

AI+ Marketing (AIM)

ID AIM Price on request Duration 1 day

Prerequisites

- Profound understanding of marketing principles like segmentation, branding, and marketing mix and how businesses leverage marketing strategies.
- Familiarity with digital marketing tools and concepts. Participants should be comfortable using CRM software, analytics platforms, and other AI digital marketing tools.
- Basic understanding of strategic decision-making processes within marketing contexts and how marketing strategies are developed, implemented, and measured for effectiveness.
- Participants should have proactive interest in exploring the potential of artificial intelligence to transform marketing practices and overall marketing efficiency

Course Objectives

- **AI-Driven Marketing Strategy Development**
 - Students will learn to create complete marketing plans using AI. This involves AI-driven content strategy, customization, and analytics to analyze market data, identify target audiences, and create customized marketing campaigns.
- **AI-driven A/B testing**
 - Participants will learn to build trials, analyze outcomes, and iterate marketing strategies to increase performance.
- **Data Visualization**
 - The course may teach marketing analytics insights visualization. Students will learn to design visually appealing dashboards and reports to explain complicated data and aid data-driven decision-making.
- **Risk Management and Compliance**
 - AI marketing course covers risk management and compliance. This includes identifying and mitigate data security, regulatory compliance, and reputation management issues to ensure legal and ethical marketing activities.

Training Centres worldwide



Fast Lane Institute for Knowledge Transfer (Switzerland) AG

Husacherstrasse 3
CH-8304 Wallisellen
Tel. +41 44 832 50 80

info@flane.ch, <https://www.flane.ch>