



crews

Where you belong

TRAINING

AI & Marketing

LEARNING OBJECTIVES

- Understand the uses of artificial intelligence in marketing strategies
- Master generative AI tools to create high-performing marketing content
- Automate and personalise campaigns through AI
- Measure the effectiveness of actions and improve performance through augmented analysis

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing managers, communication officers, content creators, consultants, freelancers, small business owners and digital marketing students

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to artificial intelligence applied to marketing
 - Overview of current and future uses
 - Typologies of AI: generative, predictive, analytical, conversational
 - Strategic challenges and levers of differentiation
- Creating marketing content with AI
 - Using ChatGPT, Gemini, Notion AI, Jasper...
 - Writing emails, posts, landing pages, scripts or newsletters
 - Customising messages based on target audiences
- Visual generative AI for marketing
 - Creating visuals with Midjourney, DALL·E, Canva AI
 - Creating marketing videos with RunwayML or HeyGen
 - Automating social media adaptations
- SEO and assisted writing
 - Structuring optimised articles with AI
 - Keyword research, titles, meta descriptions
 - SEO generation and optimisation tools
- Automated marketing campaigns and AI
 - Smart behavioural segmentation
 - Lead scoring and AI triggers in marketing automation
 - Creating dynamic and personalised customer journeys
- Data analysis and performance
 - Automated reporting via AI
 - Intelligent interpretation of campaign results
 - Support for marketing decision-making
- Practical workshop
 - Designing a mini marketing strategy enhanced by AI
 - Combined use of multiple tools (text, visual, segmentation)
 - Presentation and personalised feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate artificial intelligence into their marketing strategies to create more effective content, better target their actions, and measure their performance more accurately.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
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- By email: contact@crews-education.com

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