Course 9 — AI for Campaign Strategy, Content & Customer Insight

Tier: 2 (Practitioner-Tutor, domain: marketing) · **Days:** 3 · **Cohort max:** 16 · **Ratio:** 1:16
Prerequisites: Marketing/growth experience.
Tools provisioned: LLM access, image/video generation tool access, sample customer dataset.

Day 1 — Generative AI for content at scale: ads, emails, social copy; brand voice prompting; quality control and fact-checking workflows.
Day 2 — AI creative production: video/image generation; customer segmentation and predictive targeting; A/B testing with AI-generated variants.
Day 3 — Capstone: AI-augmented campaign brief → generate assets → define testing and measurement framework → present with ROI projection.

Capstone artifact: Campaign package + measurement plan.
Tutor certification: Tier 2 (marketing) + rubric calibration.
Kit-specific notes: Brand-voice prompt examples in library; ROI-projection template supplied.

www.adeptelitesconsulting.com
info@adeptelitesconsulting.com • +254 182 837 692
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