



Marketing Content Using Generative AI Course

19 – 23 July 2027
Rome (Italy)



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Introduction

Marketing content is rapidly evolving as generative AI becomes a core tool in planning, writing, editing, and optimizing digital communication. This Marketing Content Using Generative AI course equips learners with a structured method to create high-quality blog posts, social media content, email campaigns, landing pages, and content briefs using AI effectively. It highlights how AI enhances keyword research, content structuring, audience targeting, and multi-channel content production. The program emphasizes maintaining brand voice, originality, and content quality to ensure strategic alignment and credibility. Learners will understand how AI integrates with modern SEO practices and supports performance-driven content strategies. Participants will be able to produce faster, smarter, and more consistent marketing content aligned with business objectives.

Targeted Groups

This Marketing Content Using Generative AI training targets professionals seeking knowledge and skills:

- Marketing specialists.
- Content writers.
- Copywriters.
- SEO professionals.
- Social media managers.
- Digital marketing teams.
- Brand and communication officers.
- Business owners.
- Freelance content creators.
- Training and course marketers.

Course Objectives

Participants will achieve the following objectives by completing the Marketing Content Using Generative AI course:

- Understand the role of generative AI in modern marketing content.
- Identify content tasks that AI can accelerate effectively.
- Build prompts for blogs, ads, emails, and social media.
- Improve content structure, clarity, and audience relevance.
- Apply AI to keyword discovery and content ideation.
- Adapt outputs to brand tone and campaign purpose.
- Review, edit, and refine AI drafts with professional judgment.
- Use AI to support scalable and consistent content production.
- Strengthen content quality while maintaining human oversight.

Targeted Competencies

Participants will gain the following competencies during the Marketing Content Using Generative AI program:

- Prompt writing for marketing use cases.
- AI-assisted content drafting and editing.
- SEO-oriented content planning.
- Audience-focused message development.
- Brand voice alignment.
- Content repurposing across channels.
- Quality review and refinement skills.
- Ethical and responsible AI usage.
- Workflow organization for faster content delivery.

Studying Scenarios

In this Marketing Content Using Generative AI training, participants develop skills through the following scenarios:

- Creating a blog outline from a campaign theme.
- Writing social media captions for one product launch.
- Turning long-form content into short promotional copy.
- Drafting email sequences for a marketing funnel.
- Improving weak copy through AI editing and review.

Course Content

Unit 1: Foundations of Generative AI in Marketing Content

- Define generative AI and its role in content marketing.
- Identify common marketing content formats that AI supports.
- Distinguish between idea generation, drafting, and optimization.
- Recognize the strengths and limitations of AI-generated content.
- Explain how AI supports faster marketing workflows.
- Understand the relationship between content quality and business impact.
- Explore how marketers use AI for blogs, ads, emails, and social posts.
- Review the importance of human supervision in every stage.

Unit 2: Prompt Design for Marketing Copy and Content Ideas

- Write clear prompts for specific content goals.
- Add audience, tone, format, and purpose into the prompt structure.
- Generate blog ideas, headlines, hooks, and call-to-action options.
- Refine prompts to produce more relevant and usable outputs.
- Create prompt variations for different channels and campaign stages.
- Use prompts to support content briefs and creative direction.
- Apply prompt sequencing for better draft quality.
- Improve output consistency through repeated prompt testing.

Unit 3: SEO Content Strategy and AI-Assisted Keyword Planning

- Use AI to support keyword discovery and topic expansion.
- Build content ideas around search intent and audience questions.
- Group related topics into practical content clusters.
- Draft SEO-friendly outlines for pages, articles, and guides.
- Improve relevance through natural keyword placement.
- Create content that supports discoverability and reader value.
- Align headlines, subheadings, and snippets with search behavior.
- Balance optimization with readability and brand tone.

Unit 4: Multi-Channel Content Production and Repurposing

- Adapt one core message for blog, email, social, and landing page formats.
- Produce platform-specific messaging without losing consistency.
- Rewrite long-form content into short-form marketing assets.
- Generate ad copy variations for testing and comparison.
- Create campaign content that supports awareness, engagement, and conversion.
- Use AI to speed up content versioning for different audiences.
- Build repurposing workflows to scale content efficiently.
- Maintain message alignment across channels and customer stages.

Unit 5: Quality Control, Brand Voice, Ethics, and Performance Review

- Check AI drafts for accuracy, clarity, and relevance.
- Edit content to reflect brand voice and professional standards.
- Remove weak wording, repetition, and generic phrasing.
- Detect risks related to bias, inaccuracy, and over-automation.
- Apply responsible review practices before publishing content.
- Evaluate content performance using engagement and conversion signals.
- Improve future prompts based on content results and feedback.
- Build a sustainable workflow that combines AI speed with human judgment.

Final Insights & Key Takeaways

Marketing content using generative AI is most effective when it combines fast production with strong editorial control, audience understanding, and clear strategic purpose. The strongest results come from teams that use AI to enhance creativity, improve efficiency, and support high-quality content across every stage of the marketing workflow.