



Introduction to AI in Digital Marketing (30 minutes)

- **Overview of AI in Marketing (10 minutes):** Discuss how AI is transforming marketing strategies, enhancing customer experiences, and its pivotal role in digital content creation and engagement.
- **Understanding AI and Its Impact (10 minutes):** Dive into basic AI concepts relevant to marketing, including machine learning, predictive analytics, NLP, and computer vision.
- **Ethical Considerations in AI Marketing (10 minutes):** Address the importance of privacy, data security, and the ethical use of AI in building customer trust.

Key AI Technologies in Digital Marketing (30 minutes)

- **Exploration of AI Tools (15 minutes):** Highlight key AI technologies like ChatGPT, Stability AI, and others that are instrumental in marketing automation, analytics, and content creation.
- **AI Integration Strategies (15 minutes):** Share practical strategies and case examples on incorporating AI tools like AI in SEO, social media, and email marketing into existing workflows.

AI Application in Digital Channels (30 minutes)

- **Leveraging AI in Social Media and Email Marketing (15 minutes):** Demonstrate the use of AI tools in optimizing social media strategies and email marketing campaigns for better engagement and reach.
- **AI in Content Creation (15 minutes):** Explore how AI is used in generating and refining digital marketing content across various platforms.

Optimizing Content with AI (30 minutes)

- **Data-Driven Content Strategy (15 minutes):** Discuss the role of big data and AI algorithms in creating predictive analyses for content optimization.
- **Enhancing Personalization with AI (15 minutes):** Detail how AI contributes to hyper-personalization in content creation, offering recommendations, and tailoring marketing messages.

Developing AI-Driven Marketing Skills (30 minutes)



- **Cultivating Strategic Thinking and Agility (15 minutes):** Emphasize the need for strategic thinking, agility, and adaptability in navigating an AI-integrated marketing landscape.
- **Interactive Session on AI Marketing Applications (15 minutes):** Engage participants in interactive sessions where they apply AI concepts to hypothetical marketing scenarios, fostering hands-on experience.

The Future of AI in Digital Marketing (15 minutes)

- **Emerging Trends and Ethical Considerations (10 minutes):** Discuss the latest AI innovations, their potential impact on marketing strategies, and continuing ethical considerations.
- **Q&A and Open Discussion (5 minutes):** Conclude with an open forum for participants to discuss future trends, innovations, and any lingering questions about AI in digital marketing.