

Course No. 1253

AI for Marketing Training Course

**AI FOR BUSINESS FUNCTIONS
ARTIFICIAL INTELLIGENCE & APPLICATIONS**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The AI for Marketing Training Course is designed to equip marketing professionals, business leaders, and decision-makers with the knowledge and practical skills required to leverage Artificial Intelligence (AI) to transform marketing strategies, improve customer engagement, optimize campaign performance, and accelerate business growth. As organizations compete in increasingly digital and data-driven markets, AI has become a strategic capability that enables marketers to understand customer behavior, personalize marketing communications, automate marketing activities, and maximize return on marketing investment. This course provides a comprehensive framework for integrating AI into modern marketing functions while supporting customer-centric innovation and digital transformation.

Artificial Intelligence is reshaping marketing by enabling intelligent customer segmentation, predictive analytics, content generation, campaign optimization, sentiment analysis, customer journey mapping, and real-time marketing decision-making. Throughout the AI for Marketing Training Course, participants will explore how Machine Learning, Generative AI, Natural Language Processing (NLP), Predictive Analytics, Computer Vision, Marketing Automation, Business Intelligence (BI), and Customer Relationship Management (CRM) platforms can improve marketing effectiveness, increase customer acquisition, strengthen brand engagement, and enhance long-term customer loyalty.

The course combines internationally recognized marketing methodologies with practical AI applications to help organizations build intelligent, data-driven marketing capabilities. Participants will learn how AI supports market research, customer analytics, brand management, digital marketing, content marketing, social media strategy, search engine optimization (SEO), email marketing, advertising optimization, pricing strategies, customer experience (CX), and performance measurement. The program also addresses AI governance, customer data management, cybersecurity, privacy regulations, ethical AI, and responsible marketing practices to ensure sustainable and compliant AI adoption.

Combining strategic marketing concepts with practical implementation, this course enables marketing executives, digital marketers, business development professionals, customer experience leaders, brand managers, and organizational decision-makers to successfully implement AI-powered marketing initiatives. Through practical workshops, marketing simulations, real-world case studies, and implementation exercises, participants will develop the capabilities to improve marketing performance, strengthen customer relationships, optimize marketing investments,

enhance competitive positioning, and support enterprise-wide digital transformation across government entities, ministries, financial institutions, oil and gas organizations, healthcare providers, telecommunications companies, and large corporations.

Objectives

- Analyze existing marketing strategies to identify opportunities for Artificial Intelligence implementation during the course.
- Develop AI-enabled marketing strategies aligned with organizational objectives and business growth goals.
- Evaluate customer behavior, market trends, and campaign performance using AI-powered analytics.
- Apply Artificial Intelligence technologies to improve marketing planning, customer engagement, and campaign optimization.
- Design intelligent marketing workflows that integrate AI with CRM systems, marketing automation platforms, and digital marketing tools.
- Improve customer acquisition, engagement, conversion rates, and marketing return on investment through AI-driven solutions.
- Strengthen governance, cybersecurity, customer data protection, regulatory compliance, and ethical AI practices within marketing operations.
- Implement AI-powered marketing performance measurement using KPIs, dashboards, attribution models, and predictive analytics.
- Assess organizational readiness for enterprise AI adoption within marketing and customer engagement functions.
- Align AI marketing initiatives with digital transformation, customer experience strategies, operational excellence, and long-term business objectives.

Who Should Attend

The AI for Marketing Training Course is designed for marketing directors, marketing managers, digital marketing managers, brand managers, communications managers, customer experience (CX) managers, business development managers, commercial managers, CRM managers, e-commerce managers, executives, and senior decision-makers responsible for marketing strategy, customer engagement, and business growth.

The course is particularly valuable for professionals working in government entities, ministries, public sector organizations, banks, financial institutions, insurance companies, oil and gas organizations, healthcare providers, telecommunications companies, retail organizations, hospitality businesses, manufacturing companies, logistics providers, educational institutions, and multinational corporations implementing digital marketing and customer experience transformation initiatives.

