

Machine Learning for Marketers

The Future of Marketing



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An overview of how technology is and will be transforming marketing.

Machine learning is the subfield of computer science that gives computers the ability to learn without being explicitly programmed, in this course you find out exactly how this impacts your digital marketing strategy and the future of marketing as a whole.

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide only.

The course runs from 9.30 am to approximately 4.30 pm.

Duration: Can either be a half or full-day course.

Introduction and Overview

Explanation of what Machine Learning is

The Algorithm's of AI

The 4 Ps of Marketing in the Machine Age

Machine Learning for:

- Market Research
 - Segmentation
 - Social Media
 - E-commerce
 - Customer Retention
 - Customer Service
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Machine Learning in B2B

Different AI platforms in use today

The Bots are coming

Putting together a strategic plan

Where AI falls down

The Ethics of Machine Learning

Bringing AI into your Marketing Team

Future Gazing - what's next

Conclusions and close

Q and A

"A highly professional company run by knowledgeable, friendly people"

