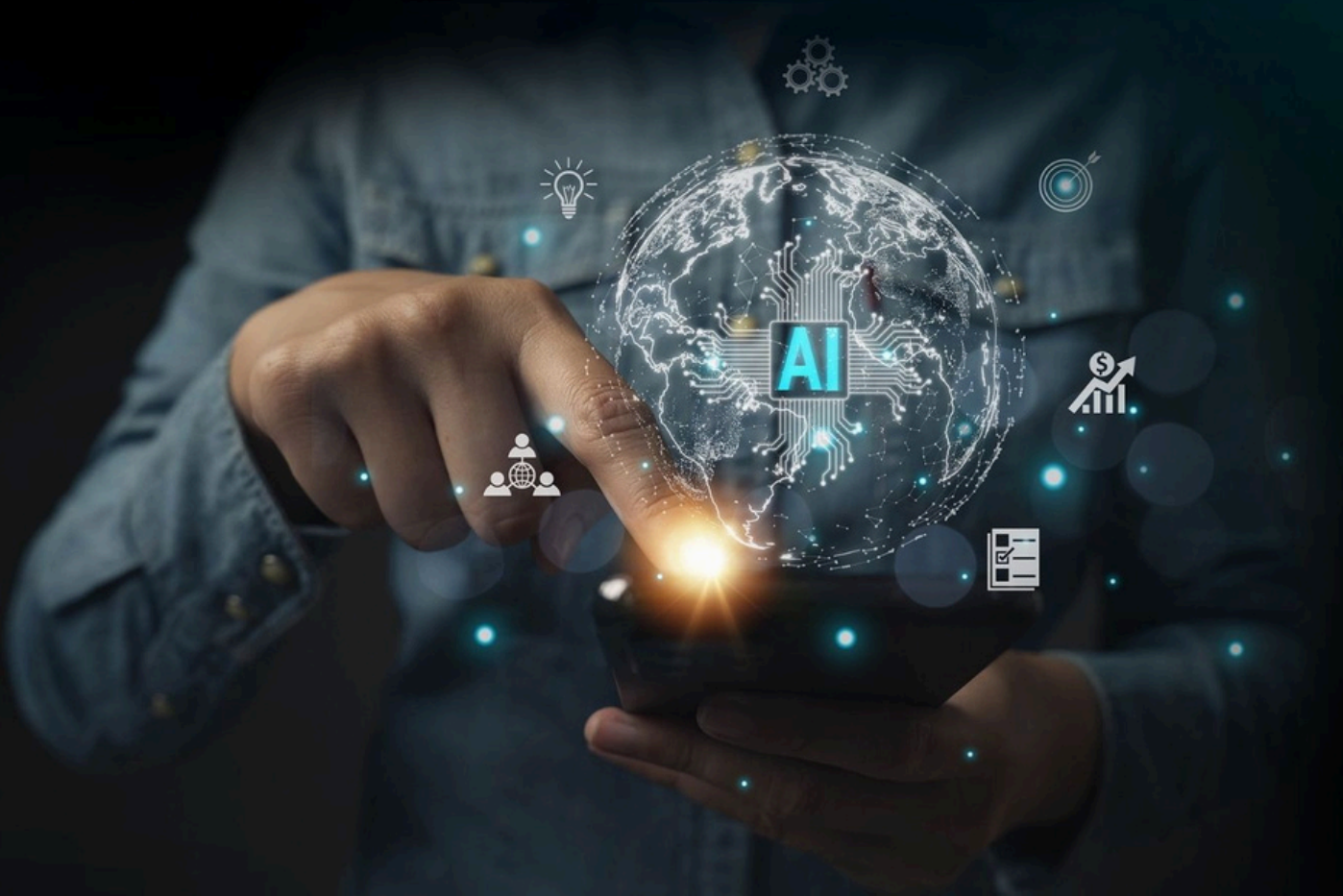




# AI+ Marketing™

Certification



# Executive Summary

The AI+ Marketing certification is designed for marketing professionals and business leaders eager to harness the power of artificial intelligence to revolutionize their marketing strategies. Through this certification, participants will delve into the core of AI's impact on marketing, from automating customer segmentation to personalizing campaigns and analyzing big data for actionable insights. The curriculum covers a broad spectrum of AI applications in marketing, including real-world use cases that demonstrate how AI can significantly enhance customer engagement, campaign effectiveness, and ROI. Ethical considerations are also a cornerstone of the certification, ensuring candidates understand how to employ AI responsibly within the marketing domain. By the end of the certification, participants will be well-equipped to lead their marketing teams and strategies with confidence in an AI-driven era, making informed decisions that propel their organizations forward.

