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

Tunis (Tunisia)

27 - 31 July 2025

UK Traininig
PARTNER

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

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:

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

- ○ 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:

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

- 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.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe

Malaga (Spain)	Sarajevo (Bosnia and Herzegovina)	Cascais (Portugal)	Glasgow (Scotland)	Edinburgh (UK)	Oslo (Norway)
Annecy (France)	Bordeax (France)	Copenhagen (Denmark)	Birmingham (UK)	Lyon (France)	Moscow (Russia)
Stockholm (Sweden)	Podgorica (Montenegro)	Batumi (Georgia)	London (UK)	Istanbul (Turkey)	Amsterdam
Düsseldorf (Germany) (Switzerland)	Paris (France)	Athens(Greece)	Barcelona (Spain)	Munich (Germany)	Geneva
Prague (Czech)	Vienna (Austria)	Rome (Italy)	Brussels	Madrid (Spain)	Berlin (Germany)
Lisbon (Portugal)	Zurich	Manchester (UK)	Milan (Italy)		

UK Traininig
PARTNER

Blackbird Training Cities

USA & Canada

Los Angeles (USA)	Orlando, Florida (USA)	Online	Phoenix, Arizona (USA)	Houston, Texas (USA)	Boston, MA (USA)
Washington (USA)	Miami, Florida (USA)	New York City (USA)	Seattle, Washington (USA)	Washington DC (USA)	In House
Jersey,New Jersey (USA)	Toronto (Canada)				

ASIA

Baku (Azerbaijan) (Thailand)	Maldives (Maldives)	Doha (Qatar)	Manila (Philippines)	Bali (Indonesia)	Bangkok
Beijing (China)	Singapore (Singapore)	Sydney	Tokyo (Japan)	Jeddah (KSA)	Riyadh(KSA)
Melbourne (Australia) Korea)	Phuket (Thailand)	Dubai (UAE)	Kuala Lumpur (Malaysia)	Kuwait City (Kuwait)	Seoul (South
Pulau Ujong (Singapore)	Irbid (Jordan)	Jakarta (Indonesia)	Amman (Jordan)	Beirut	

UK Traininig
PARTNER

Blackbird Training Cities

AFRICA

Kigali (Rwanda)

Cape Town (South Africa)

Accra (Ghana)

Lagos (Nigeria)

Marrakesh (Morocco)

Nairobi (Kenya)

Zanzibar (Tanzania)

Tangier (Morocco)

Cairo (Egypt)

Sharm El-Sheikh (Egypt)

Casablanca (Morocco)

Tunis (Tunisia)

UK Traininig
PARTNER

Blackbird Training Clients

MANNAI CORPORATION MANNAI Trading Company WLL, **Qatar**	**GAC** UNE FILIALE D' EGA Alumina Corporation **Guinea**	**B. Booking.com** Booking.com **Netherlands**	**OXFAM** Oxfam GB International Organization, **Yemen**	Capital Markets Authority Capital Markets Authority, **Kuwait**
WS Waltersmith Petroman Oil Limited **Nigeria**	**QNB** Qatar National Bank (QNB), **Qatar**	مؤسسة قطر Qatar Foundation Qatar Foundation, **Qatar**	AFRICAN UNION ADVISORY BOARD ON CORRUPTION, **Tanzania**	**KFAS** Kuwait Foundation for the Advancement of Sciences KFAS **Kuwait**
Reserve Bank of Malawi, **Malawi**	Central Bank of Nigeria **Nigeria**	Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, **KSA**	**Mabruk** Oil Operations Mabruk Oil Company **Libya**	الشركة السعودية للكهرباء Saudi Electricity Company Saudi Electricity Company, **KSA**
BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, **Indonesia**	NATO **Italy**	**eni** ENI CORPORATE UNIVERSITY, **Italy**	بنك الخليج GULF BANK Gulf Bank **Kuwait**	General Organization for Social Insurance General Organization for Social Insurance **KSA**
Defence Space Administraion **Nigeria**	الصناعات الوطنية National Industries Group (Holding), **Kuwait**	مؤسسة حمد الطبية Hamad Medical Corporation Hamad Medical Corporation, **Qatar**	**USAID** USAID **Pakistan**	**STC** الاتصالات السعودية STC Solutions, **KSA**
N North Oil Company North Oil company,	**EKEDC** EKO ELECTRICITY DISTRIBUTION COMPANY EKO Electricity	**oman BROADBAND** العمانية للنطاق العريض Oman Broadband	**UNITED NATIONS** UN.	هيئة تنظيم الكهرباء - عمان AUTHORITY FOR ELECTRICITY REGULATION, OMAN Authority for

UK Traininig **PARTNER**

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training

International House 185 Tower Bridge Road London SE1 2UF United Kingdom

+44 7401 1773 35
+44 7480 775526

Sales@blackbird-training.com

www.blackbird-training.com

UK Traininig
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com