

AI Digital Marketing and Social Media Program

3 month Program



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Why AI Digital Marketing and Social Media Program?

Engaging in a **AI Digital Marketing and Social Media Program** offers a unique opportunity to become proficient in both photography and videography, providing a versatile skill set that caters to the demands of modern multimedia creation.

Here are some compelling reasons to embark on this educational journey

PAI-Powered Personal Branding:

Learn how to harness AI for personalized branding strategies, enabling you to create a unique and tailored online presence that resonates with your target audience, boosting brand visibility and recognition.

Optimized Social Media Advertising:

Master AI-driven social media advertising techniques, allowing you to create more targeted and effective campaigns. Understand how AI algorithms optimize ad placements, refine targeting, and maximize return on ad spend.

Chatbot Implementation for Customer Interaction:

Explore the world of AI-powered chatbots and virtual assistants, understanding their implementation in social media for efficient customer interaction. Learn how to enhance customer support, answer queries, and drive engagement through AI-driven chat interfaces.

Predictive Analytics for Trend Identification:

Acquire skills in using predictive analytics to identify emerging trends in social media and digital marketing. Leverage AI algorithms to analyze vast datasets, helping you stay ahead of industry trends and make proactive marketing decisions.

AI-Enhanced Content Creation:

Delve into AI-driven content creation tools, allowing you to generate compelling and relevant content more efficiently. Learn how to use AI to analyze audience preferences, tailor content, and create engaging multimedia assets.

Dynamic Pricing Strategies with AI:

Understand how AI influences dynamic pricing strategies, particularly in e-commerce. Explore pricing optimization models, predictive analytics, and automation to implement dynamic and competitive pricing strategies for products and services.

Behavioral Targeting and Retargeting:

Explore advanced techniques in behavioral targeting and retargeting using AI algorithms. Understand how to analyze user behavior, create personalized retargeting campaigns, and enhance customer engagement throughout the marketing funnel.

AI Ethics in Digital Marketing:

Delve into the ethical considerations surrounding AI in digital marketing. Learn about responsible AI practices, data privacy concerns, and how to navigate ethical dilemmas that may arise in the use of AI technologies in marketing.



LEARN THE PRESENT

ENHANCED PERSONALIZATION AND CUSTOMER ENGAGEMENT:

Learn how to leverage AI for personalized marketing strategies, allowing for tailored content and communication that resonates with specific audience segments. This level of personalization enhances customer engagement, satisfaction, and ultimately drives conversion rates.

EFFICIENT DATA-DRIVEN DECISION-MAKING

Acquire skills in utilizing AI for data analytics, enabling participants to make informed and data-driven decisions. Understanding the insights derived from AI-driven analytics empowers marketers to optimize campaigns, identify trends, and allocate resources more efficiently.

AUTOMATION FOR PRODUCTIVITY AND SCALABILITY

Explore the application of AI in automating repetitive tasks, such as email marketing segmentation, social media scheduling, and customer interactions. Automation not only increases productivity but also allows for scalability, enabling marketers to handle larger and more complex campaigns.



FUTURE-READY SKILL SET

As AI continues to reshape the marketing landscape, joining this program ensures participants are equipped with skills that are highly relevant and in-demand. The knowledge gained in AI-driven marketing strategies positions individuals for success in an industry that is increasingly reliant on advanced technologies.

