



Digital Marketing with AI Tools: Strategies for the Modern Marketer

AI is revolutionizing the way digital marketing works—from content creation to campaign optimization. This course equips learners with the tools and knowledge to stay ahead of the curve and remain competitive in a tech-driven market. AI can boost productivity—generate content faster, design visuals effortlessly, and personalize content like never before. This course helps learners to do more in less time, without compromising on creativity or quality. Beyond content creation, AI has revolutionized the way we look at data - it provides customer insights, A/B testing, and predictive modeling—giving the power to marketers to make smarter, more informed marketing decisions.

CODE: ED25B12



DURATION: 14 hours



START DATE: 11/12/2025



AUDIENCE PROFILE:



Marketing professionals or Small business owners Entrepreneurs and Freelancers.



TRAINING LANGUAGE:

Greek or English



TRAINING MATERIALS:

Step by Step training materials in the English Language



METHODOLOGY:

Lecture, discussion, demonstration and practice.



COURSE OBJECTIVES:

By the end of the course, learners will be able to:

- Understand the fundamentals of digital marketing and its core channels (SEO, social media, email,

content, paid ads).

- Explain how artificial intelligence is used in various aspects of digital marketing.
- Identify and compare key AI tools available for marketers (e.g., ChatGPT, Canva AI, Jasper, HubSpot).
- Describe the benefits and limitations of AI in marketing workflows.
- Recognize ethical considerations, data privacy laws (e.g., GDPR), and responsible use of AI in marketing.
- Use AI tools to create and optimize marketing content (text, image, video).
- Apply AI-powered tools to conduct keyword research, SEO audits, and content optimization.
- Design and automate social media and email marketing campaigns using AI platforms.
- Analyze customer data and marketing performance metrics with AI analytics tools.
- Build a digital marketing strategy that integrates AI for campaign planning, execution, and optimization.
- Execute and present a capstone project demonstrating practical application of AI in digital marketing.

Contact us

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 **VENUE: WEBINAR**

 **DATES & TIMES:**

Thursday, 11th of December 2025, 08:00 - 15:30
Friday, 12th of December 2025, 08:00 - 15:30

 **PARICIPATION COST:**

The cost includes the course notes and certificate. In the event of classroom led training, coffee, snacks and lunch (only for full day courses) are offered complimentary.

Participation Cost

- Total Cost: €450,00
- HRDA Subsidy: €280,00
- Net Cost: €170,00

For Unemployed

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COURSE TOPICS

Module 1: Introduction to Digital Marketing & AI

What is Digital Marketing? Overview of AI in Marketing AI vs. Traditional Marketing Ethical Considerations and Privacy Concerns

Module 2: AI Tools for Content Creation

AI-Powered Copywriting
Visual Content Creation
Video and Audio Tools

Module 3: AI in SEO and Web Optimization

AI Tools for SEO
Keyword Research with AI
On-Page Optimization with AI assistance
AI-powered Chatbots for Website Engagement

Module 4: AI in Social Media Marketing

Social Media Scheduling and Automation
AI for Social Listening & Sentiment Analysis
Content Personalization for Social Channels

Module 5: AI in Advertising and Campaign Optimization

AI for Paid Ads
Predictive Analytics for Ad Performance
Real-Time Bidding and Programmatic Advertising

Module 6: Customer Insights & Behavior Prediction

Customer Journey Mapping with AI Tools
Predictive Analytics
CRM Systems Enhanced with AI

Module 7: AI in Marketing Strategy and Automation

Building an AI-Driven Digital Marketing Strategy
Marketing Automation Platforms
AI for ROI Tracking and Reporting
Capstone Project: Design a complete AI-enhanced digital marketing campaign for a product/service

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