



**CENTRIC GROWTH**  
SBL KHAS No: 202501002779



Program ID: 10001557495

## 2 DAYS AI FOR MARKETING

### OVER VIEW

**AI** is transforming business, especially marketing. This course teaches how to use **AI** bots to automate tasks, boost productivity, and handle content creation, product recommendations, and social media management.



AI in Digital Marketing

### Module 4: Designing Effective Interactions / Promptings

- Conversational design principles
- Creating engaging, persuasive prompts
- User Experience best practices and flow optimization

### Day 2: Module 5: Chatbot-Driven Social Media Marketing

- Use **AI** chat for social media and lead generation
- Generate captions and content
- Vary messaging styles and dynamics

### Training Module

#### Day 1: Module 1: Understanding AI for Marketing

- GPT in marketing: overview and uses
- Chatbot marketing: benefits and challenges
- **AI** marketing use cases

#### Module 2: What and How Chat GPT Works

- Machine Learning: Teaching machines with data
- Basics of ChatGPT features and functions
- Chatbot workflow and architecture
- Free vs. ChatGPT+
- Setting up ChatGPT

#### Module 3: Personalization and Customer Engagement

- Define your customer persona
- Use data for personalized chatbot experiences
- Tailor content and recommendations
- Boost engagement and loyalty with chatbots

### Module 6: Creating Eye-Catching Images with AI

- Creating stunning and marketing content with **AI**.
- Using text to create incredibly eye-catching images with image generators like Dall-E.





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### Learning Outcomes :

- **APPRECIATE** the principles and capabilities of **AI** Bot.
- **DEVELOP** the skills to use Chat GPT to improve their marketing efforts.
- **UNDERSTAND** the capabilities and limitations of **AI** Bot
- **DEVELOP AI** skills for both marketing and marketing strategy.
- **ACQUIRE** practical insights to apply to the real world.



### Trainer Profile

#### **BERNARD HAY**

With over 15 years of experience in digital marketing and corporate training, Bernard have specialized in helping businesses grow through strategic, data-driven solutions. As an HRDC-accredited trainer and certified expert in Facebook and Google marketing, he trained over 10,000 professionals across industries including retail, banking, hospitality, healthcare, and tech. My expertise spans social media marketing, **AI** tools, SEO, content strategy, CRM, and digital advertising. I've delivered 100+ workshops, blending real-world insights with hands-on learning to equip teams with the skills they need to succeed in today's digital landscape.

### Program Value Proposition :

With **AI** on the rise, businesses are using it to boost engagement and conversions. This training helps participants use **AI** bots to improve marketing, promote products, and build stronger customer connections.

### Methodology

1	Theoretical
2	Live demonstrations
3	Hands-on Practical
4	Group discussion & presentation

### Who should attend?

- Marketers
- Business owners
- Content creators
- Anyone interested in **AI** marketing tools



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 [enquiry@centricgrowth.com.my](mailto:enquiry@centricgrowth.com.my)

 +601111002986

 [www.centricgrowth.com.my](http://www.centricgrowth.com.my)