

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

*Manchester (UK)*

*21 - 25 April 2025*

UK Training

# PARTNER



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

Code: CC28 From: 21 - 25 April 2025 City: Manchester (UK) Fees: 4400 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



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## 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)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**



## Blackbird Training Cities

### Asia



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)



## Blackbird Training Clients



UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

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

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](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

