From Content Marketing To Content Intelligence:
How AI is Reshaping Content Marketing

Workshop Description

In a digital world overflowing with content, the future of brand storytelling no longer belongs to those who simply publish more—but to those who publish smarter. This hands-on workshop explores how artificial intelligence is ushering in a new era of *content intelligence*, where marketers can elevate their strategies with data-driven insights, predictive personalization, and real-time optimization.

Participants will move beyond traditional content marketing to discover how AI enables deeper consumer understanding, adaptive storytelling, and dynamic content delivery. Through real-world case studies, interactive demonstrations, and guided exercises, this session arms marketing and brand teams with the frameworks and tools needed to transform content into a responsive system that performs at scale.

You'll learn how to harness AI for intelligent audience segmentation, contextual journey mapping, content generation, testing, and performance measurement. More than a technology update, this workshop empowers teams to rethink their entire content lifecycle through the lens of automation, intelligence, and personalization.

Key Take-aways

- A practical framework for evolving from traditional content marketing to AI-powered content intelligence

- Tools and techniques for using AI to improve targeting, personalization, and optimization

- Case studies showcasing how leading brands are transforming content performance through automation and insights

- Guided exercises to begin applying content intelligence to your own brand strategy

Who Should Attend?

Marketing and brand professionals ready to embed AI into their planning, creation, and delivery processes to future-proof their content strategy.

Format

3-4-hour workshop | Mix of expert insights, hands-on activities, peer collaboration, and real-world case examples.

Mitch Duckler: 312.451.2414 | mduckler@fullsurge.com | fullsurge.com