

Advanced GenAI Applications in Marketing for Social Media Targeting and Optimization

4 – 8 October 2027
Lyon (France)

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Ref: 3254619_189996 **Date:** 4 – 8 October 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

This advanced course is designed for experienced marketers seeking to master the use of Generative AI GenAI in enhancing their social media marketing strategies. As AI continues to redefine digital marketing, participants will gain hands-on expertise in leveraging GenAI tools for content creation, audience targeting, and campaign optimization across major platforms such as LinkedIn, X formerly Twitter, Facebook, and Instagram.

Throughout the course, participants will explore how GenAI can optimize captions, images, videos reels, and carousels, as well as how it can be applied to targeted advertising, real-time analytics, and performance tracking. The program also addresses GenAI deployment, best practices for AI-powered audience segmentation, and the ethical implications of AI-driven marketing.

Course Objectives

By the end of this course, participants will be able to:

- Master GenAI techniques for generating and refining social media content.
- Implement GenAI solutions to enhance targeted advertising on social platforms.
- Leverage AI tools for advanced audience segmentation and personalized engagement.
- Test and evaluate GenAI applications for campaign effectiveness.
- Automate and optimize marketing workflows using GenAI services.
- Understand ethical considerations and responsible AI use in digital marketing.

Course Outlines

Day 1: Advanced Social Media Strategies & GenAI Integration

- Understanding GenAI and its transformative role in marketing.
- Building an AI-powered social media strategy aligned with business objectives.
- Using GenAI for audience segmentation and persona development.
- Setting SMART goals with GenAI analytics and deployment techniques.
- Workshop: Designing a comprehensive GenAI-driven social media strategy.

Day 2: AI-Powered Content Creation & Platform Optimization

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- Exploring top GenAI tools: ChatGPT, Jasper, Canva, Lumen5, and others.
- Reviewing and fine-tuning GenAI-generated content for tone and quality.
- Optimizing captions, visuals, and storytelling through AI solutions.
- Platform-specific applications:
 - LinkedIn: Thought leadership and professional posts.
 - X Twitter: Short-form content, threads, and engagement.
 - Facebook: Community-focused engagement and ad optimization.
 - Instagram: AI-driven reels, carousels, and visual storytelling.
- Hands-on Lab: Creating and refining content using multiple GenAI tools.

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

- Best practices for crafting high-engagement captions with AI.
- Tailoring AI-generated content for different audience segments.
- Carousel design and layout optimization using Canva, Crello, and similar tools.
- AI-powered video creation and editing Lumen5, InVideo.
- Implementing A/B testing using GenAI analytics.
- Practical Session: Refining content performance through AI feedback loops.

Day 4: Social Media Targeting & AI-Powered Campaign Optimization

- Advanced audience targeting and retargeting using GenAI.
- Personalized content delivery and dynamic segmentation with AI.
- Integrating GenAI campaign management tools HubSpot, Buffer, Later.
- Automating post scheduling, performance tracking, and campaign scaling.
- Case Study: Dissecting a successful GenAI-optimized marketing campaign.

Day 5: Ethics, Analytics, and Future Trends in AI Marketing

- Ethical AI in Marketing: Ensuring transparency, fairness, and compliance with digital policies.
- Understanding algorithmic bias and responsible data use in AI tools.
- AI Analytics & Insights: Using GenAI to interpret campaign data and predict trends.
- Future of GenAI in marketing: Integrating chatbots, predictive personalization, and voice AI.
- Building long-term GenAI strategies for sustainable brand growth.
- Capstone Project: Designing a full AI-powered social media campaign—content creation, targeting, and optimization from start to finish.

Why Attend this Course: Wins & Losses!

- Gain mastery in AI-driven content creation using industry-leading tools.
- Improve ROI with automated, insight-based campaign strategies.
- Enhance audience targeting and engagement through data-driven personalization.
- Stay ahead of competitors by adopting cutting-edge GenAI technologies.
- Learn responsible and ethical AI implementation for compliant digital marketing.

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Conclusion

This program empowers modern marketers to lead the next wave of AI-driven transformation in social media marketing. By the end of this training, participants will confidently implement GenAI tools across multiple platforms, optimize engagement strategies, and deliver measurable campaign success.

Unlock the full potential of Generative AI and establish yourself as a leader in the future of digital marketing.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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