

"AI-Empowered New Approach to Digital Marketing Strategies & Practice" Advanced Professional Certificate

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Course Fee: HK\$19,200 (May apply up to HK\$12,800 subsidy)

*Maximum saving, with the final grant subjects to approval.



NI-HKPC/154/2023(NI)

This programme aims to equip participants to use AI in digital marketing and branding. You will learn to apply AI for developing effective marketing strategies and improving digital brand experiences to enhance data-driven marketing efforts.

Upon completion of this course, you will be awarded the Certified Digital Marketer certificate presented by HKAIM.

Programme code	10016423-01
Date & Time	19, 26 Oct, 9, 16, 23, 30 Nov & 7, 14 Dec 2024 (Sat) 9:30am to 5:30pm
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$19,200 <i>(This course is an approved NITTP Programme offering up to 2/3 course fee reimbursement, please contact us for more details.)</i>
Duration	48 hours (3 hours per session)

Programme Highlights

- **Practical Application:** Gain hands-on experience and practical skills through real-world case studies and interactive exercises, allowing you to apply AI concepts directly to digital marketing and branding scenarios. Complete a practical project, from insights, to creative, to execution and review.
- **Networking opportunities** – connect with like-minded expertise to expand your professional network and fostering future collaborations
- **Implement AI-driven strategies effectively and efficiently** in your digital marketing campaigns by getting access to a wide range of AI tools, software, and resources.
- **Industry-Relevant Skills:** Acquire in-demand skills that are highly sought after in the digital marketing and branding industry, making you a valuable asset to employers and opening up new career opportunities.
- **Expert-led Instruction:** Benefit from expert-led instruction by industry professionals with extensive experience in AI and digital marketing, providing you with valuable insights, best practices, and guidance throughout the program.

Date	Course Outline
<p>Stage 1 Reach</p> <p>(Overviews of AI in marketing research and identify markets)</p>	<p>Lesson 1: Introduction to AI and Design Thinking in Brand Success</p> <ul style="list-style-type: none"> Overview of the course learning objectives, and AI in digital marketing and branding Developing innovative AI-driven marketing strategies and applying design thinking principles to digital marketing and branding Selected Generative AI tools, e.g. ChatGPT, DALL-E, Stable Diffusion, Midjourney, Adobe Firefly, Leonardo.ai, 文心一言, 通義千問
	<p>Lesson 2: AI – Assisted Market Research: User Journey Mapping and Optimization</p> <ul style="list-style-type: none"> Understanding the traditional user journey and touchpoints theories and leveraging AI to analyze and optimize the user journey Enhancing customer experience through personalized interactions Project proposal discussion with Lecturers’ guidance
	<p>Lesson 3: Generative AI Overviews & Implications</p> <ul style="list-style-type: none"> Crafting personalization techniques using AI-driven recommendation systems, including data collection, content recommendation and user profile analysis Automation of content curation and distribution processes: Exploring AI-powered content generation tools, such as Text-to-Image etc. Hands-on activities: Using AI related tools to process voluminous data research in user behaviour and preferences
	<p>Lesson 4: Programmatic Media Bidding and Optimization using AI</p> <ul style="list-style-type: none"> AI application in programmatic advertising Utilizing AI for media buying and bidding strategies Optimizing campaign performance through AI-driven algorithms
	<p>Lesson 5: AI Revolution in SEO & SEM</p> <ul style="list-style-type: none"> Strategies for optimizing content for search Understanding the impact of SEO & SEM Leveraging AI for search analytics and insights Case studies and best practices for AI-driven SEO & SEM
<p>Stage 2 Engage</p> <p>(AI Powered Data driven promotion and analysis)</p>	<p>Lesson 6: Propensity Modelling for Targeted Marketing</p> <ul style="list-style-type: none"> Predicting customer behaviour using AI algorithms Introduction to propensity modelling Utilizing propensity models for targeted marketing campaigns
	<p>Lesson 7: AI Application in Omnichannel Ad Targeting and Personalization</p> <ul style="list-style-type: none"> Leveraging AI for ad targeting and segmentation Advanced targeting techniques using AI algorithms Personalization strategies for enhanced ad performance Project proposal discussion with trainer’s guidance
	<p>Lesson 8: Predictive Analytics for Data-Driven Insights</p> <ul style="list-style-type: none"> Utilizing AI for predictive modelling and forecasting Introduction to predictive analytics in marketing Extracting actionable insights from predictive analytics Case studies and best practices for AI-driven analytics
	<p>Lesson 9: AI Content Creation with Adobe</p> <ul style="list-style-type: none"> Adobe Firefly – Generative for everyone <ol style="list-style-type: none"> Utilizing AI tools for content creation and optimization (e.g. Text – to – image; AI copy writing; Text generation; Image – to – image; UI optimization, etc.) Automated content testing and optimization prompt engineering techniques Enhancing content performance through AI-driven insights <ul style="list-style-type: none"> Hands-on activities: Experimenting with existing Generative AI platforms to create personalized content, e.g. advance prompts engineering skills, latest Gen-AI assisted tools etc.

