other courses that focus primarily on the theoretical aspects, our course offerings include practical learning through AI software and tools, real-world case studies, and interactive sessions. With a focus on both current applications like AI-driven customer relationship management and future trends in AI and marketing, this training course equips you with skills that are immediately applicable and industry-relevant for the foreseeable future.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training