BLACKBIRD FOR TRAINING

# Advanced GenAI Applications in Marketing for Social Media Analysis and Insights

4 – 8 July 2027
Online



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**Ref:** 3255381_339881 **Date:** 4 – 8 July 2027 **Location:** Online **Fees:** 2700 GBP

## Introduction

This advanced three-day course provides marketing professionals with an in-depth understanding of how Generative AI GenAI transforms social media analytics and marketing intelligence.

Participants will explore how to harness AI-powered tools to collect, interpret, and visualize data from platforms such as LinkedIn, X formerly Twitter, Facebook, and Instagram. The program combines theory with practical labs, enabling participants to use GenAI for sentiment analysis, trend detection, and campaign performance evaluation.

Through interactive sessions, participants will learn how to convert complex data into actionable marketing insights that drive engagement and optimize digital campaigns. The course also emphasizes ethical and responsible AI use, ensuring transparency, fairness, and data privacy in marketing analytics.

## Course Objectives

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

- Use GenAI tools to analyze social media data and understand audience behavior patterns.
- Generate AI-powered insights and visualize performance trends using advanced analytics dashboards.
- Apply predictive analytics and sentiment analysis to improve marketing decision-making.
- Automate data collection, report generation, and campaign evaluation workflows with GenAI.
- Integrate AI analytics into digital marketing strategies for measurable business impact.
- Apply ethical AI practices to ensure data integrity, transparency, and privacy compliance.

## Course Outlines

### Day 1: GenAI Foundations and Social Media Analytics Framework

- Understanding the role of GenAI in social media analytics and marketing intelligence.
- Key metrics and KPIs for measuring social media performance.
- Collecting and integrating data using AI-driven systems across multiple platforms.
- Tools overview: ChatGPT Advanced Analytics, Brandwatch AI, Sprout Social AI, and Power BI with Copilot.
- •Workshop: Building a GenAI-based social media analytics plan and identifying key data sources.



### Day 2: AI-Powered Insight Generation and Predictive Analytics

- Applying sentiment and emotion detection through large language models.
- Identifying trending topics, influencers, and engagement clusters using AI tools.
- Using GenAI to interpret campaign data and predict audience response.
- Practical Lab: Creating an automated insight report using ChatGPT and integrated data plugins.
- Case Study: Leveraging predictive analytics to enhance campaign targeting and performance optimization.

### Day 3: Strategic Decision-Making and Ethical AI Practices

- Translating AI-generated insights into actionable marketing decisions.
- Automating A/B testing, content evaluation, and performance reporting with GenAI.
- Integrating AI analytics dashboards into marketing workflows for real-time visibility.
- Understanding ethical AI principles: transparency, bias mitigation, and responsible data handling.
- Capstone Workshop: Designing and presenting a GenAI-driven social media insight strategy based on real campaign data.

## Why Attend This Course: Wins & Losses!

- Gain advanced proficiency in AI-driven social media analytics.
- Learn to use GenAI tools to extract actionable insights from digital data.
- Master predictive and sentiment analysis for real-time marketing optimization.
- Automate campaign reporting and data visualization for strategic efficiency.
- Strengthen decision-making with data-backed marketing intelligence.
- Stay competitive in the digital landscape through AI-powered marketing strategies.
- Understand the principles of ethical and transparent AI use in marketing.
- Develop a GenAI-based framework for continuous performance improvement.

## Conclusion

The Advanced GenAI Applications in Marketing for Social Media Analysis and Insights course provides a future-ready skill set for marketing professionals aiming to master AI-powered analytics and automation. By blending theory with hands-on experimentation, participants gain the ability to analyze, predict, and optimize marketing outcomes using GenAI technologies.

**Through this comprehensive program, marketers will not only enhance their analytical capabilities but also adopt ethical, data-driven, and innovation-focused practices that align with the evolving digital marketing landscape. Graduates of this course will be equipped to lead the next generation of AI-enabled marketing strategies, driving measurable impact and organizational growth.**

