



Generative AI for Marketers Mastery Program

Program Description

Artificial intelligence is reshaping marketing at breakneck speed, creating game-changing opportunities for brands that know how to harness its power. The ANA's Generative AI for Marketers Mastery Program delivers a comprehensive, hands-on learning experience that shows marketers how to apply generative AI directly into their existing marketing workflows and processes to save valuable time. Small integrations can substantially impact entire marketing teams.

This intensive multi-part program seamlessly integrates five specialized workshops into a cohesive learning journey designed to take participants from AI newcomers to advanced practitioners. Each workshop features dedicated individual working sessions in which attendees receive a custom prompt library that they can tailor based on their individual roles and responsibilities. Participants then access their company-approved AI tool to engage directly with the technology, iterating and training AI systems while building practical expertise through real-time application.

Program Journey

Workshop 101: Empowering Marketers with Generative AI

Master the strategic deployment of generative AI and large language models (LLMs) like ChatGPT, Copilot, and emerging platforms. Participants build essential AI literacy through Natural Language Processing (NLP) fundamentals while developing precision prompting skills that drive measurable marketing outcomes. Participants master the art of training and iterating with generative AI to achieve precise brand alignment while discovering comprehensive integration opportunities across existing marketing workflows and systems.

Workshop 201: AI Your Way: Advanced Prompt Engineering with Advanced Reasoning Models

Ensure your teams successfully integrate AI within their existing marketing workflows by discovering prompting methods that align with everyone's natural ways of working and thinking. This workshop introduces multiple advanced prompting techniques, allowing attendees to experiment and identify which approaches best suit their specific role and cognitive style. Participants then dive deep into new advanced reasoning models, learning to harness their enhanced capabilities through role-playing scenarios, chain-of-thought reasoning, and few-shot prompting techniques that unlock unprecedented AI performance and workflow synergy.

Workshop 301: AI-Driven Marketing Strategy, Ideation, and Brainstorming

Transform your creative and strategic processes by harnessing AI to amplify ideation, sharpen strategic planning, and accelerate innovative thinking. This dynamic workshop moves beyond traditional brainstorming limitations, introducing powerful generative AI techniques that enhance creative output and enable agile marketing decision-making with unprecedented speed and depth. Participants engage in intensive hands-on sessions practicing AI-amplified methodologies, including Six Thinking Hats, SCAMPER, Rolestorming, and The Five Whys. These proven frameworks, supercharged by generative AI, enable attendees to generate fresh, actionable marketing concepts efficiently.

Workshop 401: From Ideas to Impact: AI-Powered Content Marketing

Revolutionize your content marketing approach by seamlessly integrating advanced generative AI into every phase of content strategy, creation, and execution. This comprehensive workshop transforms how marketing professionals approach content development, delivering elevated quality, streamlined production workflows, and enhanced audience engagement across all marketing channels. Participants dive into hands-on exercises, creating detailed target market personas, conducting sophisticated AI-powered content gap analyses, and developing strategic content pillars that drive measurable results. The workshop advances into practical execution frameworks, covering

dynamic content calendar development, cross-promotion strategy optimization, performance tracking systems, and collaborative partnership models—all enhanced by AI capabilities.

Workshop 501: Turn Marketing Data into Actionable Insights Driven by AI

Transform raw data into strategic marketing intelligence through advanced AI-powered analytics and insights generation. This intensive, hands-on workshop trains marketing professionals to apply generative AI directly to their data, transforming raw customer and content information into actionable insights that guide campaigns and content strategies and executions. Participants will learn how to use generative AI tools to analyze datasets, uncover audience sentiment, segment with precision, evaluate content performance, and predict customer behavior patterns. By moving beyond intuition and scattered metrics, attendees gain hands-on experience in applying AI-powered analytics to reveal hidden opportunities and insights, strengthen targeting, sharpen messaging, and systematically improve campaign performance across every channel.

Program Outcomes

Participants emerge with a comprehensive AI-powered marketing toolkit, equipped to drive innovation, optimize performance metrics, and confidently lead their organizations through the evolving marketing landscape. You'll leave ready to implement immediately and scale strategically.

Target Audience

Workshops 101 and 201 are ideal for marketers and leaders at all levels who develop or oversee marketing campaigns and want to strategically integrate AI across strategy, content, operations, and data.

Workshop 301 is ideal for marketing professionals responsible for strategy, creative development, and campaign planning who want to accelerate ideation and decision-making. It is best suited for brand strategists, creative leads, innovation teams, and marketers seeking to enhance brainstorming outcomes and produce stronger, data-informed concepts with the support of generative AI.

Workshop 401 has been designed for content marketers, strategists, and digital marketing professionals who manage or influence content planning, production, and distribution. It is especially valuable for teams aiming to scale content output, improve audience alignment, and optimize performance by embedding generative AI into their end-to-end content marketing workflows.

