

Course Code: **M452**

# Accelerate Your Digital Marketing with Generative AI (GenAI)

## COURSE INFORMATION

**Sessions**  
1 day**Duration**  
7.5 hrs**Level**  
Beginner**Assessment**  
NA**VENUE****Address:** 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

## WHAT'S THIS COURSE ABOUT

**Topic 1: Review Digital Marketing Performance**

Review key performance indicators of digital marketing channels

Calculate ROI of customer acquisition tools and digital marketing channels

Introduction to Generative AI (GAI) for digital marketing

**Topic 2: Digital Marketing Using Generative AI (GAI)**

Benefits and limitations of traditional digital marketing

Develop marketing campaigns using GAI

Content creation using GAI

**Topic 3: Generative AI (GAI) for Online Presence and Customer Engagement**

Consumer...

## COURSE FEE

Full Fee NGN 170,000.00

## CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

## REGISTRATION

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<https://www.tertiarycourses.com.ng/accelerate-your-digital-marketing-with-generative-ai-genai.html>



SCAN TO REGISTER

## SUPPORT

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