

## Generative AI for Marketing Professionals – 16 Hours

### Course 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.

**Note:** Please note that the tools and technologies covered in this course are subject to change, as the field of Generative AI is evolving at an exceptionally rapid pace.

### 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.

### Course Contents:

#### Module 1: Introduction to Generative AI in Marketing

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

### **Module 2: AI-Powered Content Creation for Campaigns**

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

### **Module 3: Audience Targeting and Segmentation with LLM-enhanced Insights**

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

### **Module 4: Social Media Optimization and AI-Driven Engagement**

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

### **Module 5: Data-Driven Marketing Insights with Generative AI**

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

### **Module 6: Workflow Automation and Campaign Personalization**

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

### **Module 7: Ethical AI Use in Marketing**

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