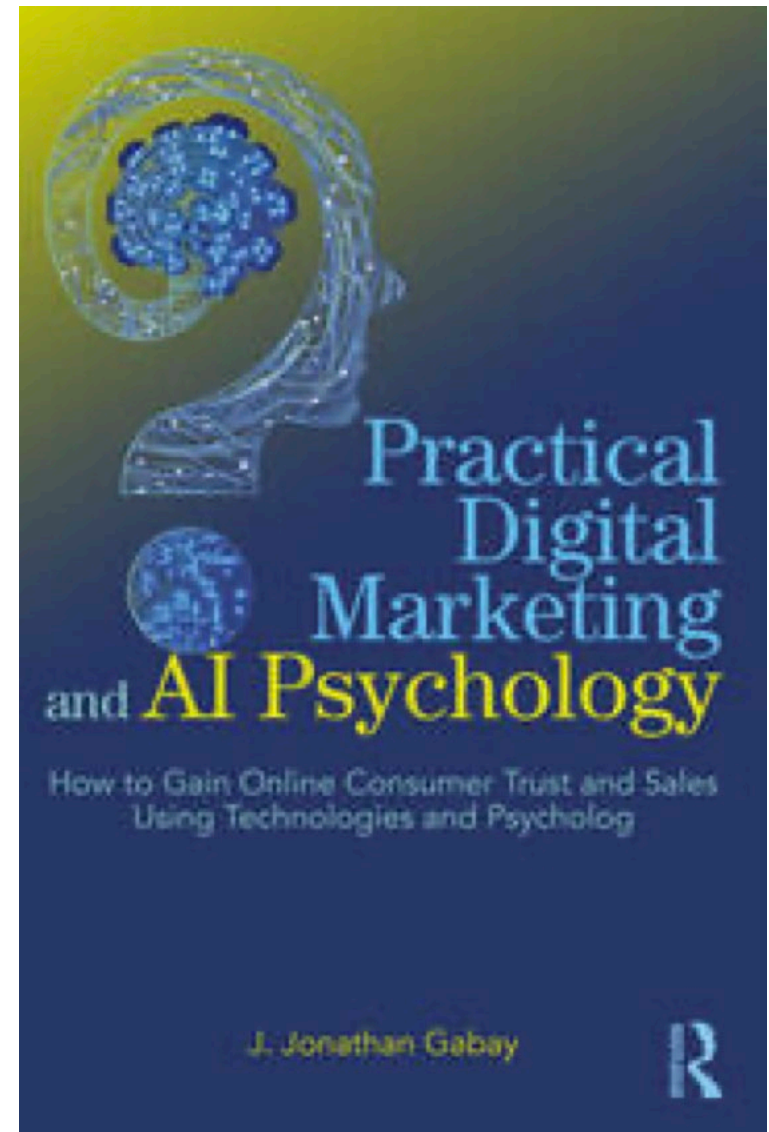


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CERTIFICATION WORKSHOP

EXCEEDING CONSUMER EXPECTATIONS IN THE ERA OF AI

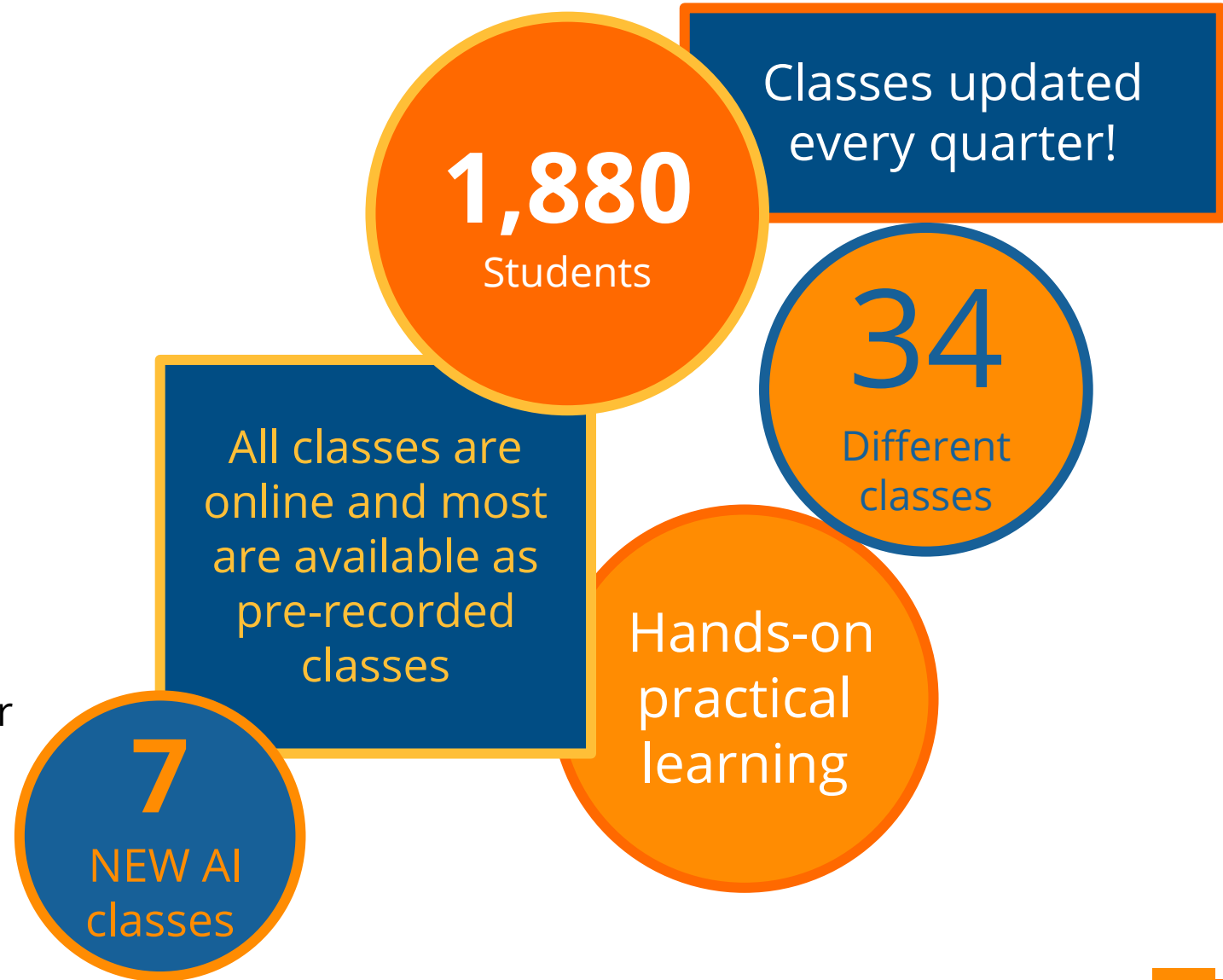


2024 – ABOUT US

The Direct Marketing Association of Northern California was formed to educate and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offer best-in-class live online education worldwide through our masterclasses and certification program, taught by world-renowned instructors. More than 1,880 professionals registered for workshops in 2023 and took advantage of over 34 workshop topics.

All masterclasses are updated every quarter to reflect the latest marketing techniques.



2024 DIGITAL MARKETING WORKSHOPS AT [DMAnc.org](https://dmanc.org)

AI FOR DIGITAL MARKETING

- [AI for Social Media Masterclass](#)
- [Video Production and Scriptwriting Using AI: A Masterclass](#)
- [Leveraging AI for Your Digital Marketing: A Comprehensive Masterclass](#)
- [AI in Copywriting Masterclass -2024](#)
- [AI Powered PR Strategies Masterclass](#)
- [Generative AI Masterclass for Marketing Professionals](#)

ORGANIC & PAID SOCIAL MEDIA

- [Social Media Trends for 2024-2025](#)
- [Quick Workshop: LinkedIn Profile Optimization for Job-Seekers](#)
- [Facebook & Instagram \(Meta\) Advertising Fundamentals](#)
- [Advanced Facebook & Instagram \(Meta\) Advertising Masterclass](#)
- [Social Media Marketing 2024 Bootcamp](#)
- [Video Production for Social Media Masterclass](#)

