

GLOBAL
BRAND
ACADEMY

AI-DRIVEN DIGITAL
MARKETING: MASTERING
THE FUTURE



Our Latest Signature Programme based on 27 years of Marketing & Branding for clients in 37 Countries utilising the latest AI Tools to impact your Brand

COURSE OVERVIEW

Unlock the future of marketing with the AI-Driven Digital Marketing course. Dive into the nexus of AI and digital marketing with our 2-day intensive course. Learn cutting-edge AI applications, craft dynamic digital strategies, and propel your brand into the future. Embrace the latest proven AI tools to revolutionize user experiences, content creation, and campaign performance. Master AI to lead in the digital space.

COURSE DETAILS

Course Title:
AI-Driven Digital Marketing: Mastering the Future

Course Code:
TGS-2024041327

Course Run:
2 days

Course Duration:
16 hours

Claim Skills Future Credit:

Please refer to SSG Funding Support section for more details

Course Fee:
S\$ 1,000
(This is nett fee before funding for Singaporeans, PRs and Singapore based Organisations)

Mode of Training:
In-person Classroom setting

FREE TOOLKIT: 1000+ MARKETING PROMPTS HANDBOOK FOR EVERY SIGNUP

COURSE DESCRIPTION

In the digital era, Artificial Intelligence (AI) is the vanguard of marketing innovation. Our 'AI-Driven Digital Marketing: Mastering the Future' course is a meticulously crafted program designed to equip professionals with the prowess to harness AI in shaping the future of digital marketing.

Over 16 hours across two transformative days, you'll gain insights into the digital marketing landscape and the burgeoning trends at the intersection of AI and marketing. The curriculum is built around the 5D Framework—Discover, Define, Develop Content, Develop Videos, Deliver AI-Driven content across digital channels, and Drive Engagement and Conversion rates.

You'll explore the synergies of digital marketing with AI, developing an intricate understanding of how AI can optimize customer experiences, personalize content, and spearhead data-driven campaigns. Through hands-on sessions, you'll learn to create content with AI writing tools like GPT-4, design compelling visuals with AI image tools, and implement AI in web design to enhance user interaction.

Whether you're an entrepreneur, marketing professional, or looking to amplify your brand's digital presence, this course will empower you with the knowledge and skills to stay ahead of the curve in the AI-driven digital marketing revolution.

GLIMPSE OF SOME OF THE TOOLS WE WILL COVER:



**As AI technology evolves at an unprecedented rate, our course remains at the forefront of innovation by continually updating its curriculum with the most advanced tools available. This ensures that our participants are always learning with the cutting-edge solutions in the industry.*

Learning Outcomes

- 1.Strategic Mastery of Digital Marketing:** a Cultivate a deep understanding of digital marketing strategies essential for modern business success, aligning with the nuanced demands of diverse markets.
- 2.Platform Proficiency:** Achieve expertise in leveraging an array of digital platforms, from social media to search engines, to engage audiences and amplify brand prominence effectively.
- 3.Content Creation Excellence:** Learn to craft compelling, tailored content that resonates deeply with stakeholders, cultivating robust customer relationships and fostering enduring brand allegiance.
- 4.Foresight in Digital Trends:** Keep abreast of the latest digital marketing trends and breakthroughs, particularly the integration of AI, assessing their implications within the broader marketing ecosystem.
- 5.AI Integration in Marketing:** Unveil the transformative potential of AI in the digital marketing domain, harnessing its power to redefine engagement strategies and operational efficiency.
- 6.Advanced AI Tool Utilization:** Harness the latest AI technologies to bolster digital strategies, from content personalization to campaign analytics.
- 7.Personalized AI Content Strategies:** Formulate and execute content strategies augmented by AI, enhancing user experience and establishing a personalized brand narrative.
- 8.Multimedia Content Innovation:** Produce dynamic, cutting-edge multimedia content utilizing AI-powered video and graphic tools, setting new standards in marketing content creation.
- 9.AI-Driven Campaign Execution:** Implement and supervise sophisticated AI-driven marketing campaigns, ensuring cohesive brand messaging across all digital channels.
- 10.Data-Driven Insights with AI:** Apply advanced AI analytics for profound insights, empowering data-led decision-making that refines marketing initiatives and boosts ROI.
- 11.Innovative Marketing Tactics Exploration:** Discover potent digital marketing approaches, including influencer collaborations and narrative-driven campaigns, to bolster brand recognition, customer growth, and conversions.
- 12.Strategic Campaign Design:** Develop the capacity to architect and enact strategic digital marketing initiatives that cohere with organizational objectives, employing a comprehensive spectrum of digital tools and methodologies to realize targeted goals.

Who Is This Course For

- Entrepreneurs
- Business Owners
- Marketing Professional
- Financial Consultants
- Sales Professional
- Individuals who want to grow their own brand
- SMEs
- Organisations looking at Strong Branding Framework

Includes



Proprietary Frameworks and Templates



Worldclass Approach to Branding & Marketing



Assessment and Practicum



Certificate of Attainment

KEY MODULES



DISCOVER WITH AI: MARKET INSIGHTS AND FOUNDATIONS

Immerse in the AI landscape to Discover its pivotal role in shaping marketing's future. Utilize real-world examples to understand AI's influence and the tools reshaping marketing strategies.



