



AI Marketing Course

A 5 Star Rated course from the Marketing Experts



AI Marketing Course

This one-day course will equip you with the knowledge and practical skills to unlock the power of AI for your marketing strategy.

Introduction

Learn the skills to leverage generative AI tools for a range of marketing activities.

You'll gain knowledge in personalising campaigns, optimising content, and extracting valuable customer insights.

By the end of the course, you will be confident in using generative AI tools and be able to take your marketing to the next level.

Who would benefit from this course?

This course is ideal for anyone working in or involved with marketing, business owners or content creators.

You do not need prior knowledge of AI, but an understand of marketing or the elements of marketing covered on the course is recommended.

Paid versions of the AI models are not required, but a free account is required for the exercises.

Classroom & Online Courses

We offer this course as a classroom-based course, and as a live, interactive online course.

The courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£495 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Birmingham:	£295 + VAT	£495 + VAT
Online	£250 + VAT	£375 + VAT

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £550. Please email or call us with your preferred venue, number of delegates and any requests.

Small Class Sizes

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Materials

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

"The course trainer Jon was extremely helpful and patient...Jon made it easier and answered all our questions and kept checking our understanding.

I would certainly recommend this course..."

Liz
CPD Online



AI Marketing

Course Outline

Introduction to AI

Definition of AI
History of AI
Basics of AI
AI's Impact on Marketing

AI Models

A look at popular AI Models
Differences between them
Which ones are best for marketing

- ChatGPT
- Google Gemini
- Dall-E
- Microsoft Copilot

Privacy & Ethical Considerations

Explore Ethical Issues
Data Privacy & Protection
Avoiding Bias
Copyright Issues

Building Your Own GPTs

Training AI
Setting Voice, Style & Tone Guides
Improving Answers
Creating GPTs for specific tasks

AI for Marketing Research

Building Personas
Discovering needs & Pain Points

Competitor Research
Trend Analysis
Analysing Survey results

AI for Blogging & Content Writing

Researching Content
Drafting Content for your website
Brainstorming Ideas
Finding topics for your audiences

[Continued next page](#)

Google

5.0 ★★★★★

“The trainer was really knowledgeable and was able to answer any query we had.”

Emma
Office of the Merseyside
Police and Crime
Commissioner

For private courses the course content can be adapted to suit your requirements.
Please contact us to discuss your requirements.



AI Marketing

Course Outline continued

AI for SEO

Keyword Research

Generating headings from existing content

Producing Titles & Descriptions

AI for Email Marketing

Using Generative AI for Creating

- Subject Lines
- Call To Action text
- Body content

AI for Social Media

Generate Social Posts from existing content

Tailor the content for each platform

Hashtag research

Generating Images with AI

Using Dall-E

Generate Images, Charts & Graphs

Pitfalls of AI Generated Images

Other Software that uses AI

A look at software that uses AI for:

- Video editing
- Audio editing
- Presentation creation

When Generative AI Goes Wrong

Looking at examples

How to avoid the pitfalls

To book please see next page

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Google

5.0 ★★★★★

“We all found the session incredibly useful and have been implementing some of the actions based on our learnings.”

Michael
Nestle Health Science



AI Marketing Course

Why Choose M Training's AI Marketing Training Course

- Run by a specialist Digital Marketing trainer with over 20 years' experience in Digital Marketing
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £550 for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

How to book

To reserve your place on our 1 Day AI Marketing course, simply pick your preferred date and book on our website, send us an email or give us as call.

Or if you prefer, we offer private and In-House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

"I just wanted to take the time to let you know how much I and the team have enjoyed your training sessions. Overall, the trainers we have met have all been really easy to get along with, they're dedicated, have our interests at heart and we would have no hesitation coming back to M Training, should we need you again in the future."

Kayleigh
R52

