MERCURY

Smart Marketing Automation Using Artificial Intelligence

1 – 5 February 2027
Amsterdam (Netherlands)



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Introduction

Smart Marketing Automation Using Artificial Intelligence has emerged as a core driver of digital transformation, enabling organizations to operate with precision, speed, and data-driven intelligence. This course equips professionals with an in-depth understanding of how artificial intelligence marketing reshapes campaign design, customer engagement, and automated decision-making across digital channels.

Participants will explore the role of machine learning, predictive analytics, and AI marketing tools in orchestrating personalized marketing workflows that align with organizational goals. Through a structured academic approach, the Smart Marketing Automation Using Artificial Intelligence training reveals how AI-driven marketing enables higher efficiency and consistent performance improvement. It explains how marketing automation AI supports scalable communication strategies and improves customer lifecycle management.

Learners will examine the benefits of AI in marketing automation, including enhanced segmentation, more accurate targeting, and improved content delivery. The Smart Marketing Automation Using Artificial Intelligence program demonstrates how marketing automation platforms apply data insights to optimize user experiences in real time. Participants will understand how intelligent marketing automation powered by AI accelerates growth, improves mission-critical KPIs, and strengthens competitive advantage.

Targeted Groups

This Smart Marketing Automation Using Artificial Intelligence training targets professionals seeking specialized knowledge and skills:

- Marketing specialists are enhancing automated workflows.
- Digital marketers are improving performance outcomes.
- Content creators are personalizing communications.
- Business development teams are increasing conversions.
- Marketing managers leading digital strategies.
- CRM and customer experience specialists.
- E-commerce professionals managing online funnels.
- Data analysts supporting marketing teams.
- Entrepreneurs automating marketing operations.
- Software developers building marketing tech tools.
- Innovation officers exploring AI marketing strategies.

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Course Objectives

Participants will achieve the following objectives by completing the Smart Marketing Automation Using Artificial Intelligence course:

- Understand the foundations of AI marketing automation for digital transformation.
- Analyze the role of artificial intelligence in marketing performance optimization.
- Identify essential marketing automation tools and advanced AI marketing platforms.
- Evaluate customer data to forecast behaviors through AI-driven marketing insights.
- Design targeted campaigns supported by machine learning and predictive analytics.
- Apply automated workflows that enhance communication timing and relevance.
- Develop AI-powered marketing automation strategies that boost retention.
- Use segmentation models to build personalized content pathways.
- Monitor campaign outcomes using real-time dashboards and automation analytics.
- Implement AI-driven marketing automation to accelerate decision-making.
- Solve complex marketing challenges using structured data models.
- Create integrated workflows across marketing automation platforms.
- Accurately assess ROI and adjust automated strategies for scale.
- Utilize predictive insights to deliver proactive user engagement.
- Ensure responsible and secure implementation of artificial intelligence in marketing.

Targeted Competencies

Participants will gain the following competencies during the Smart Marketing Automation Using Artificial Intelligence program:

- Proficiency in AI-driven marketing automation tools and platforms.
- Skill in interpreting marketing data for actionable insights.
- Ability to automate campaign execution with optimized workflows.
- Understanding segmentation models for personalized journeys.
- Competence in building customer-centric communication systems.
- Knowledge of advanced lead scoring and digital behavior tracking.
- Efficiency in managing omnichannel marketing automation.
- Capability to integrate CRM systems with AI marketing tools.
- Strategic thinking applied to AI-powered marketing initiatives.
- Confidence in implementing intelligent automation techniques across operations.

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Studying Scenarios

In this Smart Marketing Automation Using Artificial Intelligence training, participants will develop their skills through the analysis of the following scenarios:

- Automating email campaigns using AI marketing automation rules.
- Designing predictive segmentation models for customer journeys.
- Using machine learning to forecast purchasing behaviors.
- Deploying AI marketing tools to personalize landing pages.
- Applying marketing automation AI to streamline multi-channel communication.
- Testing different marketing automation platforms for strategic alignment.
- Managing AI-driven marketing triggers for real-time engagement.
- Auditing automated workflows to improve campaign performance.
- Using data-driven insights to address customer churn.

