

AI FOR MARKETING

Ship Practical Marketing Wins in 6 Weeks

A hands-on bootcamp covering ICP discovery, content ops, AIO, and paid advertising — built for marketing teams who need to ship, not just learn.

THE CHALLENGE

Your team knows AI matters, but "interesting" doesn't generate leads. You need practical frameworks that turn AI tools into repeatable, measurable marketing wins — without heavy engineering or endless experimentation.

WHO THIS IS FOR

Marketing leaders and hands-on practitioners ready to apply AI to real campaigns — not just learn theory. You bring your use cases; we provide the frameworks and tools.

WHAT YOU'LL COVER

WEEK 1

AI Marketing Strategy & Brand Context

Build a reusable brand/offer/context prompt and the AI-Marketing Snowball.

WEEK 3

Content Creation with AI

Human-inspired prompting, software-as-content, and a working content workspace.

WEEK 5

Paid Advertising & Data Analytics

LLM "crowds" for concept testing, first-party targeting, and a light reporting loop.

WEEK 2

Lead Sourcing & Hyper-Personalization with Clay

Define ICPs, enrich data, and generate 1:1 personalizers for your CRM.

WEEK 4

AIO — How to Appear in AI Overviews

Long-tail page strategy, content structured for extraction, schema, and technical hygiene.

WEEK 6

Automation & Tools Beyond ChatGPT

How to decide what to automate vs. keep human-in-the-loop, plus additional resources.

WHAT YOU WALK AWAY WITH

Context Prompt Pack — Tailored to your brand and audience

Content System — Includes a 30-day calendar process

Ad Testing Kit — Hooks, angles, and landing page checks

ICP + Lead List in Clay — With 1:1 personalizers ready to push

Analytics Toolbelt — For market analysis with LLMs

Automation Sketch — For human-in-the-loop decisions

PROGRAM DETAILS

■ COHORT SIZE

Small by design — everyone builds

■ DURATION

6 weeks

■ FORMAT

60-min weekly live sessions