AI For Agencies

Moving agencies to the next level

Index

Course's Trivia

Course Duration
2 Weeks

15 Hours
10am-1pm

Prerequisites
Active members of EDEE and
Institute of Communication

5 Live Lessons of 3 hours each

Helping Agencies to navigate in the AI Age

AI is revolutionizing how agencies work, opening doors to greater efficiency, creativity, and growth. By adopting AI-driven processes, agencies can streamline operations, improve productivity, and achieve higher profit margins while freeing up time to focus on what truly matters—serving clients and driving innovation.

Our course, AI for Agencies, is designed to empower teams with the tools they need to work smarter, not harder. AI enables faster, more in-depth research and accelerates creative brainstorming, turning hours of manual work into minutes. This allows your team to focus on high-impact tasks and stay ahead of the competition. It also helps reduce the risk of burnout, fostering a more motivated and inspired workforce.
Beyond optimizing internal operations, AI transforms account managers into visionary leaders who can guide clients toward cutting-edge solutions.

Equipped with AI-driven insights, account managers become trusted advisors, delivering smarter strategies that boost campaign performance and drive lasting growth. By embracing AI, agencies not only enhance client relationships but position themselves as pioneers in the future of advertising.

Why This Course Is Not Like Others?

Original, Exclusive Content
Everything we teach is crafted from scratch. We don't recycle information you can easily find on Google or ChatGPT.

Instructors from the Frontlines
Our instructors are not just academics—they're seasoned marketing professionals with hands-on experience in applying what they teach.

Up-to-Date and Relevant
Every module reflects the latest in marketing trends and tools, so you're never behind the curve.

Real AI Implementation Experience
Our instructors and their teams leverage AI daily to:

- Achieve superior results faster and with higher quality.
- Enhance productivity across projects.
- Empower clients with effective, practical training.
- Scale their businesses, proving that AI is a transformative tool in real-world settings.

Data in the Age of AI -In Figures

74% of marketers are already using AI in their work
27% reported using AI for creative and content production
85% believe AI will have a significant impact on marketing over the next five years
A 2023 survey by the World Federation of Advertisers (WFA)

AI could increase labor productivity by up to **40%** in creative industries by 2035
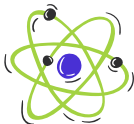A study by Accenture

79%
of executives believe AI will be "very" or "critically" important to their business strategies in the coming years
A study by Deloitte

Up to 50%
of current work activities in advertising and marketing could be automated by 2030
Source: McKinsey Survey- The State of AI In Early 2024

About This Course

This course equips Advertisers (aka Agencies in Europe) to harness the transformative power of Artificial Intelligence (AI) and elevate their digital marketing strategies. Through practical, real-world examples, participants will discover how to seamlessly integrate AI tools to supercharge campaigns, deliver personalised customer experiences, and achieve measurable results.

A key feature is the innovative "layering" methodology, crafted to amplify AI's impact across diverse marketing channels. Plus, learners will gain access to an exclusive AI content framework—a proven approach used by leading agencies worldwide to deliver exceptional results for their clients.

During This Course, You Will …

You will gain practical knowledge in AI for all parts of your daily operations, from creative tasks to conducting advanced AI-driven research or analyzing your client performance based on AI insights.

You will have access to templates and ready-made examples that you can use immediately after the course.

You will be able to assess your client's data readiness for AI and promote a culture of data excellence.

You will learn how to think creatively and leverage AI to manage unpredictable inputs, enabling you to deliver results that were previously unattainable.

Design and implement a plan (to strategize) for incorporating AI in your creative workflows, brainstorming, briefings and deliverables

Design and implement solutions to your clients based on AI resulting new ways to respond to client's specs (RFPs)

You will become an AI prompt engineer with deep knowledge in constructing effective prompts

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Who Will Benefit From This Course

01   Agencies that want to integrate everything new that AI brings to our market

02   Digital Transformation Managers, Product Managers, unit managers, or partners at Agencies leading their client's digital initiatives

03   Account managers enabling them to approach clients with innovative, AI-driven ideas, improving both campaign performance and client satisfaction. It also boosts efficiency, allowing them to deliver on time and identify upselling opportunities through advanced solutions, ultimately enhancing their role as trusted advisors.

