



Building AI Agents for Marketing

A hands-on, two-part program that helps marketing teams design, build, and launch custom AI agents – to 10x campaign capacity and accelerate growth.

LEVEL 3



25 participants



Virtual or F2F



2x 3.5-hour sessions



Why do you need this?

Marketing teams juggle campaigns, content, analytics, and reporting across an ever-growing number of channels. Much of this work follows patterns that AI agents can handle.

This hands-on workshop teaches your marketing team how to design, build, and deploy real AI agents for everyday marketing tasks. Your team leaves with a working agent prototype and a clear plan for what to do next.

Business outcomes

- Offload repetitive marketing tasks to AI agents.
- Remove bottlenecks in content production and campaign execution.
- Boost team output and speed without increasing headcount.
- Turn brand guidelines and campaign data into automated, consistent workflows.

By the end of this program you will

1. Understand the capabilities and limitations of AI agents for marketing.
2. Identify and prioritize high-value agent use cases across the marketing workflow.
3. Design and build a working AI agent prototype using your authorized tools.
4. Leave with a clear plan for building and scaling AI agents in your marketing team.

Delivered in your tech stack:



95%

of participants reported increased confidence in using AI

How it Works

- Structured workflow that takes you from idea to deployment of an AI agent for your marketing team.
- Two expert facilitators to guide you through with tips, tricks, and examples.
- Hands-on activities using your company authorized tools (Copilot, Claude, Lovable etc).
- Application task between sessions to embed practice into your work.
- Includes a takeaway prompt pack and simple frameworks to repeat the process.
- Adapted to your AI maturity and industry.

Application Task:

Between Part 1 and Part 2, test your prototype agent with your peers and team. Gather early stage feedback to help you improve.



"I now I have the tools to build better agents than before. The materials are perfect for referencing when I need to make an agent and it was helpful to hear what my peers have been doing and their ideas on how we can build better agents."

Laura, Ogilvy

Learner Journey



Part 1: Design & Build

1. Intro to AI Agents

Learn what AI agents are, where they deliver value, and how they differ from AI assistants. Introduce the marketing brief we will work on.

2. Define Your Agent

Map your marketing workflows to identify high-impact ideas. Then create a clear agent use case and map out its scope, role, and boundaries.

3. Give Your Agent a Brain

Ground your agent in relevant marketing knowledge: brand guidelines, campaign data, audience profiles, and content libraries using retrieval (RAG) patterns.

4. Give Your Agent Tools

Connect your agent to marketing tools and systems. Define triggers, actions, and simple workflows so the agent can take meaningful action.

Part 2: Optimize & Deploy

5. Rebuild Your Agent

Take feedback from testing with your team and peers, and run through the agent build process again, refining and improving.

6. Test and Optimize Your Agent

Test your agent against realistic scenarios then finalise its prompts, rules, and guardrails to improve reliability and performance.

7. Live Demos and Feedback

Demo your working agents to the group. Reflect and share lessons learned. Get extra power user tips from the expert facilitators.

8. Roadmap

Identify your next priority agent opportunities and define a clear, practical plan for piloting and scaling agents in your marketing team.