Faysal Aziz

Prompt to Purchase

AI-Powered Digital Marketing for Retail and E-Commerce Teams - 1 day

FA-0371 · 1 day

Agentic & Generative AI

Introduction

Create faster, stay on-brand and keep human judgement in control.

Duration: 1 day (practical, hands-on corporate workshop)

Target Audience

- Sales Consultants
- Branch Managers
- Area Managers
- Regional Managers
- Digital Marketing Team
- E-Commerce Team

Retail marketing is often won or lost in the time between identifying an opportunity and communicating it clearly to customers. Generative AI can significantly shorten that gap by supporting campaign planning, copywriting, visual content creation, content repurposing and workplace collaboration. Modern AI platforms such as ChatGPT, Claude, Gemini, Canva AI, Notion AI and Microsoft Copilot are increasingly being used together to streamline marketing workflows while improving productivity. At the same time, effective prompting, human review and adherence to SEO best practices remain essential for producing trustworthy, customer-focused marketing content.

This workshop is intentionally scoped for a single training day, focusing on practical skills that participants can immediately apply in their daily work rather than attempting to master every feature of each AI platform. The programme is delivered by an instructor with **over 30 years of industry experience**, using practical, industry-driven content and real business workflows instead of an academic approach.

Learning outcomes

Upon completion of this course, participants will be able to:

- Produce professional-quality marketing content using AI tools.
- Write effective prompts to generate accurate, relevant and consistent AI outputs.
- Plan and develop AI-assisted digital marketing campaigns.
- Apply SEO and content marketing best practices with AI support.
- Select the appropriate AI tool for different marketing tasks.
- Review and refine AI-generated content to ensure accuracy, brand consistency and business suitability.
- Use AI responsibly while understanding its limitations and the importance of human oversight.

Expected Business Outcomes

- Increased efficiency in marketing content production.
- Improved consistency and quality of marketing communications.
- Faster turnaround for digital marketing campaigns.
- Enhanced employee capability in leveraging AI for business growth.
- More effective digital engagement through AI-assisted marketing strategies.

Prerequisites

- Basic computer literacy.
- Basic understanding of digital marketing and social media.
- Familiarity with Microsoft Office applications.
- Laptop with Internet access.
- Access to ChatGPT, Claude, Gemini, Canva AI, Notion AI and Microsoft Copilot (where available).

Training outline

1. AI in Modern Marketing

1. AI capabilities for retail and digital marketing
2. Understanding strengths and limitations of generative AI
3. Selecting the right AI tool for the right marketing task

4. Human review and quality assurance

2. Prompt Engineering for Marketing

Fundamentals of effective prompting

1. Objectives and context
2. Audience and tone
3. Constraints and output formatting

2. Prompt refinement techniques
3. Creating reusable prompt templates
4. Comparing outputs across ChatGPT, Claude and Gemini

3. AI-Powered Content Creation

Marketing copy generation

1. Social media content
2. Website content
3. Email marketing
4. Product descriptions

2. Content rewriting and repurposing
3. Maintaining brand voice and messaging consistency
4. Editing and improving AI-generated content

4. Visual Content and Workplace Productivity

1. Canva AI for marketing visuals
2. Notion AI for content planning and campaign organisation
3. Microsoft Copilot for marketing documents, presentations and communications
4. Cross-tool workflow integration

5. AI-Assisted Campaign Planning and SEO

1. Campaign objectives and audience planning
2. Content planning and publishing workflow

SEO fundamentals with AI assistance

1. Search intent
2. Keyword planning

    3. Headlines and metadata
    4. Content optimisation
4. Measuring content effectiveness

6. Responsible AI for Marketing

1. AI limitations and common errors
2. Fact-checking and content verification
3. Privacy, confidentiality and responsible use
4. Copyright, compliance and brand governance
5. Human approval before publication

Disclaimer

This training outline is intended as a professional guideline for the proposed programme. The trainer reserves the right to amend, expand, consolidate, resequence or substitute topics, where appropriate, to accommodate participant proficiency, organisational requirements, available software features, emerging industry practices and time constraints, without prior notice, while maintaining the overall learning objectives of the course.

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