

Marketing

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01 Generative AI for Marketing Professionals

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Duration: 16 Hrs

Training Description:

This training program equips marketing teams with the skills to leverage Generative AI technologies, powered by **Large Language Models (LLMs)** such as GPT, Claude, Gemini, and others, to revolutionize marketing strategies and campaigns. Designed for employees at all levels, this course demonstrates how to create personalized marketing content, automate routine tasks, optimize audience engagement, and derive actionable insights from large datasets. The course combines interactive demos and hands-on exercises to ensure participants can integrate LLMs into their daily workflows. Additionally, this training provides insights into ethical practices, ensuring responsible AI integration into marketing efforts, all while accommodating deployments on cloud platforms such as AWS, Azure, or GCP.

Target Audience:

- **Marketing teams at all levels**, including digital marketing professionals, content strategists, social media managers, and campaign planners.
- Teams focused on creating and scaling content campaigns, optimizing lead generation workflows, and producing insights-driven marketing initiatives.
- Organizations looking to adopt LLM-powered tools for content creation, customer engagement, and data-driven decision-making.

List of Tools, Frameworks, and Technologies Covered:

- **LLM APIs:** Flexible integration with APIs such as GPT (OpenAI), Claude (Anthropic), Gemini (Google DeepMind), or other commercial LLMs.
- **Content Creation Tools:** Jasper, Copy.ai, Canva AI for visual content, and other AI-based writing tools.
- **Data Analysis Tools:** Power BI, Tableau for visualizing marketing performance outputs driven by AI-based insights.
- **Social Media Scheduling & Analytics Tools:** Buffer, Hootsuite, and tools that embed AI for automated response generation or trend identification.
- **Workflow Automation Tools:** Integration platforms like Zapier or cloud automation services for intelligently connecting marketing tools to LLM APIs.

What Participants Can Expect After Completing This Training:

1. Learn to generate high-quality marketing content, such as email campaigns, ad copy, blog posts, and creatives, using LLM APIs across platforms.
2. Discover practical ways to analyze datasets and boost audience segmentation and targeting through AI-powered recommendations.
3. Integrate AI-based visual content generation workflows into marketing campaigns.
4. Automate routine marketing operations, such as drip email sequences, social media engagement, and lead nurturing.
5. Understand ethical AI implementation, ensuring unbiased, inclusive, and privacy-compliant marketing practices.

Syllabus: Generative AI Training for Marketing Teams

Module 1: Introduction to Generative AI in Marketing (2 Hours)

Objective:

Understand how Generative AI and LLMs can enhance marketing strategies and workflows.

Topics Covered:

1. What is Generative AI? Overview of LLMs (GPT, Claude, Gemini) and their capabilities for marketing teams.
2. Practical use cases for LLM-powered tools in marketing: Content creation, lead management, campaign tracking, and more.
3. Introduction to API-based workflows for integrating LLMs into marketing platforms.

Demo:

- Use an LLM API to generate a high-quality blog post or social media post based on a given topic and brand tone.

Hands-On Practice:

- Participants feed prompts to an LLM API to create multiple copies of a social media post targeting different audience personas.

Module 2: AI-Powered Content Creation for Campaigns (4 Hours)

Objective:

Design effective marketing content such as email campaigns, ad copy, and creative visuals by leveraging LLMs.

Topics Covered:

1. Writing marketing copy using LLM-powered tools (e.g., Jasper, Copy.ai) for dynamic and personalized ad content.
2. Generating email templates, subject lines, or newsletter drafts using AI.
3. Using AI for visual content creation: DALL-E-based or similar workflows for banner design and creative imagery.

Demo:

- Create a personalized email drip campaign using an LLM API, with dynamic subject lines and segmentation-based templates.
- Generate branded banners for an event using an AI-powered image generation tool.

Hands-On Practice:

- Participants create AI-written ad copy for a product launch and generate matching visual creatives with AI for social media ads.
- Test multiple copy versions for social targeting, comparing short-form and long-form options generated by the LLM.

Module 3: Audience Targeting and Segmentation with LLM-enhanced Insights (3 Hours)

Objective:

Use Generative AI to optimize audience segmentation and ensure engagement strategies are tailored to specific groups.

Topics Covered:

1. Analyzing audience data to identify potential customer segments with LLM-driven analytics.
2. Generating personas and action plans tailored to specific demographics or behavior patterns.
3. Predictive engagement scoring: Leveraging LLMs to evaluate audience likelihood for conversions or responsiveness.

Demo:

- Query an LLM API to analyze CRM marketing data and suggest audience segments and the most effective marketing tactics for each segment.

Hands-On Practice:

- Participants process audience data through LLM workflows and generate actionable personas or tailored engagement strategies.

Module 4: Social Media Optimization and AI-Driven Engagement (4 Hours)

Objective:

Use Generative AI to boost social media campaigns with dynamic content, automated responses, and trend analysis.

Topics Covered:

1. AI-powered content for social media platforms (e.g., LinkedIn posts, Twitter threads) based on trending topics or brand tone.
2. Automated response generation for social media interactions or customer queries using LLM APIs.
3. Analyzing social media trends to suggest targeted topics or hashtags for brand engagement.

Demo:

- Generate a series of on-brand Twitter posts for promoting a new product, complete with hashtags and calls-to-action, using an LLM API.

Hands-On Practice:

- Participants use AI tools to draft multiple responses to customer questions on a social media platform, and test prompts to adjust tone and accuracy.

Module 5: Data-Driven Marketing Insights with Generative AI (2 Hours)

Objective:

Generate actionable marketing insights and analyze campaign performance using AI-driven tools.

Topics Covered:

1. Using LLMs to automatically generate summaries of campaign reports and monthly performance KPIs.
2. Automating trend analysis and forecasting for customer behavior patterns based on sales and engagement data.
3. Feeding AI-generated insights dynamically into marketing analytics tools (e.g., Tableau, Power BI).

Demo:

- Leverage an LLM API to summarize ad performance metrics for a social media campaign and auto-generate a report with actionable recommendations.

Hands-On Practice:

- Participants import campaign performance data into a visualization tool and create summaries of the results using AI (e.g., “Generate a report summary of top-performing regions and ads through LLM outputs”).

Module 6: Workflow Automation and Campaign Personalization (3 Hours)

Objective:

Automate repetitive marketing tasks while designing personalized customer journeys using Generative AI.

Topics Covered:

1. Connecting workflow automation tools like Zapier with LLM APIs to streamline repetitive marketing tasks (e.g., follow-up emails, lead nurturing).
2. Personalizing customer journeys based on user behavior using AI-generated recommendations.
3. Designing dynamic marketing workflows for multi-touchpoint campaigns (e.g., different social channels).

Demo:

- Automated lead generation workflow that uses AI to detect qualified leads and send personalized follow-up emails.

Hands-On Practice:

- Participants design their marketing workflows, connecting an LLM API with their CRM tools to create dynamic, personalized customer follow-ups.

Module 7: Ethical AI Use in Marketing (2 Hours)

Objective:

Understand the ethical implications of using AI in marketing campaigns and ensure legal compliance with industry standards.

Topics Covered:

1. Avoiding bias in AI-generated marketing content: Ensuring inclusivity and cultural sensitivity.
2. Data privacy compliance: Managing customer data through AI workflows while adhering to GDPR, CCPA, and other legal regulations.
3. Best practices for reviewing and validating AI-generated outputs at scale.

Demo:

- Identify and refine biased AI-generated email content to ensure neutrality and inclusivity in tone and scope.

Hands-On Practice:

- Participants review pre-generated campaign content for unconscious bias or unintended tone and refine outputs through prompt adjustments.