## Certification Prerequisites

- Basic understanding of AI and its applications in business, no professional expertise required.
- Openness to learn about AI integration in marketing practices.
- A willingness to explore new marketing ideas using AI tools.

# Exam Blueprint

Number  
of Questions

**50**

Passing  
Score

**35/50 or 70%**

Duration  
of Time

**90 Minutes**

Format

**Online via AI  
Proctoring platform**

Question Type

**Multiple Choice/Multiple  
Response**

The logo for AI CERTs, featuring a stylized 'A' icon followed by the text 'AI CERTs™' in a sans-serif font.

**AI CERTs™**

The logo for AI+ Marketing, featuring the text 'AI+' in a large font above 'Marketing™' in a smaller font, all within a yellow rectangular box.

**AI<sup>+</sup>  
Marketing™**

# Certification Modules

A stylized graphic of a human head in profile, facing left. The head is composed of a wireframe mesh, and the interior is filled with glowing blue lines and dots, representing neural networks or data processing. The background is a dark blue gradient with faint circuit-like patterns.

## Module 1

### **Introduction to Artificial Intelligence (AI) in Marketing**

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**1.1 Understanding AI and Its Core Components**

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**1.2 Historical Context and Evolution of AI in Marketing**

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**1.3 AI Technologies Transforming Marketing**

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## Module 2

### **AI-Driven Content Strategy and Personalization**

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**2.1 Introduction to AI in Content Marketing**

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**2.2 Personalization Through AI**

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**2.3 Implementing AI in Your Content Strategy**

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## **Module 3**

# **AI in Social Media and Email Marketing**

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## **3.1 AI Integration in Social Media Marketing**

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## **3.2 Leveraging AI for Email Marketing Success**

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## **Module 4**

# **Leveraging AI for Marketing Analytics**

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## **4.1 Introduction to AI-powered Analytics**

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## **4.2 Predictive Analytics and Consumer Behavior**

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## **4.3 Measuring and Optimizing Campaign Effectiveness**

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## **Module 5**

# **Ethical Considerations in AI Marketing**

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## **5.1 Ethical AI Use in Marketing**

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## **5.2 Regulatory Compliance and Standards**

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## **5.3 Implementing Ethical AI Marketing Practices**

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## Module 6

# Crafting an AI-Driven Marketing Strategy

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## 6.1 Strategic Planning with AI

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## 6.2 Implementation of AI in Marketing Strategies

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## 6.3 Creating a Scalable AI Marketing Plan

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## Module 7

# AI Integration in Multichannel Marketing Campaigns

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## 7.1 Integrating AI in Multichannel Strategies

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## 7.2 Measuring the Effectiveness of AI-Enhanced Campaigns

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## 7.3 Future Trends in AI and Multichannel Marketing

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# Certification Outcome

Upon successful completion of the AI+ Marketing certification, participants will gain a comprehensive understanding of artificial intelligence's role in marketing. They will learn to develop AI-driven content strategies, optimize social media and email marketing campaigns, and leverage AI for analytics effectively. Ethical considerations in AI marketing will be addressed, ensuring responsible practices. Participants will craft innovative AI-driven marketing strategies and integrate AI seamlessly into multichannel campaigns. Equipped with these skills, they'll be prepared to navigate the rapidly evolving landscape of marketing, staying ahead through continuous learning and ethical innovation.





## Market Insight

As businesses embrace AI in marketing, demand grows for professionals versed in its applications. This course offers a strategic advantage, addressing content personalization, social media tactics, analytics optimization, and ethical considerations. Participants emerge equipped to navigate the evolving landscape, ensuring competitive advantage in the AI-driven marketing sphere.



## Value Proposition

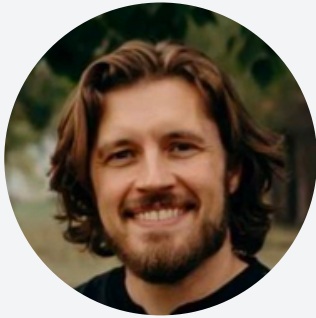
Participants will gain a competitive edge by mastering cutting-edge AI strategies tailored for marketing. From content creation to analytics and multichannel campaigns, participants learn to harness AI effectively. Ethical considerations are emphasized, ensuring responsible practices. Equipped with these skills, participants are poised to excel in the dynamic and evolving realm of AI-driven marketing.



## Additional Features

**Interactive Sessions:** Engage in discussions with industry experts and peers. **Hands-on Exercises:** Practical tasks to apply learned concepts in real-world scenarios. **Case Studies:** Dive deep into real business challenges and solutions. **Post-Certification Support:** Access to a community of Bitcoin experts and enthusiasts for continuous learning and networking.

# AI Experts



## Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



## Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



## J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



## Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)





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#### Contact

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