

EVENT BROCHURE

Digital Marketing & AI-Driven Strategy

Upcoming Training Event

Paris, France - 14 September 2026

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

Digital transformation has fundamentally reshaped how organizations communicate, engage stakeholders, deliver services, build brands, and create value. As artificial intelligence continues to redefine marketing strategies, customer engagement models, content creation processes, and data-driven decision-making, organizations must develop advanced capabilities that combine digital marketing excellence with AI-powered strategic thinking.

The **Digital Marketing & AI-Driven Strategy** program is designed to equip executives, managers, marketing professionals, government leaders, and organizational decision-makers with the knowledge, tools, and practical frameworks required to leverage digital marketing and artificial intelligence as strategic business enablers. The program addresses the growing demand for leaders who can effectively integrate digital technologies, AI-powered analytics, automation, customer insights, and innovative communication strategies into organizational planning and performance management.

For government entities, ministries, public sector organizations, and large corporations, digital marketing is no longer limited to promotional activities. It has become a critical capability for stakeholder engagement, public communication, service awareness, citizen engagement, reputation management, customer experience enhancement, and organizational growth.

This executive-level program provides participants with practical methodologies for designing data-driven marketing strategies, leveraging AI tools, optimizing digital campaigns, enhancing customer engagement, improving communication effectiveness, and supporting digital transformation initiatives. Through real-world case studies, practical exercises, and executive-level discussions, participants will gain the confidence and competence needed to lead digital innovation, strengthen organizational performance, and create measurable business impact.

By integrating strategic marketing principles with emerging AI technologies, this program empowers professionals to build future-ready organizations capable of thriving in an increasingly digital and intelligent business environment.

Course Overview and Strategic Impact

The **Digital Marketing & AI-Driven Strategy** program provides a comprehensive framework for understanding, developing, and implementing modern digital marketing strategies enhanced by artificial intelligence technologies. The program is designed to help organizations maximize digital engagement, improve communication effectiveness, strengthen stakeholder relationships, and achieve measurable business outcomes through data-driven marketing and AI-powered decision-making.

Organizations today face significant challenges in an increasingly competitive and rapidly evolving digital landscape. These challenges include changing customer expectations, fragmented communication channels, growing volumes of data, increasing demands for personalization, evolving digital technologies, and the need to demonstrate clear returns on marketing investments. Additionally, organizations must adapt to emerging AI technologies that are transforming customer experiences, content creation, campaign management, and market analysis.

This program equips participants with the knowledge and practical skills necessary to address these challenges while creating sustainable competitive advantages. Participants will explore digital marketing strategy development, customer journey optimization, AI-powered content creation, predictive analytics, marketing automation, digital advertising, social media strategy, search engine optimization, and performance measurement.

From a leadership perspective, the course develops participants' ability to make informed strategic decisions, align marketing initiatives with organizational objectives, communicate effectively with stakeholders, and lead digital transformation initiatives. The program also enhances participants' readiness to leverage emerging technologies while maintaining governance, ethical standards, and organizational accountability.

By combining strategic marketing expertise with practical AI applications, participants will be able to improve organizational visibility, strengthen stakeholder engagement, optimize resource allocation, enhance operational efficiency, and drive innovation. The result is a future-focused marketing capability that supports organizational growth, resilience, and long-term success.

Course Objectives

By the end of this program, participants will be able to:

- Understand the strategic role of digital marketing in organizational success.
- Develop integrated digital marketing strategies aligned with organizational objectives.
- Utilize artificial intelligence to enhance marketing effectiveness and efficiency.
- Improve customer and stakeholder engagement across digital channels.
- Design data-driven marketing campaigns using analytics and insights.
- Apply AI-powered tools for content creation and campaign optimization.
- Strengthen brand positioning and digital reputation management.
- Improve decision-making through marketing intelligence and predictive analytics.
- Optimize search engine visibility and digital presence.
- Implement effective social media engagement strategies.
- Utilize marketing automation to improve operational efficiency.
- Measure marketing performance using relevant KPIs and metrics.
- Enhance communication effectiveness through personalized digital experiences.
- Support digital transformation and innovation initiatives.
- Lead AI-driven marketing projects and continuous improvement programs.

Course Content (5-Day Training Outline)

Day 1: Foundations of Digital Marketing Strategy and Digital Transformation

Key Topics

- Digital Marketing Fundamentals

- Strategic Marketing Planning
- Digital Transformation and Business Impact

Subtopics

- Evolution of digital marketing
- Digital ecosystems and customer behavior
- Marketing strategy development
- Omnichannel marketing frameworks
- Customer journey mapping
- Digital transformation trends
- Marketing governance and strategic alignment

Practical Applications

- Digital marketing maturity assessment
- Customer journey mapping workshop
- Strategic marketing planning exercise
- Digital transformation case study

Day 2: Content Marketing, Social Media Strategy, and Brand Engagement**Key Topics**

- Content Marketing Excellence
- Social Media Strategy
- Digital Brand Management

Subtopics

- Content strategy development
- Storytelling and brand communication
- Social media platforms and audience engagement

- Community management
- Influencer and advocacy strategies
- Online reputation management
- Stakeholder communication planning

