

# ARTIFICIAL INTELLIGENCE FOR MARKETING

## Course overview

- This comprehensive course explores the integration of Artificial Intelligence (AI) in various facets of digital marketing, including Search Engine Optimization (SEO), analytics, media buying, and content creation. Participants will gain practical insights into leveraging AI technologies to enhance marketing strategies and drive business success in the digital era.

## What will you learn?

### By the end of this course you will be able to do the following:

- **Media Buying and Targeting:** Learn how AI enhances precision in media buying, targeting the right audience, and optimizing ad campaigns for maximum impact.
- **Content Creation and Personalization:** Discover AI-driven content creation tools, chatbots, and personalization techniques to engage and convert users effectively.
- **AI-Powered SEO:** Understand how AI algorithms impact search engine rankings and learn strategies to optimize content for improved visibility.
- **Analytics and Data-driven Decision Making:** Explore AI tools for data analysis, predictive modeling, and extracting meaningful insights to inform marketing decisions.

**12** Total Course  
**HOURS**

**3 DAYS (4:00 hrs each)**





## Course Outline:

Introduction to AI in Digital Marketing – Overview of AI technologies – Relevance of AI in the digital marketing landscape  
Media Buying and Targeting with AI – Programmatic advertising – Audience segmentation and targeting  
AI in Content Creation – Automated content generation – Chatbots and conversational marketing  
AI in SEO – Algorithmic changes and SEO strategies – Keyword optimization with AI tools  
Analytics with AI – Predictive analytics for marketing – AI-driven insights and reporting  
The most important AI tools

### • **AI IN RETAIL AND E-COMMERCE:**

- Dynamic & Personalized Pricing
- Retail Analytics & Development
- AI Recommendations Systems
- Smarter Intelligent e-Stores
- New AI Products & Services

### • **AI IN MARKET RESEARCH:**

- Observation Research by AI
- Real-time Customer Insights
- Customers Pattern & Profiling
- Predictive Marketing Analytics

### **AI IN MARKETING COMMUNICATION:**

- Voice Interaction & Chat Bots
- AI in Personalized Messages
- Programmatic Media Buys
- AI Interactive Advertising