

MEXA'S VIRTUAL COURSE
"7 hours of Interactive Online Session"
ON

AI-POWERED CONTENT MASTERY:

Drive Engagement & Conversions with ChatGPT

(Programme No: 10001372224)

HRD Corp
Claimable
Courses

21 January 2026, Wednesday | 9.00 am – 5.00 pm | ZOOM Virtual Platform

OVERVIEW

This comprehensive course provides a deep dive into the capabilities of ChatGPT and a suite of other AI digital tools in the realm of digital marketing. Kicking off with an introduction to ChatGPT and ten distinct AI tools, module one familiarizes students with the potential of AI in content creation and digital marketing strategies.

Module two transitions into the practical application, illustrating how to craft engaging content with ChatGPT, including blog posts, social media content, and SEO articles. This skill-building continues in the subsequent modules, where learners are trained on how to optimize ads and generate SEO-friendly content using AI-driven tools.

The course shifts to a strategic perspective in module five, where attendees will learn how to harness ChatGPT to analyze competitors and develop competitive advantages.

Module six delves into understanding customer behavior and segmentation, showing how AI can personalize marketing strategies for specific customer segments.

Learn By Doing

The course then extends to social media planning in module seven, teaching learners how to generate a content calendar using AI tools for effective social media management. Module eight reinforces these skills with real-world case studies and hands-on exercises, while module nine addresses any participant queries and shares best practices for utilizing AI tools in digital marketing.

Finally, module ten encapsulates key concepts and the transformative potential of ChatGPT and other AI tools in digital marketing, fostering a spirit of continuous application and growth. Throughout the course, students are provided with the knowledge and skills to fully leverage AI in their digital marketing efforts.

OBJECTIVES

- Understand the capabilities of ChatGPT and other AI digital tools
- Master content creation using ChatGPT
- Optimize ads using AI tools
- Develop SEO skills using AI tools
- Understand customer behavior analysis and segmentation using AI tools

OUTCOME

- Understanding of AI in Digital Marketing
- Proficiency in Content Creation
- Ad Optimization Skills
- SEO Knowledge and Skills
- Customer Behavior Analysis and Segmentation
- Competitor Analysis Skills
- Social Media Management
- Hands-On Experience with AI Tools

TARGET PARTICIPANT

- Corporate Marketing
- Content Creator
- SME
- Entrepreneur
- Marketing Manager
- Marketing Executive
- CMO
- Marketing Director

METHODOLOGY

Remote online learning – presentation, case studies & practical

PRE-REQUISITE

- Basic Digital Literacy
- Tools required during the course – laptop

CONTENT

Module 1: Introduction to ChatGPT and AI Digital Tools

- Overview of ChatGPT and its capabilities in content creation and optimization
- Introduction to 10 AI digital tools for content creation and implementation
- Understanding the benefits of leveraging AI tools in digital marketing strategies

Module 2: ChatGPT Prompt Language for Content Creation

- Crafting effective prompts for content creation using ChatGPT
- Utilizing AI digital tools to generate engaging blog posts, social media content, and SEO articles
- Implementing AI tools to enhance content quality, readability, and relevance

Module 3: ChatGPT Prompt Language for Ad Optimization

- Creating persuasive ads titles and compelling ad content using ChatGPT
- Leveraging AI digital tools to optimize ad targeting, keywords, and messaging
- Analyzing and refining ads using AI-driven insights and performance metrics

Module 4: ChatGPT Prompt Language for SEO

- Generating SEO-friendly content using ChatGPT and AI tools
- Conducting keyword research and optimization using AI-driven tools
- Crafting SEO articles and website content that rank well in search engines

Module 5: Competitor Analysis with ChatGPT Prompt Language

- Utilizing ChatGPT to identify and analyze competitors in the digital landscape
- Gathering insights on competitor strategies, content, and messaging
- Developing competitive advantages and differentiation based on competitor analysis

Module 6: ChatGPT Prompt Language for Customer Behavior Analysis and Segmentation

- Understanding customer behavior analysis using ChatGPT and AI tools
- Segmenting target audiences based on demographics, interests, and behaviors
- Customizing marketing strategies and messaging for specific customer segments

Module 7: ChatGPT Prompt Language for Social Media Calendar Planning

- Developing a social media calendar planner using ChatGPT and AI tools
- Generating content ideas, themes, and variations for social media platforms
- Scheduling and optimizing social media posts for maximum engagement and reach

Module 8: Case Studies and Practical Exercises

- Analyzing real-world case studies of successful ChatGPT implementations
- Hands-on exercises for participants to practice generating prompts and using AI digital tools
- Group discussions and feedback sessions to enhance participant learning and application

Module 9: Q&A and Best Practices

- Addressing participant questions and concerns regarding ChatGPT and AI tools
- Sharing best practices and tips for effective implementation and optimization
- Providing additional resources and references for ongoing learning and exploration

Module 10: Wrap-up and Conclusion

- Recap of key concepts and techniques covered in the course
- Final thoughts on the potential of ChatGPT and AI digital tools in digital marketing
- Closing remarks and encouragement for continued application and growth

TRAINER'S PROFILE

Kelly Chong is one of the Lead Trainer in Digital Marketing Consultancy and has trained over 1000 participants in digital marketing courses and seminars across Malaysia. She provides digital marketing training and consulting for SMEs in Malaysia and global clients like Kaercher, Hap Seng, Berjaya Group, FAMA, Agrobazaar, Melawati Mall, Damansara City Mall, MPIG, MEGA Majestic Property Agency, Glo Laser Centre, Online Learning Mandarin and many others. Kelly is also a member of Malaysia Digital Marketing Association.

She has 14 year experience in sales and marketing, and has worked in top global firms like Pharmaceutical company such as Astra Zeneca, Pfizer and DKSH in various senior sales and marketing roles. She is Google Certified and earned recognition as Google partners too. Currently Kelly is running a digital marketing agency and an Online Learning Language Portal company based in Petaling Jaya.

She holds a Master in Business Administration (MBA), International Business, from HELP University College, and Bachelor in Computer Science (Statistic) from Tunku Abdul Rahman College (TARC).

PARTICIPATING FEE (HRD Corp Claimable Course)

REGISTER NOW → RM972 per person

Fee inclusive of Course Notes, Digital Certificate of Participation and 8% SST

For registration:

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2. (HRD Corp Registered Employer) Please apply via HRD Corp e-TRiS for HRD Corp Claimable Courses scheme before training date (subject to approval),

Training fee claiming = RM972 per person

Training Programme No. - ; and

3. (HRD Corp Registered Employer) Upon training completion, please fill up form **PSMB/SBL-Khas/JD/14** and return it to us immediately. The delay in returning the form will result in delay of the employer's submission of claims.

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REGISTRATION FORM

(Email: faruqrazi.mexa@gmail.com)

Name	Designation	Handphone no.
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Company/Organization: _____

Nature of Business: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Contact Person: _____

Is your company registered with the Human Resource Development Fund (HRDF)?

Yes No (please tick)

Is your company a Small and Medium Enterprise (SME)?

Yes No (please tick)

Participating Fee (HRD Corp Claimable Courses)

RM972.00 per person

Fee includes Course Notes, Digital Certificate of Attendance and 8% SST

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Payment / Terms & Conditions

Kindly make bank transfer payment to **Account No: 800 221 0777** of **CIMB Bank**, payable to **Malaysian Export Academy Sdn Bhd**. Please email to us the bank transfer slip and registration form as proof of payment.

Any cancellation within one (1) week before the event is not refundable.

The management has the right to change the time / date of the event with notice to be given in advance.