

SKILLS YOU'LL GAIN

- AI-Driven Customer Segmentation
- Personalized Marketing Campaigns
- Big Data Analysis for Marketing Insights
- AI-Powered Customer Engagement Strategies
- Campaign Performance Optimization
- ROI Enhancement Using AI
- Ethical AI in Marketing
- AI-Driven Decision Making in Marketing

TOOLS YOU'LL MASTER

- Hubspot
- Copy.ai
- ActiveCampaign

WHO SHOULD ENROL

- Marketing Professionals
- Digital Marketing Experts
- Business Leaders
- CRM Specialists

AI LEARNING, ENHANCED BY HUMAN SKILLS

Equip your people with the knowledge to work effectively in an AI-enabled world.

Our AI certification programmes can be **delivered independently** or **bundled** with leadership, communication, management, and professional development training for greater workplace impact.

LEARN MORE



AI+ Marketing Practitioner™

AI CERTS®

AI+
Marketing
Practitioner™

AI+ MARKETING PRACTITIONER™

- **Unlock Marketing Potential:** Employ Advanced AI Technologies
- **AI-Powered Marketing:** Explore predictive analytics, customer journey mapping, and automation
- **Strategic Impact:** Learn to develop data-backed, personalized marketing strategies
- **Future-Focused Tools:** Includes chatbots, AI content, and trend forecasting
- **ROI & Retention:** Boost lead generation, customer retention, and innovation

OVERVIEW

- **AI in Marketing Essentials:** Learn foundational AI concepts to streamline workflows and enhance marketing effectiveness.
- **AI-Driven Campaign Optimization:** Master AI algorithms to optimize ads, personalize messages, and automate performance tracking.
- **Customer Insights through AI:** Analyses data with AI to gain insights, predict trends, and personalize marketing strategies.
- **Ethical AI Practices in Marketing:** Understand ethical AI practices, mitigate biases, and ensure transparency and fairness in marketing.

AT A GLANCE



Included: Course + Official exam + Digital badge



Duration: Self-Paced: 6 hours of content



Delivery: Self-paced eLearning



Exam Format: 50 questions, 70% passing, 90 minutes, online



Outcome: Industry recognised credential + hands on experience