



MASTERPATH SDN BHD
LEARN. GROW. MASTER.



CHATGPT AND AI TOOLS: CONTENT CREATION AND MARKETING

(1 DAY)

Normal Fee : RM 1300 PER PAX

Early Bird Fee : RM 800 PER PAX

Group Fee : RM 1050 PER PAX

(Min 3 PAX)

- Digital Trends and AI Overview
- AI in Content Marketing
- AI in Analytics and Website Optimization
- AI in Social Media Marketing
- Productivity and Creativity with AI

REGISTER NOW



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TRAINER: ALEXANDER ANG

10 years of extensive digital marketing experience, worked with more than 90 companies



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COURSE OVERVIEW

This training empowers participants to harness the potential of ChatGPT, Gemini, Co-Pilot and other AI tools for effective content creation and digital marketing. It provides a comprehensive understanding of leveraging AI to brainstorm ideas, create impactful campaigns, optimize performance, and boost productivity. With a focus on real-world applications, participants will explore case studies, master AI-powered strategies, and learn how to seamlessly integrate these tools into their marketing workflows to achieve measurable results.

LEARNING OUTCOMES

- Gain insights into AI trends and their impact on content marketing strategies.
- Learn to use AI tools for brainstorming, content ideation, and creation.
- Enhance productivity with AI-powered tools for social media, analytics, and copywriting.
- Understand how to optimize campaigns with AI insights and troubleshoot for better performance.
- Explore the practical application of AI tools to improve creativity and efficiency in digital marketing campaigns.

COURSE CONTENT

- DIGITAL TRENDS AND AI OVERVIEW
- AI IN CONTENT MARKETING
- AI IN ANALYTICS AND WEBSITE OPTIMIZATION
- AI IN SOCIAL MEDIA MARKETING
- PRODUCTIVITY AND CREATIVITY WITH AI