



A **3-day workshop plan on “AI in Digital Marketing”** — designed for marketing professionals, business owners, data enthusiasts, and students who want to understand and apply artificial intelligence in digital marketing strategies.

Workshop Title

"AI-Powered Digital Marketing: Strategies, Tools, and Applications"

Workshop Objectives

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

- Understand how AI transforms digital marketing.
- Apply AI tools for content creation, SEO, and personalization.
- Analyze marketing data using AI and predictive analytics.
- Design and automate campaigns using AI-driven platforms.
- Build an AI marketing roadmap for real-world business scenarios.

Target Audience

- Marketing professionals & digital strategists
- Entrepreneurs & startups
- Data analysts & AI enthusiasts
- MBA/marketing students

Detailed 3-Day Workshop Agenda

Day 1: Foundations of AI in Digital Marketing

Theme: Understanding AI & Its Role in Modern Marketing

Time	Topic	Activity
09:00 – 09:30	Welcome & Introduction	Icebreaker, overview of AI marketing landscape
09:30 – 10:30	Introduction to AI & Machine Learning Concepts	How AI works, NLP, computer vision, and ML in marketing
10:45 – 12:15	AI in the Marketing Funnel	Awareness to conversion — AI touchpoints across channels
01:15 – 02:30	AI Tools Overview	ChatGPT, Jasper, Copy.ai, Midjourney, HubSpot AI, Google Bard, etc.
02:45 – 04:00	Case Studies	Coca-Cola, Netflix, and Amazon: AI-driven personalization
04:00 – 05:00	Hands-on Lab	Create AI-generated marketing copy and visuals using generative AI tools

Day 2: Data-Driven Marketing & Automation

Theme: Leveraging AI for Analytics, Targeting & Campaign Optimization



Time	Topic	Activity
09:00 – 10:15	Data Analytics for Marketing	Collecting, cleaning, and analyzing marketing data
10:30 – 12:00	Predictive Analytics & Customer Segmentation	ML models for predicting churn, conversion, and engagement
01:00 – 02:15	AI in Ad Campaigns	Google Ads AI, Meta Ads optimization, programmatic advertising
02:30 – 03:45	Marketing Automation & Chatbots	Building AI chatbots and automated workflows
04:00 – 05:00	Hands-on Lab	Use Google Analytics + ChatGPT to generate insights and optimize ads

Day 3: Content, SEO, and Strategy

Theme: Building Intelligent Content & Strategy with AI

Time	Topic	Activity
09:00 – 10:15	AI for SEO and Content Strategy	Keyword research, on-page optimization using AI
10:30 – 12:00	AI-Powered Personalization & Recommendation Engines	Recommendation algorithms, personalization in email and websites
01:00 – 02:30	Generative AI for Creative Marketing	Using AI for video, voice, and influencer marketing
02:45 – 04:00	Ethics, Privacy & Future of AI in Marketing	Data privacy, transparency, and responsible AI marketing
04:00 – 05:00	Capstone Project & Presentation	Design an AI-based digital marketing strategy for a chosen brand

Learning Outcomes

Participants will:

- Build an **AI-driven campaign strategy**.
- Learn to use **AI tools for analytics, content, and automation**.
- Understand **AI's impact on customer experience and ROI**.
- Gain hands-on experience with **real-world marketing data**.

Tools & Platforms Used

- **ChatGPT, Copy.ai** – Content generation
- **Canva AI / Midjourney** – Visual content creation
- **Google Analytics & Data Studio** – Data visualization
- **HubSpot / Mailchimp / Hootsuite AI** – Campaign automation
- **Google Ads AI / Meta Ads Manager** – Ad optimization



Deliverables

- AI marketing strategy template
- Sample datasets for predictive analysis
- Certificate of participation

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 50,000 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