

Strategic Digital Marketing & AI Powered Social Media Innovation

COURSE OVERVIEW

This marketing course integrates the use of artificial intelligence and explores mastering the intersection of digital strategy and artificial intelligence to drive smarter, more impactful marketing outcomes. It focuses on how AI technologies such as predictive analytics, automation, and content intelligence can enhance social media strategy, customer engagement, and brand performance. The course ultimately equips professionals to lead marketing innovation, stay ahead of digital trends, and build sustainable competitive advantage through AI integration. Participants will explore how to use data-driven insights to craft targeted campaigns, personalize user experiences, and measure digital success.

WHO SHOULD ATTEND?

This course is ideal for marketing professionals, brand managers, digital strategists, and social media specialists who want to harness AI to transform their marketing performance. It is also valuable for business leaders, entrepreneurs, and communications professionals seeking to integrate data-driven innovation into their digital strategies. Whether you manage campaigns, analyze consumer data, or shape brand strategy, this course will help you leverage AI-powered tools to enhance engagement, efficiency, and competitive advantage in a rapidly evolving digital landscape.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand key principles and trends in strategic digital marketing.
- Analyze AI's role in automation, personalization, and engagement.
- Design AI-powered social media campaigns for optimal performance.
- Evaluate analytics to measure impact and improve strategies.
- Apply AI tools for content creation, scheduling, and monitoring.
- Develop ethical, compliant digital marketing strategies.
- Use emerging AI and social media innovations for competitive advantage.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Strategic foundations of digital marketing and business integration.
- AI-driven transformation in automation, personalization, and engagement.
- Designing and managing AI-powered campaigns across platforms.
- Analyzing data to optimize social media and marketing performance.
- Using AI tools for content creation, scheduling, and social listening.
- Ethical and legal considerations in digital and AI marketing.

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