



Artificial Intelligence and the Transformation of Digital Marketing Strategies

16 – 20 November 2026
Rome (Italy)



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Introduction:

The world of digital marketing is rapidly evolving with the rise of artificial intelligence technologies. This Artificial Intelligence and the Transformation of Digital Marketing Strategies course provides an understanding of how AI in digital marketing is reshaping business growth. Participants will explore AI marketing strategies that enhance customer experience, improve targeting, and optimize campaigns. The training emphasizes practical applications, including AI-driven content marketing and AI marketing automation.

Attendees will learn to implement predictive analytics to anticipate consumer behavior and personalize interactions. Case studies demonstrate how major brands successfully integrate AI into their marketing frameworks. Participants will understand how AI applications in digital marketing contribute to measurable results. The Artificial Intelligence and the Transformation of Digital Marketing Strategies program also examines the benefits of AI in digital marketing, enabling professionals to develop strategic, data-driven marketing plans.

Targeted Groups:

This Artificial Intelligence and the Transformation of Digital Marketing Strategies training targets professionals seeking specialized knowledge and skills:

- Marketing managers in corporate and institutional settings.
- Digital marketing campaign coordinators.
- Data analysts and marketing analytics specialists.
- Entrepreneurs managing online stores and e-commerce platforms.
- Strategic content developers and copywriters.
- Social media marketing experts.
- Personnel involved in product development and digital customer experience.
- Business development and strategic planning officers.
- Professionals aiming to enhance AI-driven digital marketing skills.
- Individuals preparing for digital transformation initiatives in marketing.

Studying Scenarios:

In this Artificial Intelligence and the Transformation of Digital Marketing Strategies training, participants will develop their skills through the analysis of the following scenarios:

- Designing AI-driven campaigns for social media platforms.
- Applying predictive analytics to anticipate consumer preferences.
- Using AI tools for content creation and SEO optimization.
- Implementing AI marketing automation for e-commerce websites.
- Developing personalized email campaigns through AI techniques.
- Evaluating campaign performance with AI dashboards.
- Creating intelligent recommendations for product promotion.
- Integrating AI in digital advertising strategies for higher ROI.
- Testing AI applications in multi-channel marketing environments.
- Simulating customer interactions using AI-powered chatbots.

Course Objectives:

Participants will achieve the following objectives by completing the Artificial Intelligence and the Transformation of Digital Marketing Strategies course:

- Analyze the influence of AI in digital marketing transformation.
- Identify AI marketing tools and techniques for business growth.
- Apply AI in content creation to enhance audience engagement.
- Develop data-driven strategies for AI marketing automation.
- Evaluate AI-driven marketing effectiveness across multiple digital channels.
- Design intelligent campaigns using predictive analytics and machine learning.
- Optimize audience targeting and content personalization through AI models.
- Implement AI solutions to increase operational efficiency and reduce marketing costs.
- Integrate AI into systematic marketing data analysis.
- Build AI-driven content marketing strategies to strengthen brand visibility.
- Leverage AI in SEO strategies for improved digital performance.
- Develop AI marketing strategies that drive long-term business success.
- Employ AI applications in digital marketing to anticipate market trends.
- Create advanced digital marketing campaigns using AI marketing strategies.
- Understand ethical considerations when implementing AI in marketing environments.

Targeted Competencies:

Participants will gain the following competencies during the Artificial Intelligence and the Transformation of Digital Marketing Strategies program:

- Mastery of AI marketing tools and their business applications.
- Skills in designing AI-driven digital marketing strategies.
- Competence in predictive analytics for improved marketing performance.
- Ability to automate digital campaigns effectively.
- Expertise in AI content marketing and personalized messaging.
- Knowledge of AI-driven SEO strategies for search visibility.
- Capacity to integrate AI into marketing performance measurement.
- Proficiency in leveraging AI applications in digital marketing analytics.
- Understanding AI marketing techniques to enhance ROI.
- Competence in aligning AI marketing strategies with business objectives.
- Skills to implement AI in marketing automation platforms.
- Ability to assess emerging AI technologies in marketing scenarios.
- Capacity to improve customer experience using AI-driven insights.
- Expertise in AI strategies for digital marketing transformation.

Course Content:

Unit 1: Introduction to AI and Digital Transformation in Marketing:

- Definition of AI and artificial intelligence marketing concepts.
- Overview of digital marketing transformation trends.
- Key differences between AI and machine learning in marketing.
- Role of AI in reshaping digital marketing channels.
- Understanding AI applications in content creation and personalization.
- Analysis of AI-driven marketing in global brands.
- How AI in digital marketing influences customer journeys.
- Ethical considerations in AI marketing adoption.
- Challenges of AI Integration in Traditional Marketing Processes.
- Emerging trends in AI strategies for digital marketing success.

Unit 2: AI Tools in Marketing Data Analysis:

- Exploring AI marketing tools for big data analysis.
- Using predictive analytics to forecast consumer behavior.
- Machine learning for customer segmentation and targeting.
- Leveraging NLP to understand audience sentiment and trends.
- Evaluating campaign performance with AI dashboards.
- Converting data into actionable insights for marketing strategies.
- Integrating AI in digital analytics platforms like Google Analytics.
- Ensuring data security and customer privacy in AI-driven marketing.
- AI applications in optimizing SEO strategies.
- AI tools for digital marketing professionals to enhance decision-making.

Unit 3: Automating Marketing Campaigns Using AI:

- Understanding AI marketing automation and efficiency improvement.
- Building AI-powered chatbots for customer engagement.
- Personalizing marketing content using AI insights.
- Optimizing real-time interactive content with AI algorithms.
- Automating email marketing campaigns and retargeting.
- Selecting optimal digital channels using AI-driven analysis.
- Scheduling and publishing content through AI marketing tools.
- Measuring campaign success with intelligent KPIs.
- Case studies on AI-driven marketing automation in major brands.
- Using AI to enhance customer journey management.

Unit 4: Building AI-Driven Digital Marketing Strategies:

- Conducting AI-powered digital market analysis.
- Developing precise digital buyer personas.
- Designing a data-driven customer journey with AI insights.
- Leveraging AI SEO strategies to increase visibility.
- Integrating AI in paid search marketing campaigns.
- Customizing marketing campaigns using AI tools for personalization.
- Identifying optimal timing for content delivery through AI.
- Improving ROI with AI-driven recommendations.
- Utilizing AI marketing techniques for long-term growth.
- Aligning AI strategies with digital transformation objectives.

Unit 5: Challenges and Opportunities of AI in Future Marketing:

- Addressing ethical and privacy concerns in AI marketing.
- Impact of AI on marketing roles and team competencies.
- Balancing human oversight with AI-driven automation.
- Exploring emerging AI technologies and applications in marketing.
- Opportunities for innovation in competitive digital markets.
- Fostering organizational readiness for AI adoption.
- Using predictive modeling for future market trends.
- Implementing autonomous marketing systems with AI.
- Examining AI's impact on customer-brand relationships.
- Strategies to ensure sustainable digital marketing transformation.

Final Insights & Key Takeaways:

Integrating AI in digital marketing is essential for modern business success. AI-driven strategies enhance targeting, personalization, and automation across all channels. Continuous learning and application of AI marketing tools strengthen ROI and digital presence. Professionals gain critical insights to lead transformative marketing initiatives.