- [Social Media Marketing: A Deep Dive Masterclass](#)
- [Social Media Content Marketing Fundamentals](#)
- [TikTok Advertising Masterclass](#)
- [TikTok Organic Social Media Strategy Masterclass](#)
- [LinkedIn Profile Optimization for Marketers Masterclass](#)
- [LinkedIn Advertising Masterclass](#)
- [LinkedIn for Thought Leaders Masterclass: Building a Personal & Corporate Brand](#)

SEARCH ENGINE MARKETING & DIGITAL ANALYTICS

- [Using Google Analytics 4.0 Masterclass](#)
- [Looker Studio for Marketers Masterclass](#)
- [Google Ads Masterclass 2024: RSA, pMax, AI and More](#)
- [SEO with AI for 2024 Masterclass](#)

SUSTAINABLE MARKETING

- [Sustainable Marketing Masterclass](#)

EMAIL MARKETING

- [Email Marketing Masterclass - 2024](#)

CONTENT MARKETING

- [Podcasting Production Masterclass: Hands-on Course on How to Produce a Podcast from Start to Finish](#)
- [Storytelling in Branding and Content Marketing Masterclass](#)
- [Digital and Advertising Copywriting Masterclass](#)
- [Webinar, Hybrid, and In-Person Events Marketing Masterclass](#)
- [Content Marketing Masterclass](#)
- [YouTube Channel Strategy and Production Masterclass](#)

B2B MARKETING

- [B2B Demand Generation Masterclass: New Tools, Strategies and Actionable Tactics for 2025 and Beyond](#)
- [Account-Based Marketing Masterclass](#)
- [B2B Go-to-Market Strategy Masterclass](#)

NEW! DMANC CERTIFICATIONS

Certified Social Media Marketer (CSMM)

- Earn a **Certified Social Media Marketer (CSMM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Find out more at <https://dmanc.org/dmanc-certified-social-media-marketer-csmm-requirements/>

Certified AI Digital Marketer (CAIDM)

- Earn a **Certified AI Digital Marketer (CAIDM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Find out more at <https://dmanc.org/certified-ai-digital-marketer-cdm-requirements/>

Students who complete any certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.



DMANC CERTIFICATIONS

Certified Sustainable Marketer (CSM)

- Earn a **Certified Sustainable Marketer (CSM)** certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- This Certificate also qualifies as 3 course modules toward the **Certified Digital Marketer (CDM)** program.
- Find out more at <https://dmanc.org/certified-sustainable-marketer-csm-requirements/>

Certified Digital Marketer (CDM)

- Earn a **Certified Digital Marketer (CDM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Find out more at <https://dmanc.org/certified-digital-marketer-cdm-requirements/>

Students who complete any certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.

