

Generative AI: Enhancing Digital Marketing ROI for Business Growth

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

This practical workshop is customised for any **non-tech executives** who want to leverage Generative AI to maximising marketing performance and improving business results.

Enrol now take your marketing strategies to new heights with Generative AI!

Duration

3.5 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

Depends on number of participants, duration, venue and course content

Learning Outcomes

- ✓ Understand Generative AI's role in driving business growth through digital marketing.
- ✓ Explore practical applications and develop hands-on skills in using Generative AI tools for content creation, audience targeting, and personalized marketing strategies.
- ✓ Understand how Generative AI can be leveraged to enhance marketing campaigns and improve overall business performance.
- ✓ Optimize digital marketing campaigns using Generative AI-driven predictive analytics and automation.

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

Ms Becky YU | Senior Consultant, HKPC Academy

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Course Outline

1. Introduction to Generative AI and its Impact on Digital Marketing

- Understanding the fundamentals of Generative AI and its relevance to business growth

2. Generative AI Applications in Digital Marketing

- Case studies and examples of generative AI
- Leveraging Generative AI for content creation, customer engagement, and lead generation

3. Content Creation, Audience Targeting, and Personalization with Generative AI

- Utilising Generative AI tools to create compelling and personalized content for social media, email, and other marketing channels
- Enhancing customer experiences through Generative AI-driven content
- Leveraging Generative AI for precise audience targeting, segmentation, and customization of marketing messages and offers
- Hands-on activities

4. Optimizing Campaign Performance with Generative AI

- Explain the process of converting text into music using generative AI
- Discuss the various tools and techniques available for text-to-music generation
- Provide examples of how text-to-music generation can be used in content creation
- Conduct a hands-on exercise to practice text-to-music generation using open-source tools

5. Applying Generative AI techniques to optimize marketing campaigns, including SEO (Search Engine Optimization) and SEM strategies (Search Engine Marketing)

- Leverage predictive analytics and automation powered by Generative AI in campaign optimization
- Incorporate SEO and SEM elements to enhance campaign performance
- Hands-on activities

6. Ethical Considerations and Future Trends

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