



AI for Marketing Mini Lab

Use AI to research, create and optimize campaigns faster - without compromising brand or quality.

LEVEL 2



50 participants



Virtual or F2F



3.5 hours



Why do you need this?

Marketing teams are producing more content across more channels than ever, with growing pressure to prove ROI. AI can accelerate every stage of the workflow – but only when your team knows how to use it with purpose and precision.

This hands-on program runs your marketers through the full campaign lifecycle with AI, from research to performance analysis. Everyone leaves with a playbook and a clear plan for what to do differently on Monday morning.

Business outcomes

- Accelerate content production without sacrificing quality or brand consistency.
- Surface deeper audience and competitor insights in a fraction of the time.
- Improve campaign performance through AI-assisted analysis and optimization.
- Free up marketing capacity for higher-value strategic and creative work.

By the end of this program you will:

1. Know what gen AI can and can't do reliably across the marketing workflow.
2. Apply AI hands-on to core marketing tasks: research, content creation, campaign planning, and reporting.
3. Build reusable prompts and workflows for your most common marketing activities.
4. Leave with a prioritized implementation plan tailored to your team's context.

3.9 hours average time saved **per person, per week**

How it Works

- A half-day program built around the workflows marketing teams use every day.
- Runs virtual or face-to-face, based on your preferences.
- Led by two expert facilitators with practical tips, live demos, and real-time support.
- Every activity uses company-authorized tools on marketing-relevant scenarios.
- You'll get a takeaway playbook so the learning doesn't stop when the session does.
- Customised to your organization's AI maturity, tools, and brand requirements.

Better Campaigns, Built Faster

Walk away with the prompts, workflows, and confidence to plan, produce, and report on campaigns at a pace your team didn't think possible.



"Really interactive and fascinating. Made it feel much less overwhelming as a subject. Good use of examples and practical applications."

Martha Burley, Pan Macmillan

Program Breakdown



Setting the Scene

How AI is reshaping marketing, what's real versus hype, and where the biggest opportunities sit for your team. Quick pulse check on your starting point.

Module 1: Research & Insights

Use AI to conduct audience research, analyze competitors, and surface trends. Build prompts that turn raw data into actionable marketing intelligence.

Module 2: Content Creation

Generate copy, social posts, email sequences, and ad variants at speed. Learn how to maintain brand voice and quality at scale with reusable prompt templates.

Module 3: Campaign Planning & Optimization

Use AI to draft campaign briefs, build channel strategies, and identify optimization opportunities from performance data.

Module 4: Measurement & Reporting

Turn raw analytics into clear narratives. Use AI to summarize campaign performance, spot trends, and build reports your stakeholders actually want to read.

Module 5: Personal Action Plan

Choose 2-3 concrete marketing tasks and define exactly which AI tools you'll use, when, and how you'll judge success.

Wrap-up

Recap the topics covered. Final time for Q&A. Share the final survey which unlocks the Playbook takeaway.

Takeaways

AI for Marketing Playbook with workflows, prompt templates, and an implementation roadmap to take back to your team.