AI-Driven Marketing and Consumer Insights Training Course



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Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In today's hyper-competitive digital landscape, understanding and predicting consumer behavior is the cornerstone of successful marketing. This course provides a comprehensive exploration of how Artificial Intelligence (AI) is revolutionizing marketing strategies and deepening our understanding of consumer insights. We move beyond theoretical concepts to offer practical, actionable knowledge on leveraging AI for data-driven decision-making. Participants will learn to harness the power of predictive analytics, machine learning, and natural language processing to create hyper-personalized customer experiences that drive engagement and loyalty. The curriculum is designed to reflect the latest industry trends, drawing on principles discussed by marketing authorities like Philip Kotler in his work on "Marketing 5.0: Technology for Humanity". This training course from BIG BEN Training Center is meticulously structured to equip professionals with the skills to not only analyze consumer data but also to build and implement sophisticated AI-powered marketing campaigns. By integrating AI into the core of your marketing operations, you can anticipate market shifts, optimize resource allocation, and achieve a significant competitive advantage in a rapidly evolving marketplace.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Data Analysts and Business Intelligence Professionals.
- Product Managers and Brand Strategists.
- E-commerce Managers.
- CRM and Customer Experience Managers.
- Business Owners and Entrepreneurs.
- Marketing and Advertising Consultants.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Telecommunications and Technology.
- Healthcare and Pharmaceuticals.
- Travel, Hospitality, and Tourism.
- Media and Entertainment.
- Governmental and Public Sector Agencies.
- Fast-Moving Consumer Goods (FMCG).

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Product Development and Management.
- Customer Service and Customer Experience.
- Data Analytics and Business Intelligence.
- Strategic Planning and Corporate Strategy.
- Information Technology (IT).

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive AI-driven marketing strategy from the ground up.
- Utilize predictive analytics to forecast consumer trends and purchasing behavior.
- Implement advanced customer segmentation models using machine learning algorithms.
- Deploy AI-powered tools for hyper-personalization across multiple marketing channels.
- Analyze consumer sentiment and feedback using natural language processing (NLP).
- Optimize marketing campaigns and budget allocation through data-driven insights.
- Map and enhance the customer journey with AI-powered automation.
- Evaluate the ethical implications of using AI in marketing and ensure compliance.
- Measure the return on investment (ROI) of AI marketing initiatives effectively.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in a real-world context. We employ a blended learning approach that combines expert-led presentations with hands-on workshops, real-world case study analysis, and collaborative group projects. Participants will engage in practical exercises using conceptual frameworks of AI marketing tools, allowing them to build and test predictive models and personalization engines. Interactive sessions, Q&A panels, and peer-to-peer discussions are integral to the learning process, fostering a dynamic environment where ideas and experiences are shared. Our trainers facilitate a continuous feedback loop, providing personalized guidance to help each participant master the course concepts. The focus is not just on understanding the "what" and "why" of AI in marketing, but on mastering the "how" through practical application, ensuring a deep and lasting comprehension of the subject matter.

Course Agenda (Course Units):

Unit One Foundations of AI in Modern Marketing

- Introduction to Artificial Intelligence, Machine Learning, and Deep Learning.
- The evolution of marketing from traditional to AI-driven approaches.
- Understanding the role of data in AI-powered marketing.
- Key AI marketing concepts: predictive analytics, NLP, and computer vision.
- Ethical considerations and data privacy in AI marketing.
- Exploring the AI marketing technology stack and key platforms.
- Case studies of successful AI implementation in marketing.

Unit Two Data-Driven Consumer Behavior Analysis

- Fundamentals of consumer behavior in the digital age.
- Collecting and preparing data for AI-driven analysis.
- Applying machine learning for advanced customer segmentation.
- Predicting customer lifetime value (CLV) and churn rates.
- Utilizing AI for market basket analysis and product recommendations.
- Mapping the modern customer journey with AI insights.
- Building comprehensive customer personas using data analytics.

Unit Three AI-Powered Personalization and Customer Experience

- The psychology of personalization and its impact on engagement.
- Techniques for creating hyper-personalized content and offers.
- Implementing AI-driven recommendation engines.
- Dynamic pricing strategies using machine learning models.
- Leveraging chatbots and virtual assistants for enhanced customer service.
- Personalizing the user experience on websites and mobile applications.
- Measuring the effectiveness of personalization campaigns.

Unit Four Executing AI Strategies Across Marketing Channels

- AI in content marketing: generation, curation, and optimization.
- Optimizing social media marketing with sentiment analysis and trend prediction.
- AI-powered email marketing automation and personalization.
- The role of AI in programmatic advertising and media buying.
- Enhancing search engine optimization (SEO) with AI tools.
- Voice search optimization and the future of conversational AI.
- Integrating AI across omnichannel marketing campaigns.

Unit Five Strategy, Implementation, and the Future of AI Marketing

- Developing a strategic roadmap for AI adoption in your organization.
- Building a business case and securing buy-in for AI initiatives.
- Managing AI marketing projects and teams.
- Measuring the ROI of AI marketing investments.
- The future of marketing: AI, augmented reality, and the metaverse.
- Developing skills for the AI-powered marketing professional.
- Final project: Designing a complete AI-driven marketing campaign.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI becomes more adept at predicting and influencing consumer behavior, where should organizations draw the line between effective personalization and intrusive manipulation?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing on the strategic integration of AI into marketing, rather than merely providing a technical overview of tools. While many courses concentrate on specific software, our curriculum is built around developing a strategic mindset, enabling participants to build a comprehensive AI-powered marketing framework that is adaptable to any tool or platform. We bridge the gap between data science and marketing artistry, exploring the psychological principles of consumer behavior alongside the technical application of machine learning. The course places a strong emphasis on the ethical dimensions of AI marketing, preparing professionals to navigate the complexities of data privacy and consumer trust responsibly. Furthermore, the content is highly practical, featuring hands-on workshops and real-world case studies that challenge participants to solve complex marketing problems. This holistic approach ensures that graduates are not just proficient in AI techniques but are also strategic thinkers capable of leading marketing innovation within their organizations.