

AI in Marketing: Practical Applications, Prompting, and Business Strategy

written by Lauri Moon | July 29, 2026



AI in Marketing: Practical Applications, Prompting, and Business Strategy

(3-Hr, in-person, Williamsport, PA)

This program starts in:



AI is already reshaping how businesses market, sell, and communicate - and **the gap between teams who use it effectively and those who don't is only getting wider**. This hands-on workshop (computers provided) is built to help you move quickly from curiosity to confidence, without needing a technical background.

In just a few hours, you'll learn how to actually use AI in your day-to-day work. We'll focus on practical applications you can put to use right away – from email campaigns and sales support to content creation, FAQs, and event promotion. You'll walk through real examples, try guided exercises, and leave with tools, templates, and a clear next step.

If your team feels stretched thin or is struggling to keep up with the pace of modern marketing, this training isn't just helpful, it's essential.

Practical. Relevant. Ready to use immediately.

Register Today for Only \$199!

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Learning Objectives

By the end of the workshop, you'll be able to:

- Pinpoint where AI can have the **biggest, fastest impact** in your organization
- Use a **simple, proven framework** (TRACI) to get better results from AI tools
- Write prompts you can **immediately apply** to marketing, sales, and communication work
- Understand how Custom GPTs can **streamline workflows** and scale what your team does
- Leave with **ready-to-use templates, tools**, and a clear plan forward

Why Attend

Right now, most teams fall into one of two camps: overwhelmed by AI or using it in ways that don't really deliver results. That often leads to wasted time, inconsistent messaging, and missed opportunities.

This workshop shows you a better way. You'll learn how to:

- Cut down the time spent on content, emails, and repetitive tasks
- Create stronger, more consistent messaging across marketing and sales
- Use AI to support your expertise, not replace it
- Turn AI into a practical advantage instead of something confusing or frustrating

What Makes This Different

- No jargon or technical deep dives—just clear, usable strategies
- Designed specifically for small and mid-sized organizations
- Focused on real-world application, not theory
- Interactive and hands-on, so you're actively practicing (not just listening)
- Led by someone who brings together real industry experience and academic insight

AI-in-Marketing-Practical-Applications-Prompting-and-Business-Strategy-Outline.pdf

Who Should Attend

This workshop is perfect for: owners, executives, marketing leaders, and sales teams at small- to mid-sized manufacturing companies.

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Register

Meet Your Presenter



Dr. Ronda Mariani is a professor, speaker, and researcher specializing in digital marketing, emerging technologies, and workforce readiness. With more than 20 years of experience in marketing and advertising, Dr. Mariani brings deep industry and academic expertise to her work. She helps organizations apply artificial intelligence in practical, business-focused ways, particularly in areas such as customer communication, content strategy, and marketing effectiveness.