



Integrating AI-Powered Tools into Social Media Marketing Curricula

Preparing Future Marketers in the Age of AI



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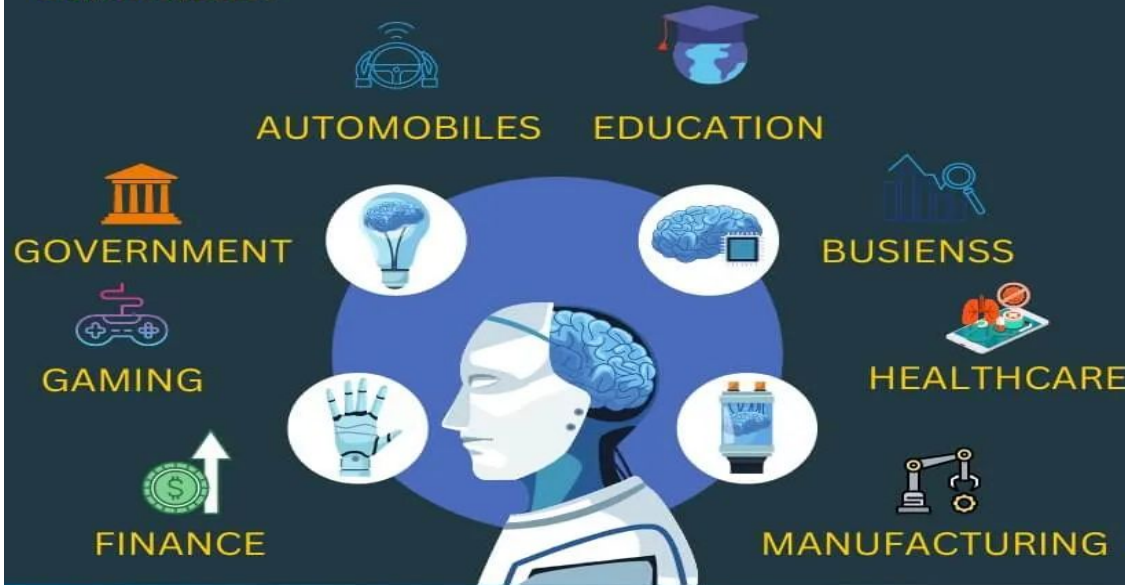
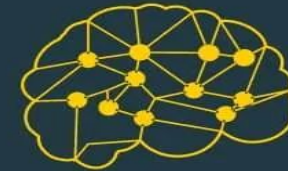


WHY NOT ?



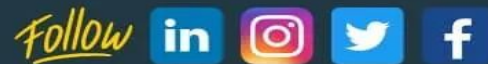
COOL APPLICATIONS OF ARTIFICIAL INTELLIGENCE

The past decade has seen an explosion of applications for artificial intelligence, machine learning, and deep learning. This has led to advances in a wide range of application domains, including document classification and processing, natural language understanding, and bioinformatics.



Artificial Intelligence is a hotter topic today than ever. From self-driving cars to personal assistants, AI is quickly making its way into our daily lives.

Artificial Intelligence (AI) is an area of computer science that studies the possibility of thinking computers and machines.




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INTEGRATING AI-POWERED TOOLS INTO SOCIAL MEDIA MARKETING CURRICULA

- Introduction to AI in Marketing
 - AI Technologies in Social Media Marketing
 - Curriculum Integration
 - Benefits for Students and Institutions
 - Challenges and Considerations
 - Future of AI Computing
 - Summary
 - Open Discussion
- 



INTRODUCTION TO AI IN MARKETING



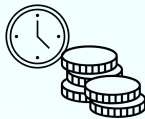
Artificial Intelligence (AI) refers to the simulation of human intelligence in machines programmed to mimic human thought processes and decision-making.



Revolutionizes how brands interact with their audiences by leveraging data-driven insights and automation.

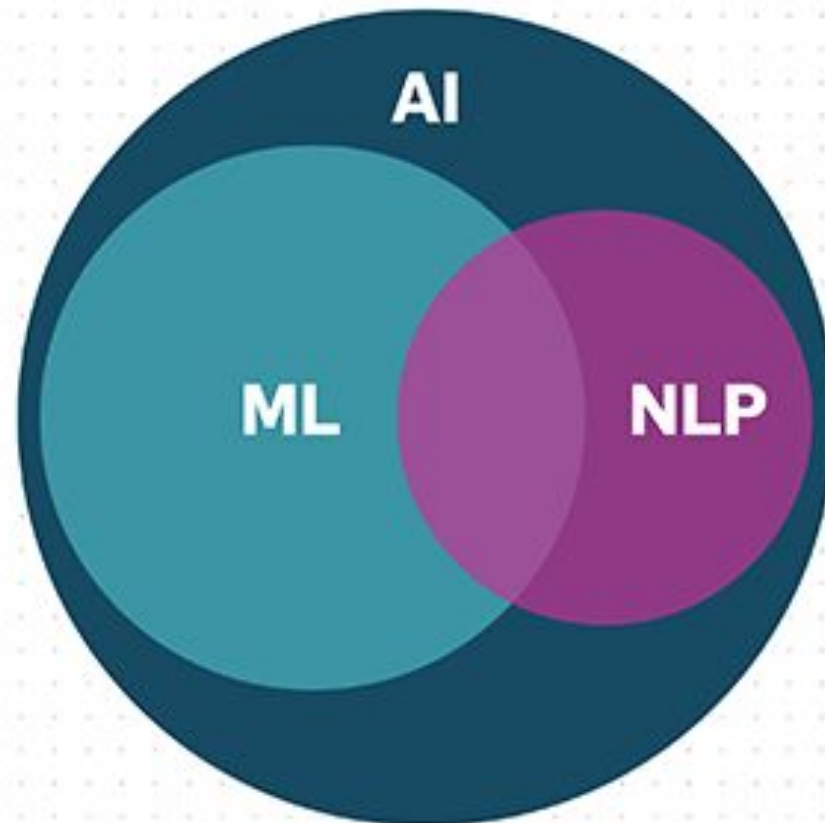


It enables marketers to create more effective and targeted campaigns by analyzing large volumes of data to understand customer preferences and behaviors.



Artificial intelligence can be used in to optimize processes, improve efficiency, and reduce costs, increase ROI.

AI TECHNOLOGIES



Artificial Intelligence

When a machine is able to mimic human intelligence by having the ability to predict, classify, learn, plan, reason and/or perceive.

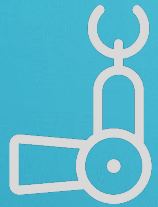
Machine Learning

A subset of AI that incorporates math and statistics in order to learn from the data itself, and improve with experience.

Natural Language Processing

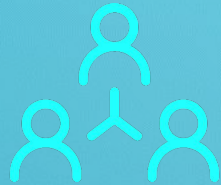
Subset of AI that helps systems to derive meaning and understanding from language.

The Rise of AI in Social Media Marketing



AI Integration Overview

AI has automated and optimized social media marketing tasks like content creation, analytics, and customer engagement.



Chatbots and Virtual Assistants

Chatbots on platforms like Facebook Messenger allow brands to interact with customers in real-time, providing support and recommendations.



Predictive Analytics

Tools like Google Analytics use AI to predict user behavior and inform targeted marketing strategies.



