

COURSE OVERVIEW

Digital Marketing & AI: Building Visibility, Trust and Growth

Delivered in collaboration with: University of West London

Speaker: Gemma Pybus

Date: Wednesday 16th September 2026

Time: 1:00pm - 2:00pm

Format: Online Webinar



talks

Overview

This session will help SMEs understand how to use digital marketing channels and artificial intelligence to increase their visibility, communicate effectively with relevant audiences and support business growth.

Participants will explore different digital marketing channels suitable for their target audience, understand the types of content most suited to each platform, and learn how AI can support marketing activities to improve efficiency and effectiveness. The session will also introduce the risks associated with AI-assisted marketing and provide practical guidance for using these tools responsibly, accurately and securely.

Learning Outcomes

By the end of the session, participants will be able to:

- Identify the digital marketing channels most relevant to their business, customers and commercial objectives.
- Select appropriate content formats and messages for different platforms and audience demographics.
- Recognise practical ways in which AI can support marketing research, planning, content creation and performance improvement.
- Apply best-practice principles to reduce legal, ethical, reputational and data-related risks associated with AI-assisted marketing.