1-Day Workshop: "AI Applications in Marketing"

Workshop Objective

Equip participants with practical understanding and hands-on experience in using AI tools for digital marketing, customer insights, content automation, and campaign optimization.

Full-Day Schedule (9:00 AM – 5:00 PM)

9:00 – 9:30 AM — Introduction to AI in Marketing

- What is AI? (ML, NLP, GenAI, Predictive Analytics)
- Why AI matters in modern marketing
- Case studies (Amazon, Netflix, Zomato, Swiggy, Google Ads)

9:30 – 10:30 AM — AI in Market Research & Customer Insights

- Customer segmentation with AI
- Predicting customer behaviour
- Sentiment analysis (brands, social media)
- Tools demo: **Google Trends, MonkeyLearn, ChatGPT, Tableau AI**

Activity:
Analyze customer reviews and generate insights using AI.

10:30 – 10:45 AM — Tea Break

10:45 – 12:00 PM — AI for Content Generation & Branding

- AI for blog writing, social media posts, ads
- Brand voice generation
- Using AI for graphic design
- Tools: **ChatGPT, Canva AI, Midjourney/DALL·E, Copy.ai**

Activity:
Participants create:

- 1 social media post
- 1 ad copy
- 1 banner image using AI

12:00 – 1:00 PM — Lunch Break

1:00 – 2:00 PM — AI in Digital Marketing Campaigns

- AI-driven ad targeting (Meta/Google)
- Budget optimization
- Programmatic advertising
- AI in email marketing (A/B testing)

Tools:
Mailchimp AI, Google Ads Smart Campaigns, Meta Advantage+

Activity:
Design a targeted ad campaign using AI recommendations.

2:00 – 3:00 PM — AI in Sales & CRM Automation

- AI chatbots & lead qualification
- Predictive lead scoring
- Workflow automation
- Tools: **HubSpot AI, Zoho CRM AI, WhatsApp Auto-Bots**

Activity:
Build a simple WhatsApp or website chatbot.

3:00 – 3:15 PM — Tea Break

3:15 – 4:15 PM — Hands-on: Building an AI Marketing Funnel

Participants will design a complete AI-enhanced funnel:

1. Market research
2. AI-generated content
3. Targeted ads
4. AI-driven CRM workflow
5. Engagement + Automation

Deliverable:
A ready-to-use **AI Marketing Funnel** for any chosen business.

4:15 – 5:00 PM — Future Trends + Q&A + Certificate

- Personalization at scale
- Generative AI for video marketing
- AI ethics & data privacy
- Career paths in AI marketing
- Open Q&A
- Certificate distribution

Workshop Deliverables

Participants receive:

- AI marketing templates
- Prompt library (ads, branding, content)
- Case study pack
- Tools list & cheatsheet
- Certificate of completion

Who Should Attend

- Marketing professionals
- Business owners
- Students
- Digital marketing agencies
- Freelancers
- Startup founders

Instructor: Mr Suresh Tripathi is a founder of Geosun Pty Ltd an Australian company registered in year 2000 to provide AI corporate training, data center solutions and data pipeline end-to-end cloud platform. He has nearly 25+ years of work experience in digital data analytics integrated with AI and tech platforms. His education qualifications include master degree in Statistics from India, master degree in Geostatistics from Australia and master degree in Geoscience from Australia. He completed his AI certificate courses from Stanford Business School from California and High Impact Leadership from Cambridge University, UK. He has worked in Australia and US focusing his career on data strategy, tech platforms, and developing in-house training. He has worked with range of industries in Australia and US that include Deloitte, Flybuys, Ambulance Victoria, CFA (Emergencies Services), Avexa, Covance, Avance Clinical (Pharmaceuticals), Intelligen, Commonwealth Bank, Hackett Group (US), Health and Safety Sphera Solutions(US), Vic Government (Environment, water and energy), Waste Management (US), Outfront Media (US), Adani Mining (Australia) and Fura Gems Industries (Dubai).

Fee: Rs 25,000 per participant plus GST payable to GeosunAI Tech Cloud Pvt Ltd. RTGS/Cheque/ PhonePe via below link form.

Bank: Punjab National Bank

Account Name: NB, GeosunAI Tech Cloud Pvt Ltd

Account No.: 1228102100001295