MERCURY

Artificial Intelligence and Digital Platform Marketing Training Course

28 February – 4 March 2027
Istanbul (Turkey)



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Artificial Intelligence and Digital Platform Marketing Training Course

Ref: 16066_1004964 **Date:** 28 February – 4 March 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction

Artificial intelligence AI is revolutionizing digital marketing by transforming the way businesses engage with customers and optimize campaigns. The Artificial Intelligence and Digital Platform Marketing training course provides professionals with the knowledge and skills to leverage AI-powered tools for strategic marketing across digital platforms. Participants will explore advanced techniques, including predictive analytics, machine learning algorithms, and automated marketing systems.

This Artificial Intelligence and Digital Platform Marketing course emphasizes practical applications in content personalization, targeting, customer journey mapping, and campaign optimization. Learners will gain insights into ethical considerations and compliance requirements associated with AI in marketing. It equips marketers, data analysts, and business developers to design data-driven campaigns and accurately measure performance.

Participants will be confident in implementing AI strategies to drive customer engagement, enhance ROI, and maintain a competitive edge. This Artificial Intelligence and Digital Platform Marketing program combines theory with scenario-based learning to provide hands-on experience in AI-driven digital marketing strategy.

Targeted Groups

This Artificial Intelligence and Digital Platform Marketing training targets professionals seeking specialized knowledge and skills:

- Marketing managers aiming to enhance digital campaigns with AI insights.
- Social media strategists are seeking advanced AI-driven personalization techniques.
- Data analysts focused on marketing performance and predictive modeling.
- E-commerce managers are optimizing conversion through AI tools.
- Business development executives are integrating AI into growth strategies.
- IT professionals supporting marketing automation systems.
- Entrepreneurs and startup founders leveraging AI for digital growth.
- Students and fresh graduates pursuing AI marketing careers.
- Professionals transitioning to digital marketing with AI expertise.

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Training Course Objectives

Participants will achieve the following objectives by completing the Artificial Intelligence and Digital Platform Marketing course:

- Understand the fundamentals of artificial intelligence in marketing applications.
- Analyze customer behavior using AI tools for strategic insights.
- Apply predictive modeling to forecast campaign outcomes.
- Develop personalized content using AI algorithms.
- Implement AI automation across social media and advertising channels.
- Measure and optimize AI-powered campaign performance.
- Integrate chatbots and virtual assistants to enhance customer interaction.
- Design ethical and compliant AI marketing strategies.
- Identify emerging AI trends in digital marketing platforms.
- Build data-driven marketing plans leveraging AI capabilities.
- Conduct competitor analysis using AI tools.
- Segment audiences intelligently for better targeting.
- Enhance marketing funnels with machine learning models.
- Develop AI-ready workflows to increase marketing efficiency.

Targeted Competencies

Participants will gain the following competencies during the Artificial Intelligence and Digital Platform Marketing program:

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- Advanced data analysis for digital marketing applications.
- Designing AI-integrated marketing strategies.
- Automating social media campaigns efficiently.
- Engaging customers in real-time using AI solutions.
- Forecasting trends with AI predictive analytics.
- Ethical decision-making in AI marketing operations.
- Personalizing content based on behavioral insights.
- Integrating AI tools across multiple digital platforms.
- Applying AI-driven optimization for higher ROI.
- Monitoring and interpreting AI analytics for campaign adjustments.
- Understanding compliance and data privacy requirements in AI marketing.

Studying Scenarios

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

- AI-powered campaign planning for product launches.
- Personalization of email marketing using predictive analytics.
- Social media ad optimization with machine learning models.
- Chatbot implementation for improved customer service.
- Automated content generation for digital platforms.
- Audience segmentation using AI clustering techniques.
- Real-time performance monitoring of marketing campaigns.
- AI-driven lead scoring for enhanced CRM targeting.
- Ethical dilemma case studies in algorithmic marketing.
- Developing AI-based marketing strategies for emerging digital trends.

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Course Content

Unit 1: Foundations of Artificial Intelligence in Digital Marketing

- Define artificial intelligence and core AI technologies.
- Explore the history and evolution of AI in digital marketing.
- Identify essential AI tools for digital marketing campaigns.
- Understand AI applications in marketing productivity and decision-making.
- Review case studies of AI integration in advertising.
- Examine the role of AI in digital transformation strategies.
- Discuss challenges in adopting AI within marketing workflows.
- Highlight the benefits of intelligent automation for campaigns.
- Introduce AI-powered marketing frameworks and dashboards.
- Explore AI adoption trends across different industries.

Unit 2: Customer Behavior Analytics and AI Integration

- Collect and interpret behavioral data from digital platforms using AI.
- Apply sentiment analysis to evaluate customer feedback.
- Track user interaction across multiple digital marketing channels.
- Predict consumer purchase behavior with AI algorithms.
- Segment audiences using classification and clustering techniques.
- Measure engagement patterns through machine learning insights.
- Integrate behavior-driven marketing with personalized campaigns.
- Optimize call-to-actions based on user journey predictions.
- Enhance lead scoring and CRM targeting using AI.
- Apply AI insights to improve conversion rates and retention.

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Unit 3: AI Tools for Content Creation and Personalization

- Introduce natural language generation NLG for dynamic content.
- Automate headlines and advertising copy creation using AI.
- Analyze audience preferences to tailor personalized content.
- Implement a dynamic website and email content delivery.
- Use AI-driven content management systems effectively.
- Leverage recommendation engines for personalized product suggestions.
- Apply AI to enhance SEO by structuring content and using keywords.
- Integrate AI in visual and video content creation.
- Conduct automated A/B testing to optimize campaign impact.
- Evaluate AI content performance metrics for continuous improvement.

Unit 4: Marketing Automation on Digital Platforms

- Automate social media posting and scheduling with AI tools.
- Optimize ad bidding strategies using AI-powered algorithms.
- Integrate machine learning for real-time campaign tracking.
- Implement AI chatbots for enhanced customer service.
- Build AI-based customer engagement workflows.
- Adjust campaigns dynamically using real-time AI analytics.
- Reduce churn and improve retention with predictive AI models.
- Apply AI in email automation and campaign triggers.
- Measure campaign performance with AI dashboards and reporting.
- Enhance cross-channel marketing efficiency using AI integration.

Unit 5: Ethics, Challenges, and Future Trends of AI in Digital Marketing

- Address data privacy, compliance, and AI governance.
- Explore ethical considerations in algorithmic marketing.
- Identify and mitigate biases in AI-based targeting.
- Learn global standards for responsible AI practices.
- Ensure transparency and explainability in AI campaigns.
- Strengthen cybersecurity and data protection in digital marketing.
- Forecast trends in AI for social media and e-commerce.
- Examine the impact of generative AI tools like ChatGPT on marketing.
- Explore emerging career opportunities in AI-powered marketing.
- Develop strategies to sustain AI innovation in digital marketing.

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Final Insights & Key Takeaways

This course equips professionals to harness AI in digital marketing for measurable impact. Participants gain practical skills in AI-powered marketing, automation, and personalization. They are prepared to design data-driven campaigns while ensuring ethical compliance. By mastering AI in digital platforms, learners can drive innovation, efficiency, and long-term business growth.