



AI-Powered Marketing Content

Marketing has entered a new creative era. The rise of generative AI has transformed how organizations ideate, produce, refine, and distribute content. What traditionally required large teams, long timelines, and substantial budgets can now be accelerated, scaled, and personalized with unprecedented speed. Yet many organizations still struggle with adopting AI strategically, responsibly, and in ways that deliver predictable, measurable impact across multiple industries.

The Asian Institute of Management (AIM) developed this 6-hour online microlearning program that equips marketing and business professionals with the skills to create scalable, efficient, and high-impact content using AI. Ideal for marketers, communications teams, and decision-makers seeking to improve productivity, personalization, and ROI in their content operations.

The program is intentionally crafted to be industry-expansive: whether a participant comes from FMCG, banking, healthcare, B2B tech, retail, real estate, education, or professional services, they will see use cases, content flows, and prompt frameworks that apply directly to their sector.

Because the session is led exclusively by AIM faculty, it maintains the hallmarks of AIM's pedagogy: analytical depth, managerial rigor, case-grounded perspectives, and a strong orientation toward ROI-driven action. The format accommodates large-scale attendance (500+) without losing engagement, using live demonstrations, on-the-spot content generation, rapid polls, and faculty-guided exercises.

Participants end the day not only with knowledge, but with ready-to-deploy outputs:

- Industry-tailored prompts,
- message maps,
- content calendars,
- performance dashboards, and
- a 30-day AI content implementation plan.

This program is designed for maximum relevance, immediate application, and broad appeal to today's digital and marketing workforce.

Program Benefits

Participants of this program gain far more than familiarity with AI tools—they acquire a strategic advantage in a rapidly evolving marketing landscape. Throughout the 6-hour session, they learn how to transform their content workflows into efficient, data-driven systems capable of producing high-quality output at remarkable speed. By exploring real-world applications from multiple industries, attendees see exactly how AI can elevate their own marketing efforts, whether they are driving brand awareness, improving customer engagement, or supporting sales conversions.



SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING MICROLEARNING PROGRAM

The program emphasizes practicality, equipping participants with ready-to-use templates, prompt banks, and content frameworks they can apply immediately in their roles. These resources empower them to deliver more personalized, consistent, and value-driven content across channels while reducing production time and operational bottlenecks. Beyond creation, participants are also guided on how to implement AI responsibly—learning essential principles in compliance, ethical use, and brand governance to ensure their content remains accurate, trustworthy, and aligned with organizational standards.

By the end of the course, attendees walk away with the confidence and capability to integrate AI into their marketing processes, establish measurable performance indicators, and launch a 30-day AI-driven content plan tailored to their organization. In effect, the program strengthens their professional competitiveness and equips them with skills that modern businesses urgently need—making them more valuable contributors and more innovative leaders in their respective industries.

Program Objectives

- Design an AI-driven marketing content strategy aligned with business goals such as awareness, lead generation, engagement, or conversion.
- Create and refine compelling, multi-format content using structured prompts, brand voice frameworks, and AI-assisted workflows.
- Operationalize an end-to-end content generation process using AI tools—covering ideation, drafting, editing, personalization, and optimization.
- Evaluate AI-generated content for risk, accuracy, bias, brand compliance, and regulatory fit using a guided quality-assurance checklist.
- Implement a 30-day AI content roadmap with clear KPIs, testing methods, and success metrics.

Program Structure Overview

Topics	Learning Outline
The New Age of Content: AI's Strategic Role Across Industries	Marketing transformation in the AI era Content bottlenecks AI solves (cost, speed, personalization, scale) Cross-industry examples (FMCG, Finance, B2B, Retail, Healthcare, Education)
AI Content Frameworks & High-Performance Prompt Engineering	Prompt engineering for marketing outcomes Templates for blogs, ads, emails, landing pages, scripts Live Demo: Turning a business brief into a full content funnel Guided Activity: Participants build a prompt using a framework
Personalization, Content Scaling & real-time Optimization	AI for micro-targeting and customer tailoring Crafting variant-based content for A/B testing AI for visual prompts (image/video scripts) Live Demo: Personalizing the same content for 5 different industries Quick Exercise: Participants adjust content based on audience personas
Governance, Compliance, Brand Voice & Ethical AI Use	Regulatory considerations (copyright, privacy, consent, brand safety) Building internal AI guidelines for marketing teams Quality assurance checklist (bias, fact-checking, tone control)



Measurement, Content ROI & The 30-Day AI Implementation Plan	KPIs for AI-generated content performance Designing test cycles and analytics dashboards Demo: 30-day AI Content Sprint Blueprint
Final Integration & Action Roadmap	Putting all frameworks together Participants complete a 1-page AI Content Action Plan Open Q&A with AIM faculty

Deliverables Provided to Each Participant

- A curated collection of AI prompts tailored for multiple industries.
- Content Strategy Canvas
- Brand Voice Calibration Template
- AI Risk & Governance Checklist
- 30-Day Content Sprint Plan
- Performance Dashboard Template (KPIs & Metrics)