It is also suitable for digital marketing specialists, SEO professionals, content marketers, social media managers, marketing analysts, business analysts, customer insights specialists, CRM administrators, business intelligence professionals, advertising specialists, innovation managers, AI specialists, consultants, and professionals responsible for designing, executing, and optimizing modern marketing strategies.

Learning Outcomes

- By the end of the AI for Marketing Training Course, participants will be able to:
- Explain the strategic role of Artificial Intelligence in modern marketing and customer engagement.
- Analyze customer behavior and market trends using AI-powered analytical tools.
- Apply Machine Learning, Generative AI, Predictive Analytics, Natural Language Processing, and Marketing Automation within marketing operations.
- Design AI-enabled marketing campaigns that improve customer targeting, personalization, and engagement.
- Integrate AI solutions with CRM platforms, marketing automation systems, digital advertising platforms, and customer analytics tools.
- Utilize predictive analytics, customer segmentation, and sentiment analysis to improve marketing performance.
- Apply governance, customer data protection, cybersecurity, privacy regulations, compliance, and ethical AI principles within marketing environments.
- Measure marketing performance using AI-powered dashboards, KPIs, attribution models, customer lifetime value (CLV), conversion metrics, and campaign analytics.
- Develop implementation roadmaps for enterprise AI marketing initiatives.
- Lead AI-driven marketing transformation that strengthens brand performance, customer loyalty, operational excellence, digital innovation, and sustainable business growth.

Course Outline

DAY 01

Foundations of AI for Marketing

- Introduction to modern marketing and digital transformation
- Fundamentals of Artificial Intelligence and marketing technologies
- AI applications across the marketing lifecycle
- Customer journey mapping and AI opportunities

PRACTICAL WORKSHOP

Assessing marketing maturity and identifying AI implementation opportunities

DAY 02

AI Technologies for Marketing Excellence

- Machine Learning for customer insights and market analysis
- Generative AI for marketing content creation and campaign development
- Natural Language Processing and sentiment analysis
- Predictive analytics for customer behavior and marketing performance

PRACTICAL WORKSHOP

Applying AI tools to marketing planning and customer engagement scenarios

DAY 03

Intelligent Marketing Operations

- AI-enabled customer segmentation and personalization
- Marketing automation and omnichannel campaign management
- Integration of AI with CRM platforms, digital advertising systems, and marketing technology (MarTech) solutions
- SEO, content optimization, and digital marketing analytics using AI

DAY 03 — CONTINUED

PRACTICAL WORKSHOP

Designing AI-enabled marketing campaigns and customer engagement workflows

DAY 04

Governance, Performance, and Customer Trust

- AI governance in marketing organizations
- Customer data governance, cybersecurity, privacy regulations, and ethical AI
- Marketing performance measurement using KPIs, dashboards, attribution models, campaign analytics, and customer lifetime value metrics
- Organizational change management and AI adoption strategies

PRACTICAL WORKSHOP

Developing marketing governance frameworks and executive marketing performance dashboards

DAY 05

Enterprise AI Marketing Strategy

- Planning enterprise AI marketing transformation initiatives
- Scaling AI capabilities across marketing, sales, customer service, and customer experience functions
- Future trends in AI-powered marketing, hyper-personalization, intelligent customer engagement, and predictive marketing
- Building a data-driven marketing culture focused on innovation and continuous improvement

FINAL WORKSHOP

Developing a comprehensive AI for Marketing implementation roadmap, governance framework, marketing strategy, KPI dashboard, customer engagement plan, business case, and organizational action plan to improve marketing effectiveness, customer experience, brand performance, digital transformation, and sustainable business growth.



Register or Request More Information

Course page: <https://quest-training.com/courses/ai-for-marketing-training-course>

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