



# Applications of Artificial Intelligence in Marketing Certification Course

23 - 27 Dec 2024  
Rome



**AGILE LEADERS**  
Training Center

# Applications of Artificial Intelligence in Marketing Certification Course

**Ref.:** 36017\_247502 **Date:** 23 - 27 Dec 2024 **Location:** Rome **Fees:** 4800 **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.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia** Kuala Lumpur
- Morocco** Casablanca
- Spain** Barcelona
- France** Paris
- UK** London
- Italy** Rome
- Egypt** Cairo, Sharm El-Sheikh
- Turkey** Istanbul
- Georgia** Tbilisi
- Azerbaijan** Baku
- UAE** Dubai



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