04   Creatives, Art Directors, Video directors looking to adopt AI in their creative process

Your Instuctors
at a Glance

Theo
Moulos

4x Exited Entrepreneur - CEO at GrowthRocks

Effie
Bersoux

Sustainable Marketing Certified - CEO at GrowthGirls

Course Outline

01

Setting up:
Introduction to AI in Content Marketing: This section will delve into the fundamentals of Artificial Intelligence and its transformative role in content marketing. It will explore how AI technologies like machine learning, natural language processing, and data analytics are reshaping content creation, distribution, and optimisation. Key trends and case studies demonstrating AI's impact in the field will be examined

02

Adopting the AI Mindset
AI Mindset and Workspace: This topic focuses on establishing the appropriate mindset for leveraging AI in content marketing. It includes understanding the potential and limitations of AI, fostering a culture of innovation, and adapting to a rapidly evolving digital landscape. Additionally, this section will cover the essentials of setting up an AI-friendly workspace, which involves choosing the right tools, platforms, and resources necessary for integrating AI into content marketing workflows.

List of tools to be used, their purpose, and their costs

Understanding AI terminology specific to content marketing generation, SEO, and social media marketing)

03

Practical Examples and Ideation
- Exploring use cases of AI in marketing
- Advanced usage of AI tools and techniques in marketing
- Practical applications of AI in various marketing domains, e.g.
- All you need to know about GEO (Generative Engine Optimization)
- Managing various inputs and outputs
- Presentations
- Image Management (Storytelling, consistent characters, etc)
- Email sequences
- Blog posts
- Long Forms (ebooks, long articles)
- Content Repurposing
- Data Management
- Content from Datasets
- PodCasts
- Voice overs
- Educational Videos with your own Avatar

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Course
Outline

04
   Mastering automations via Zapier or Make

- Integrating ChatGPT with Automation Platforms for Operational Efficiency: This section explores the process of integrating ChatGPT with various automation platforms to streamline daily business operations.
- Automating Email Responses with ChatGPT: Focuses on configuring ChatGPT to automatically respond to emails, enhancing efficiency and ensuring timely communication.
- Utilizing ChatGPT for Auto-Replying to Social Media Comments: This topic covers the setup of ChatGPT to automatically reply to comments on platforms like Instagram and Facebook, maintaining active engagement with your audience.
- Automated Content Posting on LinkedIn Using ChatGPT: Discusses how to employ ChatGPT for scheduling and auto-posting content on LinkedIn, ensuring consistent online presence and engagement.

05
   Creating Your ChatGPT Models for Your Clients or Employees

This topic will focus on the steps and considerations involved in creating custom GPT (Generative Pre-trained Transformer) models tailored for content marketing purposes. It will cover the basics of GPT technology, how to train these models with specific data sets, and how to integrate them into marketing workflows to generate unique and engaging content.

How to cover cases like:

- Facilitating onboarding of new employees
- Using our own data on our sales channels e.g. a chatbot.

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Certificate of Achievement

All learners who successfully complete the course will be awarded a Growth hacking University Online Certificate of Achievement, officially recognizing their mastery of the course topics. This certificate is a testament to their dedication and expertise in the subject matter and can be used to enhance their professional credentials and career opportunities.

// THE ACADEMY

Certificate of Achievement

THE FOLLOWING AWARD IS GIVEN TO

Marceline Anderson

For outstanding participation and successful completion of the intensive program on AI for Agencies, demonstrating exceptional commitment to advancing marketing skills through the integration of artificial intelligence

Head of Program

Lead Instructor

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About us:
AI The Academy

AI The Academy is a dedicated school for AI part of Growth Hacking University. It provides learners worldwide with the opportunity to engage with GHU teaching and research, deepen their knowledge, gain new skills, and earn a Certificate. Its extensive range of courses, designed and delivered by Growth Hacking University, is conveniently available in an online format.

Experience the excellence of GHU's courses, blending academic rigor, industry focus, an applied learning perspective, and flexible online learning tools for a dynamic and enriching educational experience

Register now →

Our Community of Learners

Join a community of learners with diverse backgrounds and careers dedicated to expanding their leadership abilities. Engage in study groups and collaborative learning opportunities, enhancing your understanding of the field through shared insights and experiences.

Course Benefits

01 Networking opportunities with fellow course learners. through our dedicated slack channel.

02 A 20% discount on future Growth Hacking University and AI-The-Acadeny courses (restrictions apply).

03 Access to the course materials for up to six months after course completion.

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