

Advanced GenAI Applications in Marketing for Social Media Targeting and Optimization

Lyon (France)

29 September - 3 October 2025

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Code: CC28 From: 29 September - 3 October 2025 City: Lyon (France) Fees: 4200 Pound

Introduction

This advanced GenAI course is designed for experienced marketers looking to leverage Generative AI GenAI in marketing to enhance their social media strategies. As GenAI projects continue to transform digital marketing, participants will gain hands-on expertise in using GenAI applications for content creation, audience targeting, and campaign optimization across platforms like LinkedIn, X formerly Twitter, Facebook, and Instagram.

Throughout this course, participants will explore GenAI solutions for optimizing captions, images, videos reels, and carousels, alongside its role in targeted advertising on social media and real-time performance tracking. The course will also cover GenAI deployment, best practices in AI-powered audience segmentation, and the ethical considerations in AI-driven marketing.

Course Objectives

By the end of this course, participants will:

- Master GenAI training techniques for generating and refining social media content.
- Implement GenAI solutions to improve targeted advertising on social media.
- Leverage GenAI in marketing for audience segmentation and personalized engagement.
- Learn how to test GenAI applications to ensure campaign effectiveness.
- Explore GenAI services that automate and optimize campaign management.
- Gain insights into GenAI application development services for marketing automation.

Course Outlines

Day 1: Advanced Social Media Strategies & GenAI Integration

- GenAI meaning and its role in digital marketing.
- Building a strong GenAI-powered social media strategy.
- Using GenAI for audience segmentation and persona development.
- Setting SMART campaign goals using GenAI deployment.

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on the board. The background features a series of concentric circles, suggesting a strategic or technological theme.

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- Workshop: Developing an AI-driven social media strategy with GenAI solutions.

Day 2: AI-Powered Content Creation & Platform Optimization

- Introduction to GenAI applications such as ChatGPT, Jasper, Canva, and Lumen5.
- Reviewing & fine-tuning GenAI-generated content for quality.
- Optimizing captions with GenAI services.
- Enhancing images & videos using GenAI solutions Canva, Adobe Firefly.
- Platform-Specific Content Creation:
 - LinkedIn: Professional articles, thought leadership, and business posts.
 - X: Short-form content, threads, and hashtag optimization.
 - Facebook: Captions, community engagement, and video strategies.
 - Instagram: Reels, carousels, and storytelling with AI.
- Hands-on activity: Creating & editing captions, images, and videos using GenAI tools.

Day 3: Advanced Content Optimization Captions, Images, Videos, Carousels

- GenAI best practices for creating engaging captions.
- Tailoring content for different platforms using GenAI solutions.
- Structuring captions for optimal engagement using GenAI social media tools.
- Using GenAI for visuals:
 - AI-powered carousel design with Canva, Crello.
 - Image formatting and layout optimization for targeted audiences.
- GenAI in video content creation:
 - Video editing with Lumen5, InVideo.
 - Optimizing reels with GenAI deployment techniques.
- A/B testing with GenAI in marketing to optimize performance.
- Practical session: Optimizing platform-specific content with GenAI applications.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board has a checkered pattern, and there are concentric circles in the background.

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Day 4: Social Media Targeting & AI-Powered Campaign Optimization

- Advanced audience targeting using GenAI applications.
- AI-driven audience segmentation and retargeting strategies.
- Personalized content delivery through GenAI services.
- Target GenAI strategies for dynamic audience updates.
- GenAI-powered campaign management tools HubSpot, Buffer, Later.
- Automating post scheduling and tracking performance with GenAI solutions.
- Case Study Review: Successful campaigns optimized with GenAI in marketing.

Why Attend This Course? Wins & Losses!

- Master AI-powered content creation using ChatGPT, Canva, and Lumen5.
- Learn advanced audience segmentation for personalized targeting.
- Optimize ad performance with GenAI-powered targeted advertising on social media.
- Save time and boost ROI through GenAI deployment and automation.
- Stay ahead of competitors by adopting GenAI social media strategies.
- Understand ethical AI practices for compliance with social media policies.

Conclusion

This course is ideal for marketers looking to stay ahead of the curve by adopting the latest advancements in GenAI social media marketing. By the end of this training, participants will be equipped with the skills to implement GenAI applications across LinkedIn, X, Facebook, and Instagram, ensuring optimized engagement and campaign success.

Enhance your GenAI training in content creation, audience targeting, and campaign optimization with AI-driven strategies. Take advantage of the growing opportunities in GenAI marketing and establish yourself as a leader in the digital marketing space!

A graphic of a chessboard with several pawns. A large gold king piece is prominent in the foreground, with other pawns in silver and gold behind it. The board is white and grey checkered.

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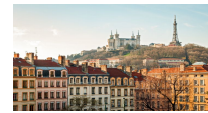
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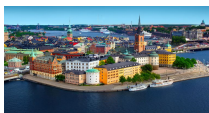
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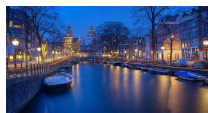
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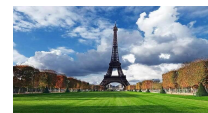
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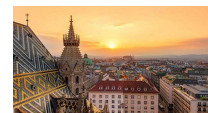
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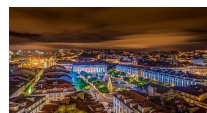
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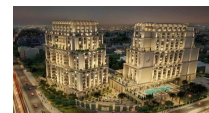
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