

"AI-Empowered New Approach to Digital Marketing Strategies & Practice" Advanced Professional Certificate

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

This programme aims to equip participants to use AI in digital marketing and branding. You will learn to apply AI for developing effective marketing strategies and improving digital brand experiences to enhance data-driven marketing efforts.

Upon completion of this course, you will be awarded the Certified Digital Marketer certificate presented by AIM.

Programme code	P0000166
Date & Time	4 Feb to 18 Mar 2026 (Except 18 & 21 Feb) Every Wednesday 7:00pm-10:00pm & Saturday 9:30am-12:30noon, 2:30pm-5:30pm
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Mode	Face-to-Face
Course fee	HK\$19,200 (Discount will be offered to AIM members, please contact us for details)
Duration	48 hours (3 hours per session)

Programme Highlights

- **Practical Application:** gain hands-on experience and practical skills through real-world case studies and interactive exercises, allowing you to apply AI concepts directly to digital marketing and branding scenarios. Complete a practical project, from insights, to creative, to execution and review.
- **Networking opportunities:** connect with like-minded expertise to expand your professional network and fostering future collaborations
- **Access to various AI tools:** implement AI-driven strategies effectively and efficiently in your digital marketing campaigns by getting access to a wide range of AI tools, software, and resources.
- **Industry-Relevant Skills:** acquire in-demand skills that are highly sought after in the digital marketing and branding industry, making you a valuable asset to employers and opening up new career opportunities.
- **All-star Expert-led Instruction:** learn from industry veterans from the Hong Kong Association of Interactive Marketing (AIM). The specially invited instructors will impart the secret skills of artificial intelligence applications and marketing to you and share practical experience, providing valuable insights, best practices, and guidance throughout the program.

Course Outline

Lesson 1: Introduction to AI and Design Thinking in Brand Success (4/2/2026 19:00- 22:00)

- Understanding the role of AI in digital marketing and branding
- Overview of key AI technologies and their applications
- Project briefing
- Design Thinking for AI-driven Marketing Strategies
- Applying design thinking
- Principles to digital marketing and branding
- Identifying customer needs and pain points
- Developing innovative AI-driven marketing strategies
- Selected GenAI tools: ChatGPT, Stable Diffusion, Midjourney, Adobe Firefly, Leonardo.ai, 文心一言, 通義千問

Lesson 2: AI – Assisted Market Research: User Journey Mapping and Optimization (7/2/2026 09:30-12:30)

- Leveraging AI to analyze and optimize the user journey
- Understanding the traditional user journey and touchpoints theories
- Enhancing customer experience through personalized interactions
- Project proposal discussion with Lecturers' guidance
- Selected Generative AI tools: Taskade, Upshot or equivalent

Stage 1 Reach

(Overviews of AI in marketing research and identify markets)

Lesson 3: Generative AI Overviews & Implications (7/2/2026 14:30-17:30)

- Leveraging AI algorithms for content curation
- Crafting personalization techniques using AI-driven recommendation systems, including data collection, content recommendation and user profile analysis
- Automation of content curation and distribution processes
- Ethical considerations and limitations of AI-generated content
- Hands-on activities: Using AI related tools to process voluminous data research in user behaviour and preferences
- Selected Generative AI tools: ChaptGPT, Quuu, Scoop or equivalent

Lesson 4: Programmatic Media Bidding and Optimization using AI (28/2/2026 09:30 – 12:30)

- AI application in programmatic advertising
- Utilizing AI for media buying and bidding strategies
- Optimizing campaign performance through AI-driven algorithms
- Project Discussion with Lecturers' guidance
- Selected Generative AI tools: MarketMUSE or equivalent

Lesson 5: AI Revolution in SEO & SEM (28/2/2026 14:30-17:30)

- Strategies for optimizing content for search
- Understanding the impact of SEO & SEM
- Leveraging AI for search analytics and insights
- Case studies and best practices for AI-driven SEO & SEM
- Selected Generative AI tools: Click Up, Surfer SEO, Jasper or equivalent

Lesson 6: Propensity Modelling for Targeted Marketing (14/3/2026 09:30-12:30)

- Predicting customer behaviour using AI algorithms
- Introduction to propensity modelling
- Utilizing propensity models for targeted marketing campaigns
- Project proposal discussion with trainer's guidance
- Selected Generative AI tools: Segment, Churnly or equivalent

Stage 2 Engage

(AI Powered Data driven promotion and analysis)

Lesson 7: AI Application in Omnichannel Ad Targeting and Personalization (14/3/2026 14:30 – 17:30)

- Leveraging AI for ad targeting and segmentation (e.g.)
- Advanced targeting techniques using AI algorithms
- Personalization strategies for enhanced ad performance
- Selected Generative AI tools: Google Analytics, Segment or equivalent

Lesson 8: Predictive Analytics for Data-Driven Insights (25/2/2026 19:00 – 22:00)

- Utilizing AI for predictive modelling and forecasting
- Introduction to predictive analytics in marketing
- Extracting actionable insights from predictive analytics
- Case studies and best practices for AI-driven analytics
- Project proposal discussion with trainer's guidance
- Selected Generative AI tools: Einstein Forecasting, Gyaan or equivalent

