

# Artificial Intelligence (AI) in Marketing

In today's fast-paced marketing landscape, the use of Artificial Intelligence (AI) has become an essential component of success. The constantly evolving AI technology offers enormous potential to transform marketing strategies by providing new tools, insights, and opportunities.

According to Gartner, by 2026, **80% of specialized creative roles will use AI** in their daily work.

During this training, you'll learn how to harness the potential of AI tools to streamline your daily marketing tasks. You'll discover techniques and technologies that will help you optimize your workflow and save valuable time — time that can be redirected toward strategic thinking, creative projects, or improving customer experiences.



## Training recipients

This training is designed for:

- **Marketing professionals** – who want to perform daily tasks more efficiently.
- **Marketing team leaders** – looking to enhance their team's performance and gain a competitive edge.
- **Content and social media managers** – seeking practical tools and tips to streamline their content creation process.
- **SME owners** – who want to discover AI tools that will help them improve marketing activities and make better use of available resources.



## Benefits

- 1.
- 2.
3. **Gain a new perspective** – Explore the latest trends and opportunities AI brings to marketing.
4. **Develop practical skills** – Learn hands-on tools and strategies used by industry professionals.
5. **Boost your efficiency** – Use AI to automate repetitive tasks and optimize your daily work.
6. **Build a competitive advantage** – In digital marketing, AI literacy is one of the most sought-after skills.
7. **Explore AI tools in practice** – Get familiar with the most useful AI platforms, their features, and applications.
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## Training program

### 1. Digital Marketing in the AI Era

- Introduction to AI and its impact on the digital marketing landscape
- How AI supports marketing activities: data analysis, content creation, personalization, customer communication – tools and real-life examples
- Case studies: success stories of brands that have effectively implemented AI in marketing
- Introduction to prompting

### 2. Using AI in Content Marketing

- Automating content creation – from articles to social media posts
- AI-powered SEO optimization – tools and techniques to improve search visibility
- Personalization of content with AI
- Conducting desk research with AI tools – how to leverage AI for better audience and trend insights
- Hands-on workshop using tools such as ChatGPT and Microsoft Copilot

### 3. Creating Visuals with AI

- AI tools for graphic generation: overview of platforms such as Canva, Midjourney, DALL-E
- Visual personalization and branding – how AI helps create consistent, on-brand graphics
- Adapting visuals for different social media platforms
- Practical workshop: creating visuals using discussed tools

### 4. Creating Videos and Music with AI

- AI in video production: tools that simplify creation and editing (e.g. Lumen5, Kapwing)
- AI-generated music – use cases and practical tools
- Faster editing, repurposing, and recycling video materials with AI
- Workshop: creating videos with AI tools

### 5. Building Your Own AI Assistant with ChatGPT

- How to create your own AI assistant without programming skills
- Customizing and training AI assistants – best practices

### 6. Summary & Wrap-Up



### Expected preparation of the participant

Before the session, participants will receive a short pre-training assignment and reading materials.



### Duration

1 days / 7 hours

### Language

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- Training: English
- Materials: English
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