Luthando Skills & Training
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An Intensive 3-day Training Course

Certified Digital Marketing Professional (CDMP)

Mastering AI-Driven Digital Strategies for Business Growth

Classroom sessions

Date	Venue	Fees
16-18 July 2025	Online	R 8,999

INTRODUCTION

This Luthando Skills Certified Digital Marketing Professional (CDMP) training course is designed to equip professionals with the latest digital marketing strategies and AI-powered tools to drive engagement, lead generation, and campaign success. The rapid evolution of AI, automation, and predictive analytics has transformed digital marketing, making it essential for professionals to stay ahead of industry trends.

Participants will develop a real-world digital marketing strategy through a highly practical, project-based approach, integrating AI-driven SEO, social media, paid advertising, and email automation. By the end of the training course, they will have created a fully structured, AI-enhanced marketing campaign ready for implementation.

This training course will highlight:

- AI-Powered Marketing Tools – Using AI for content, targeting, and automation
- SEO & Search Optimisation – Strategies for AI-driven search engines
- Social Media & Paid Advertising – Maximising ROI with data-driven ads
- Data-Driven Marketing Strategies – Using Google Analytics 4 (GA4) & AI-Powered Analytics Tools
- Hands-On Learning – Develop a real digital marketing project step by step

TRAINING OBJECTIVES

At the end of this training course, you will learn to:

- Develop and implement AI-driven digital marketing strategies
- Utilise AI tools for content creation, SEO, and social media ads

- Analyse and optimise Google Ads, social media campaigns, and PPC
- Leverage predictive analytics and automation for marketing insights
- Design a customer-centric marketing campaign using AI

TRAINING METHODOLOGY

This training course follows an interactive, hands-on approach, blending real-world case studies, discussions on key functionalities of AI-powered marketing tools, and group activities. Participants will work on a progressive project, where they will develop a full AI-driven digital marketing campaign step by step over five days

Organisational Impact

The organisation will gain the following benefits:

- AI-driven marketing strategies for enhanced business performance
- Increased brand visibility and digital competitiveness
- Improved SEO, PPC, and social media ROI
- Effective use of customer data & predictive analytics
- Stronger content marketing and AI automation capabilities
- A future-ready workforce skilled in modern digital tools

Personal Impact

At the end of this training course, participants will gain the following:

- Expertise in AI-powered marketing & automation
- Hands-on experience with SEO, paid ads, and social media
- Next-level use of GA4 & AI-driven insights to optimise marketing performance.
- Confidence in managing AI-driven campaigns
- Skills to develop a real-world marketing strategy
- A competitive advantage in the digital marketing job market

WHO SHOULD ATTEND?

This **Luthando Skills** training course is ideal for professionals who want to leverage AI in digital marketing to improve business performance and career growth.

- Marketing Professionals & Digital Marketers – Expanding their knowledge of AI-powered marketing strategies.
- Social Media & Content Specialists – Looking to improve campaign performance and automation.
- Business Owners & Entrepreneurs – Seeking better digital strategies to grow their brand.
- Sales & Brand Professionals – Using data-driven marketing to enhance customer engagement.
- Marketing Professionals Looking to Transition into AI-Driven Digital Roles– Adapting to the evolving marketing landscape.

SEMINAR OUTLINE

Day 1

Digital Marketing Strategy & AI-Driven Trends:

- The evolution of digital marketing & AI's role
- Understanding customer behaviour & marketing funnels
- AI-powered content marketing & personalisation
- Google's AI updates & SEO strategy shifts
- Building a data-driven digital marketing strategy
- AI for Competitive Analysis & Customer Journey Mapping
- Defining the Digital Marketing Project

SEO & AI-Powered Search Optimisation:

- AI-driven search algorithms: Google BERT, RankBrain, MUM
- Keyword research & AI tools (SEMrush, Ahrefs, Google Keyword Planner)
- Voice search & conversational AI in SEO
- On-page & off-page SEO strategies
- SEO analytics: Google Search Console & GA4
- AI for Technical SEO & Link Building
- Developing SEO & AI-Driven Content Strategy

Day 2

Social Media & AI-Optimised Paid Advertising:

- AI's impact on social media marketing
- AI-powered content scheduling & audience engagement
- Data-driven social media advertising (Facebook, Instagram, LinkedIn, TikTok)
- Smart Bidding & AI-driven PPC campaign management
- Retargeting & personalisation strategies
- AI for Influencer Marketing & Social Listening
- Social Media & AI-Powered Ad Campaigns

Email Marketing, Data Analytics & AI Personalisation:

- AI-powered email marketing & automation
- Customer segmentation & AI-driven personalisation
- Predictive analytics for marketing insights
- Google Analytics 4 (GA4) for tracking customer behaviour
- AI chatbots & conversational marketing
- AI and CRM Integration & Data Visualisation
- Data-Driven Decision Making & Personalisation

Day 3

Digital Strategy:

- Crafting a full-scale digital marketing strategy
- Integrating AI for maximum efficiency
- Marketing trends: AI, Web3, Metaverse
- Final Project Presentation & Strategy Review