



Digital
Marketing
Institute

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**Kingston
University**
London

Brand New Short Courses

DMI TRACKS

Advanced AI for Digital Marketing



Advanced AI for Digital Marketing

Leverage specialized AI tools to
maximise performance

Strategy with AI

Design and implement end-to-end
AI-driven digital strategy



What makes this course advanced?

This advanced course is distinguished by its comprehensive and practical focus on applying AI across digital marketing disciplines. It offers in-depth coverage of how AI can be integrated to optimize targeted activities within core areas like SEO, social media, paid advertising, and content creation. By demonstrating the use of specialized AI tools for each stage of a digital marketing plan, the course ensures that marketers can enhance performance and achieve measurable results across all key channels.

64%

of employers say that they are more likely to hire candidates with an AI skills certification on their CV.*

83%

of Universities believe adding AI courses will enhance the Universities competitiveness.*

61%

of employers say that candidates with a DMI certification on their CV have an increased chance of getting hired.*

**DMI Universities & Marketers Survey 2024*

How are DMI Tracks Different?

DMI Tracks are not like your average course. In fact, they're much different. They contain a broad variety of interactive tools to suit all learning styles. Each DMI Track is bursting with the latest industry insights, expert driven case studies and best practices, quick reads, webinars, presentations, downloadable tools and much more. DMI Tracks content can be consumed in any sequence, and they're designed to deliver learning in short bursts. Varying between 5-12 hours, each DMI Track will award you an Associate Certification.

Each course includes:

- Cutting Edge Content
- Interactive Learning
- Performance Support and 'Readiness'
- Quick Reads
- Toolkits and Templates
- Soft Skills
- Relevant Technical Skills

Who is it For?

The Advanced AI in Digital Marketing DMI Track is aimed at:

- **Performance-Focused Professionals:** Marketers who have performance in mind, looking for efficiency and impact on key KPIs and business metrics such as lead generation, channel and campaign optimization for ROI, revenue, ROAS, and beyond.
- **Senior Marketers and Leaders:** Ideal for marketers who are responsible for building and executing marketing strategies.
- **Familiar with AI Tools:** Students who are already familiar with the basics of AI and seek to deepen their skills.

Course Overview

Key skills and competencies you will gain in the course:

- **Leverage AI Technologies:** Learn how to utilize machine learning, generative AI, and Natural Language Processing (NLP) for digital marketing.
- **Ethics and Transparency:** Apply essential principles of ethical AI use and transparency for responsible marketing practices.
- **AI-Driven Research:** Enhance digital marketing research, including customer insights, competitor analysis, and market trends.
- **Content Strategy and Creation:** Use AI to develop a content strategy, create high-quality digital content, and optimize it for various platforms.
- **Optimize Marketing Channels:** Boost performance across SEO, PPC, social media, customer experience (CX), and marketing automation using AI tools.
- **Data-Driven Decisions:** Harness AI-driven insights to make informed, data-based marketing decisions.
- **Predictive Analytics:** Apply predictive analytics to refine and improve marketing strategies.
- **Professional AI Skills:** Build and integrate AI-enhanced tactics and strategies to elevate digital marketing capabilities.

Module Overview

What you will learn:

Module 1: AI-Driven Digital Marketing

- What is AI in Digital Marketing?
- AI and Machine Learning
- Generative AI and Digital Marketing
- Ethics and Transparency in AI-Driven Marketing
- AI for Data-Driven Decision-Making in Marketing
- Advanced AI Applications in Marketing
- AI in Customer Journey Mapping

Module 2: Using AI for Research and Generating Content

- Competitor Research
- Creating Customer Personas
- Content Ideation
- Content Creation Tools and Models
- Getting Started with ChatGPT
- ChatGPT Timesavers and Tools
- Image, Video, and Audio AI Tools

Module 3: AI and Digital Marketing Channels

- AI and Technical SEO
- Using AI for Keyword Research
- Using AI with Google Ads
- AI and Creative Production
- AI and Social Media
- Third-Party AI Tools and Plugins
- Using AI to Improve Customer Experience
- Streamlining Marketing Automation with AI

Module 4: Using AI for Research and Generating Content

- AI for Strategic Planning
- AI for Omnichannel Strategy
- AI for Strategic Innovation
- Skills and Competencies for AI-Driven Marketing
- Agile Thinking Approaches and Benefits
- Removing Barriers to Creativity

Content Outline

Here's what you can expect when you enroll in our **Advanced AI for Digital Marketing DMI Track**:

Courses	Length	Access & Mem.	Exam Info	Award	CPD Eligible
Advanced AI for Digital Marketing	8 hrs	12 Weeks & 6 Months Mem.	60 Min Online Exam (40 Questions)	CDMA	Yes

How Does it Work?

DMI Tracks are facilitated by self-directed learning. Right from the moment you enrol, you're connected to a world of opportunities.

DMI Tracks give you the chance to learn online, at your own pace. 24/7.

Any time. Anywhere. Want to learn and upskill as your needs and ambitions change? Stay tuned into the hive mind of new insight with access to our 24/7 online DMI Tracks classrooms.

What's Next?

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