AI in Digital Marketing

AI (Artificial Intelligence)

Course Overview

AI in Digital Marketing: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Map where AI adds real value across the marketing workflow
- Use AI for audience research, segmentation and campaign ideation
- Generate and iterate creative drafts while protecting brand voice
- Set up testing and optimisation loops that learn faster than competitors
- Establish guardrails: disclosure, originality, data privacy and quality control

Who Should Attend

Marketing managers, digital marketers, content creators, brand managers and agency professionals who want a practical, hype-free command of AI in their work.

Course Outline

1. The AI marketing stack: a map of what exists
2. Research and insight: mining audiences and competitors
3. Segmentation and personalisation at scale
4. Creative with AI: drafts, variants and brand voice
5. The generic-content trap and how to avoid it
6. Paid media optimisation and predictive budgeting
7. Measurement: attribution in an AI-assisted funnel
8. Governance: disclosure, data and quality gates

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Durban	**$1,395**
9 to 13 Nov 2026	Accra	**$1,450**
16 to 20 Nov 2026	Online	**$800**
23 to 27 Nov 2026	Lagos	**$1,550**
30 Nov to 4 Dec 2026	Pretoria	**$1,395**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.