

Personalized Marketing Communication & AI Storytelling

COURSE OVERVIEW

This course is about using artificial intelligence to craft tailored messages and immersive brand narratives that resonate with individual audiences. It explores how AI-driven tools enhance audience segmentation, emotional targeting, content creation, and campaign optimization. Participants will learn to design data-informed storytelling strategies that combine creativity with automation, delivering the right message to the right audience at the right time. Participants will be equipped to apply AI and analytics to create authentic, engaging, and impactful marketing communications that drive connection and conversion.

WHO SHOULD ATTEND?

This course is designed for brand managers, marketing executives, CRM specialists, creative directors, content strategies, communication directors seeking to modernize storytelling and personalization strategies. It is equally valuable for entrepreneurs, business development leads, consultants and innovators aiming to humanize technology-driven marketing.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Design personalized marketing communication strategies using AI and predictive data.
- Integrate generative AI tools to produce dynamic, adaptive brand narratives across media channels.
- Balance creativity and algorithmic intelligence to maintain authenticity and brand voice.
- Measure the performance of and emotional impact of AI-driven storytelling campaigns
- Use behavioural and sentiment data to refine tone, message relevance and customer resonance.
- Apply storytelling principles informed by consumer behaviour, psychology and emotion analytics.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The intersection of human creativity and generative AI in storytelling design.
- How AI and personalization are redefining modern marketing communication.
- Frameworks for building emotionally intelligent and data-driven brand stories.
- How to leverage natural language processing and sentiment analysis to adapt messaging.
- The intersection of human creativity and generative AI in storytelling design.
- Frameworks for real-time personalization through automation tools and adaptive marketing systems.
- The essential tools for data ethics and algorithmic transparency in AI-driven communication.
- Future trends in personalized AI communication, including virtual influencers, generative narratives and emotional AI.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded