

# AI FOR MARKETING

## Ship Practical Marketing Wins in 6 Weeks

*A hands-on lab 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

#### AI-Powered Content Creation

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.

## TAKE-HOME DELIVERABLES

- ✓ **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 LLM-powered market analysis
- ✓ **Automation Sketch** — For human-in-the-loop decisions

### PROGRAM DETAILS

#### NEXT SESSION

Now enrolling

#### DURATION

6 weeks

*Suggested prerequisite: Foundational AI Bootcamp*

#### INVESTMENT

\$1,750 per participant

#### FORMAT

60-min weekly live sessions