

MASTERING AI WITH HUMAN CREATIVITY

Session 1: Introduction to Digital Marketing

- ✓ Evolution of marketing & social media channels
- ✓ Key elements: audience, content pillars, tone, personality
- ✓ KPIs & measuring digital success

Session 2: The 2025 Consumer Mindset

- ✓ Consumer behaviours & opportunities
- ✓ Adapting strategies to new needs
- ✓ Group Project: Create a Digital Marketing Funnel Campaign

Session 3: Overview of AI Technology

- ✓ Basics of AI & machine learning
- ✓ Role of AI in enhancing work activities
- ✓ Master Prompt & AI-powered tools
- ✓ Workshop: Explore AI Tools

Session 4: AI Automation with Human Creativity

- ✓ Balancing automation & storytelling
- ✓ Emotional intelligence in AI-driven strategies
- ✓ Group Project: Designing AI-driven Digital Campaigns

Session 5: AI-Driven Strategy

- ✓ Understanding Value Proposition
- ✓ Pain Reliever vs Gain Creator
- ✓ Personalisation with a human touch
- ✓ Co-creation with user-generated content

Session 6: Hands-On & Project Work

- ✓ Creative skills development
- ✓ Group Project: Apply AI + Human Creativity in Real Scenarios

Why Join This Training?

- ✓ Master the fundamentals of AI in digital marketing
- ✓ Balance automation with human creativity & storytelling
- ✓ Gain hands-on experience through workshops and group projects



> Scan the QR to
secure your spot.

*Our strategies are
tested, not textbook.
We don't teach fluff,
we teach what
performs.*