EDUVO
HOPE | HUMANITY | HAPPINESS

AI-POWERED DIGITAL MARKETING MASTERY

AI Marketing Strategy, Content Creation & Video Marketing for Business Growth

Turn Ideas into Impact
WITH GENERATIVE AI

2-DAY HANDS-ON COURSE

- 2 Days
- In-House Corporate Training
- HRD-Claimable
- Beginner to Intermediate



CREATE FASTER
Generate marketing content in minutes

REDUCE COST
Produce more content with fewer resources

LAUNCH SOONER
Bring campaigns to market faster

GROW SMARTER
Make better decisions with AI insights

KEY LEARNING OUTCOMES

- Apply AI to daily marketing tasks and improve productivity
- Conduct customer and competitor research with AI
- Develop brand positioning, campaign strategy and marketing messages
- Create engaging marketing content and promotional copy with AI
- Build a 30-day content calendar with AI
- Plan, generate and edit AI-assisted promotional videos
- Apply AI tools to real marketing scenarios for immediate workplace use

PARTICIPANT DELIVERABLES

DAY 1 AI MARKETING CONTENT & STRATEGY

- Customer persona and competitor insights
- Brand positioning and campaign messaging brief
- AI-generated marketing content and promotional copy
- 30-day AI-assisted content calendar



DAY 2 AI VIDEO MARKETING

- Video creative brief
- Promotional video script and storyboard
- AI-generated video clips
- Final 10-15-second AI-assisted promotional video



COURSE FEE

RM21,000

IN-HOUSE CORPORATE COURSE

(AI-VIDEO SOFTWARE INCLUSIVE)

HRD CORP CLAIMABLE

REGISTERED HRD CORP TRAINING PROVIDER

- 1 Main Trainer + Facilitator
- HANDS-ON Training
- Physical / Classroom Training

Course Title: AI-Powered Digital Marketing Mastery

Course Code: AI-001-PCORP

Subtitle: Prompt Engineering, AI Branding & Content Creation for Business Growth

Programme Type: Instructor-Led Physical / Classroom Training / In House Corporate

Duration: 2 Days

Training Time: 9:00 AM – 5:00 PM

Daily Total Training Hours: 14 Hours (exclude lunch)

Level: Beginner to Intermediate

Training Approach: Practical, Hands-On & Workplace Application-based

Fee: HRDC: RM21,000 (AI-software included)

Details: 100% HRD-Claimable; 1 main trainer + facilitator

Course Overview

AI-Powered Digital Marketing Mastery is a practical, two-day training programme designed to equip marketing professionals with the knowledge and skills to apply Generative AI in their daily marketing activities.

On Day 1, participants learn to use AI for marketing productivity, customer and competitor research, brand positioning, campaign strategy, content creation, copywriting and 30-day content planning. Through guided hands-on activities, participants develop practical marketing content and campaign plans relevant to their business.

On Day 2, participants focus on AI-powered video marketing, from developing creative briefs and effective video prompts to scriptwriting, storyboarding, video generation and editing. Participants will apply AI tools to create short-form promotional videos suitable for digital marketing campaigns.

By the end of the programme, participants will gain practical experience in integrating AI into marketing workflows to reduce repetitive work, accelerate content production, improve creative efficiency and support faster marketing execution.

Course Objectives

This programme aims to enable participants to:

1. Understand how Generative AI can improve marketing productivity and support daily marketing responsibilities.
2. Apply effective AI prompt engineering techniques for marketing research, strategy and content development.
3. Use AI to analyse customer needs, market opportunities and competitor positioning.
4. Develop brand messaging, marketing campaigns and engaging promotional content using AI.
5. Create a structured 30-day content plan aligned with marketing objectives.
6. Apply AI tools for video planning, prompt engineering, scriptwriting, storyboarding, generation and editing.

Key Learning Outcomes

Upon successful completion of this programme, participants will be able to:

1. Improve Marketing Productivity with AI — Apply structured AI prompts to support everyday marketing tasks and reduce manual content preparation.
2. Conduct AI-Assisted Marketing Research — Develop customer personas, compare competitors and identify potential marketing opportunities.
3. Develop AI-Powered Marketing Strategies — Create brand positioning, campaign ideas and consistent marketing messages.
4. Produce Marketing Content Faster — Generate promotional copy, social media captions and marketing visuals using AI.
5. Build a 30-Day Marketing Content Plan — Develop a structured content calendar with campaign themes, content ideas and publishing schedules.
6. Create AI-Powered Promotional Videos — Plan, script, generate and edit a 10–15-second promotional video suitable for digital marketing.

Target Participants

Suitable for marketing executives, digital marketing personnel, social media teams, brand and product executives, content creators, sales and business development personnel, SME owners, entrepreneurs and employees responsible for marketing communications.

Testimonials





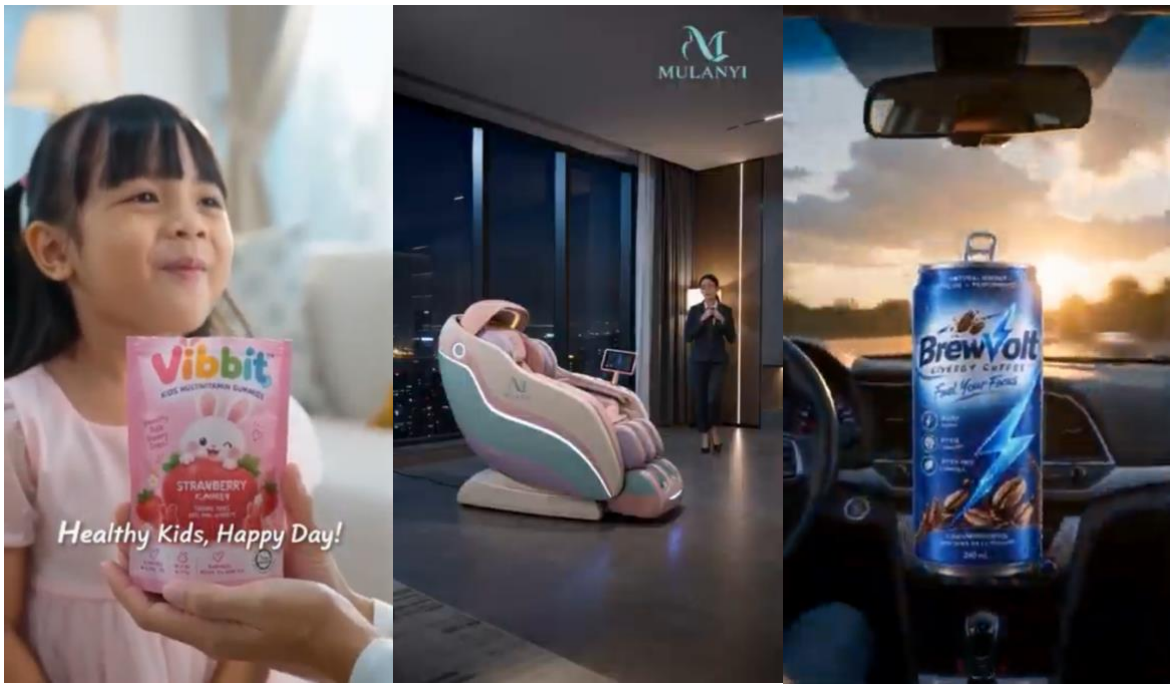








Participants Videos Outcome



Details Modules Structure

Module 1: AI for Marketing Productivity & Prompt Engineering

Understand how Generative AI can support daily marketing tasks and apply structured prompting techniques to improve marketing efficiency and content quality.

Hands-on: Develop and refine AI prompts for common marketing tasks.

Module 2: AI-Powered Customer, Market & Competitor Research

Use AI to explore customer needs, identify market opportunities, analyse competitors and develop actionable marketing insights.

Hands-on: Create a customer persona and competitor comparison using AI.

Module 3: AI Branding, Campaign Strategy & Messaging

Apply AI to develop brand positioning, unique selling propositions, campaign ideas and consistent marketing messages aligned with business objectives.

Hands-on: Develop an AI-assisted brand positioning and campaign messaging brief.

Module 4: AI Marketing Content Creation & Copywriting

Use AI to generate engaging social media content, promotional captions, advertising copy and marketing visuals while maintaining brand consistency.

Hands-on: Create AI-assisted marketing copy and promotional content for a selected product or service.

Module 5: 30 Days AI Content Planning Lab

Apply AI to plan and organise a 30-day marketing content calendar, including campaign themes, content ideas, captions and publishing schedules.

Hands-on: Develop a 30-day AI-assisted content calendar for a selected brand or campaign.

Module 6: AI Video Marketing Strategy & Creative Brief

Understand how to define video marketing objectives, target audiences, campaign messages and creative direction before producing AI-powered promotional videos.

Hands-on: Develop a video creative brief based on a selected marketing campaign.

Module 7: AI Video Fundamentals & Prompt Engineering

Learn essential video concepts and structured AI prompting techniques, including video formats, camera movements, visual styles and text-to-video or image-to-video generation.

