

20-day AI & GenAI Roadmap for Marketing Managers

If you are a marketing manager aiming to stay ahead, this hands-on roadmap teaches you how to streamline your marketing efforts, automate content, generate data-driven insights, and use GenAI tools confidently.

#Week 1: AI & GenAI Fundamentals for Marketers
Goal: Build a foundational understanding of AI/GenAI and identify practical marketing use cases.

Day 1: Intro to AI in Marketing
* Watch: [AI for Everyone – Andrew Ng](#)
* Read: [HubSpot’s AI Marketing Guide](#)
* Outcome: Understand what AI is, how it affects marketing strategy, and why it’s now a must-have.

Day 2: GenAI Basics
* Watch: [What is Generative AI? – Google Cloud](#)
* Task: Use [ChatGPT](#) & [Gemini](#) to brainstorm campaign ideas
* Outcome: Recognize GenAI’s capabilities and try ideation using the latest free AI tools.

Day 3: Prompt Engineering for Marketers
* Read: [Prompting Guide for Marketers – OpenAI](#)
* Practice: Write a LinkedIn post with ChatGPT
* Prompt: “Write a LinkedIn post about [your product] in a [funny/serious] tone.”
* Outcome: Learn to craft effective prompts to quickly generate tailored marketing content.

Day 4: AI for Content Ideation
* Tool: [AnswerThePublic](#) (free tier) + ChatGPT for keyword expansion
* Task: Generate 10 blog topics using AI.
* Outcome: Walk away with 10 SEO-friendly content ideas and know how to automate ideation.

Day 5: AI for Competitor Analysis
* Tool: [Perplexity AI](#)
* Ask ChatGPT: “Top marketing strategies used by [competitor] in 2024”
* Watch: YouTube – [AI Competitor/Marketing Research](#)
* Outcome: Gain fast, data-backed insights on competitors/marketing using AI search tools.

#Week 2: AI-Powered Content & Social Media
Goal: Automate and enhance content creation, visual storytelling, and social media.

Day 6: AI Writing Assistants
* Tool: [Claude](#) for long-form content (e.g., whitepapers, eBooks)
* Watch: [Write a Blog Post with Jasper AI](#)
* Outcome: Generate high-quality long-form content quickly, without starting from scratch.

Day 7: AI for Visual Content
* Tool: [Canva AI](#) (free tier)
* Watch: [Canva AI for Marketers](#)
* Outcome: Create polished social graphics and visuals in minutes—even without a designer.

Day 8: AI Video Tools
* Tool: [HeyGen](#) (free tier)
* Watch: [Create AI Avatars with HeyGen](#)
* Task: Make a 30-sec product explainer video.
* Outcome: Produce marketing videos without filming or editing—perfect for ads and social.

Day 9: Social Media Automation
* Tool: [Predis.ai](#) (free plan)
* Watch: [Predis.ai Demo](#)
* Outcome: Create and schedule a full week of AI-powered social content in one sitting.

Day 10: AI for Email Marketing
* Guide: [ChatGPT for Cold Emails](#)
* Task: Generate a personalized email outreach sequence
* Outcome: Save hours by letting AI draft cold emails that still feel human and relevant.

#Week 3: Data-Driven AI Marketing
Goal: Use AI for better targeting, customer insights, personalization, and ads.

Day 11: AI for Customer Insights
* Tool: [Google Trends](#) + ChatGPT
* Watch: [Google Trends + AI](#)
* Outcome: Learn how to find and interpret real-time audience trends and behaviors.

Day 12: AI for Personalization
* Read: [How Netflix, Amazon, and Spotify Personalize Using AI](#)
* Tool: [Optimove](#) (free demo for segmentation and personalization)
* Outcome: Explore how AI personalizes experiences at scale—and apply it to your channels.

Day 13: AI-Powered Ads
* Tool: [Meta AI Sandbox for ad variations](#)
* Watch: [Pay-Per-Click Advertising aka PPC](#)
* Outcome: Generate multiple ad copy versions in seconds and run smarter A/B tests.

Day 14: Predictive Analytics
* Tool: [Google Analytics](#) (explore the “Insights” tab)
* Read: [Predictive Marketing Guide](#)
* Outcome: Learn to forecast campaign outcomes and make smarter budget decisions.

Day 15: AI Chatbots for Marketing
* Tool: [Landbot](#) (free tier)
* Watch: [Chatbot Marketing](#)
* Outcome: Deploy a no-code chatbot to capture leads, qualify traffic, or offer 24/7 help.

#Week 4: Advanced Applications & Future Trends
Goal: Explore the next generation of AI tools and build a personal AI stack.

Day 16: Voice & AI Search
* Read: [Voice Search Optimization](#)
* Tool: [AnswerThePublic](#) (voice search trends)
* Outcome: Optimize your content for how people ask questions using voice assistants.

Day 17: AI for Influencer Marketing
* Tool: [HypeAuditor](#) (free report)
* Read: [Influencer Marketing Hub – AI in Influencer Marketing](#)
* Outcome: Use AI to discover trustworthy influencers that match your audience and brand.

Day 18: AI Ethics & Compliance
* Read: [Ethical AI in Marketing](#)
* Outcome: Use AI responsibly by staying compliant, transparent, and bias-aware.

Days 19–20: Build Your AI Marketing Stack
* Tools: [Notion AI](#), [Copy.ai](#), [Otter.ai](#)
* Outcome: Finalize and document a personalized AI toolkit that enhances your daily workflows.

Disclaimer: This roadmap is for educational purposes only and references publicly available tools and resources that are free or freemium as of August 2025. I do not own, endorse, or represent any third-party platforms mentioned. Always verify data privacy, security, and compliance requirements before adopting AI tools in your organization. Views expressed are my own.

<https://www.linkedin.com/in/mpaghababa>