Workshop 501 is for data-driven marketers, analysts, and marketing leaders who want to move beyond intuition and ground their strategies in actionable insights. It is designed for professionals seeking to strengthen targeting, improve campaign performance, and predict customer behavior by applying AI-powered analytics to real marketing data.

Program Benefits

The benefits of attending this Mastery Program fall under the following key drivers of growth: improving marketing effectiveness, increasing marketing efficiencies, and maximizing marketing ROI.

*Improve **marketing effectiveness** by:*

- Enhancing customer experience and engagement using Generative AI tools
- Applying AI-driven strategic frameworks to uncover new market opportunities
- Generating innovative ideas and anticipating customer behavior with AI

*Increase **marketing efficiency** by:*

- Streamlining workflows with advanced prompt engineering and automation
- Turning raw data into insights without technical expertise
- Accelerating execution with scalable content systems and templates

*Maximize **marketing ROI** by:*

- Optimizing campaigns using AI insights and performance data
- Increasing conversions through precision targeting and messaging

*Improve **employee alignment and collaboration** by:*

- Creating shared frameworks and messaging templates with AI
- Enhancing team collaboration through structured, AI-powered ideation
- Standardizing workflows for consistent execution across teams

*Increase **employee satisfaction and reduce turnover** by:*

- Reducing manual workload and boosting creative autonomy with AI
- Fostering innovation and continuous learning in daily tasks

Empowering Marketers with Generative AI

Generative AI for Marketers Mastery Program 101

(Virtual Half-Day Workshop)

#	Module	Time	Learning Experience Summary
1	Setting the Stage	:10M	<p>Presentation:</p> <ul style="list-style-type: none"> • ANA Welcome • Course overview and workshop objectives • Introduction to generative AI and its capabilities <p>Download:</p> <ul style="list-style-type: none"> • AI Prompt Library
2	Generative AI Basics	:10M	<p>Presentation:</p> <ul style="list-style-type: none"> • Explanation of AI applications in marketing • Differences between AI, conversational AI, and generative AI (Gen AI)
3	Gen AI's Real Value for Marketers: Saving Time	:10M	<p>Presentation:</p> <ul style="list-style-type: none"> • The true value of generative AI for marketers lies in time savings. By taking repetitive, manual tasks off your plate, Gen AI empowers you to redirect energy toward higher-level strategic thinking that drives measurable impact for your organization <p>Interactive Exercise:</p> <ul style="list-style-type: none"> • Identify your top three time-consuming responsibilities each week and explore practical ways Gen AI can be integrated into these areas to streamline workflows and free up time for more strategic initiatives
4	Gen AI Prompting Best Practices and Intro to Advanced Prompting Methods	:30M	<p>Presentation:</p> <ul style="list-style-type: none"> • Walk through the foundations of effective Gen AI prompting, featuring organization-specific examples that show how to apply best practices directly to your work • Learn how Gen AI improves through feedback and discover techniques for training it to deliver more accurate, contextually relevant results • Explore Gen AI's greatest strength—iteration—through detailed discussions and real-world examples that demonstrate how to refine outputs, challenge responses, and push the technology to deliver higher-quality results while saving valuable time
	Break	:15M	
5	Integrating Gen AI Across Your Marketing Workflows	:60M	<p>Presentation:</p> <ul style="list-style-type: none"> • Learn how AI can be seamlessly integrated into modern marketing strategies to enhance impact and efficiency • Explore best practices for embedding generative AI into your day-to-day marketing processes • Identify opportunities to integrate Gen AI across the entire workflow—from campaign inception through launch and optimization

			<ul style="list-style-type: none"> Review organization-specific examples demonstrating how Gen AI supports research and analysis, brainstorming and ideation, strategic planning, and execution <p>Interactive Exercise:</p> <ul style="list-style-type: none"> Use the organization’s approved AI tool and a curated prompt library to tailor prompts to their specific roles Apply these prompts to train your AI on brand guidelines, develop content, build target market personas, brainstorm ideas, and shape content strategy Practice providing feedback to refine outputs, strengthen AI performance over time, and share insights and questions with peers to enhance collective learning
6	Challenges and Solutions with Generative AI	:30M	<p>Presentation:</p> <ul style="list-style-type: none"> Overview common challenges faced by marketers when integrating generative AI Discuss solutions to these challenges, including AI sharing factually incorrect information, personal biases, and data privacy and security
7	Closing	:15M	<p>Presentation:</p> <ul style="list-style-type: none"> Workshop summary Q&A Final thoughts and recommendations Next generation digital marketer <p>Workshop Assessment: Survey provided by ANA</p>

AI Your Way: Advanced Prompt Engineering with Advanced Reasoning Models

Generative AI for Marketers Mastery Program 201

(Virtual Half-Day Workshop)

