Training: CompTIA
CompTIA AI for Marketing Essentials

TRAINING GOALS:

Artificial intelligence now plays a central role in modern marketing, moving beyond simple analytics to deliver audience insights, draft creative copy, generate visuals, and optimize campaigns in real time. Marketers who understand how to guide these systems can uncover trends faster, create data-backed content calendars, and personalize experiences for every segment. Mastering AI workflows lets you shift routine production work to the machine and spend more time on strategy, storytelling, and growth experiments. With the right skills you can boost engagement, increase conversion rates, and prove ROI with clear, AI-driven reporting.

In this course, you will do the following:

- AI-driven Market & Audience Research: Use AI to synthesize competitor, customer, and industry data; refine segments, ICPs and buyer insights; and uncover keyword and topic opportunities for stronger marketing strategies.
- AI-assisted Content Strategy & Planning: Brainstorm and evaluate campaign concepts, topics, and formats; identify whitespace and competitor gaps; and use AI to develop content calendars, value propositions, and channel recommendations.
- Generative AI Written Content Production: Draft, refine, translate, and localize marketing copy using AI writers. Repurpose existing content for SEO, brand voice, or new formats efficiently with AI support.
- Generative AI Visual & Multimedia Production: Create or edit images, graphics, videos, and other multimedia assets using text-to-image and AI media tools to accelerate creative production across channels.
- AI-driven Personalization & Experience Optimization: Use AI insights to develop segment-specific messages and recommendations and support manual personalization planning for improved audience engagement.
- AI-enabled Campaign Automation & Management: Design multi-step campaign workflows with AI guidance to streamline execution and improve channel consistency.
- AI-powered Analytics & Reporting: Transform raw marketing data into insights, visualizations, and executive summaries using AI to enhance reporting and decision-making.
- AI-driven SEO Research & Optimization: Generate keyword strategies, metadata, and SEO content at scale using AI to strengthen organic visibility and search performance.
- AI-assisted Social Content & Engagement: Create, optimize, and repurpose social posts, captions, hashtags, and influencer outreach materials using AI for channel-specific impact.

Compendium Centrum Edukacyjne Spółka z o.o.
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- Prompt Engineering & Ethical AI Use: Design effective prompts to control output quality, creativity and voice, and implement governance practices such as sourcing, fact-checking and privacy safeguards for brand-safe AI use.

Jobs You Can Land With CompTIA AI Essentials

- Content Marketing Specialist
- Social Media Manager
- Digital Marketing Strategist
- Copywriter / Creative Editor
- SEO & SEM Specialist
- Brand Manager
- Market Research Analyst
- E-commerce Manager

This is the perfect course for anyone in marketing and PR who wants to shorten campaign creation time and use AI to personalize messages without compromising brand quality.

CONSPECT:

- Course Kickoff and AI Fundamentals
  - Prompt Fundamentals
    - Introduction to Generative AI
    - Elements of an Effective Prompt
    - Introduction to Contextual Files
    - Activity: Crafting an Effective Prompt
  - Using AI Responsibly and Securely
    - The Risks of Using AI
    - The Importance of Verifying AI Outputs
    - Types of Errors in AI Outputs
    - Activity: Verifying AI Outputs
- Market and Audience Insight Foundations
  - Synthesizing Market and Competitor Data with AI
    - AI-Driven Market and Audience Analysis
    - Prompts for Market and Audience Analysis
    - Using AI to Understand Your Audience and Market

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- Activity: Generating Market Insights with AI
- Generating Keyword and Topic Opportunities
  - AI-Powered Keyword Discovery and Topic Brainstorming
  - Using AI to Generate and Prioritize a Content Topic Backlog
  - Activity: Keyword Identification and Prioritization
- Content Ideation and Copywriting
  - Campaign Concepts and Whitespace Analysis
    - AI-Enhanced Campaign Ideation
    - Prompt Patterns for Concept Generation
    - Activity: Select and Prioritize Campaign Concepts
    - Activity: Refine Ideas Through Iteration
  - Building AI-Driven Content Calendars and Channel Plans
    - AI Content Calendars and Channels
    - Calendar Cadence and Channel Selection Checklist
    - Build a Month Plan from a Brief
    - Activity: Resolve Conflicts in the Plan
  - Generative AI for Marketing Copywriting and Repurposing
    - AI Copywriting Essentials
    - Tone, Voice, and Guardrails Prompts
    - From Brief to First Draft
    - Repurposing Recipes by Channel
    - Activity: Choose Repurposing Paths for Reach and SEO
    - Activity: Creating Campaign Assets
- Visual Media and Personalization
  - AI Visual and Multimedia Asset Creation
    - AI Visual and Multimedia Tools
    - AI Media Tool and Prompts
    - From Brief to Branded Visual
    - Activity: Evaluate Generated Visuals for Brand Fit
    - Activity: Prompts for Media Creation
  - Advanced AI Media Creation
    - Introduction to Advanced AI Media Generation
    - Powerful AI Media Tool Combos
    - Produce a 15-Second Product Spot
    - Activity: Advanced AI Video Workflow
  - Data-Driven Personalization Planning

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        - AI Personalization Fundamentals
        - Mapping Content to Audience Data
        - Activity: Design a Personalized Content Flow
        - Activity: Optimize Personalization Rules
- Campaigns and Analytics
    - Designing Multi-Step Campaign Workflows with AI Guidance
        - AI-Guided Workflow Planning
        - Prompt Patterns for Workflow Mapping
        - Draft a Three-Step Nurture Flow
        - Activity: Generate a Workflow Proposal
    - Turning Raw Data into Executive Insights
        - From Data to Narrative
        - Insight Extraction and Visualization Prompts
        - Build an Executive Dashboard
        - Activity: Summarize Results for a C-Suite Meeting
- Discoverability and Engagement
    - AI-Powered SEO Strategy and Metadata Generation
        - AI for SEO Execution
        - Prompting for Keyword Alignment and Metadata Audits
        - Audit and Optimize an Existing Page
        - Activity: Evaluate On-Page SEO Fixes
        - Activity: Recover Search Visibility After a Ranking Drop
    - Social Content Creation and Repurposing with AI
        - AI for Social Engagement
        - Prompt Patterns for Repurposing and Scheduling
        - Generate a Cross-Platform Campaign
        - Activity: Evaluate Social Posts for Fit and Format
        - Activity: Plan a Week of Social Content
- Optimizing and Governing AI Usage
    - Optimizing AI Workflows with Projects and Prompt Libraries
        - Building Efficient AI Workflows
        - Structuring Prompt Libraries and Context Threads
        - Create a Reusable Prompt Set
        - Activity: Optimize a Project for Speed and Consistency
    - AI Governance, Compliance, and Ethical Use
        - Governance and Risk Awareness

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- Checklist for Fact-Checking and Citation
- Activity: Apply the Governance Checklist

REQUIREMENTS:

Ideal for marketers at any level. No prior AI experience required.

Difficulty level



CERTIFICATE:

The participants will obtain certificates signed by CompTIA (course completion). This course is designed to help you prepare for the CompTIA AI for Marketing Essentials CompCert assessment, and after successfully passing the assessment at the end of the course, you will earn a Competency Certificate.

TRAINER:

Authorized CompTIA Trainer.

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