

TRAINING PROVIDER : HI3 HRAPPS SDN. BHD.
MYCOID : 1039767W



AI POWERED DIGITAL MARKETING MARKETING OF THE FUTURE

3 DAYS TRAINING (24 HOURS)



COURSE OVERVIEWS

THIS INTENSIVE 3-DAY TRAINING PROGRAM IS DESIGNED TO EQUIP PARTICIPANTS WITH THE KNOWLEDGE AND PRACTICAL SKILLS TO LEVERAGE ARTIFICIAL INTELLIGENCE (AI) FOR ENHANCED DIGITAL MARKETING STRATEGIES AND EXECUTION. WE'LL DELVE INTO THE CORE CONCEPTS OF AI, EXPLORE ITS APPLICATIONS ACROSS VARIOUS DIGITAL MARKETING CHANNELS, AND PROVIDE HANDS-ON EXPERIENCE WITH CUTTING-EDGE AI-POWERED TOOLS.

LEARNING ACTIVITIES

THROUGH INTERACTIVE SESSIONS, PRACTICAL EXERCISES, AND REAL-WORLD CASE STUDIES, PARTICIPANTS WILL DEVELOP THE CONFIDENCE AND COMPETENCE NEEDED TO EXCEL IN DIGITAL MARKETING.

TRAINING OUTCOMES

BY THE END OF THIS THREE-DAY COURSE, PARTICIPANTS WILL UNDERSTAND AI-POWERED DIGITAL MARKETING STRATEGIES AND DEVELOP PRACTICAL SKILLS TO DRIVE MEASURABLE BUSINESS RESULTS. THEY WILL LEARN TO LEVERAGE AI FOR DATA ANALYSIS, CUSTOMER INSIGHTS, CONTENT CREATION, SEO, AND SOCIAL MEDIA MARKETING TO ENHANCE MARKETING EFFICIENCY.

**CERTIFICATE OF ATTENDANCE:
AWARDED BY MYHI3**

CONTACT

enquiry@myhi3.com

017-4923108

www.myhi3.com

AI POWERED DIGITAL MARKETING

MARKETING OF THE FUTURE

3 DAYS TRAINING (24 HOURS)



COURSE MODULES

DAY 1: FOUNDATIONS OF AI AND ITS APPLICATION IN MARKETING

- MODULE 1: INTRODUCTION TO AI AND MACHINE LEARNING
- MODULE 2: AI FOR DATA ANALYSIS AND CUSTOMER INSIGHTS
- MODULE 3: AI-POWERED MARKETING AUTOMATION
- MODULE 4: ETHICAL CONSIDERATIONS OF AI IN MARKETING

DAY 2: AI FOR CONTENT, SEO, AND SOCIAL MEDIA

- MODULE 5: AI FOR CONTENT CREATION AND CURATION
- MODULE 6: AI-DRIVEN SEO OPTIMIZATION
- MODULE 7: AI FOR SOCIAL MEDIA MARKETING
- MODULE 8: PRACTICAL WORKSHOP: USING AI TOOLS FOR CONTENT AND SOCIAL MEDIA

DAY 3: AI FOR ADVERTISING, PERSONALIZATION, AND STRATEGY

- MODULE 9: AI FOR PAID ADVERTISING AND OPTIMIZATION
- MODULE 10: AI-POWERED PERSONALIZATION AND CUSTOMER EXPERIENCE
- MODULE 11: DEVELOPING AN AI-POWERED DIGITAL MARKETING STRATEGY
- MODULE 12: FUTURE TRENDS AND EMERGING TECHNOLOGIES IN AI MARKETING

ABOUT TRAINER: TAY EE WEI

TAY EE WEI IS THE CURRENT GENERAL MANAGER OF MYHI3, OVERSEEING OPERATIONS, SALES & MARKETING, AND SYSTEM DEVELOPMENT. HE HOLDS AN ADVANCED DIPLOMA IN INFORMATION TECHNOLOGY AND IS A CERTIFIED MICROSOFT CERTIFIED SYSTEMS ENGINEER (MCSE). WITH OVER 20 YEARS OF EXPERIENCE AS AN IT PROFESSIONAL, HE HAS WORKED ACROSS VARIOUS INDUSTRIES INCLUDING RETAIL, IT PROJECT MANAGEMENT, HOSPITALITY, MANUFACTURING, AS WELL AS IT TRAINING AND CONSULTANCY.

HE JOINED MYHI3 IN 2017 AS THE HEAD OF IT & OPERATIONS. TODAY, HE IS A WELL-EQUIPPED IT SYSTEMS CONSULTANT, TRAINER, AND DIGITAL MARKETER. HE HAS ALSO BEEN A CERTIFIED HRDF-REGISTERED TRAINER SINCE 2020.

TRAINING PROVIDER :
HI3 HRAPPS SDN. BHD.
MYCOID : 1039767W

MYHI3.COM

