

AI Marketing Tools

Duration: 3-4 Weeks | Level: All Levels

Course Overview

This course offers hands-on training in using modern AI tools to boost productivity, automate tasks, and enhance marketing output.

Curriculum Modules

1. **Introduction to AI in Marketing:** Understanding AI's role in modern marketing workflows.
2. **AI for Content Creation:** Using ChatGPT and Claude for copywriting, captions, and blog content.
3. **AI Image & Creative Generation:** Creating ad creatives and social media visuals using AI tools.
4. **AI for SEO:** Content optimization and keyword research assisted by AI.
5. **AI Automation Tools:** Workflow automation and chatbot basics.
6. **AI Productivity Tools:** AI for scheduling, email drafting, and presentations.
7. **Ethical Use of AI:** Best practices, limitations, and responsible AI usage in marketing.

Tools & Platforms Covered

- ChatGPT
- Claude
- AI image generation tools
- Automation platforms

Learning Outcome

Upon completion of this course, students will be able to confidently integrate AI tools into their daily marketing workflow to save time and significantly improve output quality.

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