CORPOLADDER

Digital Marketing with Artificial Intelligence Tools

Why does this course matter?

- **AI is reshaping digital marketing**: Understanding how AI tools streamline campaigns, personalize experiences, and boost ROI is essential in today's competitive landscape.
- **Staying ahead in a tech-driven world**: Marketers who can leverage AI stay relevant and efficient as consumer behavior rapidly evolves.
- **Bridging the skills gap**: There's a growing demand for professionals who can blend marketing strategy with AI capabilities.
- **Empowers data-driven decisions**: AI tools help marketeers make smarter and faster decisions using real-time analytics and insights.

Training Format

In-person or Online

Teacher

Corpoladder Digital & AI Faculty



Course Description

Quick course snapshot

Detail	Information
Code	COURSEAI17
Duration	5 Days
Delivery	In-person or Online
Level	Beginner to Advanced
Language	English/Arabic
Certificate	Yes – Certificate of course completion by Corpoladder
Instructor	Corpoladder Digital & AI Faculty

Key learning Outcomes

- **AI-Powered marketing strategy**: Learn how to integrate AI tools like ChatGPT, Jasper and SEMrush into your marketing workflow.
- **Content creation at scale**: Use AI to ideate, draft and refine content for blogs, social media and email campaigns.
- **Customer journey personalization**: Discover how AI tailors content and experiences based on user behavior and data.
- **Predictive analytics**: Learn how to use AI for forecasting trends, customer behavior and campaign performance.
- **Tool proficiency**: Hands-on experience with leading AI marketing tools to drive campaign efficiency and automation.

Who should attend this course?

- Marketing Directors and Managers
- Digital marketing specialists and Content strategists
- Data analysts and CRM specialists
- Product and Brand managers
- Innovation and Business development professionals
- Professionals seeking to adopt AI in strategic marketing initiatives

Unique program benefits

- **Built on real-world marketing scenarios**
  Practical applications, not just theory or buzzwords.
- **Led by certified experts**
  Instructors bring both academic grounding and leadership experience.
- **Live interaction and practice**
  Includes simulations and 1:1 feedback.
- **Post-course access**
  Downloadable toolkits, post-program coaching support and reflection resources.

Course Curriculum

Module 1: Foundations of AI in Digital Marketing

- Explore the basics of AI and its role in transforming marketing
- Understand machine learning, NLP and automation in simple terms
- Learn real-world use cases across the marketing funnel

Module 2: AI tools landscape for Marketeers

- Overview of top AI tools like ChatGPT, Jasper, Copy.ai, Canva AI, SurferSEO and Midjourney
- Tool comparison by use-case: Content creation, SEO, Analytics, etc
- Set up free trials and walkthroughs of selected platforms

Module 3: Content creation with AI

- Use AI to generate blogs, social media posts, product descriptions, and emails
- Learn prompt engineering for better results from generative tools
- Hands-on: Create a week-long content calendar using AI

Module 4: Visual content & Design with AI

- Explore AI tools like Canva AI, Midjourney, and DALL·E for visual creation
- Use AI to generate social media creatives, infographics, and ad visuals
- Hands-on: Design a campaign visual set using AI tools

Module 5: Social media automation using AI

- Schedule posts and analyze performance using tools like LatelyAI or Buffer AI
- Generate auto-responses, captions and hashtag
- Create a month long social media plan powered by AI

Module 6: SEO & SEM with AI support

- Use AI tools for keyword research, content optimization and SERP tracking
- Automate meta tags, blog structure and link building strategies
- Apply tools like SurferSEO and Clearscope in real-time

Module 7: Email marketing & CRM automation

- Generate personalized email sequences with AI tools
- Segment audiences and automate workflows with tools like Mailchimp AI or ActiveCampaign
- Hands-on: Create and schedule an AI-powered drip campaign

Module 8: Paid advertising & AI optimization

- Use AI for A/B testing creatives, audience targeting and ad copy
- Integrate tools like AdCreative.ai or Smartly.io for campaign enhancement
- Optimize ad performance using predictive data models

Module 9: Analytics, reporting & AI dashboards

- Build dashboards using AI tools like PaveAI or Tableau with GPT integrations
- Turn raw data into actionable insights through automation
- Generate auto-reports and interpret trends with minimal manual effort

Module 10: AI-driven campaign execution (Real-time activity)

- Plan and execute a multi-channel digital marketing campaign using AI tools
- Present strategy, tools used, outcomes, and performance insights
- Peer and instructor feedback to refine the final campaign blueprint