Date	Course Outline
<p>Stage 3 <u>Analysis & Convert</u></p> <p>(AI applications in retargeting, pricing optimization and conversion rate optimization)</p>	<p>Lesson 10: Digitalized Lead Scoring and Conversion Optimization</p> <ul style="list-style-type: none"> AI-driven lead scoring techniques and algorithms Understanding lead scoring and its importance Optimizing conversion rates using AI insights Selected Generative AI tools: HubSpot , segment, or equivalent
	<p>Lesson 11: Dynamic Pricing and Revenue Optimization</p> <ul style="list-style-type: none"> Leveraging AI for dynamic pricing and revenue optimization Introduction to dynamic pricing strategies Case studies and best practices for AI-driven pricing Selected Generative AI tools: Competera or equivalent
	<p>Lesson 12: Retargeting Strategies using AI</p> <ul style="list-style-type: none"> AI-powered retargeting techniques and algorithms Understanding retargeting and its benefits Optimizing retargeting campaigns for maximum impact Project proposal discussion with trainer’s guidance Selected Generative AI tools: Segment or equivalent
<p>Stage 4 <u>Loyalize & Expand</u></p> <p>(New Experience: AI driven strategies in maintaining customer loyalty)</p>	<p>Lesson 13: Web and App Personalization through AI</p> <ul style="list-style-type: none"> Leveraging AI for web and app personalization Tailoring user experiences using AI algorithms Implementing AI-driven personalization strategies Review of project Case studies and best practices for AI-driven personalization content Selected Generative AI tools: Personalize, Montage or equivalent
	<p>Lesson 14: AI – Powered Chatbots and Predictive Customer Service</p> <ul style="list-style-type: none"> Introduction to AI-powered chatbots Creating intelligent chatbot experiences using AI Enhancing customer service through predictive analytics Automating marketing processes using AI algorithms Case studies and best practices for AI-driven marketing automation
	<p>Lesson 15: AI Application in GBA</p> <ul style="list-style-type: none"> Digital marketing content engagement with Alibaba Cloud Overview of China-related Generative AI tools e.g. 通義千問, 文心一言 Business cases and application demonstration Project proposal discussion with trainer’s guidance
<p>Lesson 16: Final pitching</p> <ul style="list-style-type: none"> Presentation of the project proposal to demonstrate the practical application of all the skills learned in the previous 15 classes 	

Remarks: Class sessions are subject to changes based on instructors’ availability.

Mr Hui Shun, Eddy

The Vice Chairman of the Hong Kong Association of Interactive Marketing, the Vice Chairman of the Hong Kong Designers Association, Branding and UX Consultant and Association Professor

Eddy is a pioneering force in the world of transmedia storytelling, digital marketing, UX/UI and branding in Hong Kong. With over 30 years of experience in the advertising and media industry, Eddy has established himself as a leading creative visionary, seamlessly integrating new media into corporate identities for over 100 local and international enterprises, including Fortune 500 brands.

As an early adopter of these innovative disciplines, Eddy's expertise has been sought after globally, with his own artworks exhibited in countries around the world. His passion for nurturing young talent is equally remarkable, as he serves as an external examiner, advisor, and visiting scholar at various universities, as well as mentoring through different programs and vetting panels.

Eddy's versatility and leadership skills are further demonstrated in his previous roles as the Group/Executive Creative Director at respected local and global design companies, as well as his experience as the Head of Design Department, Associate Professor, and Programme Leader for undergraduate and postgraduate programs.



Mr Raymond Leung

Former General Manger of Cherrypicks Limited

Raymond developed and built one of the largest mobile app development company (Cherrypicks) in Hong Kong & facilitate the merger & acquisition with HKEX listed company Net Dragon. Widely popular projects include Leave Home Safe, HSBC PayMe, MTR mobile, MTR first web 3 platform, MTR Alighting reminder function (hardware & software infrastructure covering 99 MTR stations) and over 10 shopping malls mobile application & CRM (i.e. MTR, Wharf group, IFC, Landmark, Megabox).



Mr River Ho

Chief Strategist and Founder of NMC Interactive

Before founding his own company, River honed his skills at leading technology and advertising firms, developing expertise in online marketing strategies, SEO, and marketing data analysis. With over 20 years of experience providing professional services to major enterprises, his impressive client roster includes industry giants such as Nestlé, Jardine Matheson, Li & Fung (Retail), and eBay. His work has garnered numerous awards and accolades. River is also a sought-after conference speaker and corporate trainer.

River has served Youth Business Hong Kong (YBHK), an initiative of the Hong Kong Federation of Youth Groups, the Hummingfish Foundation, and the Association of Accredited Advertising Agencies of Hong Kong. Currently, he serves as a member of the Executive Committee for the Hong Kong Association of Interactive Marketing.



Target Audience

This course is designed for anyone who is interested in learning how to use generative AI to improve their digital marketing campaigns. This includes Digital marketers, Marketing managers, Content creators, Social media managers, Business owners, Entrepreneurs and anyone else who wants to learn how to use generative AI to grow their business.

Enrolment method

- Scan QR Code for completing the form to reserve your seat; or
- For enquiry, please contact Ms. SO at 2789 5110/ Ms. CHAN at 2788 5634 or training_2213@hkpc.org.



NITTP Training Grant Application

Companies should submit their NITTP training grant application for their employee(s) via <https://nittp.vtc.edu.hk/rttp/login> **at least five weeks before** course commencement. Alternatively, application form could be submitted to the Secretariat in person, by post, by fax or by email to nittp@vtc.edu.hk together with supporting documents.