



AI CONTENT CREATOR FOR BUSINESS

Course ID : CC-AI



เข้าสู่เว็บไซต์



Duration: 2 Days

(12 Hours) 09:00 AM – 04:00 PM



Price: 14,900 THB

* (excluding VAT 7%)

* Eligible for 200% tax deduction



Training Schedule

www.9experttraining.com

Category: Artificial Intelligence

Unlock the power of AI to create professional-grade content across all formats in just 12 hours. This intensive program takes you through AI Content Creation 360° — from strategy and ideation to producing text, images, video, and audio — systematically and professionally using the latest Generative AI tools: ChatGPT & Gemini Pro (AI Content Intelligence), HeyGen (AI Avatar Video Creator), Google NotebookLM (Smart Content Analyzer), Google Whisk (Visual Prompt Image Generation), Suno AI (Professional Music & Audio), plus 10+ premium tools.

Includes hands-on workshops covering Social Media Marketing, Digital Advertising, and Brand Communication — applicable to your business from day one.

Objectives

1. Understand the landscape of online media and select the right format for each audience and message.
2. Plan and prepare online content systematically and efficiently.
3. Use AI to create text, image, video, and audio content in real-world scenarios.
4. Write effective Prompts for media tasks and achieve precise, high-quality outputs.
5. Apply AI to Social Media marketing and advertising campaigns.
6. Use AI responsibly, safely, and sustainably in daily professional work.

Target Audience

1. Marketing Professionals / Social Media Managers
2. SME Business Owners
3. Content Creators
4. Executives / Team Leaders
5. Anyone New to AI Content Creation

Prerequisites

1. Basic computer and internet skills.
2. Prior experience with any Generative AI tool (ChatGPT, Gemini, or Claude).

System Requirements

1. License: ChatGPT (Free or Plus)
2. License: Google Gemini Pro
3. Account Freepik Plus
4. Account HeyGen Creator
5. CapCut
6. Google Chrome / Microsoft Edge (latest)

Note: All software & licenses provided during class

TOPICS TRAINING



DAY 1 - Morning Session

9:00 AM – 12:00 PM

1. Understanding the Online Media Landscape

- Identify commonly used online media types: posts, images, short videos, and ads
- Understand the strengths and limitations of each media format
- Learn online audience behavior – how they decide to watch or scroll in seconds
- Workshop: Select your topic and target media channel for real-world application

2. Choosing the Right Media for Your Content & Audience

- Analyze your target audience in a simple, practical way
- Understand how the same content performs differently across platforms
- Review examples of well-matched and mismatched media choices
- Workshop: Map: Topic → Target Audience → Media Format – walk away with a ready-to-produce content brief

3. Understanding Effective Online Content Formats

- Educational content formats that build credibility and value
- Attention-grabbing content formats that make audiences stop and watch
- Sales and advertising formats that convert without feeling pushy
- Workshop: Transform 1 idea into 2 – 3 different content formats – stop reinventing from scratch every time



DAY 1 - Afternoon Session

1:00 PM – 4:00 PM

4. Content Preparation, Data Analysis & Trending Topic Research with AI

- Identify trending topics and content styles that are currently capturing audience interest
- Use AI to generate topic ideas, angles, and storytelling approaches
- Summarize long-form data into key messages quickly
- Workshop: Use AI to create post-ready text for real publishing

5. AI Fundamentals & Prompt Engineering for Online Media

- Understand which areas of content work AI can realistically support
- Learn a simple Prompt structure applicable across multiple tasks
- Techniques for refining prompts to get better, more accurate results

6. End-to-End AI Content Creation Workflow

- Overview of the full content workflow — from planning to publishing
- Identify where AI saves the most time and eliminates repetitive tasks
- Real-world content workflow examples from practitioners
- Workshop: Design your own content production workflow



DAY 2 - Morning Session

9:00 AM – 12:00 PM

7. AI Video Content Creation — Made Simple

- Conceptualize short-form videos without over-complicating the process
- Use AI to generate video ideas and storyboard outlines
- Convert text or images into short videos with AI tools
- Workshop: Produce 1 complete Video Content piece — ready to publish

8. AI-Generated Audio Content & Background Music

- Create voiceovers that match the personality of your content
- Select audio tones that resonate with your target audience
- Add background music that complements rather than overwhelms
- Workshop: Add professional audio and music to your own video



DAY 2 - Afternoon Session

1:00 PM – 4:00 PM

9. Social Media Advertising & Marketing with AI

- Principles of writing ad copy that converts without sounding pushy
- Use AI to generate multiple versions for A/B testing
- Adapt content to suit the unique requirements of each platform
- Workshop: Build a complete 1-campaign Ad Post Set

10. AI for Data, Insights, Automation & Responsible Use

- Read content performance data and extract actionable insights simply
- Use AI to analyze and continuously improve your content
- Set up automation to eliminate repetitive tasks
- Legal considerations, AI ethics, and risk management
- Workshop: Create a 7–14 day sustainable content plan

11. Real-World Application Sharing

- Open Q&A — get answers to your specific questions
- Share ideas and practical applications across industries

12. Course Summary & Your Path Forward

- Recap all key concepts and tools covered
- Guidance on continuing to grow your AI content skills after the course



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Social Media



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