Course Content

Unit 1: Fundamentals of Smart Marketing Automation

- Definition and evolution of marketing automation and its strategic value.
- Overview of artificial intelligence in marketing ecosystems.
- Key differences between traditional and AI-powered automation workflows.
- Strategic benefits of using AI marketing strategies in modern campaigns.
- Understanding marketing funnels and automation entry points.
- Automation in email communication, content delivery, and audience segmentation.
- Mapping the customer journey using marketing automation AI.
- AI-driven marketing and its role in lifecycle management.
- Introduction to advanced marketing automation platforms and core functionalities.
- Overview of how intelligent marketing automation powered by AI enhances personalization.

Unit 2: Data-Driven Marketing and Customer Insights

- Importance of data as the foundation for artificial intelligence marketing.
- Sources of customer data across websites, CRM systems, social media channels, and mobile apps.
- Identifying behavioral patterns using analytics and predictive models.
- Creating segmentation strategies using machine learning algorithms.
- Building data-backed customer personas for targeted engagement.
- Applying predictive analytics to anticipate trends and future interactions.
- Ensuring data quality through cleansing, classification, and normalization.
- Addressing ethical considerations in marketing related to artificial intelligence.
- Connecting data warehouses with marketing automation platforms.
- Designing analytics dashboards for AI-powered marketing automation strategies.

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Unit 3: Automation Tools and Campaign Orchestration

- Introduction to leading marketing automation tools such as Marketo and HubSpot.
- Creating automated workflows and sequencing complex campaign steps.
- Scheduling content, conducting automated testing, and optimizing through A/B experiments.
- Integrating chatbots, virtual assistants, and conversational AI systems.
- Using trigger-based communication for real-time marketing responses.
- Applying automation across social media channels for unified engagement.
- Developing scoring models for leads using advanced AI marketing tools.
- Integrating SEO components with marketing automation engines.
- Building omnichannel systems that unify messaging across platforms.
- Enhancing customer experiences using AI-powered orchestration strategies.

Unit 4: Smart Content Personalization and Engagement

- Creating dynamic content tailored to real-time user behavior.
- Using AI engines to adapt messaging throughout customer interactions.
- Designing hyper-personalized email marketing strategies.
- Optimizing landing pages based on audience segments and intent signals.
- Implementing behavioral targeting and recommendation technologies.
- Using AI marketing strategies to build emotional storytelling.
- Tracking personalization KPIs and engagement metrics.
- Reviewing global case studies showcasing effective AI-driven personalization.
- Applying optimization techniques to lift engagement and conversion metrics.
- Improving content delivery timing using predictive intelligence tools.

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Unit 5: Measuring Results and Continuous Optimization

- Establishing KPIs for automated marketing systems and AI-driven campaigns.
- Monitoring performance through real-time analytics and dashboards.
- Using conversion tracking models to measure ROI accuracy.
- Applying heat maps and behavioral flow analysis to understand user navigation.
- Testing AI models to enhance predictive accuracy and personalization strength.
- Implementing machine learning feedback loops for continuous optimization.
- Reporting performance outcomes using structured auditing methods.
- Identifying automation errors and avoiding spam triggers.
- Creating scale-up strategies for advanced marketing automation AI.
- Integrating insights to refine long-term AI-powered marketing strategies.

Final Insights & Key Takeaways

Smart Marketing Automation Using Artificial Intelligence enables organizations to transform their digital marketing operations with speed, precision, and scalability. The course equips professionals with the knowledge to implement AI marketing automation for measurable business impact. Participants gain a structured understanding of how artificial intelligence in marketing enhances personalization, efficiency, and decision accuracy. These insights help organizations drive sustainable growth through intelligent, automated strategies.