Date	Course Outline
Stage 3 <u>Analysis & Convert</u> (AI applications in retargeting, pricing optimization and conversion rate optimization)	Lesson 9: AI Content Creation with Adobe (11/2/2026 19:00 – 22:00) <ul style="list-style-type: none"> Adobe Firefly – Generative for everyone <ul style="list-style-type: none"> Utilizing AI tools for content creation and optimization (e.g. Text – to – image; AI copy writing; Text generation; Image – to – image; UI optimization, etc.) Automated content testing and optimization prompt engineering techniques Enhancing content performance through AI-driven insights Project proposal discussion with Lecturers’ guidance Hands-on activities: Experimenting with existing Generative AI platforms to create personalized content, e.g. advance prompts engineering skills, latest Gen-AI assisted tools etc.
	Lesson 10: Digitalized Lead Scoring and Conversion Optimization (4/3/2026 19:00 – 22:00) <ul style="list-style-type: none"> AI-driven lead scoring techniques and algorithms Understanding lead scoring and its importance Optimizing conversion rates using AI insights Selected Generative AI tools: HubSpot , segment, or equivalent
	Lesson 11: Dynamic Pricing and Revenue Optimization (7/3/2026 09:30 – 12:30) <ul style="list-style-type: none"> Leveraging AI for dynamic pricing and revenue optimization Introduction to dynamic pricing strategies Case studies and best practices for AI-driven pricing Selected Generative AI tools: Competera or equivalent
	Lesson 12: Retargeting Strategies using AI (7/3/2026 14:30 – 17:30) <ul style="list-style-type: none"> AI-powered retargeting techniques and algorithms Understanding retargeting and its benefits Optimizing retargeting campaigns for maximum impact Project proposal discussion with trainer’s guidance Selected Generative AI tools: Segment or equivalent
	Lesson 13: Web and App Personalization through AI (11/3/2026 19:00 – 22:00) <ul style="list-style-type: none"> Leveraging AI for web and app personalization Tailoring user experiences using AI algorithms Implementing AI-driven personalization strategies Review of project Case studies and best practices for AI-driven personalization content Selected Generative AI tools: Personalize, Montage or equivalent
Stage 4 <u>Loyalize & Expand</u> (New Experience: AI driven strategies in maintaining customer loyalty)	Lesson 14: AI – Powered Chatbots and Predictive Customer Service (14/2/2026 09:30 – 12:30) <ul style="list-style-type: none"> Introduction to AI-powered chatbots Creating intelligent chatbot experiences using AI Enhancing customer service through predictive analytics Automating marketing processes using AI algorithms Case studies and best practices for AI-driven marketing automation
	Lesson 15: AI Application in GBA (14/2/2026 14:30 – 17:30) <ul style="list-style-type: none"> Digital marketing content engagement with Alibaba Cloud Overview of China-related Generative AI tools e.g. 通義千問, 文心一言 Business cases and application demonstration Project proposal discussion with trainer’s guidance
	Lesson 16: Final pitching (18/3/2026 19:00 – 22:00) <ul style="list-style-type: none"> Presentation of the project proposal to demonstrate the practical application of all the skills learned in the previous 15 classes

Mr Hui Shun, Eddy

The Vice Chairman of the Hong Kong Association of Interactive Marketing, the Vice Chairman of the Hong Kong Designers Association, Branding and UX Consultant and Association Professor

Eddy is a pioneering force in the world of transmedia storytelling, digital marketing, UX/UI and branding in Hong Kong. With over 30 years of experience in the advertising and media industry, Eddy has established himself as a leading creative visionary, seamlessly integrating new media into corporate identities for over 100 local and international enterprises, including Fortune 500 brands.

As an early adopter of these innovative disciplines, Eddy's expertise has been sought after globally, with his own artworks exhibited in countries around the world. His passion for nurturing young talent is equally remarkable, as he serves as an external examiner, advisor, and visiting scholar at various universities, as well as mentoring through different programs and vetting panels.

Eddy's versatility and leadership skills are further demonstrated in his previous roles as the Group/Executive Creative Director at respected local and global design companies, as well as his experience as the Head of Design Department, Associate Professor, and Programme Leader for undergraduate and postgraduate programs.



Mr Raymond Leung

Former General Manager of Cherrypicks Limited

Raymond developed and built one of the largest mobile app development company (Cherrypicks) in Hong Kong & facilitate the merger & acquisition with HKEX listed company Net Dragon. Widely popular projects include Leave Home Safe, HSBC PayMe, MTR mobile, MTR first web 3 platform, MTR Alighting reminder function (hardware & software infrastructure covering 99 MTR stations) and over 10 shopping malls mobile application & CRM (i.e. MTR, Wharf group, IFC, Landmark, Megabox).



Mr River Ho

Chief Strategist and Founder of NMC Interactive

Before founding his own company, River honed his skills at leading technology and advertising firms, developing expertise in online marketing strategies, SEO, and marketing data analysis. With over 20 years of experience providing professional services to major enterprises, his impressive client roster includes industry giants such as Nestlé, Jardine Matheson, Li & Fung (Retail), and eBay. His work has garnered numerous awards and accolades. River is also a sought-after conference speaker and corporate trainer.

River has served Youth Business Hong Kong (YBHK), an initiative of the Hong Kong Federation of Youth Groups, the Hummingfish Foundation, and the Association of Accredited Advertising Agencies of Hong Kong. Currently, he serves as a member of the Executive Committee for the Hong Kong Association of Interactive Marketing.



Target Audience

This course is designed for anyone who is interested in learning how to use generative AI to improve their digital marketing campaigns. This includes Digital marketers, Marketing managers, Content creators, Social media managers, Business owners, Entrepreneurs and anyone else who wants to learn how to use generative AI to grow their business.

Enrolment method

- Scan QR Code for completing the form to reserve your seat; or
- For enquiry, please contact Ms. WAI at 2788 5794/ Ms. CHAN at 2788 5634 or training_2213@hkpc.org.



Supporting Organisations

