**Digital Skills**

# AI for Marketing Professionals

## Course Details

**Price**

£255.00

**Length**

Half day (09:00-13:00)

## Course Overview

This half day course is aimed at marketing professionals who are eager to harness the power of artificial intelligence (AI) to enhance their marketing strategies as AI revolutionises the marketing landscape, it's essential for professionals to understand how to integrate AI tools into their workflows effectively.

## Course Content

**AI use for content creation:**

- How to use AI to generate high-quality content, maintain brand consistency, and save time in producing blog posts, social media updates, and email campaigns

**AI-Enhanced campaign management**:

- Techniques for leveraging AI to plan, execute, and optimise marketing campaigns, ensuring maximum reach and engagement

**SEO optimisation using AI:**

- How AI tools can identify the best keywords, analyse competitors, and optimise content for search engines to improve rankings

**Training AI for brand personalisation:**

- Strategies for training AI to replicate your brand's voice and ensure that all AI-generated content aligns with your brand's identity

# Benefits

By attending this course delegates will gain:

- Practical skills in using AI to enhance content creation, campaign management, and SEO strategies

- The ability to train AI tools to align with and reflect your brand's voice

- Insight into how AI can improve efficiency and effectiveness in marketing activities

- Knowledge of cutting-edge AI tools that can provide a competitive edge in the digital marketing landscape

# Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via **admin@gta.gg** or call us on 01481 224570. If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

# Course Tutor

## Ian Campbell

Ian Campbell - Tech Entrepreneur and Non-Executive Director - Ian is an experienced executive known for his leadership roles across various sectors, particularly in technology and telecommunications. His career is marked by a consistent focus on driving growth and efficiency through innovation.

**Flexible learning that works for you**

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