

# AI TOOLS FOR MARKETING AND COMMUNICATION

Dar es Salaam - Tanzania  
20 - Nov 2026 - 24 - Nov 2026  
\$5,500



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TRAINING CENTER

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## Introduction

Artificial Intelligence has transformed the way businesses connect with audiences, create campaigns, and manage communication strategies. Marketing professionals now use AI tools to analyze data, personalize content, and automate workflows that were once time-consuming and costly. This course offers a comprehensive understanding of how AI can enhance marketing performance, improve communication precision, and increase customer engagement.

Participants will learn how to apply AI tools to build smarter marketing strategies, optimize digital campaigns, and generate real-time insights that drive growth. The course provides practical examples and demonstrations on how marketers and communication experts can integrate AI platforms such as ChatGPT, Jasper, HubSpot AI, Midjourney, and others to achieve measurable outcomes. Through interactive discussions and exercises, participants will explore how AI enhances creativity, targeting, and decision-making across marketing and communication functions.

## AI Tools for Marketing and Communication Course Objectives

- Understand the core principles and applications of artificial intelligence in marketing and communications.
- Identify the best AI tools for content generation, customer interaction, and marketing analytics.
- Use AI to personalize campaigns, automate email marketing, and improve audience segmentation.
- Apply data-driven insights to enhance storytelling and brand positioning.
- Integrate AI tools to streamline internal and external communication workflows.
- Evaluate AI ethics, transparency, and the importance of maintaining a human touch in digital communication.



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- Explore real-world case studies showing successful AI-driven marketing transformations.

## Course Methodology

The course uses a mix of instructor-led presentations, live demonstrations, practical exercises, and group discussions. Participants will experiment with AI tools to design content, automate marketing tasks, and analyze campaign performance.

## Who Should Take This Course

This course is ideal for:

- Marketing Managers and Executives
- Communication Specialists and PR Professionals
- Digital Marketing and Social Media Experts
- Brand Strategists and Content Creators
- Business Development and Sales Teams
- Anyone interested in leveraging AI tools to enhance marketing and communication performance

## AI Tools for Marketing and Communication Course Outlines

Day 1: Understanding AI in Marketing and Communication

- Overview of AI and its impact on marketing and communication industries
- Exploring machine learning, natural language processing, and automation
- How AI is changing digital marketing ecosystems
- Key benefits and challenges of using AI tools in communication
- Hands-on: Exploring ChatGPT, Jasper, and Copy.ai for content creation



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## Day 2: AI-Powered Content Creation and Personalization

- How AI tools enhance creativity and writing efficiency
- Using AI for email marketing, copywriting, and social media posts
- Personalized customer experiences through predictive analytics
- Dynamic ad generation and optimization using AI algorithms
- Workshop: Creating personalized marketing content using AI tools

## Day 3: AI for Digital Campaigns and Customer Insights

- Using AI in digital advertising platforms (Google Ads, Meta AI, etc.)
- Real-time campaign tracking and predictive audience behavior analysis
- Integrating AI with CRM systems for customer journey optimization
- Data visualization and storytelling with AI analytics tools
- Case Study: Successful AI-driven campaigns in different industries

## Day 4: Enhancing Communication and Engagement with AI

- AI in social media listening, sentiment analysis, and engagement tracking
- Chatbots and virtual assistants for customer communication
- AI tools for public relations and crisis management
- Building brand trust with ethical AI communication strategies
- Practical session: Designing a communication plan with AI tools

## Day 5: Strategic AI Integration and Future Trends

- Building an AI strategy within your marketing framework
- Measuring ROI and performance of AI-driven campaigns
- Upcoming trends: Generative AI, voice marketing, and augmented creativity
- Ethical and governance considerations in AI marketing
- Final Workshop: Developing an AI Marketing & Communication Roadmap



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## Conclusion

By successfully completing this course with Gentex Training Center, participants will gain practical skills and strategic insights into applying AI tools that drive marketing excellence and communication impact. They will be able to leverage AI for smarter decisions, faster content delivery, and deeper audience engagement equipping their organizations for success in the digital era.

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