

# AI Training for Marketing Teams

AI WORKSHOP SWITZERLAND

**Build faster campaigns, stronger content, and smarter audience insights with AI tools your team can use from day one.**

Marketing teams are expected to produce more - more content, more campaigns, more channels, more personalisation - with the same resources. AI can genuinely help, but only if your team knows which tools to use, how to brief them well, and how to maintain brand quality and consistency. This workshop is built for marketing professionals who want real output improvement, not just a technology overview.

Built for marketing teams

Brand & tone-first approach

In-person or hybrid

Prompt library + content templates included

1-Day In-Person Workshop

Corporate training · Switzerland

GDPR & Swiss FADP aware

[aiworkshop.ch](https://aiworkshop.ch)



# Built for **Swiss teams**

Hands-on corporate AI training delivered on-site across Switzerland — with governance, templates, and adoption built in.

## WHO THIS PROGRAM IS FOR

- Marketing managers and CMOs overseeing campaigns and team output
- Content marketers, copywriters, and brand communicators
- Digital marketing teams managing SEO, social media, and paid channels
- Product marketing and B2B marketing professionals
- Agencies and in-house teams working with Swiss and international brands

## WHAT MAKES THIS MARKETING PROGRAM DIFFERENT?

Most AI training for marketers focuses on showing cool tools. This workshop focuses on protecting your brand while using AI at scale. You will learn how to brief AI the same way you brief a junior team member - with the right context, tone, and guardrails - so the output is actually usable.

## THE MARKETING CHALLENGES WE ADDRESS

### CONTENT VOLUME & SPEED

Creating consistent, high-quality content across multiple channels and languages is exhausting. AI dramatically increases what your team can produce without sacrificing brand voice.

### CAMPAIGN IDEATION FATIGUE

Coming up with fresh ideas under tight deadlines leads to generic, uninspired work. AI acts as a genuine creative thinking partner - generating angles and variations your team can evaluate and elevate.

### MULTILINGUAL CONTENT FOR SWISS MARKETS

Marketing in Switzerland means working across German, French, Italian, and English. AI accelerates translation and localisation while keeping the brand voice consistent.

### AUDIENCE INTELLIGENCE & REPORTING

Synthesising performance data, writing campaign reports, and extracting audience insights takes time. AI helps turn data into clear, actionable narratives faster.

## YOU WILL LEAVE WITH REAL DELIVERABLES:

- Marketing Prompt Library (content, campaigns, social, SEO, reporting)
- Brand Voice & Tone Guardrails Sheet for AI Use
- Content Production Workflow with AI Integration
- Multilingual Content Adaptation Templates
- 30-Day AI Adoption Plan for your marketing team

## DELIVERY

On-site at your office or venue · English, German, French, Italian · Zurich, Geneva, Lausanne, Basel, Bern, and nationwide.



# Program Overview (1-Day In-Person Workshop)

Module 1 of 2 — practical exercises, real workflows, and reviewable outputs.

## Program Overview (1-Day In-Person Workshop)

Group size: 8–16 participants (best for creative energy) · Format: hands-on content creation + live campaign ideation · Tools: ChatGPT, Claude, Midjourney, Canva AI, plus LinkedIn and email tools

### Module 1 - AI Foundations for Marketers

- How generative AI works and where it falls short in marketing
- The brief is everything: how good input creates good output
- Brand voice, tone, and consistency guardrails for AI use
- Copyright, image rights, and disclosure considerations

**Outcome:** *Your team uses AI confidently while protecting brand quality and compliance.*

### Module 2 - Content Creation & Copywriting at Scale

- Writing high-converting headlines, body copy, and CTAs with AI
- Adapting content across formats: email, social, landing pages, ads
- Maintaining brand voice consistency across AI-generated content
- Building content brief templates that produce better outputs

**Outcome:** *More content, faster - without losing the quality your audience expects.*

### Module 3 - Campaign Ideation & Strategy

- Using AI as a creative thinking partner for campaign concepts
- Developing messaging angles for different audience segments
- Rapid A/B variation generation for testing
- Campaign brief structuring and kickoff documentation

**Outcome:** *Faster campaign starts with stronger creative foundations.*



# Program Overview (1-Day In-Person Workshop)

Module 2 of 2 — practical exercises, real workflows, and reviewable outputs.

## Module 4 - Multilingual Marketing for Swiss Teams

- Adapting content across DE, FR, IT, and EN without losing meaning
- Cultural nuance and localisation beyond translation
- SEO keyword alignment across languages
- Community management response templates in multiple languages

**Outcome:** *Consistent, authentic messaging across all of Switzerland's language regions.*

## Module 5 - Reporting, Analytics & Audience Insights

- Synthesizing performance data into actionable campaign summaries
- Writing clear, executive-ready marketing reports with AI assistance
- Extracting audience insights from survey and feedback data
- Competitive intelligence: tracking and summarizing market activity

**Outcome:** *Reports that take half a day compressed into focused effort that actually informs decisions.*



# Book this **workshop**

Request a tailored quote for your team size, location, and objectives.

## **Can AI handle the multi-language complexity of the Swiss market?**

Absolutely. We focus on 'Localize, Don't Translate' workflows that adapt tone and cultural nuances across EN, DE, FR, and IT, rather than simple literal translation.

## **How do we prevent 'AI-looking' or generic marketing content?**

We teach brand-voice cloning techniques and specific style-guide prompting so the output sounds like your brand, maintaining your unique competitive edge.

## **Can we use our own brand guidelines and campaigns during the workshop?**

Yes, we encourage working with real briefs and real brand guidelines. This ensures the output is immediately applicable to your current marketing goals.

## **Does AI content rank well in Google search for local SEO?**

We cover how to use AI for high-quality, helpful content that meets Google's E-E-A-T criteria, specifically for localized SEO in the Swiss market.

## **Is AI image generation (Midjourney/Canva) included in the session?**

Yes, as a core part of our content track. We show how to generate on-brand visual assets while navigating the legal and copyright landscape of AI art.

PRIMARY

**Request a quote**

<https://aiworkshop.ch/form/quote/>

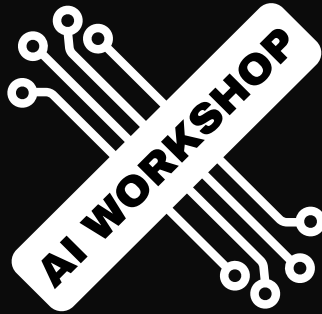
LEARN MORE

**Workshop page**

<https://aiworkshop.ch/workshops/ai-for-marketing/>

## **CONTACT**

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AI WORKSHOP SWITZERLAND

AI Training for Marketing Teams

Corporate AI workshops, executive coaching, and governed agentic systems for Swiss enterprises.

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