Level *Up*

MASTER YOUR DIGITAL SKILLS

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AI in Marketing

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Artificial Intelligence (AI)

Workearly

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	[**Workearly Platform**](#)
Date	**Asynchronous**
Duration	**5 hours**
Cost	**Participations is fully funded by the European Union, under the level Up Project**
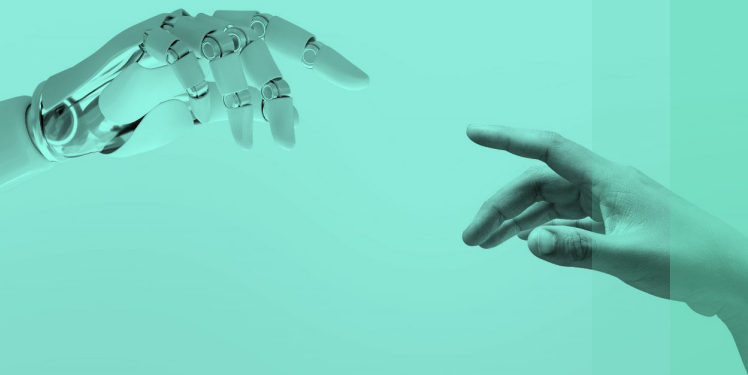
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