

ONLINE TRAINING

DIGITAL AI

USING AI FOR DIGITAL MARKETING

DATE: 25 JULY 2024

TIME: 09.00 AM TO 5.00 PM

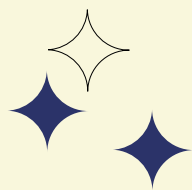
ZOOM APPS

HRDC SBL KHAS CLAIMABLE



OVERVIEW

- **The integration of artificial intelligence (AI) into digital marketing has become increasingly crucial in today's rapidly evolving business landscape. From personalized content recommendations to automated ad targeting, AI empowers marketers to make data-driven decisions and achieve higher levels of efficiency and effectiveness.**
- **This workshop is designed to equip participants with the knowledge and practical skills required to leverage Artificial Intelligence (AI) in digital marketing strategies effectively, providing participants with the ability to harness AI's potential for creating impactful and targeted marketing initiatives in an ever-changing digital environment.**
- **The workshop will be a combination of interactive lectures, hands-on exercises, case studies, and group discussions to ensure practical application and understanding.**



WHO SHOULD ATTEND?

This workshop is designed for:

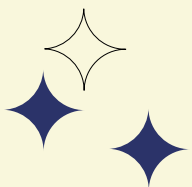
- Marketing professionals, digital marketing enthusiasts, business owners, and anyone interested in integrating AI into their digital marketing strategies.
- Participants should preferably be able to commit for whole session as this is hands-on practical workshop.



LEARNING OUTCOME

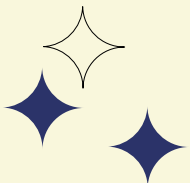
By the end of the workshop, participants will:

- Understand how to leverage on Ai for their digital marketing efforts.
- Be exposed to numerous Ai tools that can help to enhance efficiency and productivity in their marketing efforts.
- Understand the ethical implications of AI in digital marketing, including privacy concerns, bias mitigation, and responsible AI practices, ensuring a well-rounded perspective on the use of technology in marketing.
- Stay informed about the latest trends and advancements in AI and how they impact the digital marketing landscape.



PROPOSED SCHEDULE

TIME	
10am	Opening / Introduction
	Module 1: Introduction to Ai in Digital Marketing
	Module 2: Ai for Search Engine Optimisation
	Module 3: Ai for Content Creation
1pm	Lunch
2pm	Module 4: Ai in Social Media Marketing
	Module 5: Using Ai for Analytics and Measurement
	Tea Break
	Module 6: Ai for Customer Relationship Management
	Module 7: Ai Ethics
5pm	Feedback End



WORKSHOP - DETAILED CONTENT

MODULE 1: INTRODUCTION TO AI IN DIGITAL MARKETING

- DEFINITION AND FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE.
- KEY CONCEPTS OF AI

MODULE 2: AI FOR SEARCH ENGINE OPTIMISATION(SEO)

- ROLE OF AI IN ENHANCING SEO AND SEARCH ENGINE RANKING
- USING AI TOOLS FOR KEYWORD RESEARCH
- IMPLEMENTING SEO BASED ON AI DRIVEN INSIGHTS

MODULE 3: AI FOR CONTENT CREATION

- UTILIZING AI FOR DYNAMICALLY CREATING PERSONALIZED CONTENT.
- AI TOOLS TO DEVELOP CREATIVE CONTENT

MODULE 4: AI IN SOCIAL MEDIA MARKETING

- IMPLEMENTING AI TOOLS FOR AUTOMATING SOCIAL MEDIA CAMPAIGNS.
- LEVERAGING ON AI FOR SOCIAL MEDIA DATA ANALYSIS.

MODULE 5: USING AI FOR ANALYTICS AND MEASUREMENT

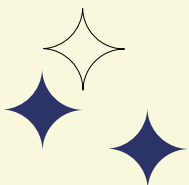
- INTEGRATING AI INTO DATA ANALYTICS FOR MARKETING INSIGHTS.
- DEFINING KEY PERFORMANCE INDICATORS (KPIs) FOR AI-DRIVEN MARKETING.

