Mindluster Platform

About the course AI marketing fundamentals

AI marketing course, in this course designed to introduce you to the powerful intersection of artificial intelligence and digital marketing. In this course, youâ€™ll explore how AI is transforming marketing strategies, driving data-driven decision-making, and enhancing customer engagement across digital platforms. The course covers key topics such as AI-driven analytics for understanding consumer behavior, machine learning for audience segmentation, and the role of AI in automating marketing campaigns. Youâ€™ll learn to use AI tools to personalize marketing messages, predict customer trends, and optimize advertising for improved results. This course provides a foundation in leveraging AI to gain a competitive edge, improve customer experience, and streamline marketing efforts. Through practical examples and hands-on exercises, you will understand how to apply AI in real-world scenarios to drive impactful results in your marketing initiatives. Whether you're a beginner or a seasoned marketer, this course equips you with essential skills to elevate your marketing through AI.

Digital Marketing Category's Courses

Course Lesson(11)

Lesson 1 : **How Â£1M Businesses use ChatGPT**

Lesson 2 : **The Importance of PPC in an AI Search World**

Lesson 3 : **How to Rank in Google SGE Search Generative Experience**

Lesson 4 : **How to Optimise for Search Generative Experience Webinar**

Lesson 5 : **Is Google KILLING OFF SGE**

Lesson 6 : **Google s AI Overviews Will Change SEO Forever**

Lesson 7 : **How to Rank in Google s AI Overviews**

Lesson 8 : **What the Google Leak Means for SEO**

Lesson 9 : **Is OpenAI o1 Better at Marketing than ChatGPT 4**

Lesson 10 : **FINALLY ChatGPT content that RANKS ChatGPT with Canvas**

Lesson 11 : **Why GEO is the New SEO and How It Works**

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