#	Module	Time	Learning Experience Summary
1	Setting the Stage	:15M	<p>Presentation:</p> <ul style="list-style-type: none"> • ANA Welcome • Course overview and workshop objectives • Importance of well-developed prompt <p>Download:</p> <ul style="list-style-type: none"> • Mastering AI Prompt Workbook
2	Advanced Prompt Engineering Foundations	:45M	<p>Presentation:</p> <ul style="list-style-type: none"> • Walk through different advanced prompting methods—long, short, no-form, and AI developed—using organization-specific examples to show how each approach shapes results • Understand that the true power of generative AI lies not in the first output, but in the cycle of refinement and iteration • Learn best practices for iterative prompting and explore specific “push prompt” examples that demonstrate how to challenge AI for stronger results <p>Interactive Exercise:</p> <ul style="list-style-type: none"> • Use the organization’s approved AI tool to experiment with customized prompts from the AI prompt library • Testing long, short, no-form, and AI-generated prompts to evaluate what works best • Practice giving structured feedback to the AI, beginning the process of training it for better performance • Share insights and questions with peers
	Break	:15M	
3	Mastering AI Advanced Reasoning Techniques	:60M	<p>Presentation:</p> <ul style="list-style-type: none"> • Explore advanced reasoning models in AI and their newest capabilities • Learn a recommended prompt format tailored for advanced reasoning models, illustrated with organization-specific examples • Review advanced prompting techniques—including role-playing, chain-of-thought, and few-shot examples—that showcase how to drive deeper, more strategic outputs <p>Interactive Exercise:</p> <ul style="list-style-type: none"> • Engage the company’s approved Gen AI tool using customized prompts from the AI prompt library • Apply advanced reasoning techniques in marketing scenarios • Provide the AI feedback to train the AI model and share questions
5	Generative AI 2.0 Tools and Technologies	:30M	<p>Presentation:</p> <ul style="list-style-type: none"> • Introduce and walk through new AI 2.0 tools, including: Video and audio avatars, text to audio generators (podcasts), text to infographic image generators, PowerPoint or Google Slides generators, AI voice tools, and text to video generators

6	Closing	:15M	Presentation: <ul style="list-style-type: none">• Workshop summary• Q&A• Answer the question: Is AI coming for my job? Workshop Assessment: Survey provided by ANA
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AI-Driven Marketing Strategy, Ideation, and Brainstorming

Generative AI for Marketers Mastery Program 301

(Virtual Burst Workshop)

#	Module	Time	Learning Experience Summary
1	Welcome and Introduction	:10M	<ul style="list-style-type: none"> Welcome to the workshop Workshop overview and objectives Importance of AI-driven strategy and ideation <p>Exercise:</p> <ul style="list-style-type: none"> Personalize a prompt based on your individual role, asking AI to identify 3 industry-specific pain points marketers in your position currently face in strategy or ideation <p>Download:</p> <ul style="list-style-type: none"> AI Prompt Library
2	AI in Action	:10M	<p>Presentation:</p> <ul style="list-style-type: none"> <u>CASE STUDY</u>: Explore how AI-driven brainstorming played a pivotal role in a major marketing success, highlighting practical applications and measurable impact Discuss the emerging reality that human marketers will increasingly need to demonstrate how they add unique value beyond AI capabilities Examine why critical thinking remains an essential skill—and a key differentiator—that empowers marketers to guide, challenge, and elevate AI-generated ideas
3	AI-Enhanced Brainstorming Techniques	:20M	<p>Presentation:</p> <ul style="list-style-type: none"> Introduction and hands-on exploration of proven brainstorming and ideation techniques—including Six Thinking Hats, SCAMPER, Rolestorming, and Mind Mapping Walk through real brand, product, and service examples to demonstrate how marketers can integrate critical thinking frameworks with AI to work smarter, faster, and more effectively Examine common pitfalls when using AI for brainstorming and learn practical strategies to avoid them <p>Interactive Exercise:</p> <ul style="list-style-type: none"> Personalize AI-powered brainstorming prompts and refine marketing concepts through iteration Practice training the AI by iterating for stronger outputs that go beyond the initial response Adapt prompts to your specific role and responsibilities, ensuring direct application to your daily work
	Break	:15M	
4	Strategic Thinking with AI	:25M	<p>Presentation</p> <ul style="list-style-type: none"> Explore how AI can elevate strategic thinking across campaign, content, and email strategies—achieving stronger outcomes with less time and fewer resources Dive into proven marketing strategy frameworks such as Customer Journey Mapping, Persona Development, and Blue Ocean Strategy, powered by advanced AI prompts Walk through brand, product, and service examples with step-by-step prompts and AI-generated responses to see strategic thinking techniques in action. <p>Exercise:</p>