Month 1

Foundations of Digital Marketing and Introduction to AI

WEEK 1-2: INTRODUCTION TO DIGITAL MARKETING

- OVERVIEW OF DIGITAL MARKETING LANDSCAPE
- IMPORTANCE OF ONLINE PRESENCE AND BRAND AWARENESS
- KEY DIGITAL MARKETING CHANNELS

SOCIAL MEDIA MARKETING BASICS

- PLATFORM OVERVIEW (FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN)
- CONTENT STRATEGY FOR SOCIAL MEDIA
- SOCIAL MEDIA ANALYTICS AND METRICS

FUNDAMENTALS OF AI IN MARKETING

- INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
- APPLICATIONS OF AI IN MARKETING
- CASE STUDIES OF SUCCESSFUL AI-DRIVEN MARKETING CAMPAIGNS

WEEK 3-4:

AI TOOLS AND TECHNOLOGIES FOR DIGITAL MARKETING

- EXPLORING AI-POWERED MARKETING TOOLS
- AUTOMATION IN EMAIL MARKETING AND CUSTOMER SEGMENTATION
- CHATBOTS AND VIRTUAL ASSISTANTS IN CUSTOMER ENGAGEMENT

PERSONALIZATION AND TARGETING

- UTILIZING AI FOR PERSONALIZED MARKETING
- BEHAVIORAL TARGETING AND PREDICTIVE ANALYTICS
- CREATING DYNAMIC CONTENT WITH AI

Month 2

Advanced AI Marketing Techniques and Strategies

WEEK 1-2: ADVANCED SOCIAL MEDIA MARKETING

- SOCIAL MEDIA ADVERTISING STRATEGIES
- INFLUENCER MARKETING AND PARTNERSHIPS
- ADVANCED ANALYTICS AND REPORTING FOR SOCIAL MEDIA

AI IN CONTENT MARKETING

- AI-GENERATED CONTENT CREATION
- CONTENT OPTIMIZATION USING MACHINE LEARNING ALGORITHMS
- IMPLEMENTING AI IN CONTENT DISTRIBUTION STRATEGIES

DATA ANALYTICS FOR MARKETING DECISION-MAKING

- IMPORTANCE OF DATA-DRIVEN DECISION-MAKING
- AI-DRIVEN MARKETING ANALYTICS TOOLS
- PREDICTIVE MODELING FOR MARKETING TRENDS

WEEK 3-4:

AI IN SEO AND SEM

- AI-BASED SEO STRATEGIES
- AUTOMATION IN SEARCH ENGINE MARKETING
- IMPROVING WEBSITE PERFORMANCE WITH AI

A/B TESTING AND OPTIMIZATION WITH AI

- IMPLEMENTING A/B TESTING USING AI ALGORITHMS
- CONTINUOUS OPTIMIZATION OF MARKETING CAMPAIGNS
- CASE STUDIES ON SUCCESSFUL AI-DRIVEN OPTIMIZATION



Month 3

Real-world Applications, Projects, and Business Integration

WEEK 1-2: AI AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- INTEGRATING AI INTO CRM SYSTEMS
- ENHANCING CUSTOMER EXPERIENCES WITH AI
- BUILDING PERSONALIZED CUSTOMER JOURNEYS

AI IN E-COMMERCE MARKETING

- AI-DRIVEN PRODUCT RECOMMENDATIONS
- DYNAMIC PRICING AND PERSONALIZED PROMOTIONS
- RETARGETING STRATEGIES USING MACHINE LEARNING

PROJECT - AI MARKETING CAMPAIGN

- PLANNING AND EXECUTING A COMPREHENSIVE AI-DRIVEN MARKETING CAMPAIGN
- ANALYZING CAMPAIGN PERFORMANCE AND MAKING DATA-DRIVEN ADJUSTMENTS

WEEK 3-4

BUSINESS INTEGRATION OF AI MARKETING

- IMPLEMENTING AI STRATEGIES IN BUSINESS PROCESSES
- ALIGNING AI MARKETING GOALS WITH OVERALL BUSINESS OBJECTIVES
- ADDRESSING ETHICAL CONSIDERATIONS IN AI MARKETING

FUTURE TRENDS IN AI MARKETING AND CERTIFICATION

- EXPLORING EMERGING TRENDS IN AI MARKETING
- THE FUTURE LANDSCAPE OF AI AND MARKETING
- CERTIFICATION AND REFLECTION ON THE PROGRAM