Hands-on: Develop and refine AI video prompts for a promotional concept.

Module 8: AI Scriptwriting & Storyboarding

Use AI to transform marketing ideas into structured video scripts, engaging hooks, scene sequences and visual storyboards.

Hands-on: Create a 10–15-second promotional video script and storyboard.

Module 9: AI Video Generation Lab

Apply AI video-generation tools to produce promotional video clips using structured prompts, reference images and iterative refinement techniques.

Hands-on: Generate and refine AI promotional video clips for a selected campaign.

Module 10: AI Video Editing, Q&A & Wrap-Up

Learn essential video editing techniques, including clip arrangement, captions, branding, audio and export settings, followed by a review of key learning points and practical applications.

Hands-on: Assemble and finalise a 10–15-second AI-assisted promotional video.

Training Methodology

The programme adopts an interactive, practical and hands-on learning approach, combining instructor-led explanations, live AI demonstrations, guided exercises and workplace-based marketing projects.

Participant Prerequisites

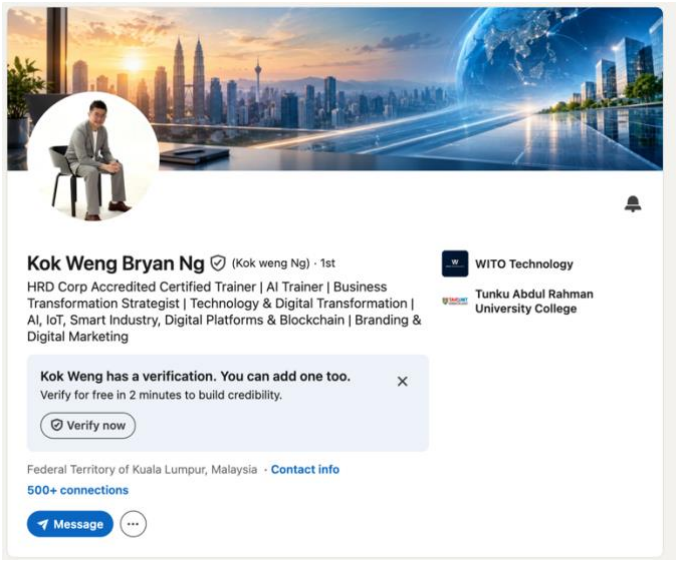
This course is designed for beginner to intermediate learners. No programming knowledge or prior AI experience is required.

Recommended prerequisites:

1. Basic Computer Skills: Able to use a laptop, internet browser and common office applications.
2. Basic Marketing Knowledge: Familiarity with marketing, social media or promotional activities is beneficial but not mandatory.
3. Laptop & Internet Access: Bring a laptop with a stable internet connection.
4. AI Tool Access: ChatGPT (Go/Plus), Laptop, AI Video Platform Account (Inclusive in the course fee)
5. Marketing Materials: Participants are encouraged to bring information about a product, service or brand, including logos and product images, for practical exercises.

Our Trainers' Profile





Bryan Ng is a technology entrepreneur and AI Business Transformation Strategist with more than 20 years of experience helping organisations redesign business processes, accelerate digital transformation and adopt AI.

Highlights

- Founder of Digital Transformation Companies
- HRD Accredited Certified Trainer
- AI Strategist
- Branding & Marketing Specialist
- Technology Entrepreneur
- Digital Transformation Advisor
- Photographer



REGINE LIM

HRD Corp Certified AI Trainer

Digital Printing & Workflow Specialist | Corporate Trainer

14 YEARS OF INDUSTRY EXPERIENCE
DIGITAL TECHNOLOGY • GENERATIVE AI • WORKPLACE PRODUCTIVITY

Regine Lim is an **AI Trainer & Implementation Advisor, Corporate Technical Advisor, and HRD Corp Certified Trainer** with **14 years of corporate, technical advisory, and professional training experience**.

With a strong corporate foundation at **FUJIFILM Business Innovation Malaysia**, she has extensive experience in technical advisory, user training, workflow optimisation, technology implementation, troubleshooting, and supporting organisations in adopting new technologies.

Today, Regine combines her corporate experience with **Generative AI and practical AI implementation**, helping professionals and organisations move beyond simply learning AI towards applying it effectively in everyday work.

Her training focuses on practical workplace applications of **ChatGPT and Generative AI**, including communication, document creation, research, information processing, problem-solving, content creation, and workflow improvement. Through demonstrations, guided activities, and realistic workplace scenarios, Regine helps participants understand how AI can be integrated into existing processes to **improve productivity, support user adoption, and create practical business value**.