

## EFFECTIVE AI IN MARKETING

*“Leveraging Artificial Intelligence to Transform Marketing Strategies and Drive Growth”*

### Schedule

Date	Venue	Fees
06 - 10 Jul 2026	London, UK	USD 3495 per delegate
20 - 24 Jul 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

This cutting-edge course equips marketing professionals with the tools, techniques, and insights to harness the power of artificial intelligence (AI) in transforming marketing strategies. Participants will explore how AI-driven analytics, automation, personalization, and content creation can elevate brand engagement, optimize campaigns, and increase ROI.

Through a mix of expert-led sessions, interactive workshops, and real-world case studies, attendees will gain practical knowledge on implementing AI solutions, navigating ethical considerations, and staying competitive in the rapidly evolving digital landscape.

### Objectives

**By the end of this course, participants will be able to:**

- Understand core AI technologies and their application in marketing
- Apply AI tools for customer segmentation, personalization, and predictive analytics
- Optimize digital campaigns using machine learning and automation
- Develop AI-driven content strategies for maximum audience impact
- Address ethical, privacy, and regulatory challenges in AI marketing

## Why Attend

- Learn from real-world examples of successful AI-driven marketing
- Gain hands-on experience with leading AI tools and platforms
- Enhance your ability to craft data-driven, personalized marketing campaigns
- Boost marketing efficiency and ROI through automation and optimization
- Future-proof your marketing skills in the era of digital transformation

## Target Audience

### This program is designed for:

- Marketing managers and executives
- Digital marketing specialists
- Brand and product managers
- Data analysts and marketing technologists
- Business strategists exploring AI applications in marketing

## Individual Benefits

### Key competencies that will be developed include:

- Mastery of AI concepts and tools relevant to marketing
- Ability to integrate AI-driven insights into marketing strategy
- Improved campaign targeting and personalization skills
- Stronger analytical and data interpretation abilities
- Confidence in leading AI-driven innovation initiatives

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Enhanced marketing performance through AI and automation
- Increased customer engagement and loyalty via personalized experiences
- More efficient resource allocation and campaign optimization
- Competitive advantage in adopting cutting-edge marketing technologies
- Improved compliance with data privacy and ethical standards

## Instructional Methodology

### The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Exploration of AI fundamentals, tools, and marketing trends
- Case Studies - Review of AI success stories and lessons learned from global brands
- Workshops - Hands-on practice with AI tools for content creation, analytics, and automation
- Peer Exchange - Group discussions on industry challenges and innovation opportunities
- Tools - Access to sample AI dashboards, analytics templates, and campaign optimization frameworks

## MAWA EVENTS

**Address:** No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

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## Course Outline

### Detailed 5-Day Course Outline

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Introduction to AI in Marketing

##### Module 1: Understanding AI Fundamentals (07:30 – 09:30)

- Overview of AI, machine learning, and deep learning
- How AI is transforming marketing landscapes
- Key AI technologies used in marketing

##### Module 2: AI-Driven Customer Insights (09:45 – 11:15)

- Customer segmentation and targeting using AI
- Predictive analytics for customer behavior
- Personalization strategies and tools

##### Module 3: Ethical Considerations in AI Marketing (11:30 – 01:00)

- Data privacy, consent, and regulatory compliance
- Bias and fairness in AI models
- Building trust with AI-powered marketing

#### Day 2: AI Tools and Platforms

##### Module 4: AI in Digital Advertising (07:30 – 09:30)

- Programmatic advertising and real-time bidding
- Ad targeting and optimization using AI
- Measuring campaign effectiveness

##### Module 5: Content Creation with AI (09:45 – 11:15)

- AI-generated copy, visuals, and videos
- Tools for automating social media content
- Best practices for balancing human and AI creativity

##### Module 6: Email and CRM Automation (11:30 – 01:00)

- AI in email marketing and customer journey mapping
- Trigger-based campaigns and personalized offers
- Enhancing customer retention through AI

#### Day 3: Advanced Applications

##### Module 7: Conversational AI and Chatbots (07:30 – 09:30)

- Designing AI-powered chatbots and virtual assistants
- Enhancing customer service and engagement
- Integrating chatbots into multichannel strategies

##### Module 8: Visual Recognition and Social Listening (09:45 – 11:15)

- Leveraging image and video recognition in campaigns
- AI for brand monitoring and sentiment analysis
- Tracking social trends and influencer impact

**Module 9: Predictive Marketing and Lead Scoring (11:30 - 01:00)**

- Forecasting customer needs and behavior
- AI-driven lead qualification and scoring
- Prioritizing sales and marketing efforts

**Day 4: Data, Analytics, and Optimization****Module 10: Data Management for AI (07:30 - 09:30)**

- Preparing and cleaning data for AI models
- Understanding data pipelines and integration
- Tools for managing big data in marketing

**Module 11: Campaign Optimization with AI (09:45 - 11:15)**

- A/B testing and multivariate testing using AI
- Dynamic pricing and offer optimization
- Continuous learning and improvement

**Module 12: Metrics and Reporting (11:30 - 01:00)**

- Setting KPIs for AI-powered marketing
- Analyzing campaign results and ROI
- Communicating insights to stakeholders

**Day 5: Future Trends and Implementation****Module 13: Emerging AI Trends in Marketing (07:30 - 09:30)**

- Generative AI and next-gen personalization
- Augmented and virtual reality in marketing
- Preparing for the future of customer experiences

**Module 14: Building an AI Marketing Strategy (09:45 - 11:15)**

- Roadmapping AI integration into marketing
- Identifying tools, partners, and resources
- Overcoming adoption barriers and resistance

**Module 15: Group Project and Course Wrap-Up (11:30 - 01:00)**

- Collaborative project on AI strategy design
- Presentation of key learnings and action plans
- Certificate presentation and closing

**Certification**

Participants will receive a **Certificate of Completion in Effective AI in Marketing**, validating their expertise in applying AI technologies to enhance marketing performance, customer engagement, and business outcomes.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<b>In-House / Customized Training</b> Interested in running this course for your team? Please contact us:	TEL:  <b>+601116373203</b>	EMAIL:  <b>info@mawaevents.net</b>
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