



crews

Where you belong

TRAINING

AI & Digital marketing

LEARNING OBJECTIVES

- Master the key uses of artificial intelligence in digital marketing
- Use generative AI to create, adapt and personalise content
- Improve campaign targeting, automation and performance
- Integrate AI tools into a complete marketing workflow

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing managers, communication officers, social media managers, content creators, consultants, freelancers, small business owners or 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 in digital marketing
 - Overview of use cases by AI typology
 - Key tools and recent developments
 - New skills to acquire to remain competitive
- Creating marketing content with AI
 - Writing posts, scripts, landing pages, newsletters
 - Advanced message personalisation by persona
 - Using ChatGPT, Jasper, Notion AI
- Visual and video creation with AI
 - Creating visuals for social media and ads (Midjourney, Canva AI...)
 - Generating social videos with RunwayML, Pika, HeyGen
 - Automated multichannel adaptations
- SEO, SEA and performance
 - Writing SEO-optimised articles with AI
 - Keyword research and structure, tags, meta descriptions
 - Google Ads campaigns with AI-driven targeting and copy
- Emailing, CRM and AI automation
 - Creating emailing sequences with AI-based segmentation
 - Lead predictive scoring and intelligent nurturing
 - Personalising user journeys based on behaviour
- Reporting, analysis and AI-driven performance management
 - Automated dashboard and summary creation
 - Data interpretation and AI recommendations
 - Visualisation tools and decision support
- Practical workshop
 - Creating a full digital strategy using AI tools
 - Deployment across multiple channels (email, social, SEO, ads)
 - Presentation, group analysis 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 AI into every stage of their digital marketing strategy, from content production to performance optimisation, with greater creativity and efficiency.

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

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- By email: contact@crews-education.com

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