MODULE 6: AI FOR CUSTOMER RELATIONSHIP MANAGEMENT

- STRATEGIES FOR ENHANCING CUSTOMER ENGAGEMENT THROUGH AI-DRIVEN CRM.
- INTRODUCTION TO AI-POWERED CHATBOTS AND VIRTUAL ASSISTANTS IN CUSTOMER SUPPORT.

MODULE 7: AI ETHICS

- NAVIGATING LEGAL AND ETHICAL CHALLENGES IN THE USE OF AI.
- IMPLEMENTING STRATEGIES FOR ENSURING PRIVACY AND DATA SECURITY IN AI-DRIVEN MARKETING.



ABOUT THE TRAINERS



NURUL-HUDA MOHAMED AFANDI

CA (Aust), CISA (ISACA), B. Com (Uni Melbourne)

Founder CEO, Thrift Consulting

HRDC Certified & Accredited Trainer | MDEC

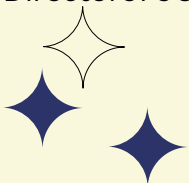
eUsahawan Master Trainer | Facebook Blueprint Lead Trainer

Nurul is a Fellow Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and a University of Melbourne graduate. She began her career in KPMG Information Risk Management, before moving to PETRONAS Group Internal Audit. She also served as Audit Committee of Malaysian Government Officers Cooperatives 2013- 2014.

Her journey in digital marketing began since year 2006 and began training in 2011. She has trained over 6,500 Malaysians in digital marketing and other topics. She also trained retrenched workers and unemployed under SOCSO program and PENJANA HRDF on Facebook Certified Digital Marketing Associate certification, as well as unemployed graduates under the MBM PROKENS program. She has obtained numerous certifications such as HRD Corp Certified and Accredited Trainer; MDEC eUsahawan Master Trainer; Facebook Certified Digital Marketing Associate; pilot batch of Facebook Blueprint Certified Trainer in Malaysia; Google Mahir Trainer; MDEC SayaDigital Trainer; and Diploma in Digital Entrepreneurship. She was also appointed as a Presenter and Trainer for IR4WRD Foundation Program certified by Malaysia Productivity Corporation (MPC).

She volunteers her time to serve in NGOs and currently Chair of the JCI Malaysia Awards Judges Screening, Structure Review and Secretariat Committees. Previously she also served as the Malaysia Youth Council Vice President 2018-2022; Chartered Accountant Australia and New Zealand Regional Councilor 2020-2022; 2017 National President of JCI Malaysia; 2014 President of Commonwealth Alliance of Young Entrepreneurs Asia (CAYE- ASIA) and 2013 President of JCI Petaling Jaya.

Nurul is an award-winning trainer, recognized as the Top 3 eUsahawan Master Trainers Award in April 2020; Top eUsahawan trainer in 2021 (Highest Trained and Sales Reporting) and JCI Inspiring Trainer Award (2018). In recognition of her years of voluntary service, she was awarded the prestigious Pingat Bakti Belia Selangor (2022), JCI Ten Outstanding Young Malaysian Award (2019), Anugerah Perdana Belia Negara (2015) by the Ministry of Youth and Sports, presented by the Prime Minister of Malaysia, Most Outstanding Local President of JCI Malaysia (2013), Most Outstanding Member at JCI Asia Pacific (2013), Most Outstanding Member of JCI PJ and JCI Malaysia (2012) and Most Outstanding Board of Director of JCI PJ (2011).



REGISTRATION FEE

Participation Fee: RM 700 per person

(Zoom Apps)* SBL KHAS HRDF Claimable

(E-Certificate of attendance awarded for those who complete the programme)

*Meal allowance provided

*In-House Training can be organised upon request

We have limited seats! Register Now!

To register, email to marketing department at mytrain2@mytrainingmalaysia.com or pathma@eliteedgetraining.com.my

Online register available, kindly visit at www.eliteedgetraining.com.my

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