Advanced GenAI in Marketing: Strategies for Social Media Targeting and Optimization

19 – 23 April 2027
Brussels (Belgium)



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Introduction

This advanced course is designed for experienced marketers eager to leverage Generative AI GenAI to enhance their social media strategies. With GenAI rapidly transforming marketing landscapes, participants will explore how to effectively utilize AI-driven tools to create and optimize content for platforms such as LinkedIn, X formerly Twitter, Facebook, and Instagram. The course covers various aspects of content creation—including captions, images, videos reels, and carousels—alongside GenAI's role in audience targeting, campaign optimization, and performance measurement. Through hands-on activities and real-world applications, this course offers marketers the opportunity to stay ahead of GenAI trends, enhancing both the personalization and effectiveness of their campaigns.

Course Objectives

By the end of this course, participants will:

- Gain expertise in using AI-driven tools for content creation, refinement, and editing across major social media platforms.
- Learn platform-specific strategies to optimize captions, images, videos reels, and carousels using GenAI tools.
- Master the use of AI for audience targeting and segmentation, enhancing personalization and engagement.
- Leverage GenAI-powered analytics to track and optimize social media campaign performance in real-time.
- Understand the ethical implications of GenAI in marketing, including privacy concerns, transparency, and bias, while exploring future trends.

Course Outlines

Day 1: Advanced Social Media Strategy & AI Integration

- Overview of GenAI in Social Media: Tools, Trends, and Benefits
- Building a Robust AI-Driven Social Media Strategy
- Using GenAI for Audience Analysis: Segmentation & Persona Development
- Setting SMART Goals for Campaigns & Content on LinkedIn, X, Facebook, and Instagram
- Workshop: Crafting a Social Media Strategy with GenAI Tools



Day 2: AI-Powered Content Creation Tools & Platform-Specific Optimization

- Introduction to AI Tools for Content Creation e.g., ChatGPT, Jasper, Canva, Lumen5
- Tools for Reviewing & Editing AI-Generated Content
- Fine-tuning captions using GenAI
- Enhancing images and videos with GenAI e.g., Canva, Adobe Firefly
- Platform-Specific Content Creation:
    - LinkedIn: Professional content, articles, and thought leadership
    - X: Short-form text, threads, and hashtags
    - Facebook: Captions, videos, and community engagement
    - Instagram: Reels, carousels, and visual storytelling
- Hands-On Activity: Create & Edit Captions, Images, and Videos Using GenAI Tools
- Group Review: Feedback on AI-Generated Content

Day 3: Advanced Content Optimization for Captions, Images, Videos, and Carousels

- GenAI Best Practices for Engaging Captions
- Tailoring language and tone for LinkedIn, X, Facebook, and Instagram
- Optimizing caption structure, length, and personalization with GenAI
- Using AI to Create Visuals: Images and Carousels
- AI-Powered Carousel Design e.g., Canva, Crello
- Optimizing image formats and layouts for platform-specific audiences
- GenAI in Video Creation: Optimizing Reels for Instagram
- AI Tools for Video Editing and Optimization e.g., Lumen5, InVideo
- A/B Testing with GenAI: Optimizing Content Across Platforms
- Practical Session: Platform-Specific Content Optimization

Day 4: Social Media Targeting & Campaign Optimization Using AI

- Advanced Audience Segmentation with GenAI
- Tools for audience identification and categorization e.g., Hootsuite, Sprout Social
- AI for Personalized Content Delivery
- Retargeting strategies and dynamic audience updates with GenAI
- GenAI-Driven Campaign Management Tools e.g., HubSpot, Buffer, Later
- Scheduling and automating posts with GenAI
- Real-time tracking and optimization of campaigns with AI
- Group Workshop: Develop a Personalized AI-Driven Campaign for LinkedIn, X, Facebook, and Instagram
- Case Study Review: Successful Campaigns Powered by GenAI

Day 5: Performance Analytics, Ethical Considerations, and Future Trends



- Performance Analytics: Key Metrics for Social Media Success
- Real-time GenAI Analytics tools e.g., Sprinklr, Google Analytics
- Using Predictive Analytics for Campaign Optimization
- Planning future content with AI-powered insights
- Ethical Considerations: Data Privacy, Transparency, and AI Bias
- Future Trends in GenAI-Driven Social Media Marketing
- Emerging trends for LinkedIn, X, Facebook, and Instagram
- Final Project: Present Your AI-Driven Marketing Strategy
    - Present campaigns incorporating GenAI-Optimized captions, images, videos, and carousels for selected platforms

Why Attend This Course: Wins & Losses!

Attending this course offers numerous advantages for marketers looking to harness the power of Generative AI GenAI in their social media strategies:

- Gain mastery in using AI tools like ChatGPT, Canva, and Lumen5 to create high-quality, platform-specific content that drives engagement and brand awareness.
- Learn advanced techniques for audience segmentation and content personalization using GenAI to enhance targeting and reach.
- Understand the benefits of GenAI in improving campaign performance, increasing ROI, and reducing manual effort through automation and optimization.
- Stay ahead of the competition by exploring GenAI products, services, and trends that are shaping the future of marketing.
- Deepen your understanding of ethical considerations in AI-powered marketing, ensuring data privacy and transparency in your campaigns.

Conclusion

This course is ideal for marketers looking to stay ahead of the curve by adopting the latest advancements in Generative AI for social media marketing. By the end of the course, you will be equipped with the knowledge, skills, and practical experience to implement AI-powered strategies across LinkedIn, X, Facebook, and Instagram. Enhance your content creation, targeting, and campaign optimization with GenAI, and develop strategies to boost engagement and performance on all major social media platforms. Take advantage of the growing opportunities in GenAI marketing and secure your place as a leader in the digital marketing space.

