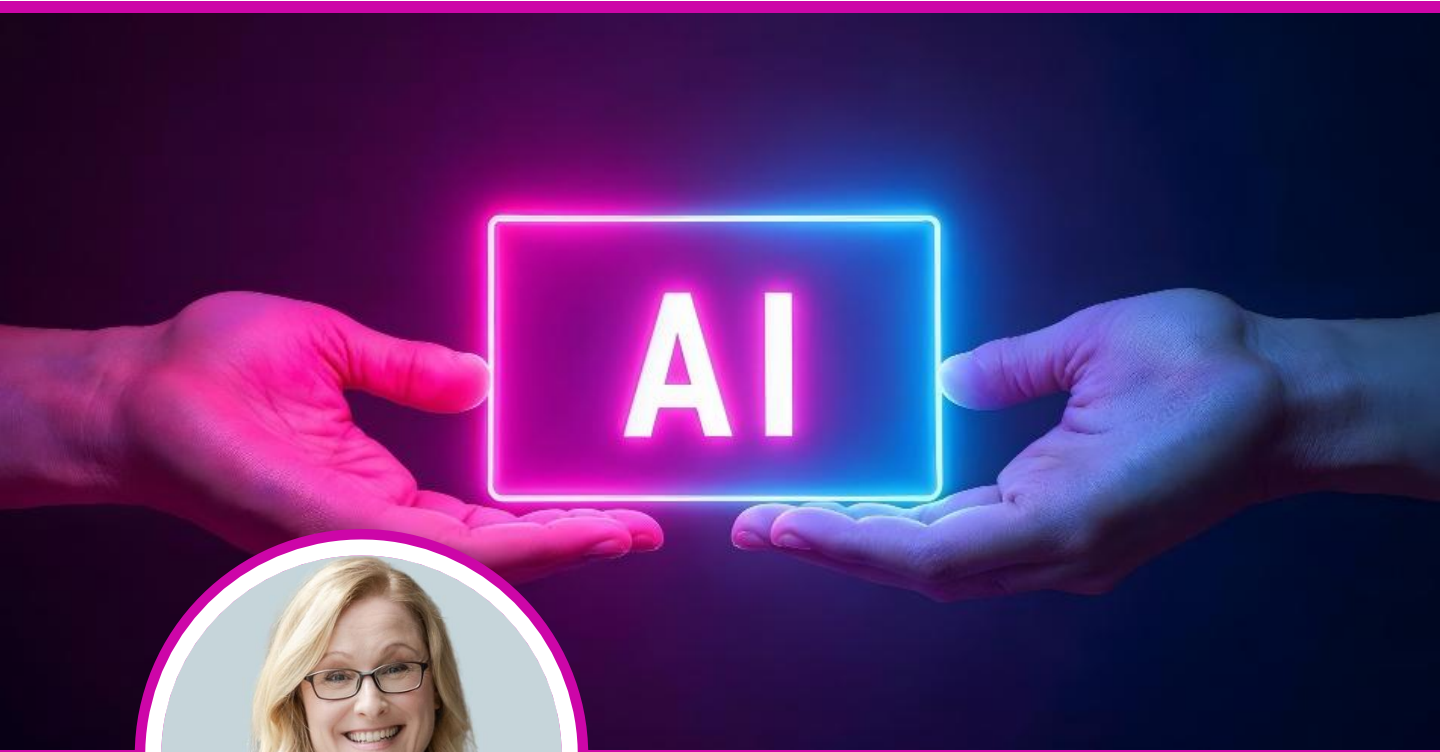


# AI-Powered Marketing Strategy & Execution

1 – 2 December 2025    The Majestic Hotel Kuala Lumpur



**Elizabeth Taylor**   
Digital Marketing Trainer

# 1 Course Overview

**What if you could unlock the full power of AI to transform your marketing, from planning to execution?**

In today's digital world, marketers are overwhelmed by endless data, constantly changing algorithms, and the pressure to create high-impact campaigns faster than ever. It's easy to feel stuck, spending hours on repetitive tasks while competitors move ahead with smarter, AI-driven strategies.

This two-day hands-on workshop is designed to change that. Whether you're part of a corporate marketing team, a growing SME, or an agile startup, you'll gain the confidence and skills to **harness AI tools** that boost creativity, sharpen targeting, and automate execution.

- Learn how to gather **powerful customer and competitor insights** with tools like SimilarWeb and SEMrush AI.
- Build **data-driven personas** and design strategic campaigns using platforms like Notion AI and ChatGPT.
- Discover how AI can help you identify **new opportunities** and review campaign performance faster and smarter.
- Create compelling text, visuals, and videos with **generative AI tools** like Canva AI and Descript during a guided content sprint.
- Master **AI-powered advertising techniques** for Meta and Google Ads to reach the right audience with precision.
- Automate your **marketing workflows** with chatbots, email sequences, and integrations via ManyChat, HubSpot, and ChatGPT API.