			<ul style="list-style-type: none"> • Customize AI-driven strategic thinking prompts and refine marketing concepts through iterative experimentation • Practice training AI to improve outputs, moving beyond first drafts to more advanced, actionable results • Adapt prompts to your role and responsibilities, ensuring immediate relevance and real-world application
5	Cool AI Tools	:10M	Presentation: <ul style="list-style-type: none"> • Show examples of new AI tools and/or technologies
6	Closing	:05M	Presentation: <ul style="list-style-type: none"> • Workshop summary and final Q&A Workshop Assessment: Survey provided by ANA

From Ideas to Impact: AI-Powered Content Marketing

Generative AI for Marketers Mastery Program 401

(Virtual Burst Workshop)

#	Module	Time	Learning Experience Summary
1	Welcome and Introduction	:10M	<ul style="list-style-type: none"> Welcome to the workshop Workshop overview, objectives, and the importance of AI-driven content strategy, development, and execution. Download: <ul style="list-style-type: none"> AI Prompt Library
2	Advanced AI Content Strategy	:25M	Presentation <ul style="list-style-type: none"> Detailed exploration of marketing content strategy and execution process Discuss and share brand-specific prompts and examples for developing a successful marketing content strategy process with AI, focused on target marketing personas and content gap analyses Show examples of successful iteration to train and push the AI to deliver more value Interactive Exercise: <ul style="list-style-type: none"> Attendees develop a detailed target market persona by personalizing specific AI prompts Attendees perform a content gap analysis versus competitors to identify brand opportunities using specific AI prompts
	Break	:05M	
3	Strategic Content Development	:30M	Presentation <ul style="list-style-type: none"> Detail effective AI prompts to help strategize and execute successful content pillars Discuss and share brand-specific prompts and examples of a successful marketing content execution process with AI-focused content calendars, cross-promotion, performance tracking, and content generation at scale Show examples of successful iteration to train and push the AI to deliver more value A side-by-side comparison of flat, robotic output vs. AI-guided, persona-aligned, emotionally resonant content How to generate content at scale, greatly reducing the time and resources needed Interactive Exercise: <ul style="list-style-type: none"> Develop specific content pillars that will lead to successful engagement based on the developed target market persona Show and execute content generation at scale Take one piece of created content and iterate it three times to dramatically improve tone, clarity, and brand voice
4	Cool AI Tools	:15M	Presentation: <ul style="list-style-type: none"> Show examples of new AI tools and/or technologies
5	Closing	:05M	Presentation: <ul style="list-style-type: none"> Workshop summary and final Q&A Workshop Assessment: Survey provided by ANA

Turn Marketing Data into Actionable Insights Driven by AI

Generative AI for Marketers Mastery Program 501

(Virtual Burst Workshop)

#	Module	Time	Learning Experience Summary
1	Welcome and Introduction	:05M	<ul style="list-style-type: none"> Welcome to the workshop Workshop overview and objectives Role of AI in data transformation and review of datasets and tools used in the session <p>Download:</p> <ul style="list-style-type: none"> AI prompt library and data sources
2	AI in the Marketing Funnel	:10M	<p>Presentation:</p> <ul style="list-style-type: none"> Application of AI across awareness, consideration, purchase, retention, and advocacy Best practices and examples for funnel optimization
3	Sentiment Analysis, Thematic Trends, and Data Cleanup	:20M	<p>Presentation:</p> <ul style="list-style-type: none"> Examples of analyzing and extracting positive and negative sentiment with AI Use AI to identify and mine customer themes Prompt structures for feedback analysis Prompt AI to fix inconsistencies, outliers, and missing data <p>Exercise*:</p> <ul style="list-style-type: none"> Analyze sentiment using faux analytics with AI Ask AI questions and iterate with the AI to determine next steps based on data
	Break	:10M	
4	Segmentation, Precise and Multichannel Targeting	:25M	<p>Presentation:</p> <ul style="list-style-type: none"> Detail AI prompts and examples for creating customer segments from behavioral data Design targeted strategies per segment driven by AI Multichannel Attribution Modeling: Every marketer struggles with attribution. AI can demystify what's driving conversions Prompt Example: "Given this anonymized conversion path, which channel had the greatest impact and why?" <p>Exercise*:</p> <ul style="list-style-type: none"> Analyze marketing data with AI to identify customer segments and design recommendations for next phase of campaign Iterate with the AI to determine best course of action
4	Cool AI Tools	:15M	<p>Presentation:</p> <ul style="list-style-type: none"> Show examples of new AI tools and/or technologies
5	Closing	:05M	<p>Presentation:</p> <ul style="list-style-type: none"> Workshop summary and final Q&A <p>Workshop Assessment: Survey provided by ANA</p>

*Workshop hosts may select to have exercises incorporate their campaign data. Please inquire with your Training Rep for details.