

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

*Geneva (Switzerland)*

*2 - 6 December 2024*

UK Training

# PARTNER



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

Code: CC28 From: 2 - 6 December 2024 City: Geneva (Switzerland) Fees: 4700 Pound

## Introduction

This course is designed for experienced marketers eager to leverage Generative AI GenAI to enhance their social media strategies. 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 content creation—including captions, images, videos reels, and carousels—as well as AI's role in targeting audiences and measuring campaign performance.

## 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.
- Master the use of AI tools for audience targeting and segmentation, enhancing personalization.
- Leverage AI-driven analytics to track and optimize social media campaign performance.
- Understand the ethical implications and future trends in AI for marketing.

## Course Outlines

### Day 1: Advanced Social Media Strategy & AI Integration

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

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

1. Introduction to AI Tools for Content Creation e.g., ChatGPT, Jasper, Canva, Lumen5
2. Tools for Reviewing & Editing AI-Generated Content
  - Fine-tuning captions using AI
  - Enhancing images and videos with AI e.g., Canva, Adobe Firefly
3. 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

The logo for UK Training Partner features the text 'UK Training' in a smaller, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a queen, and a pawn) and a circular ripple effect.

4. Hands-On Activity: Create & Edit Captions, Images, and Videos Using AI Tools
5. Group Review: Feedback on AI-Generated Content

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

1. AI Best Practices for Engaging Captions
  - Tailoring language and tone for LinkedIn, X, Facebook, and Instagram
  - Caption structure, length, and optimization
2. 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
3. AI in Video Creation: Optimizing Reels for Instagram
  - AI tools for video editing and optimization e.g., Lumen5, InVideo
4. A/B Testing with AI: Optimizing Content Across Platforms
5. Practical Session: Platform-Specific Content Optimization

### Day 4: Social Media Targeting & Campaign Optimization Using AI

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

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

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

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