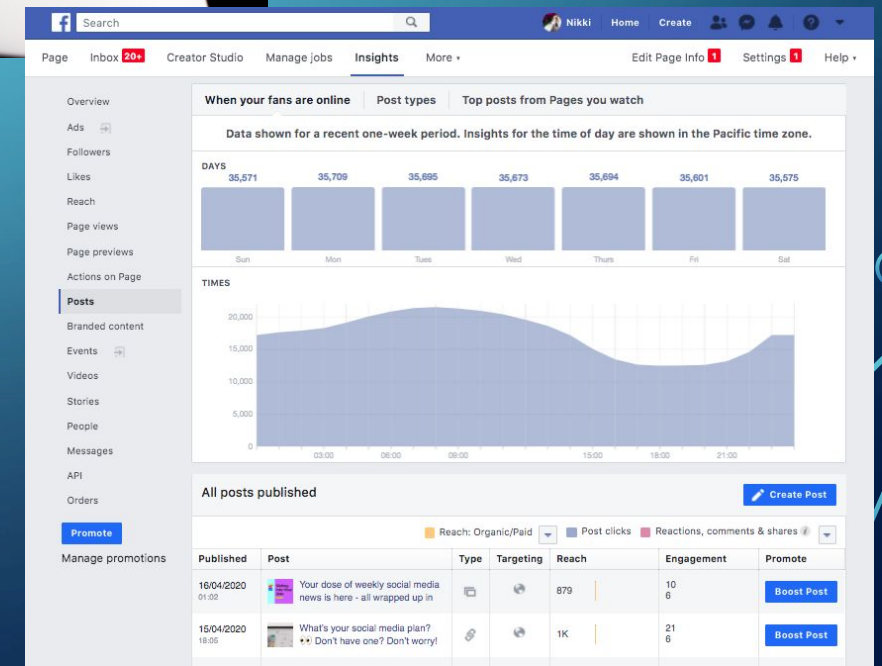
AI-Curated Content

Platforms like LinkedIn leverage AI to curate personalized content feeds, improving user engagement.

AI has become integral across all aspects of social media marketing, offering automation, insights, and customization.

AI TECHNOLOGIES IN SOCIAL MEDIA MARKETING

- Consumer Behavior Analysis
- Personalized Marketing
- Predictive Analytics



Content Creation and Optimization

- Hootsuite Insights: For monitoring and analyzing social media trends and sentiment.
- Canva's Magic Resize and Design Suggestions: Leveraging AI for graphic design and content adaptation across different platforms.
- Lumen5: AI-powered tool for creating engaging video content for social media.

Chatbots and Customer Engagement

- ManyChat: Platform for creating AI chatbots for customer service on social media.
- Drift: AI-driven conversational marketing and sales platform that can be integrated with social media for enhanced customer interaction.

Predictive Analytics and Data Analysis

- Google Analytics: For advanced web analytics powered by AI, particularly useful in conjunction with Google's marketing platforms.
- Crimson Hexagon (now part of Brandwatch): Provides AI-powered consumer insights from social media data.
- Sprout Social: Offers deep analytics and AI capabilities for social media monitoring and management.

AI in Advertising and Marketing Automation

- AdEspresso by Hootsuite: AI-driven platform for optimizing social media advertising campaigns.
- HubSpot Marketing Hub: Uses AI for marketing automation, including social media aspects.

Personalization and Recommendation Engines

- Algolia: AI-powered search and discovery platform for creating personalized customer experiences.
- Dynamic Yield: AI platform for real-time personalization and optimization of marketing strategies.

Influencer Marketing

- Klear: Uses AI to analyze social media influencers and their impact, helping brands connect with the right influencers.

CURRICULUM INTEGRATION

TRAINING FREE / CERT \$99 US

Hootsuite Platform Certification Course



1. Fundamentals of Using Hootsuite
 2. Advanced Used of Hootsuite
- Hootsuite Platform Certification Exam
\$99 US value

\$199 USD

Social Marketing Certification Course



1. Social Media Strategy
 2. Social Media Content Marketing
 3. Inclusivity and Accessibility on Social Media
 4. Building a Social Media Community
 5. Measuring Success
- Social Marketing Certification Exam
\$199 US value

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CURRICULUM INTEGRATION



WHAT IS YOUR, WHY?

... your purpose, cause, or belief that inspires you to do what you do...



CURRICULUM INTEGRATION

- **Through education and exposure in curriculum**
- Embed AI-driven tools and strategies
- Build confidence and competency
- Develop skills aligned with industry demands
- Teach tools to help students perform efficiently in both academics and specialized industries.
- Assist in idea generation & expansion, brainstorming, creativity, information gathering, research, deep dives, decision-making.

