Global Horizon
TRAINING CENTER

Training Course:
AI-Powered Marketing: Revolutionizing
Customer Engagement

21 - 25 July 2025
Rome (Italy)

Training Course:
AI-Powered Marketing: Revolutionizing Customer Engagement

Training Course code: SM235704 From: 21 - 25 July 2025 Venue: Rome (Italy) - Training Course Fees: 5750 ⬜ Euro

Introduction:

In the ever-evolving world of marketing, Artificial Intelligence AI is transforming how businesses connect with customers. This training program explores how AI can be leveraged to optimize marketing strategies, deliver personalized customer experiences, and enhance engagement. Participants will gain practical insights into using AI tools and techniques to stay ahead in the competitive digital marketing landscape.

Target Audience:

- Marketing professionals and managers

- Digital marketing specialists

- Business development executives

- Entrepreneurs and startup owners

- Data analysts and marketing strategists

Objectives:

By the end of the program, participants will:

1. Understand the fundamentals of AI and its applications in marketing.

2. Explore AI-driven tools for customer segmentation, predictive analytics, and content optimization.

3. Learn how to design personalized marketing campaigns using AI.

4. Develop strategies for ethical and effective AI usage in customer engagement.

5. Measure and optimize the performance of AI-powered marketing efforts.

Outlines:

Day 1:

Introduction to AI in Marketing

- Overview of AI and machine learning in marketing

- Key benefits and challenges of AI adoption

- AI tools and technologies reshaping marketing

- Case studies: Successful AI-driven marketing campaigns

- Practical activity: Exploring AI tools for marketing

Day 2:

Customer Segmentation and Predictive Analytics

- AI in identifying and understanding target audiences

- Leveraging data for customer behavior prediction

- Tools for predictive analytics and trend forecasting

- Practical session: Creating AI-driven customer segments

- Workshop: Designing a predictive model for customer engagement

Day 3:

Personalized Marketing Campaigns with AI

- AI-powered content creation and curation

- Personalization at scale: Email, ads, and product recommendations

- Chatbots and conversational AI for customer interaction

- Interactive session: Building a personalized marketing workflow

- Group activity: Developing an AI-driven customer journey map

Day 4:

Optimizing Engagement Through AI

- Real-time data analysis for adaptive marketing

- AI in social media marketing and influencer outreach

- Enhancing user experiences with augmented and virtual reality

- Hands-on exercise: Using AI tools to optimize social media campaigns

- Case study analysis: Companies excelling in AI-powered engagement

Day 5:

Measuring Success and Future Trends

- KPIs for AI-driven marketing campaigns

- Analyzing and interpreting AI-generated insights

- Ethical considerations in AI marketing: Privacy and transparency

- Exploring the future of AI in marketing: Trends and innovations

- Final project: Presenting an AI-powered marketing strategy

Registration form on the Training Course:
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