



MANUS AI FOR MARKETING MASTERY

Course ID : MANUS-MKT



เข้าสู่เว็บไซต์



Duration: 1 Day

(6 Hours) 09:00 AM – 04:00 PM



Price: Call

* In-house training only

* Eligible for 200% tax deduction



Training Schedule

www.9experttraining.com

Category: Artificial Intelligence

Unlock your marketing potential with AI, enabling you to work 10 times faster and more accurately. Learn the theory and practice every step in a hands-on workshop using Manus AI, a single tool for all your marketing needs.

Objectives

1. Build a strong brand foundation powered by AI.
2. Conduct in-depth competitor analysis using AI.
3. Plan advertising budgets intelligently and strategically.
4. Read and analyze advertising data instantly.
5. Reduce staffing costs by replacing repetitive tasks with Manus AI.

Target Audience

1. Brand Owners & Business Owners
2. Marketing Professionals & Media Planners
3. Anyone Interested in Marketing

Prerequisites

1. Basic understanding of online marketing and experience running ads (Facebook Ads / Google Ads)
2. Familiarity with general digital tools (LINE, Email, Google Sheets)

System Requirements

1. Windows 11/10 or macOS 12+
2. Web Browser: Google Chrome or Microsoft Edge
3. Manus AI Subscription (9Expert provides accounts during class)
4. Internet connection

TOPICS TRAINING



DAY 1 - Morning Session

9:00 AM – 12:00 PM

1. Brand Foundation & Strategy

- Brand DNA & Identity: Use AI to extract Core Values, define Brand Archetype and establish a distinctive Brand Voice
- Customer Persona (5 Dimensions): Deep-dive into Demographics, Psychographics, Pain Points, Goals, and Buying Behavior
- Value Proposition Canvas: Craft an irresistible offer that customers cannot refuse

- Product-Market Fit: Validate market demand using AI Trend Analysis
- Workshop: Build a complete Brand Playbook with in-depth Customer Personas for 3 core audience segments of your own business

2. AI Competitor Analysis

- SWOT & PESTLE Analysis: Command AI to analyze 5 competitors simultaneously — strengths, weaknesses, opportunities, and threats in under 1 minute
- Content Reverse Engineering: Decode the ads, campaigns, and top-performing content of your competitors
- Sentiment Analysis: Use AI to mine competitor customer reviews and uncover Market Gaps
- Blue Ocean Strategy: Identify a new market positioning that competitors cannot replicate
- Workshop: Reverse-engineer 3 direct competitors, identify Market Gaps, and draft a Blue Ocean market entry strategy



DAY 1 - Afternoon Session

1:00 PM – 4:00 PM

3. Advertising Budget Planning & Media Buying

- Media Budget Allocation: Let AI distribute budget across platforms (Facebook, TikTok, Google) to maximize ROAS
- Automated ROI/ROAS: Auto-calculate CPA, CAC, and LTV instantly
- A/B Testing Strategy: Structure creative and audience testing to find your Winning Campaign
- Scaling Strategy: AI-guided timing to Scale Up ad spend without increasing cost-per-result

- Workshop: Simulate allocating a 100,000 THB budget and build a full A/B Testing plan for a new campaign

4. Data Analytics & Predictive Intelligence

- Instant Report Reading: Drop raw data files and let AI extract key insights within 1 minute
- Predictive Analytics: Forecast future sales and identify your next Hero Product
- Churn Rate Prevention: Analyze customer behavior to spot at-risk segments and build win-back campaigns
- Actionable Optimization: AI pinpoints exactly where your ad budget is leaking — with step-by-step fix recommendations
- Workshop: Analyze a real advertising report, identify budget leaks, and have AI propose an immediate campaign improvement plan



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