Benefits of AI in Education

Enhanced Learning Experiences

AI enables tailored learning experiences in social media marketing courses by adapting to students' learning styles and pace.

Practical Training with AI Tools

Hands-on experience with AI analytics tools like BuzzSumo and Hootsuite provides students real-world insights into social media trends and campaign effectiveness.

Data-Driven Decision Making

The predictive analytics capabilities of AI allow students to make data-driven strategic decisions for hypothetical marketing campaigns.

Automated Feedback

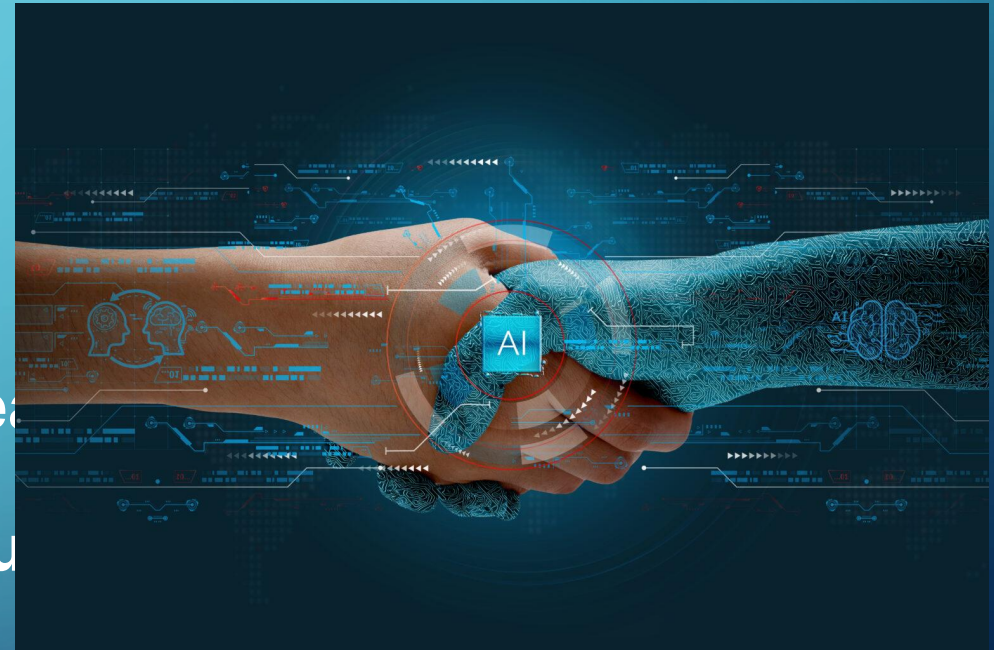
AI tutoring systems can provide automated, personalized feedback for students, identifying knowledge gaps and areas for improvement.

Career Preparedness

Proficiency with AI tools prepares students for social media marketing roles, as AI skills are in high demand.

IMPORTANCE OF HUMAN AND AI COLLABORATION

- Balance creativity and automation
- Ensure ethical use of AI technology
- Embrace AI as a tool to empower the tech workforce
- AI and human collaboration are the future of work



BEST PRACTICES FOR AI IN ACADEMIA

- Open use and dialog about the use of AI tools
- Humanize content and deliverables

- Discussion Boards

[ud] UNDETECTABLE.AI

- Cross-check work with
 - Be careful not to harm students with accusatory academic misconduct.
 - Rather, use it as one measure if there is concern.
 - Always refer to your discernment and open communication with students.

