AI+ Marketing

Category: AI, Data & Analytics | **Vendor:** AI Certs

Duration: 8.00 hours (1 days) **6.5 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

Course Information

Delivery Format:	Instructor Led - Online
Certification:	AI+ Marketing
Related Exam:	AI+ Marketing

Course Overview

The AI+ Marketing Course Programme is specifically tailored for marketing professionals and business leaders who are keen to leverage artificial intelligence to transform their marketing strategies. It provides an in-depth exploration of how AI can be utilized to automate processes such as customer segmentation, personalize marketing campaigns, and sift through big data for valuable insights. Participants will engage with a curriculum that spans the full gamut of AI's applications in marketing, highlighted by practical examples that showcase AI's potential to boost customer engagement, campaign performance, and return on investment. Central to the programme is a focus on the ethical deployment of AI in marketing, ensuring that participants are equipped with the knowledge to use AI tools in a manner that is responsible and considerate of broader societal impacts. As the course concludes, attendees will emerge with a comprehensive understanding of AI's role in modern marketing, prepared to lead their teams and strategies effectively in this AI-centric landscape. This newfound expertise will empower them to make savvy, forward-thinking decisions that drive their companies toward greater success.

About This Course

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Who Should Attend

Digital Marketing Strategist

Prerequisites & Entry Requirements

General Prerequisites:

Basic understanding of AI and its applications in business, no professional expertise required., Openness to learn about AI integration in marketing practices., A willingness to explore new marketing ideas using AI tools.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

Course Objectives

- Understanding AI in Marketing
- Optimizing Marketing Strategies with AI
- Data-Driven Decision Making
- Enhancing Customer Experience
- Measuring and Evaluating AI Marketing Initiatives

Detailed Course Outline

- Introduction to Artificial Intelligence (AI) in Marketing

  Understanding AI and Its Core Components Historical Context and Evolution of AI in Marketing AI Technologies Transforming Marketing Applications of AI in Marketing

- AI-Driven Content Strategy and Personalization

  Introduction to AI in Content Marketing Personalization Through AI Implementing AI in Your Content Strategy

- AI in Social Media and Email Marketing

  AI Integration in Social Media Marketing Leveraging AI for Email Marketing Success

- Leveraging AI for Marketing Analytics

  Introduction to AI-powered Analytics Predictive Analytics and Consumer Behavior Measuring and Optimizing Campaign Effectiveness

- Ethical Considerations in AI Marketing

  Ethical AI Use in Marketing Regulatory Compliance and Standards Implementing Ethical AI Marketing Practices

- Crafting an AI-Driven Marketing Strategy

  Strategic Planning with AI Implementation of AI in Marketing Strategies Creating a Scalable AI Marketing Plan

- AI Integration in Multichannel Marketing Campaigns
  Integrating AI in Multichannel Strategies Measuring the Effectiveness of AI-Enhanced Campaigns Future Trends in AI and Multichannel Marketing

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  Introduction to AI in Content Marketing Personalization Through AI Implementing AI in Your Content Strategy

- AI in Social Media and Email Marketing
  AI Integration in Social Media Marketing Leveraging AI for Email Marketing Success

- Leveraging AI for Marketing Analytics
  Introduction to AI-powered Analytics Predictive Analytics and Consumer Behavior Measuring and Optimizing Campaign Effectiveness

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  Ethical AI Use in Marketing Regulatory Compliance and Standards Implementing Ethical AI Marketing Practices

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  Strategic Planning with AI Implementation of AI in Marketing Strategies Creating a Scalable AI Marketing Plan

- AI Integration in Multichannel Marketing Campaigns
  Integrating AI in Multichannel Strategies Measuring the Effectiveness of AI-Enhanced Campaigns Future Trends in AI and Multichannel Marketing

, Introduction to Artificial Intelligence (AI) in Marketing, AI-Driven Content Strategy and Personalization, AI in Social Media and Email Marketing, Leveraging AI for Marketing Analytics, Ethical Considerations in AI Marketing, Crafting an AI-Driven Marketing Strategy, AI Integration in Multichannel Marketing Campaigns, Optional Module: AI Agents for Marketing

Certification Path

AI+ Marketing

Exam: AI+ Marketing

Additional Course Details

Nexus Humans AI+ Marketing training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward. This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the AI+ Marketing course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

Frequently Asked Questions

Q: What delivery options are available for AI+ Marketing?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

Q: What certification does this course prepare me for?

The AI+ Marketing course helps prepare you for the AI+ Marketing certification path.

Q: Which exam does this course prepare me for?

This course prepares you for the AI+ Marketing official exam. You can take this exam at any exam center across United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online wherever you are located.

Q: How many CPD hours does this course provide?

The 1-day AI+ Marketing course provides up to 6.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the AI+ Marketing training?

The training takes place over 1 day(s), with each day lasting approximately 8.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for AI+ Marketing?

Yes, we provide corporate training, dedicated training, and closed classes for AI+ Marketing. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: What related terms do people search for?

Popular related searches include: AI+ Marketing, AI Certs, vILT

Q: Why choose Nexus Human for AI+ Marketing?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your AI+ Marketing training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

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