Marketing automation and AI implementation («MAAUTO»)

Marketing and sales managers need to know exactly where prospects are in the customer journey. AI and marketing automation make this work easier and promote a targeted customer approach.

Duration: 1 day
Price: 850.–

Content

1. Overview: Marketing automation platforms and key AI features
2. Workshop: Finding AI and automation potential for your business
3. How to implement marketing automation and AI correctly?
4. Workshop: Planning your own strategy
5. Using ChatGPT, Zapier & Co. for true hyper-personalization
6. Tips and techniques for tool evaluation and implementation

Key Learnings

- Becoming familiar with key marketing automation, functions and systems
- Understanding the benefits of AI and marketing automation
- Developing a marketing automation strategy for your own business
- Learning tips and procedures for evaluating and implementing such software

Target audience

This course is aimed at people who want to use the potential of data with AI and automation for their business.

It is suitable for, but not limited to, people in the following roles:

- Marketing managers
- Sales managers
- Online marketing managers
- Marketing specialists

Additional information

Please bring your own laptop with you.

You can use it to store what you have seen and learned directly in your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. After registering for the course, please contact info@digicomp.ch.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/ai-in-digital-marketing/course-marketing-automation-and-ai-implementation