By the end of this workshop, you'll walk away with your own AI marketing toolkit, actionable frameworks, and clear strategies to apply AI ethically and effectively, helping you save time, increase campaign impact, and stay ahead in a competitive market. If you're ready to start working smarter, this workshop will show you how to make AI your ultimate marketing ally.



## 2 Course Lead Trainer



**Elizabeth Taylor**   
Digital Marketing Trainer

**Elizabeth Taylor** is an experienced business & marketing trainer with **over 25 years of expertise** in business strategy, training, and execution. Passionate about bringing clarity to the evolving world of digital marketing, she equips professionals with the strategies and tools needed to grow their businesses.

A fully qualified trainer, she holds an ACLP training certificate and a postgraduate diploma in adult education. Elizabeth specializes in **business and marketing audits**, **digital marketing training**, and **1-on-1 business coaching**. She helps professionals and entrepreneurs refine their goals, target market, communication strategies, and content. Her client portfolio includes global brands like Apple, Moët, Novartis, and L'Oréal, as well as SMEs across industries such as coaching, food & beverage, fashion, and non-profits.

Previously, Elizabeth spent 12 years in professional academia, tutoring digital marketing for Ascento Learning & Development and Google Squared, and teaching UK-based CIM marketing courses. She also built her early career in the entertainment industry, leading marketing campaigns for Warner Bros. and Universal Pictures, including major franchises like Harry Potter and Fast and Furious.

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# Course Objectives & Benefits

## Objectives

By the end of this workshop, you will be able to:

- ✓ **Confidently use AI platforms** for content generation, campaign planning, customer research, and marketing automation.
- ✓ Analyse **customer behaviour**, **competitor activity**, and market trends using AI for more targeted and data-informed strategies.
- ✓ Empower skills in AI-supported content creation, paid ad optimisation, and **workflow automation** to reinforce real-world application.
- ✓ Understand **the ethical considerations** and **governance** when adopting AI tools in customer communication and data-driven marketing.

## Benefits to Your Company

Your marketing team can no longer afford to spend hours on repetitive tasks or guesswork in campaign decisions. This workshop will empower them to:

- ✓ **Automate time-consuming content creation** and routine workflows, freeing up bandwidth for strategic, creative work that moves the needle.
- ✓ Use AI-driven data insights to **optimize campaigns**, cut wasted ad spend, and boost ROI with confidence.
- ✓ **Stay ahead** of rapidly evolving AI marketing trends, ensuring your brand never falls behind the competition.
- ✓ **Collaborate** more effectively across teams with a shared AI toolkit and language that breaks down silos.

The result? **A marketing team that works smarter, moves faster, and delivers measurable impact**, giving your business a powerful edge in a crowded marketplace.



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# Course Agenda Day 1

*Day 1 empowers you to harness AI for deep market and competitor insights, build data-driven customer personas, and accelerate campaign planning. Master AI tools to analyze performance and uncover opportunities, setting the foundation for smarter, faster, and more effective marketing strategies.*

**Module 1: The Marketing AI Landscape**

We dive into the AI ecosystem; exploring generative, predictive, and automation AI. You'll discover how these powerful tools fit into the marketing funnel, and where AI can make the biggest strategic difference for your campaigns.

**Module 2: AI for Market & Competitor Research**

Armed with a solid AI foundation, you'll move on to uncovering market trends and competitor strategies using cutting-edge AI tools like SimilarWeb and SEMrush. This session reveals hidden opportunities and gaps that can sharpen your messaging and positioning.

**Module 3: Customer Persona Development Using AI**

With market insights in hand, it's time to get personal. Learn to blend behavioral data with AI-generated insights to create rich, data-driven customer personas. These personas will help you target your audience with precision and relevance.

**Module 4: Campaign Planning with AI**

Building on your personas, you'll craft detailed campaign plans using AI-powered platforms like Notion AI and ChatGPT. This step accelerates your workflow and ensures every campaign element aligns perfectly with your audience and business goals.

**Module 5: AI for Performance & Channel Insights**

Finally, you'll use analytics tools such as Crayon and Brandwatch to evaluate your campaign's performance. Identify what's working, spot underperforming assets, and uncover new opportunities, turning raw data into smart, actionable strategies.

**Course Schedule:**

|              |             |             |             |             |             |             |             |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 08:30-09:00  | 09:00-10:30 | 10:30-11:00 | 11:00-13:00 | 13:00-14:00 | 14:00-15:30 | 15:30-16:00 | 16:00-17:00 |
| Registration | Upskilling  | Break       | Upskilling  | Break       | Upskilling  | Break       | Upskilling  |

**Note:**

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.