Practical Applications

- Content strategy workshop
- Social media campaign design
- Brand positioning exercise
- Stakeholder engagement simulation

Day 3: Artificial Intelligence in Marketing and Customer Experience

Key Topics

- AI-Powered Marketing
- Marketing Automation
- Customer Experience Optimization

Subtopics

- Introduction to AI in marketing
- Generative AI applications
- AI-assisted content creation
- Marketing automation platforms
- Personalization strategies
- Conversational AI and chatbots
- Customer experience analytics

Practical Applications

- AI content development workshop

- Marketing automation simulation
- Customer experience assessment
- AI-powered campaign optimization exercise

Day 4: Digital Advertising, Analytics, and Performance Optimization

Key Topics

- Digital Advertising Strategies
- Marketing Analytics
- Performance Management

Subtopics

- Search engine marketing
- Digital advertising platforms
- Campaign planning and budgeting
- Web analytics and user behavior
- Predictive analytics
- Conversion optimization
- Marketing performance dashboards

Practical Applications

- Campaign planning workshop
- Analytics interpretation exercise
- Performance dashboard development
- Conversion optimization case study

Day 5: Executive Leadership, AI Strategy, and Future Marketing Innovation

Key Topics

- AI-Driven Strategic Leadership
- Marketing Innovation
- Organizational Transformation

Subtopics

- Strategic decision-making using AI insights
- Leading digital transformation initiatives
- AI governance and ethical considerations
- Innovation frameworks
- Future marketing technologies
- Change management and stakeholder alignment
- Building future-ready marketing organizations

Practical Applications

- Executive strategy simulation
- AI governance assessment
- Innovation roadmap development
- Digital transformation action planning

Target Audience

This program is designed for:

- Marketing Directors and Managers
- Digital Marketing Professionals
- Corporate Communication Managers
- Public Relations Professionals
- Government Communication Leaders
- Digital Transformation Managers
- Strategy and Planning Professionals

- Customer Experience Managers
- Brand Managers
- Business Development Professionals
- Innovation Leaders
- Project Managers
- Senior Executives
- Department Heads
- Public Sector Leaders responsible for communication, engagement, and organizational transformation

Course Requirements

Participants will benefit most from:

- Basic understanding of marketing, communication, business operations, or organizational strategy.
- Professional experience in public or private sector environments.
- Interest in digital transformation, innovation, and customer engagement.
- Responsibilities related to marketing, communication, stakeholder management, or business development.
- Exposure to digital platforms, communication initiatives, or strategic planning activities.
- Desire to leverage artificial intelligence and emerging technologies to improve organizational performance.

Training Methodology

The program utilizes a highly interactive and practical executive learning approach designed to maximize workplace application and measurable business impact.

Training methods include:

- Interactive workshops
- Executive case studies
- Group discussions
- Simulations
- Practical exercises
- Scenario-based learning

- AI tool demonstrations
- Marketing analytics activities
- Campaign design workshops
- Peer learning and knowledge sharing
- Facilitated feedback sessions
- Executive action planning exercises

Participants will engage in realistic digital marketing and AI-driven business scenarios, enabling immediate application of learning within their organizations.

Learning Outcomes

Upon successful completion of the program, participants will be able to:

- Develop strategic digital marketing plans aligned with organizational objectives.
- Apply AI technologies to enhance marketing effectiveness and operational efficiency.
- Improve stakeholder engagement and communication across digital channels.
- Strengthen leadership capabilities in digital transformation initiatives.
- Utilize data and analytics to support strategic decision-making.
- Design customer-centric marketing and engagement strategies.
- Improve brand visibility, reputation, and digital influence.
- Implement effective content marketing and social media strategies.
- Optimize marketing performance through measurement and continuous improvement.
- Leverage marketing automation to increase productivity and scalability.
- Manage AI-driven marketing initiatives responsibly and effectively.
- Strengthen collaboration across departments and stakeholder groups.
- Enhance organizational readiness for digital innovation and transformation.
- Improve business performance through targeted digital engagement.
- Contribute to sustainable organizational growth and competitive advantage.

Instructor Profile

This program is delivered by **an internationally certified expert with extensive practical and consulting experience** in digital marketing strategy, artificial intelligence applications, organizational transformation, customer engagement, and business performance improvement.

The instructor has advised government entities, ministries, public sector organizations, multinational corporations, and large enterprises on digital transformation, strategic communication, AI adoption, marketing innovation, and organizational capability development.

Areas of expertise include:

- Executive advisory and leadership development
- Strategic marketing consulting
- Digital transformation initiatives
- AI-powered business strategy
- Customer experience optimization
- Government communication transformation
- Corporate marketing modernization
- Data-driven decision-making frameworks
- Digital engagement and stakeholder management
- Marketing analytics and performance measurement
- Innovation strategy and implementation
- Organizational capability development

Participants benefit from a unique blend of executive-level strategic insight, practical implementation expertise, international best practices, and real-world consulting experience. The instructor's extensive background in both government and corporate transformation initiatives ensures that participants gain actionable knowledge, proven methodologies, and practical tools that can be immediately applied to improve organizational performance, enhance stakeholder engagement, and achieve sustainable business results in the digital age.

Contact Us

To secure your place or request further information about this event, please contact us:

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