



MASTER YOUR DIGITAL SKILLS

AI in Marketing

Artificial Intelligence (AI)

Workearly



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SEMINAR OVERVIEW

1. Introduction to AI in Marketing – Understanding AI's role in modern marketing strategies.
2. AI-Powered Marketing Tools – Leveraging AI for content creation, automation, and analytics.
3. Creating Engaging Content with AI – AI-driven writing, video generation, and audience targeting.
4. Future of AI in Marketing – Trends, challenges, and best practices for staying ahead.



TARGET AUDIENCE

Marketing professionals, content creators, business owners, and AI enthusiasts looking to enhance marketing efficiency and engagement with AI-driven solutions.

COURSE DESCRIPTION

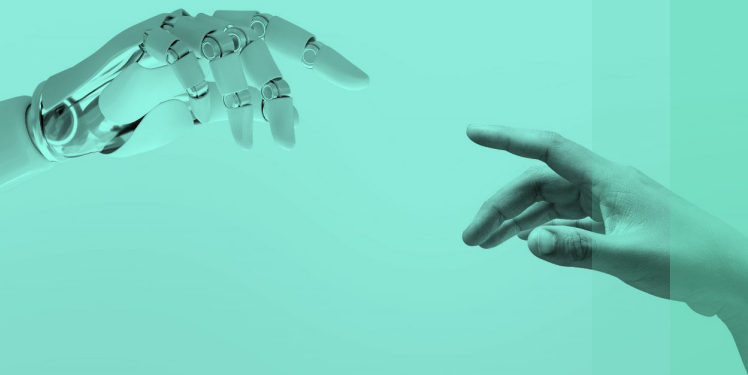
This course explores the integration of **Artificial Intelligence (AI) in Marketing**, covering how AI is revolutionizing digital strategies, automating tasks, and optimizing customer engagement. Participants will learn about AI-powered tools, data-driven decision-making, and content creation techniques to enhance marketing efficiency and impact.

- **Introduction to AI in Marketing** – Understanding AI's role in modern marketing.
- **AI-Powered Marketing Tools** – Exploring automation, analytics, and AI-driven strategies.
- **Content Creation with AI** – Using AI for writing, video generation, and ad optimization.
- **AI for Customer Engagement** – Personalization, chatbots, and predictive insights.
- **Future Trends in AI Marketing** – Emerging technologies and industry advancements.

COURSE INFO

Location	<u>Workearly Platform</u>
Date	Asynchronous
Duration	5 hours
Cost	Participations is fully funded by the European Union, under the level Up Project





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