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Quick Start Guide

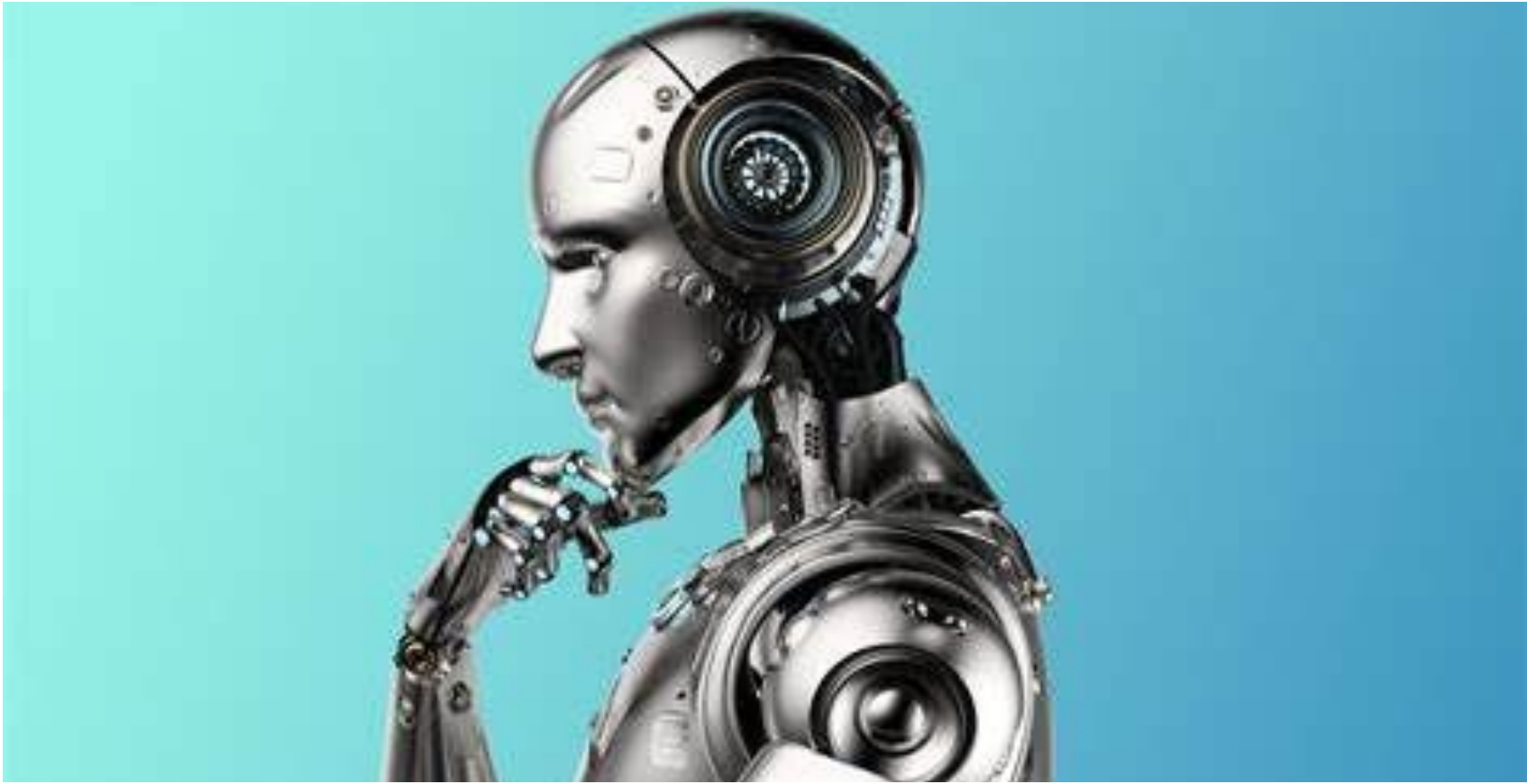
FUTURE OF AI COMPUTING



[Quick Tour of NVIDIA DGX H100 \(youtube.com\)](https://www.youtube.com/watch?v=...)

SUMMARY

- **Understanding what is AI**
- **Various Technologies of AI in SMM**
- **Integrating AI into Curricula**
- **Benefits & Precautions**
- **Industry Preparedness and Prevalence**
- **Future Expansion of AI Capabilities and Use**



What are your thoughts?



Thank you

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*Some of this content has been formulated by: (OpenAI ChatGPT, personal communication, March 23, 2024)

IMAGE AND VIDEO REFERENCE LINKS

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