



# **AI Digital Marketing, Content Creation & Intelligent Growth**

9 – 13 November 2026  
Rome (Italy)



## AI Digital Marketing, Content Creation & Intelligent Growth

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### Introduction

The rapid evolution of artificial intelligence is transforming the way organizations approach digital marketing, content creation, customer engagement, and business growth. Modern marketing professionals are increasingly leveraging AI-powered technologies to automate workflows, personalize customer experiences, optimize campaigns, and generate high-quality content at scale. This AI Digital Marketing, Content Creation & Intelligent Growth course provides an understanding of how artificial intelligence can be integrated into digital marketing strategies to improve performance, efficiency, and measurable business outcomes. Participants will explore advanced concepts in content generation, search engine optimization, social media marketing, marketing automation, customer analytics, and intelligent growth strategies. The program examines practical frameworks for using AI throughout the marketing lifecycle, from audience research and content planning to campaign optimization and performance measurement. It equips professionals with the knowledge needed to lead data-driven, innovation-focused marketing initiatives.

### Targeted Groups

This AI Digital Marketing, Content Creation & Intelligent Growth training targets professionals seeking knowledge and skills:

- Digital marketing managers and specialists.
- Content creators and content strategists.
- SEO and organic growth professionals.
- Social media managers and coordinators.
- Marketing communications professionals.
- Brand managers and marketing executives.
- Business development specialists.
- E-commerce managers and online retailers.
- Customer experience and engagement professionals.
- Marketing analysts and data-driven decision makers.
- Entrepreneurs seeking scalable marketing solutions.
- Consultants supporting digital transformation initiatives.
- Professionals responsible for marketing automation projects.

### Course Objectives

Participants will achieve the following objectives by completing the AI Digital Marketing, Content Creation & Intelligent Growth course:

- Understand the foundations of AI-driven marketing ecosystems.
- Evaluate emerging AI technologies in digital marketing.
- Design intelligent customer acquisition strategies.
- Develop data-driven content marketing frameworks.
- Apply AI tools to improve content production efficiency.
- Optimize search engine visibility through intelligent techniques.
- Create personalized customer engagement journeys.
- Improve social media marketing performance using AI insights.
- Analyze customer behavior through predictive analytics.
- Implement marketing automation for scalable operations.
- Measure campaign effectiveness using advanced metrics.
- Develop conversion-focused digital marketing strategies.
- Strengthen audience segmentation and targeting capabilities.
- Enhance brand visibility across digital channels.
- Utilize AI-generated insights for strategic decision-making.
- Identify growth opportunities through customer data analysis.
- Build sustainable and scalable intelligent growth models.
- Manage ethical considerations associated with AI marketing practices.

## Targeted Competencies

Participants will gain the following competencies during the AI Digital Marketing, Content Creation & Intelligent Growth program:

- AI-powered digital marketing planning.
- Intelligent content development and optimization.
- Search engine optimization strategy management.
- Audience research and behavioral analysis.
- Marketing automation implementation.
- Data interpretation and performance analysis.
- Customer journey mapping and personalization.
- Predictive marketing and trend forecasting.
- Social media growth management.
- Campaign performance optimization.
- Conversion rate improvement techniques.
- AI-assisted copywriting and content strategy.
- Marketing technology evaluation and selection.
- Digital brand positioning and visibility enhancement.
- Strategic decision-making using marketing intelligence.

## Studying Scenarios

In this AI Digital Marketing, Content Creation & Intelligent Growth training, participants develop skills through the following scenarios:

- Designing an AI-powered content marketing strategy for a growing organization.
- Improving search visibility through intelligent SEO planning and optimization.
- Developing personalized customer engagement journeys using behavioral insights.
- Building automated marketing campaigns for lead generation and nurturing.
- Analyzing campaign performance data to improve conversion outcomes.
- Managing social media growth initiatives with AI-supported content planning.
- Identifying market opportunities through predictive customer analytics.
- Creating scalable digital growth frameworks for business expansion.

## Course Content

### Unit 1: Foundations of AI Digital Marketing and Intelligent Growth

- Evolution of digital marketing in the AI era.
- Core principles of artificial intelligence in marketing.
- Understanding intelligent growth ecosystems.
- Digital transformation and marketing innovation.
- Marketing technology landscape and AI applications.
- Customer-centric marketing in digital environments.
- The relationship between data, AI, and business growth.
- Building AI-ready marketing strategies.
- Ethical and responsible AI adoption in marketing operations.

### Unit 2: AI-Powered Content Creation and Content Strategy

- Fundamentals of content marketing in modern organizations.
- Content lifecycle management and planning.
- AI-assisted content ideation and topic discovery.
- Audience intent analysis and content alignment.
- Developing high-performing content strategies.
- Intelligent content creation workflows.
- Creating blog content for organic visibility.
- AI-driven copywriting techniques and frameworks.
- Content personalization for different audience segments.
- Content optimization for engagement and retention.
- Video content planning using AI insights.
- Interactive content development approaches.
- Storytelling techniques for digital audiences.
- Content governance and quality assurance.
- Measuring content performance and effectiveness.

### **Unit 3: Search Engine Optimization and Organic Growth Intelligence**

- Strategic role of SEO in digital growth.
- Search intent analysis and audience behavior.
- Keyword research methodologies using AI technologies.
- Long-tail keyword opportunity identification.
- Semantic search and topic clustering principles.
- On-page optimization best practices.
- Technical SEO fundamentals and performance factors.
- Content optimization for search visibility.
- Search engine ranking factors and algorithm evolution.
- AI-enhanced competitor analysis techniques.
- Internal linking and content architecture planning.
- User experience impact on organic performance.
- Local SEO strategies for targeted markets.
- Voice search optimization opportunities.
- Measuring SEO success through performance metrics.
- Developing sustainable organic growth frameworks.

### **Unit 4: AI-Driven Social Media Marketing and Customer Engagement**

- Social media ecosystem analysis and planning.
- AI applications in social media management.
- Audience segmentation and community development.
- Content scheduling and publishing automation.
- Social listening and sentiment analysis techniques.
- Building engagement-focused content strategies.
- Influencer marketing and partnership evaluation.
- Customer interaction management using AI tools.
- Personalization strategies for social channels.
- Brand reputation monitoring and management.
- Community growth and audience retention techniques.
- Cross-channel communication strategies.
- Social media analytics and reporting frameworks.
- Campaign optimization through behavioral insights.
- Measuring engagement and customer loyalty outcomes.

## Unit 5: Marketing Automation, Analytics, and Intelligent Growth Strategy

- Foundations of marketing automation systems.
- Lead generation and nurturing automation frameworks.
- Customer journey automation design.
- CRM integration and customer data utilization.
- Predictive analytics for marketing decisions.
- Understanding customer lifetime value.
- Conversion funnel optimization techniques.
- Data-driven campaign management practices.
- Performance measurement and KPI development.
- Attribution modeling and marketing effectiveness.
- AI-powered customer behavior forecasting.
- Growth experimentation and optimization frameworks.
- Revenue-focused marketing strategy development.
- Scaling digital marketing operations efficiently.
- Building intelligent growth roadmaps.
- Strategic planning for long-term digital expansion.
- Continuous improvement through marketing intelligence.
- Future trends in AI marketing and business growth.

## Final Insights & Key Takeaways

Artificial intelligence is reshaping digital marketing by enabling smarter content creation, personalized customer engagement, advanced SEO performance, and scalable growth strategies. Professionals who effectively combine AI capabilities with strategic marketing expertise can achieve stronger customer relationships, improved campaign results, and sustainable long-term business growth.