



Future-Oriented Training and Consulting

EXECUTIVE DEVELOPMENT PROGRAM

AI in Marketing

and Customer Insights

Turning customer data into personalized experiences and measurable marketing growth through AI.

Data-Driven Campaigns

Frameworks to convert customer insights into measurable growth.

Executive Case Studies

Real-world examples of AI-powered marketing transformation.

Hands-On AI Platforms

Direct exposure to leading AI marketing and analytics tools.

Personalization at Scale

Practical tools to deliver tailored customer experiences.

CONTACT & HEADQUARTERS

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Program Overview

This program explores how AI transforms customer analytics, personalization, and marketing decision-making.

Through case studies, executive discussions, simulations, and hands-on exposure to AI-powered marketing platforms, participants will develop data-driven campaigns that convert customer insights into measurable business growth.

Program Objectives

- **Understand AI in Marketing:** Grasp how AI reshapes customer analytics and decision-making.
- **Leverage Customer Data:** Turn raw data into actionable customer insights.
- **Design Personalized Campaigns:** Build AI-driven personalization at scale.
- **Evaluate AI Marketing Platforms:** Assess tools for analytics, automation, and targeting.
- **Measure Marketing Impact:** Apply AI-powered attribution and performance metrics.
- **Lead Data-Driven Marketing Teams:** Build the skills to drive AI adoption across teams.

Target Audience

This program is designed for professionals aiming to harness AI for customer insights and marketing growth, including:

- **Marketing Directors & CMOs** shaping customer strategy.
- **Brand & Product Marketing Managers** driving campaign performance.
- **Customer Insights & Analytics Professionals** leveraging AI tools.
- **Digital Marketing Leaders** overseeing multi-channel campaigns.
- **E-Commerce & Growth Leaders** scaling personalization efforts.
- **Consultants & Agency Leaders** advising on AI marketing adoption.
- **Entrepreneurs & Business Owners** seeking data-driven growth.

Program Impact

Participants will complete this program with the skills to design AI-powered, data-driven marketing campaigns. Graduates will return to their organizations ready to convert customer insights into measurable growth and deliver more personalized, effective customer experiences.

Program Outline

MODULE 1: Foundations of AI in Marketing

- Understanding AI's role in modern marketing
- Key AI technologies reshaping customer engagement
- The business case for AI-driven marketing
- Distinguishing practical AI applications from hype
- Assessing organizational readiness for AI marketing

MODULE 2: Customer Data and Analytics Fundamentals

- Understanding customer data sources and quality
- Core concepts of customer analytics and segmentation
- Building a single customer view with AI tools
- Ensuring data privacy and compliance in marketing
- Turning raw data into actionable insights

MODULE 3: AI-Powered Customer Insights

- Predictive analytics for customer behavior
- Sentiment analysis and voice-of-customer AI tools
- Identifying customer needs and unmet demand
- Customer lifetime value modeling with AI

MODULE 4: Personalization and Customer Experience

- Principles of AI-driven personalization at scale
- Dynamic content and product recommendations
- Personalizing the customer journey across channels
- Balancing personalization with customer privacy
- Case studies in AI-powered customer experience

MODULE 5: AI-Driven Campaign Strategy

- Designing data-driven marketing campaigns
- AI-powered audience segmentation and targeting
- Predictive lead scoring and prioritization
- Automating campaign optimization with AI

MODULE 6: Marketing Automation and AI Tools

- Overview of leading AI marketing platforms
- Evaluating and selecting marketing automation tools
- Integrating AI tools into the marketing technology stack
- Chatbots and conversational AI for customer engagement
- Building efficient, scalable marketing workflows

MODULE 7: Measuring Impact and Attribution

- AI-powered marketing attribution models
- Measuring ROI of AI-driven campaigns
- Key performance metrics for data-driven marketing
- A/B testing and experimentation with AI

MODULE 8: Content and Creative Strategy with AI

- Using generative AI for content creation
- AI-assisted creative testing and optimization
- Maintaining brand voice and quality with AI tools

MODULE 9: Leading AI-Driven Marketing Teams

- Building AI literacy across marketing teams
- Overcoming resistance to AI adoption in marketing
- Structuring teams for data-driven decision-making
- Fostering a culture of experimentation and innovation

MODULE 10: Sustaining Growth Through AI Marketing

- Embedding AI into long-term marketing strategy
- Anticipating emerging AI marketing trends
- Sustaining momentum and continuous improvement