

## AI for Digital Marketing Intermediate Level

الذكاء الاصطناعي في التسويق - مستوى متوسط

18 hours

2 Days Per Week

### Workshop Outline for intermediate level:

#### ■ Session 1: Introduction to AI in Digital Marketing

- Ice breaking
- Understanding AI types and applications in marketing
- Generative AI vs Predictive AI
- AI-powered research & ideation
- Competitor analysis using AI tools

#### ■ Session 2: AI for Content Creation

- AI-driven content writing and ideation
- Creating scripts for Reels & TikTok
- AI-powered social media calendars
- Visuals & video creation using Midjourney, Runway, Veo, etc

#### ■ Session 3: AI-Driven Advertising (Meta, TikTok, Google)

- Using AI for campaign optimization
- Predictive targeting & Smart Bidding
- AI-powered audience insights & deterministic signals
- Ad copy generation and creative optimization

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#### Session 4: AI in CRM & Marketing Automation

- Building intelligent marketing workflows
- AI for customer segmentation & personalization
- Lifecycle automation
- Predictive behavior modeling



#### Session 5: AI for Performance Analytics & Dashboards

- Using AI for data analysis
- Forecasting & budget optimization
- Building automated dashboards using AI tools
- Attribution models enhanced by AI



#### Session 6: Final Project & Practical Implementation

- Full hands-on project using AI tools
- Building content + ads + automation workflows
- Performance review & feedback

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#### ■ Workshop Target Audience:

- Digital Marketers
- Social Media Specialists
- Content Creators
- Performance Marketers
- Freelancers looking to enhance their work using AI
- Anyone who wants to enter the world of AI Marketing with hands-on practical skills

#### ■ Workshop Outcome:

- By the end of the workshop, participants will be able to:
- Use AI tools to create high-quality content and ads
- Improve campaign performance using AI-powered optimization techniques
- Build complete content and advertising strategies with AI
- Create smart CRM workflows and marketing automation
- Analyze data and predict campaign performance using AI models
- Build dashboards and automations using AI tools
- Work confidently with AI tools in their daily marketing tasks

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#### Workshop Summary in General:

A practical, hands-on workshop focused on real applications of artificial intelligence in digital marketing. Designed for the intermediate level, it targets marketers, content creators, and performance specialists who want to elevate their skills using AI.

Over the course of 18 hours, participants will build content, ads, workflows, dashboards, and perform data analysis using the latest AI tools.

By the end of the workshop, attendees gain practical, ready-to-use skills and complete a final project that demonstrates their ability to apply AI in real marketing scenarios.