AI for Personalization Training

BILGINÇ IT Academy
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Duration: **3 Day**

This course provides learners with practical knowledge on planning and implementing AI-powered personalization strategies within marketing. The workshop focuses on hyper-personalization, an advanced approach that enhances traditional personalization using AI to deliver unique, one-to-one customer experiences.

Learners will explore real-world applications of AI-driven personalization, including content creation, product recommendations, and personalized communications. The course will equip participants with the strategic and technical knowledge required to design and deploy hyper-personalization at scale.

By the end of the session, learners will be able to effectively engage with key stakeholders and internal teams to drive AI-powered personalization initiatives within their organization.

Prerequisites

Participants should have:

- A foundational understanding of marketing strategies and customer experience principles
- Familiarity with basic AI and data-driven marketing concepts (recommended but not required)

Target audience

This course is designed for:

- Marketing professionals looking to integrate AI into their personalization strategies
- Customer experience and digital transformation leaders aiming to enhance engagement and retention
- Data-driven marketers and AI product managers interested in practical applications of hyper-personalization

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Training Outline

Workshop: Focus on hyper-personalization planning

Identifying business challenges and personalization opportunities

Review of leading AI personalization tools and techniques

Real-world case study around personalization strategy

Aligning AI personalization with business objectives

Overcoming common challenges in AI adoption

Applying learnings to real-world business scenarios

Implementing AI personalization within your organization

Hands-on learning

This course includes:

- Interactive workshops with real-world case studies
- Guided exercises for AI-powered personalization planning
- Practical application of AI tools in marketing strategies

Exams and assessments

- No formal exams
- Knowledge checks and interactive discussions throughout the course
- Hands-on practical exercises to apply key concepts