



ChatGPT Business for Marketing and Sales Growth

23 – 27 November 2026
Rome (Italy)



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Introduction

This ChatGPT Business for Marketing and Sales Growth course explores how artificial intelligence can transform modern marketing and sales performance in competitive business environments. It focuses on practical applications of ChatGPT in improving customer engagement, lead generation, and conversion strategies. Participants will learn how to integrate AI-driven tools into marketing workflows to enhance productivity and decision-making quality. The program highlights how businesses can optimize content creation, campaign planning, and customer communication using intelligent automation. It provides a structured understanding of how AI supports scalable growth in sales pipelines and brand positioning. Learners will understand how to apply ChatGPT strategically across marketing and sales functions for measurable business impact.

Targeted Groups

This ChatGPT Business for Marketing and Sales Growth training targets professionals seeking knowledge and skills:

- Marketing executives manage digital campaigns and brand growth.
- Sales professionals focused on lead generation and conversion improvement.
- Business owners aiming to scale marketing with AI tools.
- Content creators producing promotional and sales content.
- Digital marketers are working on automation and performance optimization.
- E-commerce managers are improving product visibility and sales funnels.
- Customer service teams are enhancing communication efficiency.
- Freelancers offering AI-based marketing services.

Course Objectives

Participants will achieve the following objectives by completing the ChatGPT Business for Marketing and Sales Growth course:

- Understand how ChatGPT supports marketing strategy and sales growth.
- Apply AI tools to create high-quality marketing content quickly.
- Develop optimized sales messaging for different customer segments.
- Improve lead generation using AI-assisted research techniques.
- Automate repetitive marketing tasks to increase efficiency.
- Build customer engagement strategies using conversational AI.
- Analyze buyer behavior using AI-supported insights.
- Enhance conversion rates through personalized communication.
- Design AI-powered sales funnels for better performance.
- Integrate ChatGPT effectively into daily marketing workflows.

Targeted Competencies

Participants will gain the following competencies during the ChatGPT Business for Marketing and Sales Growth program:

- AI-driven marketing content creation and optimization skills.
- Sales communication enhancement using intelligent prompts.
- Strategic lead generation using ChatGPT techniques.
- Data interpretation for customer behavior insights.
- Campaign automation and workflow optimization abilities.
- Digital persuasion techniques for higher conversions.
- AI-based customer engagement and retention strategies.
- Performance tracking and marketing decision improvement skills.

Studying Scenarios

In this ChatGPT Business for Marketing and Sales Growth training, participants develop skills through the following scenarios:

- Creating AI-generated ad copy for targeted audiences.
- Designing automated email marketing campaigns.
- Developing sales scripts for different buyer personas.
- Improving product descriptions for higher conversion rates.
- Simulating customer interactions using AI chat systems.
- Building content calendars for social media marketing.
- Optimizing landing page messaging with AI support.

Course Content

Unit 1: Foundations of AI in Marketing and Sales

- Introduction to ChatGPT in business environments.
- Role of AI in modern marketing transformation.
- Understanding AI-driven customer behavior analysis.
- Key concepts of digital marketing automation.
- AI impact on sales funnel optimization.
- Overview of ChatGPT for marketing strategy development.
- Benefits of AI in improving business efficiency.

Unit 2: ChatGPT for Marketing Content Creation

- Writing high-converting ad copies using AI.
- Generating blog content for brand visibility.
- Creating SEO-friendly product descriptions.
- Developing social media posts with AI support.
- Building content strategies using ChatGPT prompts.
- Enhancing brand storytelling through AI tools.
- Improving content consistency and engagement.

Unit 3: AI-Driven Sales Strategies

- Building persuasive sales scripts with ChatGPT.
- Designing customer-focused messaging strategies.
- Using AI for lead qualification and segmentation.
- Enhancing negotiation techniques with AI insights.
- Automating follow-up communication processes.
- Improving conversion rates through personalization.
- Structuring AI-based sales funnels effectively.

Unit 4: Customer Engagement and Automation

- Creating AI-powered chatbot interactions.
- Improving customer support communication quality.
- Automating email marketing workflows.
- Enhancing customer journey mapping with AI.
- Developing personalized engagement strategies.
- Using ChatGPT for feedback analysis.
- Strengthening customer retention systems.

Unit 5: Advanced AI Marketing Optimization

- Using AI for campaign performance analysis.
- Optimizing marketing funnels with data insights.
- Predicting customer behavior using AI models.
- Enhancing ROI through automated strategies.
- Integrating ChatGPT into CRM systems.
- Advanced prompt engineering for marketing tasks.
- Scaling business growth using AI systems.

Final Insights & Key Takeaways

ChatGPT enables scalable transformation in marketing and sales performance through intelligent automation and content optimization. Businesses that integrate AI-driven strategies achieve stronger engagement, higher conversion rates, and sustainable growth.