# Kiingo AI

# AI for Marketing **Bootcamp**

Build an AI-powered marketing strategy in 6 weeks—from ICP discovery and personalization to content ops, AIO, and paid advertising. Ship practical wins each week.

| **Week 1-2** | → | **Week 3-4** | → | **Week 5-6** |
|---|---|---|---|---|
| Strategy & ICPs | | Content & AIO | | Ads & Automation |

**The Challenge:** Your team knows AI is important, 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:

**Primary participants:** Marketing leaders and hands-on practitioners who need to ship faster, personalize at scale, and capture AI-driven demand.

**Best fit:** Teams ready to apply AI to real campaigns, not just learn theory. You bring your use cases, we provide the frameworks and tools.

## Program Format:

**6-week strategic enablement program combining live bootcamps, office hours, and real-world application:**

- 90-min weekly sessions (Demo → Strategy → Practice)
- Weekly office hours for personalized support
- BYOUC: Apply to your actual campaigns
- Complete resource library with templates

## Take-Home Deliverables

**Context Prompt Pack** tailored to your brand, audience, + offers

**ICP + Lead List** in Clay with 1:1 personalizers

**Content System** with 30-day calendar process

**Analytics Toolbelt** for complex LLM-powered market analysis

**Ad Testing Kit** with hooks, angles, and landing page checks

**Automation Sketch** for human-in-the-loop decisions

## Why Leaders Choose Kiingo

- **Real-world focus:** practical frameworks
- **Executive-aligned outcomes:** Deliverables leaders can measure
- **Personalized training:** custom approaches to match your stack + industry
- **Proven frameworks:** Systems that scale

Kiingo AI

# AI for Marketing **Bootcamp**

Build an AI-powered marketing strategy in 6 weeks—from ICP discovery and personalization to content ops, AIO, and paid advertising. Ship practical wins each week.

## Key Benefits

- Save 30 min - 2 hours daily per employee
- 6 weeks to achieve measurable impact.
- Teams complete tasks 56% faster with generative AI.
- Companies adopting AI grow their revenue 2.5x faster
- Reduce time spent on menial tasks
- Augment employee abilities
- Ability to navigate + use AI technology
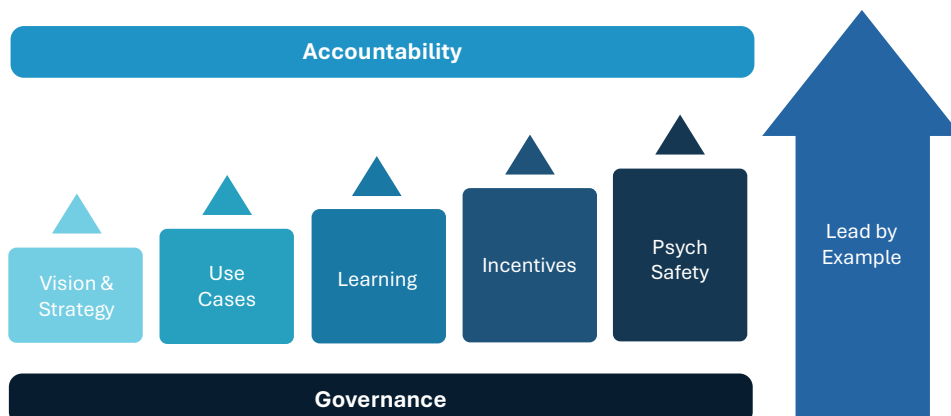
**56%**
Faster task completion with AI

**5-10x**
Expert vs beginner AI productivity gap

**5-15 hours**
Average time Kiingo participants save with AI

## Content **Overview**

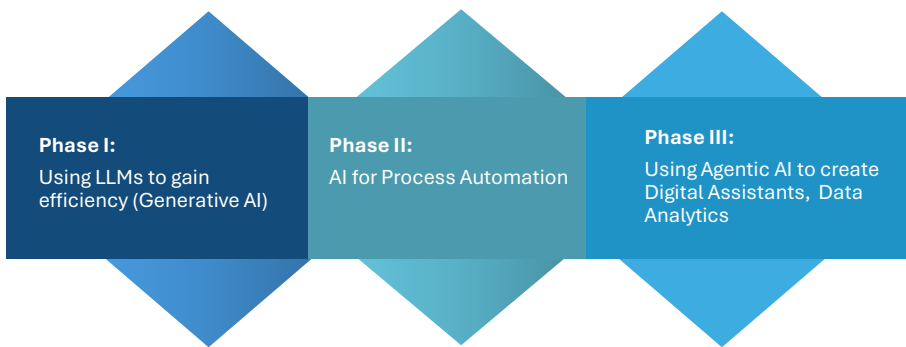| Week | Module | Content |
|---|---|---|
| 1 | Using LLMs to Develop and Hone Marketing Strategy | • How AI reshapes marketing; build a reusable brand/offer/context prompt, and the AI-Marketing Snowball. |
| 2 | Lead Sourcing, Data Enrichment, and Hyper-Personalization with Clay | • Define/validate ICPs, build Clay tables, enrich data, and generate 1:1 personalizers you can push to your CRM/sequencer. |
| 3 | AI-Powered Content Creation | • Human-inspired prompting (few-shot, priming), "software-as-content," and a working content workspace, AI-powered content creation tools. |
| 4 | AIO: How to Appear in AI Overviews and LLMs | • Long-tail page strategy; structure content for extraction; add schema and technical hygiene. |
| 5 | Paid Advertising and Data Analytics in the Age of AI | • Use LLM "crowds" for concept testing, first-party targeting, and data-analysis set up a light reporting loop. |
| 6 | Recap, Automation Introduction, and Tools Beyond ChatGPT | • Review, How to decide what to automate vs. keep human-in-the-loop, and discuss other resources. |

**Accountability**

Vision & Strategy

Use Cases

Learning

Incentives

Psych Safety

Lead by Example

**Governance**

## Kiingo AI Adoption Model

How businesses turn AI intent into real, sustained usage.

# Kiingo AI

# AI for Marketing **Bootcamp**

Build an AI-powered marketing strategy in 6 weeks—from ICP discovery and personalization to content ops, AIO, and paid advertising. Ship practical wins each week.

## Kiingo AI Adoption Process Flow

A three-phase roadmap for business adoption.

**Phase I:**
Using LLMs to gain efficiency (Generative AI)

**Phase II:**
AI for Process Automation

**Phase III:**
Using Agentic AI to create Digital Assistants, Data Analytics

### From a Vistage Chair

I have clients interested in improved application of AI and can now recommend Kiingo from experience.

I was already addicted to the benefits of using AI as an advisor and research assistant, **but I feel several times more effective and now understand how to use it in the context of teams** and larger project planning and automation.

-- Todd Girvin, Vistage Chair

## Expected Results in 90 days

- Faster research, briefs, and drafts without sacrificing voice
- More relevant outbound with true one-to-one personalization
- Content that ranks for long-tail, answer-engine queries
- Ad tests that learn faster with lower waste
- A repeatable operating cadence your team can run every week

## Investment

Custom pricing for public cohorts and private company cohorts. Team bundles and partner rates available. (Includes all sessions, office hours, and resources.)

## BUILD YOUR AI ADVANTAGE TODAY

**Contact:** sohrab@kiingo.com | **Website:** kiingo.com
Custom proposals and team onboarding available upon request.

# Kiingo AI