Kiingo AI

TRAINING LAB

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 2

Lead Sourcing & Hyper-Personalization with Clay

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

WEEK 3

AI-Powered Content Creation

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

WEEK 4

AIO — How to Appear in AI Overviews

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

WEEK 5

Paid Advertising & Data Analytics

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

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

Thursday, May 14 · 1:00 PM ET

DURATION

6 weeks

Suggested prerequisite: Foundational AI Bootcamp

INVESTMENT

$1,750 per participant

FORMAT

60-min weekly live sessions

Enroll Now → sohrab@kiingo.com | kiingo.com