BLACKBiRD
FOR TRAINING

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

Los Angeles (USA)

7 - 11 April 2025

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

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

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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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