



*Training Course:
AI-Powered Marketing: Revolutionizing
Customer Engagement*

*19 - 23 April 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: AI-Powered Marketing: Revolutionizing Customer Engagement

Training Course code: SM235704 From: 19 - 23 April 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

Artificial Intelligence AI is transforming marketing by enabling organizations to understand customers at a deeper level, automate engagement, and deliver highly personalized experiences at scale. From predictive analytics to intelligent content creation and customer journey optimization, AI empowers businesses to enhance efficiency, improve targeting, and drive measurable growth.

This program, designed by Global Horizon Training Center, equips participants with the strategic understanding and practical skills to leverage AI tools and technologies in modern marketing, revolutionizing customer engagement and business performance.

Course Objectives

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

- Understand the role of AI in modern marketing ecosystems
- Apply AI tools for customer segmentation and targeting
- Use predictive analytics for decision-making
- Implement AI-driven content creation and personalization
- Optimize customer journeys using automation
- Analyze marketing performance using AI insights
- Integrate AI into marketing strategies
- Enhance customer engagement and conversion rates

Target Audience

This program is designed for:

- Marketing Professionals and Managers
- Digital Marketing Specialists
- Sales and Business Development Teams
- Customer Experience CX Professionals
- Entrepreneurs and Business Owners
- Professionals interested in AI-driven marketing

Outline

Day 1: Introduction to AI in Marketing

- Overview of AI technologies in marketing
- Machine learning and data-driven marketing
- AI applications in customer engagement
- Marketing automation fundamentals
- Ethical considerations in AI

Day 2: Customer Data, Segmentation, and Personalization

- Data collection and management
- AI-driven customer segmentation
- Personalization strategies
- Behavioral targeting
- Customer journey mapping

Day 3: AI Tools for Content and Campaigns

- AI-powered content creation text, visuals
- Chatbots and conversational marketing
- Email marketing automation
- Social media automation tools
- Campaign optimization

Day 4: Predictive Analytics and Performance Optimization

- Predictive modeling and forecasting
- Customer lifetime value CLV analysis
- A/B testing with AI
- Marketing performance metrics
- Data-driven decision-making

Day 5: Strategy, Integration, and Future Trends

- Building AI-driven marketing strategies
- Integration with CRM and business systems
- Emerging trends in AI marketing
- Digital transformation roadmap
- Case studies and real-world applications

Registration form on the Training Course: AI-Powered Marketing: Revolutionizing Customer Engagement

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