MAWA EVENTS

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

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

AI IN DIGITAL MARKETING & ANALYTICS CRASH COURSE

"Leverage Artificial Intelligence for Powerful Marketing Strategies"

Schedule

Date	Venue	Fees (Face-to-Face)
14 – 18 Sep 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

The AI in Digital Marketing & Analytics Crash Course provides professionals with the knowledge and practical skills to harness the power of Artificial Intelligence in driving marketing success. This comprehensive training covers AI tools and techniques to optimize digital marketing efforts, enhance customer targeting, and improve campaign performance. Participants will learn to use AI-driven data analytics to create actionable insights and implement automated marketing strategies.

In today's fast-paced digital world, AI offers marketers the ability to stay ahead of the competition by making smarter, data-driven decisions. This course equips professionals with the cutting-edge AI tools and strategies necessary for developing more effective digital marketing campaigns.

Objectives

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

- Understand the role of AI in digital marketing and data analytics.
- Implement AI tools to analyze customer data and improve targeting.
- Use AI-powered marketing automation for personalized campaigns.
- Apply AI techniques to measure and optimize campaign performance.
- Utilize predictive analytics and machine learning for data-driven decision-making.

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Why Attend

- Learn from AI experts and digital marketing professionals.
- Gain hands-on experience with AI tools designed for marketing and analytics.
- Enhance your ability to make data-driven decisions in marketing.
- Increase ROI by automating digital marketing processes with AI.
- Stay ahead of the curve in the rapidly evolving marketing landscape.

Target Audience

This program is designed for:

- Digital marketers and marketing managers.
- Data analysts and marketing analysts.
- Business owners looking to optimize their marketing efforts.
- Anyone interested in integrating AI into their digital marketing strategy.
- Professionals looking to enhance their skills in AI and analytics.

Individual Benefits

Key competencies that will be developed include:

- Proficiency in using AI tools for data analysis and marketing automation.
- Enhanced understanding of customer behavior through AI-driven insights.
- Skills in optimizing marketing campaigns using AI and machine learning.
- Knowledge of predictive analytics for campaign forecasting.
- Ability to apply AI to drive better customer engagement and personalization.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved digital marketing strategies through AI integration.
- Enhanced ability to analyze customer data for better targeting.
- Automation of marketing tasks, leading to greater efficiency.
- Optimization of marketing campaigns for better performance and ROI.
- Increased competitiveness through the use of cutting-edge AI technologies.

Instructional Methodology

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

- Strategy Briefings – Deep dive into AI tools and strategies for digital marketing.
- Case Studies – Real-world examples of AI applications in marketing campaigns.
- Workshops – Hands-on practice with AI tools for data analysis and campaign optimization.
- Peer Exchange – Group discussions on challenges and opportunities in AI marketing.
- Tools – Demonstrations of AI-powered platforms for marketing automation, analytics, and campaign management.

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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 Digital Marketing

- Module 1: Overview of AI in Digital Marketing (07:30 – 09:30)
- What is AI and its role in digital marketing?
- Key benefits of using AI in marketing.
- Understanding AI tools and platforms.
- Module 2: Machine Learning for Marketing (09:30 – 11:30)
- Introduction to machine learning in marketing.
- Using machine learning for customer segmentation and targeting.
- Real-world applications of machine learning in marketing campaigns.

Day 2: AI in Customer Analytics

- Module 3: Data Collection and Analysis with AI (07:30 – 09:30)
- How AI helps in collecting and analyzing customer data.
- Using AI for predictive analytics.
- Data-driven decision-making with AI.
- Module 4: Customer Behavior Insights (09:30 – 11:30)
- Using AI to understand and predict customer behavior.
- Analyzing customer touchpoints and journeys with AI.
- Tools for sentiment analysis and feedback collection.

Day 3: AI for Campaign Optimization

- Module 5: AI for Content Personalization (07:30 – 09:30)
- Personalizing content with AI-powered tools.
- Using AI for dynamic content creation.
- Strategies for personalized email marketing campaigns.
- Module 6: AI in Paid Advertising (09:30 – 11:30)
- How AI optimizes paid ad campaigns.
- Automating ad targeting and bidding with AI.
- AI-powered campaign management.

Day 4: AI in Marketing Automation

- Module 7: Marketing Automation with AI (07:30 – 09:30)
- Introduction to AI-powered marketing automation platforms.
- Automating lead generation and nurturing with AI.
- Setting up automated workflows for digital campaigns.
- Module 8: AI for Social Media Marketing (09:30 – 11:30)
- Using AI for social media analytics.
- AI-driven tools for managing social media ads.
- Social media sentiment analysis and trend tracking.

Day 5: Advanced AI Strategies and Implementation

- Module 9: Advanced Predictive Analytics for Marketing (07:30 – 09:30)
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Leveraging AI for forecasting marketing trends.

- Using predictive analytics to optimize campaigns.
- Case studies of AI in predictive marketing.
- Module 10: Final Exam and Wrap-Up (09:30 – 11:30)
- Review of all course content.
- Hands-on exercises and practical application of AI tools.
- Final exam to assess knowledge gained throughout the course.

Certification

Participants will receive a Certificate of Completion in AI for Digital Marketing & Analytics, recognizing their expertise in using Artificial Intelligence to enhance digital marketing strategies and analytics.

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.

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

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