



HRDC-Claimable Workshop

AI for Business Marketing

SUMMARY



Welcome to Hustle, we believe creativity and skills go hand in hand. As a creative academy, we design engaging, practical courses that equip learners and organisations to unlock their potential, adapt to change, and lead with confidence in today's ever-changing world.

This practical programme equips participants with the skills to apply AI throughout the marketing process—from understanding customers and developing campaign ideas to creating copy, visuals, videos, and performance reports. Participants will work on a selected product or service and develop an AI-assisted marketing campaign that they can adapt for their business.

Duration: 2 days

Level: Beginner to intermediate

Target Audience: Marketing and sales teams, business owners, entrepreneurs, content creators, and administrative staff supporting marketing activities.



COURSE MODULE

Our goal is to work on a selected product or service and develop an AI-assisted marketing campaign

DAY 1 - AI MARKETING STRATEGY & CONTENT CREATION

01

Introduction to AI for Business Marketing

- Understand AI applications across the marketing workflow.
- Identify tasks suitable for AI assistance.
- Structure prompts using objectives, audience, context, tone, and output format.
- Review AI outputs for accuracy, brand suitability, and responsible use.

02

AI-Assisted Marketing Strategy & Campaign Planning

- Define campaign objectives and customer needs.
- Develop target audience profiles and customer personas.
- Identify product positioning and key selling points.
- Generate campaign themes, marketing angles, hooks, and calls to action.
- Organise ideas into a campaign brief.

03

AI Copywriting & Marketing Content

- Create social media captions, advertisements, and promotional messages.
- Draft email and WhatsApp marketing content.
- Develop short video scripts and storytelling concepts.
- Adapt content for different platforms, audiences, and languages.
- Refine AI-generated copy for clarity, credibility, and brand voice.

04

AI Visual Content & Brand Consistency

- Translate campaign ideas into visual prompts.
- Generate and refine images for marketing use.
- Design social media creatives with clear visual hierarchy.
- Apply brand colours, typography, tone, and layout.
- Check product accuracy, text readability, and image suitability.



COURSE MODULE

Our goal is to work on a selected product or service and develop an AI-assisted marketing campaign

DAY 2 - AI VIDEO, MARKETING PRODUCTIVITY & CAMPAIGN PERFORMANCE

05

AI-Assisted Marketing Video Creation

- Plan a short promotional video using a script and storyboard.
- Apply the script-to-visual-to-video workflow.
- Create or select suitable visual assets.
- Edit clips and add captions, voice-over, music, and calls to action.
- Adapt videos for short-form social media platforms.

06

AI for Marketing Productivity & Workflow Automation

- Build a content calendar using campaign objectives and themes.
- Repurpose one piece of content into multiple marketing formats.
- Create reusable prompts and content templates.
- Map a workflow from campaign brief to draft, review, and approval.
- Explore simple automation for organising content, updating trackers, and preparing reports.
- Include human approval before publishing.

07

AI for Advertising & Campaign Analysis

- Develop alternative headlines, hooks, offers, and calls to action.
- Design A/B tests with a clear hypothesis.
- Understand reach, impressions, click-through rate, cost per lead, and conversion rate.
- Use AI to summarise sample campaign data.
- Identify possible performance issues and recommend actions.
- Verify calculations and distinguish evidence from assumptions.

08

Integrated Marketing Campaign Project

- Combine campaign strategy, copy, visuals, and video.
- Select suitable marketing channels.
- Prepare a publishing schedule and measurement plan.
- Present the campaign and explain key decisions.
- Refine the campaign following trainer feedback.



AI TOOLS & APPLICATION COVERED

AI Tool / Application	Application in Training	Subscription Fee
ChatGPT / Claude AI	Generate campaign ideas, audience profiles, marketing strategies, captions, ad copy, promotional messages, video scripts, and content calendars.	PRO Plan : USD24 Per Account
ChatGPT / Claude Image Generation	Generate campaign visuals, concept images, and creative variations using descriptive prompts.	
Canva AI	Create social media graphics, generate visual assets, refine designs, and apply consistent brand colours and layouts.	Basic Plan : RM30 Per Account
CapCut	Edit promotional videos, arrange clips, add captions, voice-over, music, and calls to action.	FREE
Higgsfield AI	Explore AI-generated video clips and visual effects for short marketing videos.	PLUS Plan : USD49 Per Account
n8n — Introductory Application	Demonstrate a simple marketing workflow connecting content inputs, AI-generated drafts, tracking, and human review.	BASIC Plan : USD10 Credits
Microsoft Excel / Google Sheets	Organise content calendars, maintain campaign trackers, and prepare sample marketing data for AI-assisted analysis.	FREE

SESSION PLAN



Day 1 — AI Marketing Strategy & Content Creation

Time	Module / Session
10:00–10:30	Course Introduction, Pre-Assessment & Overview of AI for Business Marketing
10:30–11:30	Module 1: Introduction to AI for Business Marketing & Effective Prompting
11:30–11:45	Tea Break
11:45–13:00	Module 2: AI-Assisted Marketing Strategy & Campaign Planning
13:00–14:00	Lunch Break
14:00–15:00	Module 3: AI Copywriting & Marketing Content
15:00–15:15	Tea Break
15:15–16:30	Module 4: AI Visual Content & Brand Consistency
16:30–17:30	Practical Workshop: Develop Campaign Copy & Branded Marketing Creatives
17:30–18:00	Content Review, Sharing & Trainer Feedback

SESSION PLAN



Day 2 — AI Video, Marketing Productivity & Campaign Performance

Time	Module / Session
10:00–10:15	Day 1 Recap & Review of Campaign Materials
10:15–11:30	Module 5: AI-Assisted Marketing Video Creation
11:30–11:45	Tea Break
11:45–13:00	Module 6: AI for Marketing Productivity & Workflow Automation
13:00–14:00	Lunch Break
14:00–15:00	Module 7: AI for Advertising & Campaign Analysis
15:00–15:15	Tea Break
15:15–16:00	Practical Workshop: Content Calendar, A/B Testing Ideas & Performance Measures
16:00–17:15	Module 8: Integrated Marketing Campaign Project
17:15–18:00	Campaign Presentations, Trainer Feedback, Post-Assessment & Course Wrap-Up

LEARNING OUTCOMES



Upon completion of this programme, participants will be able to:

- Develop marketing ideas, audience profiles, and campaign messaging using AI.
- Write effective prompts for advertisements, social media content, and video scripts.
- Create marketing visuals that follow brand guidelines.
- Produce short promotional videos using an AI-assisted workflow.
- Streamline content planning and repetitive marketing tasks.
- Interpret campaign data and propose improvements.
- Present a practical marketing campaign with supporting content and a measurement plan.



TRAINING METHODOLOGY

The training combines **interactive discussions, trainer demonstrations, guided hands-on exercises, business case studies, and a practical marketing campaign project**, with participant presentations and trainer feedback to reinforce learning and workplace application.

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At Hustle, we're of the mindset that every company is unique. Every programme can be tailored to align with your team's unique goals, ensuring maximum relevance and impact. You can reach us for any questions.



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