BLACKBIRD FOR TRAINING

AI-Powered Digital Marketing

5 – 9 April 2027
Lyon (France)



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Introduction

The world of marketing is undergoing a profound transformation, where AI-Powered Digital Marketing has become a cornerstone for redefining business strategies and enhancing customer engagement. Marketing is no longer limited to traditional promotional approaches; it has evolved into an intelligent ecosystem built on data, predictive analytics, and advanced automation.

This program is designed for executives, team leaders, and marketing specialists across government and private institutions in the Middle East and North Africa. It also addresses professionals at all levels—ranging from early-career employees building foundational skills to senior leaders seeking innovative strategies to strengthen competitiveness and achieve measurable results.

Through this program, participants will gain hands-on knowledge of how artificial intelligence can improve marketing campaigns, optimize customer targeting, and provide innovative solutions to modern digital challenges.

Course Objectives

By the end of the course, participants will be able to:

- Understand the fundamentals of AI-Powered Digital Marketing.
- Use AI tools to analyze customer data and behavior.
- Design predictive, data-driven marketing campaigns.
- Automate marketing channels to improve efficiency and reduce costs.
- Enhance customer experience through chatbots and digital assistants.
- Measure marketing return on investment ROI with advanced metrics.
- Address ethical and legal challenges in AI-powered marketing.
- Develop strategic roadmaps for integrating AI into organizational marketing.



Course Outlines

Day 1: Introduction to AI-Powered Marketing

- Defining digital marketing in the era of AI.
- Role of artificial intelligence in reshaping marketing strategies.
- Differences between traditional and AI-driven marketing.
- Overview of tools and technologies transforming marketing.
- Case studies from global and regional markets.
- Challenges of adopting AI in marketing practices.

Day 2: Data and Predictive Analytics

- Collecting and processing customer data from multiple channels.
- Using Big Data to understand consumer behavior.
- Predicting market trends with AI models.
- Building accurate customer targeting strategies.
- Case study: Banking and financial services.
- Practical exercise: Customer data analytics.

Day 3: Smart Campaigns and Customer Experience

- Designing AI-powered automated campaigns.
- Personalization strategies for stronger engagement.
- Role of chatbots in customer service and marketing.
- Enhancing customer journeys through intelligent tools.
- Measuring campaign effectiveness with AI-generated reports.
- Hands-on activity: Building a smart marketing campaign.

Day 4: Tools and Applications of Smart Marketing

- Email and content marketing automation.
- AI in search engine optimization and digital advertising.
- Leveraging voice and visual assistants in marketing.
- AI-powered social media marketing strategies.
- Case study: Retail and telecom industries.
- Workshop: Selecting the right AI tools for local environments.



Day 5: Strategic and Ethical Dimensions

- Long-term planning for AI-Powered Digital Marketing.
- Ethical and legal implications of customer data usage.
- Addressing algorithmic bias in marketing campaigns.
- Measuring ROI for AI-driven marketing projects.
- Group project: Creating a comprehensive AI-powered marketing strategy.
- Final wrap-up: Linking theory to real-world implementation.

Why Attend This Course: Wins & Losses!

- Gain practical knowledge of AI applications in marketing.
- Improve precision in customer targeting.
- Build innovative strategies to enhance customer experience.
- Access tools that can be applied immediately in organizations.
- Make better, data-driven marketing decisions.
- Learn from real-world case studies across industries.
- Participate in workshops and interactive activities.
- Strengthen leadership skills in strategic marketing.

Conclusion

AI-Powered Digital Marketing represents a true revolution in the business world. It allows organizations to forecast trends, personalize customer experiences, and maximize the efficiency of their marketing efforts.

This program equips participants with advanced, practical tools to integrate AI responsibly into their marketing strategies while addressing ethical and legal dimensions.

For organizations in the Middle East and North Africa, investment in AI-Powered Digital Marketing is no longer optional—it is a strategic necessity to remain competitive in global and regional markets.