# 5 Course Agenda Day 2

*Day 2 moves you beyond strategy into action, empowering you to harness generative AI for creating content faster, optimize ad campaigns with AI-driven targeting, and automate customer engagement. This hands-on day equips you to transform your marketing execution for greater efficiency and measurable impact.*

**Module 6: Generative AI for Content, Video & Visuals**

Dive into powerful AI tools like ChatGPT, Gemini, Canva AI, Descript, and HeyGen to create engaging text, video, and visuals rapidly. No need to wait on external teams.

**Module 7: Hands-On: Content Sprint**

Put your new skills to the test by planning and producing campaign content live, using multiple AI tools with guided support and real-time peer feedback to refine your work.

**Module 8: AI in Paid Advertising (Meta & Google Ads)**

Explore Meta Advantage+ and Google Performance Max to understand how AI drives smarter targeting, testing, and optimization—helping you build efficient, high-performing ad campaigns.

**Module 9: AI for Automation: Email & Chatbots**

Learn to automate email sequences and chatbot flows with tools like ManyChat, Flowrite, ChatGPT API, and HubSpot, improving lead nurturing and customer support seamlessly.

**Module 10: Wrap-Up & Action Plan**

Design your personalized AI-powered marketing stack, set clear implementation priorities, and receive curated toolkits and templates to keep your AI marketing journey on track.

**Course Schedule:**

|              |             |             |             |             |             |             |             |
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Who Should Attend

This workshop is suitable for both **experienced professionals** seeking to deepen their knowledge and those **new to the field** looking to build a strong foundation in AI-powered digital marketing strategies, including but not limited to:

| Role                                    | Relevancy | Why?                                                                                                                   |
|-----------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------|
| Digital Marketing Managers              | ★★★★      | Need to optimize strategy, content, and ad spend using AI tools for efficiency and performance.                        |
| Marketing Executives & Officers         | ★★★★      | Will learn practical AI tools for planning, content creation, and automation to improve daily work output.             |
| Brand Managers                          | ★★★★      | Can benefit from persona development, content sprints, and performance analytics to sharpen brand campaigns.           |
| Content Creators / Copywriters          | ★★★★      | Gain skills in generative AI tools like ChatGPT and Descript to produce faster, high-quality multimedia content.       |
| Performance Marketers / Ad Specialists  | ★★★★      | Deep dive into Meta & Google AI-powered ad tools to maximize ROI and targeting accuracy.                               |
| Social Media Managers                   | ★★★       | Useful for creating visuals/videos quickly and automating engagement via chatbots and workflows.                       |
| Entrepreneurs / Startup Founders        | ★★★★      | Ideal to scale marketing efforts without big teams by leveraging AI tools for strategy and execution.                  |
| SME Owners / Business Development Leads | ★★★       | Helpful for understanding how AI can automate outreach, lead gen, and improve campaign results with limited resources. |
| Corporate Communications Teams          | ★★★       | Will benefit from AI content tools and audience targeting to improve message delivery and efficiency.                  |
| CRM / Email Marketing Specialists       | ★★★       | AI tools for workflow automation and personalized customer nurturing directly align with their KPIs.                   |
| Data Analysts in Marketing Teams        | ★★★       | Can benefit from exposure to tools that turn insights into action, and support strategy alignment.                     |
| UI/UX Designers in Marketing Teams      | ★★        | May gain some value from visual content generation and persona building, but less involved in campaign strategy.       |

★★★★ Highly Relevant    ★★★ Relevant    ★ Somewhat Relevant

# 7 Our Past Sessions





# Let's Level Up!

Are you ready to empower your skills and ultimately elevate your career?



**Standard Fee : RM3,500/pax**  
**Group Fee : RM3,350/pax (min 3 pax)**

- ✓ Fees are per participant & inclusive of 8% SST.
- ✓ This course is **100% claimable** through HRD Corp Claimable Course (SBL-KHAS) Scheme: Employer-Specific Course
- ✓ **[Optional]** Add a **1-night stay** at the event hotel for a discounted rate of **RM400 nett**.

**Step 1:** Click the registration link here:

→ <https://www.skill-lyft.com/workshop-series-registration-form> or scan the QR code below and complete the online form.



**Step 2:** We'll review your submission and email the relevant documents:

- If applying for HRD Corp grant: You'll receive supporting documents to complete your grant application.
- If not applying for grant: You'll receive an invoice for direct payment.

Need help or have questions?  
Reach out to us at [registration@skill-lyft.com](mailto:registration@skill-lyft.com)



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**All courses approved by HRD Corp.**

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