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

Boston,Massachusetts (USA)

17 - 21 February 2025

UK Traininig
PARTNER

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

Code: CC28 From: 17 - 21 February 2025 City: Boston,Massachusetts (USA) Fees: 5700 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

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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