

Digital Branding and Influence Mastery with Generative Media Tools

COURSE OVERVIEW

This cutting-edge course covers strategic brand development, influencer marketing, and content creation leveraging AI-driven tools such as generative AI for visuals, videos, and interactive media. It is designed to empower marketing and communications professionals with advanced skills to build and manage powerful digital brands using the latest generative media technologies. Participants will be afforded the opportunity to learn how to craft compelling narratives and engaging experiences that drive brand loyalty, expand reach, and elevate online influence across multiple digital platforms, blending human creativity with AI-powered innovation.

WHO SHOULD ATTEND?

This course is ideal for brand managers, digital marketers, social media strategists, content creators, communication professionals, and entrepreneurs seeking to harness the potential of generative AI tools to enhance digital branding and influence. It also benefits marketing teams and creative agencies aiming to integrate cutting-edge technology into their campaigns for greater impact and efficiency.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Develop and execute comprehensive digital branding strategies using generative media tools.
- Create high-impact, AI-enhanced content tailored for diverse online channels.
- Enhance brand influence through data-driven influencer marketing and audience engagement.
- Leverage generative AI for innovative visual and interactive content production.
- Measure and optimize digital brand campaigns using analytics and AI insights.
- Integrate human creativity with AI capabilities to craft unique brand experiences.
- Navigate ethical and practical considerations in the use of AI in branding.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Fundamentals of digital branding and influence strategy.
- Hands-on training with generative AI tools for content creation (images, video, interactive media).
- Techniques for effective influencer marketing and partnership cultivation.
- AI-driven personalization and audience segmentation strategies.
- Case studies showcasing successful AI-powered branding campaigns.
- Integration of analytics and performance metrics in brand management.
- Ethical guidelines and best practices for AI use in digital media.
- Creative exercises blending human insight with AI innovation.

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