



GEN AI FOR DIGITAL & PERFORMANCE MARKETING TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Gen AI for Digital & Performance Marketing Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides marketers, business owners and digital specialists with practical tools and strategies to leverage Generative AI for digital marketing, advertising optimisation and performance-driven campaigns. The programme covers AI-powered content creation, audience segmentation, ad optimisation, marketing automation, analytics interpretation and cross-platform campaign scaling. Participants will learn how Gen AI enhances creativity, targeting precision and ROI while reducing operational time and ad spend. Hands-on exercises demonstrate real-world AI marketing workflows across platforms such as Meta, Google, TikTok, LinkedIn and email automation.

OBJECTIVE(S):

- Understand how Gen AI transforms digital and performance marketing
- Learn how to use AI tools for content creation, campaign planning and optimisation
- Understand AI-driven audience targeting, segmentation and personalisation
- Learn how to automate marketing workflows with Gen AI
- Understand how to use AI for analytics, reporting and performance improvement
- Develop confidence in applying Gen AI to real marketing platforms and strategies

TARGET GROUP(S):

- Digital marketers
- Social media and content creators
- Marketing executives and managers
- Business owners and entrepreneurs
- Branding and communications teams
- Performance marketing specialists

ENTRY REQUIREMENT(S):

- Able to read, write, and communicate in Malay/English
- Basic digital marketing knowledge is helpful

TOPIC(S):

1. Introduction to Generative AI in Digital Marketing
2. AI Tools for Content Creation, Copywriting and Creative Assets
3. AI in SEO, SEM and Keyword Research
4. AI-Driven Paid Ads Optimisation (Google, Meta, TikTok)
5. Audience Targeting, Segmentation and Personalisation with AI
6. AI for CRM, Email Marketing and Customer Journey Automation
7. Analytics, Dashboards and Performance Reporting Using AI
8. AI for Social Media Growth, Planning and Creative Strategy
9. Designing AI-Powered Marketing Workflows and Automation
10. Case Studies and High-Impact AI Marketing Campaigns

LIST OF REFERENCE BOOK(S):

- Digital Marketing & AI Playbooks
- Generative AI Marketing Guides
- SEO/SEM Analytics References
- AI Tools and Platform Documentation

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories

METHODOLOGY(S):

- Lecture
- Group discussions
- Case studies
- Hands-on practical workshop

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 9:45 am	Topic 1: Overview of Gen AI for Digital Marketing
9:45 am – 10:30 am	Topic 2: AI Tools for Content Creation & Creative Assets
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 3: AI in SEO, SEM & Keyword Strategy
11:30 am – 12:30 pm	Topic 4: AI for Social Media Content and Scheduling
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 5: AI for Paid Ads Optimisation (Google, Meta, TikTok)
2:30 pm – 3:30 pm	Topic 6: Audience Segmentation, Personalisation & Targeting
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Workshop: Creating AI-Generated Ads & Campaign Assets

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 9:45 am	Topic 7: AI for CRM, Email Marketing & Journey Automation
9:45 am – 10:30 am	Topic 8: AI for Analytics, Reporting & Data Interpretation
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 9: Multi-Platform AI Marketing Workflows
11:30 am – 12:30 pm	Topic 10: Designing AI-Enabled Performance Strategy
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Workshop: Building a Full AI-Powered Marketing Funnel
2:30 pm – 3:30 pm	Workshop: Ad Performance Optimisation Using AI Tools
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Final Workshop: Complete AI Marketing Strategy & Q&A