DEFINE WITH AI: STRATEGIC PLANNING AND ANALYTICS

Define marketing objectives using AI-driven insights. Learn to employ analytics for precise audience targeting and crafting a strategic plan that's aligned with market demands.



PROMPT ENGINEERING FOR CHATGPT - LEVERAGING AI FOR STRATEGIC MARKETING COMMUNICATIONS

Master the art of prompt engineering to effectively harness the capabilities of ChatGPT for creating sophisticated marketing communications that engage and convert strategies.



DEVELOP WITH AI: CONTENT AND PERSONALIZATION

Develop compelling content and personalized marketing experiences using AI. Master writing tools and chatbot personalization techniques that resonate with your audience and enhance user experience.



DEVELOP WITH AI: MULTIMEDIA CONTENT CREATION

Further Develop your skills by creating multimedia content with AI. Use AI-driven video and image tools to produce innovative content that sets new standards in marketing.



DELIVER WITH AI: CAMPAIGN IMPLEMENTATION

Deliver AI-driven marketing campaigns across various platforms. Learn to manage and optimize AI-powered campaigns for maximum engagement and effectiveness.



DRIVE WITH AI: ENGAGEMENT AND CONVERSION

Drive engagement and optimize conversion rates using AI-enhanced techniques. Learn how to utilize AI tools to create interactive marketing that captivates and converts.



DRIVE WITH AI: PREDICTIVE ANALYTICS AND INSIGHT

Drive your marketing decisions using AI's predictive analytics. Harness these insights for a strategic advantage in forecasting and market trend analysis.



DRIVE WITH AI: PRACTICAL APPLICATION OF TOOLS

Drive real-world application of AI marketing tools. Engage in practical sessions that apply AI in current marketing scenarios, reflecting a full integration of the 5D Framework.

COURSE FEES AND SSG FUNDING SUPPORT

Self Sponsored

Classification	Singapore Citizens (SCs) and Permanent Residents (PRs)	Singapore Citizens (SCs) Aged 40 and Above
Course Fee / Pax	S\$1000 with 50% Funding = S\$ 500	S\$1000 with 70% Funding = S\$300

- Eligible for SkillsFuture Credit if available

Corporate Sponsored

Classification	SME (SCs & PRs)	NON- SME (SCs & PRs)
Course Fee / Pax	S\$1000 with 70% Funding = \$300	S\$1000 with 50% Funding = \$500

SME: Company registered or incorporated in Singapore AND employment size of not more than 200 or with annual sales turnover of not more than \$100 million

- Eligible for Absentee Payroll Funding if available
- \$4.50 per training hour capped at \$100,000 per enterprise per calendar year
- Eligible for SkillsFuture Enterprise Credit (SFEC) if available

In order to enjoy the funding, learners need to note and also fulfil the following requirements:

- Note the funding may change based on regulatory change. Please check with us or SSG.
- All final funding subject to SSG approval.
- Singapore Citizens or Permanent Residents (PR) of Singapore
- Attain at least 75% course attendance
- Successfully complete assessment and certified as competent



DR. JEROME JOSEPH, **World No 2 Global Brand Guru**

He is an award-winning Brand and Customer Experience Strategist and Speaker focused on Brand Strategy, Brand Experience, Internal Branding, Personal Branding, Leadership and Customer Experience. With his past experiences as a CEO and Board Member of a publicly listed brand agency and group, Dr. Jerome brings real-life brand expertise to the stage. He is a best-selling author of 9 books on Branding with over 27 years of experience working with over 1000 brands, including Fortune 500 companies, in 37 countries. In 2022 he was recognised as the No.2 ranked Global Brand Thought Leader in the world.

Dr Jerome's powerful combination of real-life consulting experience with Fortune 500 companies, global expertise and proven speaking skills makes him a sought-after speaker and trainer in the market. With his highly infectious personality, fast-paced and interactive style of speaking and storytelling, audiences can expect to be entertained while attaining a wealth of great insights. His keynotes and workshops are simply not to be missed!



WHY LEARN WITH THE GLOBAL BRAND ACADEMY?

Methodologies are based from real-life industry experiences

The Global Brand Academy is part of The Brand Theatre Worldwide, a branding and marketing consulting firm with over 27 years of experience in the industry, helped 1000 brands, in over 37 countries. The methodologies are based on industry practices and strenuous trial and error activities to find the best strategies in Digital Marketing.

Case Study-based lessons

The Global Brand Academy uses case studies from their experiences to demonstrate strategies and tactics. This enables the learner to have a real-life exposure to the industry that they are revolving in and easier to apply later.

Experience in cross industry and cross segment

The Global Brand Academy has been helping organisations and individuals for over 27 years now. We have been exposed to various industries with different challenges and business models allowing us to experience multiple set ups. This allows us to come up with the best strategies and learning solutions appropriate for their businesses and challenges.

Led by a Global Thought Leader

One of the key strengths of The Global Brand Academy is that it is led by a global industry practitioner. With his expertise in the market of more than 2 decades, Dr. Jerome Joseph brings in expertise based from experience and real life application.



LEARN MORE

For more information and support, you may contact:

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Keynotes, Workshops, Consulting
Over 27 Years, 37 Countries, 1000 Brands