JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

AI-Driven Digital Marketing Strategies Training Course

14 – 18 November 2027
Istanbul

AI-Driven Digital Marketing Strategies Training Course

Ref: 689_25762 **Date:** 14 – 18 November 2027 **Location:** Istanbul **Fees:** 5500 GBP

AI-Driven Digital Marketing Strategies is a 1-week training course for marketing managers and digital campaign leads who build an AI Campaign Playbook covering audience segmentation, generative content, automated bidding and attribution. Machine learning now sets bids, writes ad variants and picks audiences inside every major ad platform, so marketers must steer these systems rather than simply switch them on. Jupiter Prime Training runs AI-Driven Digital Marketing Strategies for leaders who answer for campaign returns.

Why AI-Driven Digital Marketing Strategies Matter Now

Three forces reshape digital marketing: ad platforms that automate bidding and creative selection, the loss of third-party cookies that weakens old targeting and tracking, and generative models that produce copy and visuals at a volume no studio could match. A marketing function that hands control to black-box algorithms risks wasted spend, off-brand content and misleading attribution, while one that sets clear signals, guardrails and tests gains efficient reach and sharper personalisation. The course draws on the ISO/IEC 42001 AI management system standard and the NIST AI Risk Management Framework NIST AI RMF to keep marketing AI transparent and accountable.

Who Gains Most from AI-Driven Digital Marketing Strategies

- Leaders accountable for paid search, paid social and programmatic media budgets
- Owners of customer segments, lifecycle journeys and personalisation rules
- Content and creative heads who approve generative copy and imagery
- Marketing analytics leads who measure attribution, incrementality and return on ad spend
- Brand guardians who set tone, safety and placement standards

Marketing departments gain most when a media lead, a content head and an analytics lead attend together and agree one set of signals and tests.

AI-Driven Digital Marketing Strategies Capabilities

Participants leave able to direct marketing algorithms with better inputs and to judge their outputs with evidence rather than platform claims.

- Build predictive audience segments from first-party signals — media planning decisions
- Design prompts and review steps for generative ad creative — brand guardians
- Weigh automated bidding strategies against campaign objectives — budget owners
- Test campaign lift with holdout and geo experiments — marketing analytics leads
- Specify personalisation rules that respect consent choices — privacy and legal reviewers
- Communicate attribution findings in plain terms — chief marketing officers

Key AI-Driven Digital Marketing Strategies Terms

- Lookalike audience — a group of new prospects a platform model finds because they resemble an existing customer list.
- Value-based bidding — automated bidding that aims for predicted conversion value rather than the number of clicks or conversions.
- Data-driven attribution — a model that shares conversion credit across touchpoints according to their measured contribution.
- Incrementality test — an experiment comparing exposed and holdout groups to find the sales a campaign truly caused.
- Dynamic creative optimisation — automatic assembly of ad versions from headlines, images and offers matched to each viewer.
- Brand safety — controls that stop ads appearing beside harmful content and stop generated content breaking brand rules.

AI-Driven Digital Marketing Strategies Day by Day

Day 1: The Algorithmic Marketing Landscape

- Platform Automation Audit — Where Algorithms Already Decide Spend
- Cookieless Signal Strategy — First-Party Data and Consent Choices
- Customer Lifetime Value Models — Which Customers Merit Acquisition Spend
- NIST AI RMF Map Function — Risks of Marketing Algorithms
- Marketing Objective Hierarchy — Aligning Campaign Goals With Revenue

Day 2: Audience Segmentation and Personalisation

- Predictive Propensity Segments — Targeting Likely Buyers and Churners
- Lookalike Audience Seeding — Quality of Customer Lists Supplied
- Next Best Offer Engines — Personalised Messages Across Email and App
- Consent-Aware Personalisation Rules — Privacy Expectations of Customers
- Customer Journey Triggers — Timing of Automated Lifecycle Messages

Day 3: Generative Content and Brand Safety

- Generative Copy Prompt Libraries — Consistent Voice Across Ad Variants
- AI Image Creation Guidelines — Rights, Likeness and Disclosure Choices
- Dynamic Creative Optimisation — Assembling Versions for Each Audience
- Human Approval Gates — Brand and Claims Review Before Publishing
- Placement Exclusion Lists — Avoiding Harmful Content Adjacency

Day 4: Bidding, Attribution and Testing

- Value-Based Bidding Setup — Target Return on Ad Spend Choices
- Conversion Signal Quality — Offline Sales Fed Back to Platforms
- Data-Driven Attribution Models — Credit Across Search, Social and Display
- Holdout and Geo Experiments — Measuring True Incremental Lift
- Creative A/B Test Design — Sample Size and Stopping Rules

Day 5: Practising the AI Campaign Playbook

- Retail Fashion Launch Case — Applying Propensity Segments and Creative Rules
- Insurance Lead Generation Case — Applying Value-Based Bidding
- Measurement Plan Drafting — Applying Incrementality and Attribution Tests
- ISO/IEC 42001 Marketing Controls — Owners and Escalation Paths
- AI Campaign Playbook — Signals, Guardrails, Tests and Owners

Applying AI-Driven Digital Marketing Strategies After the Course

- Run a holdout test on one always-on paid social campaign to measure its incremental conversions.
- Build a prompt library and approval gate for generative ad copy on the next product launch.

AI-Driven Digital Marketing Strategies Questions FAQ

What are AI-driven digital marketing strategies and why do they matter now?

They are plans that steer machine learning in segmentation, content, bidding and attribution. They matter now because ad platforms automate most decisions, cookies are fading and generative content is everywhere, so marketers must set signals and guardrails.

Which roles gain most from AI-driven digital marketing strategies?

Media leads, content heads, analytics leads and brand guardians gain most. They control the budgets, creative approvals and measurement that decide whether marketing algorithms create real growth.

How do AI-driven digital marketing strategies differ from a general digital marketing course?

The focus is the AI layer of marketing. A general digital marketing course covers channels such as search, social and email; this one covers predictive segments, generative creative, automated bidding and incrementality testing in one week.

What do you bring back from AI-driven digital marketing strategies training?

You bring back a campaign playbook for your marketing function. It sets the audience signals, creative guardrails, bidding choices, tests and owners for your next campaigns.

AI-Driven Digital Marketing Strategies: The Way Forward

The AI Campaign Playbook first informs which campaigns move to value-based bidding and which audiences seed lookalike models. Media leads, content heads and analytics leads use it to plan launches and tests. After the first quarter of use, revisit incrementality results alongside platform-reported figures, since automated platforms tend to claim credit for sales that would have happened anyway.