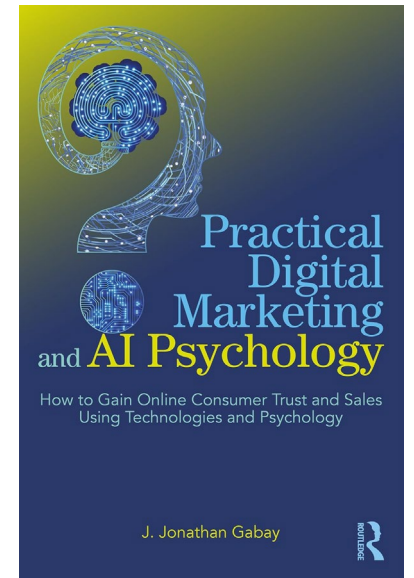


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JONATHAN GABAY





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AGENDA

Human

Psychology vs. AI

Neuromarketing

Classics

Buttons

Behavior and prompt engineering

AI and I

Selfs

Cynics

Biases

Next

Human intelligence in an AI world



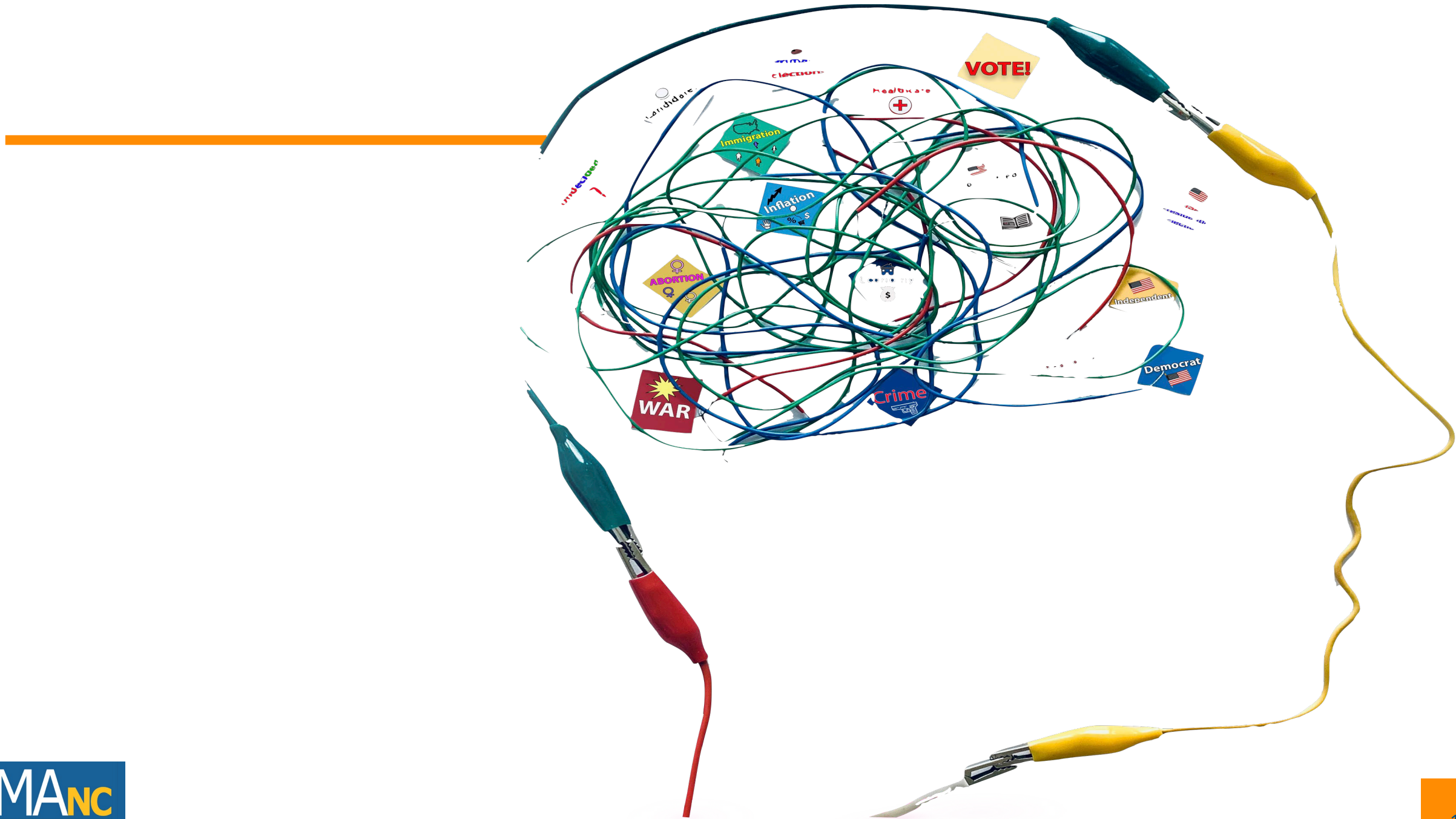
B

PSYCHOLOGY: UNLOCKING HUMAN BEHAVIOR TO CONNECT, PERSUADE, AND DRIVE CONVERSIONS



AI: REVOLUTIONIZING ENGAGEMENT WITH DATA- PRECISION AND PERSONALIZED AUTOMATION





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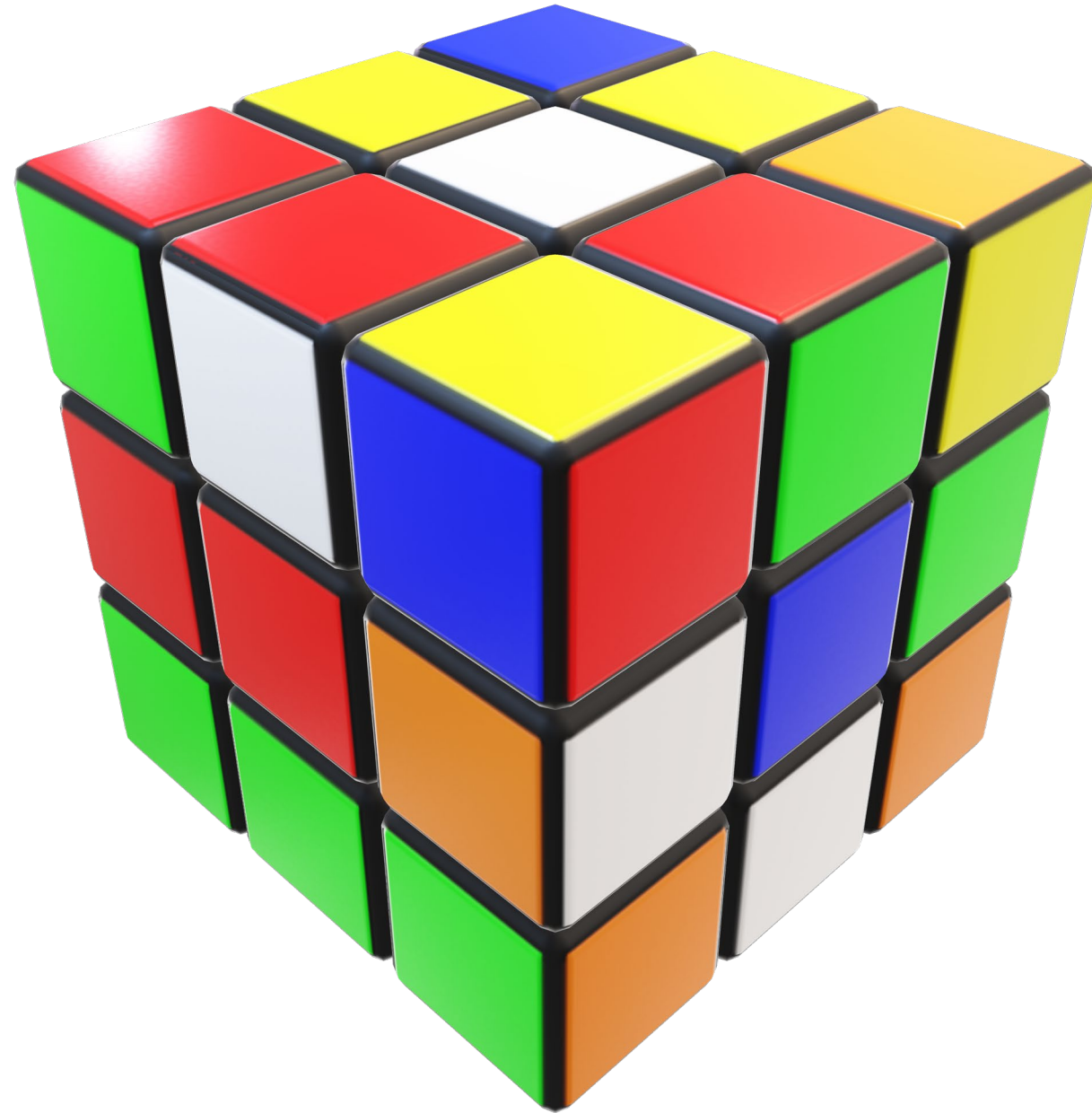
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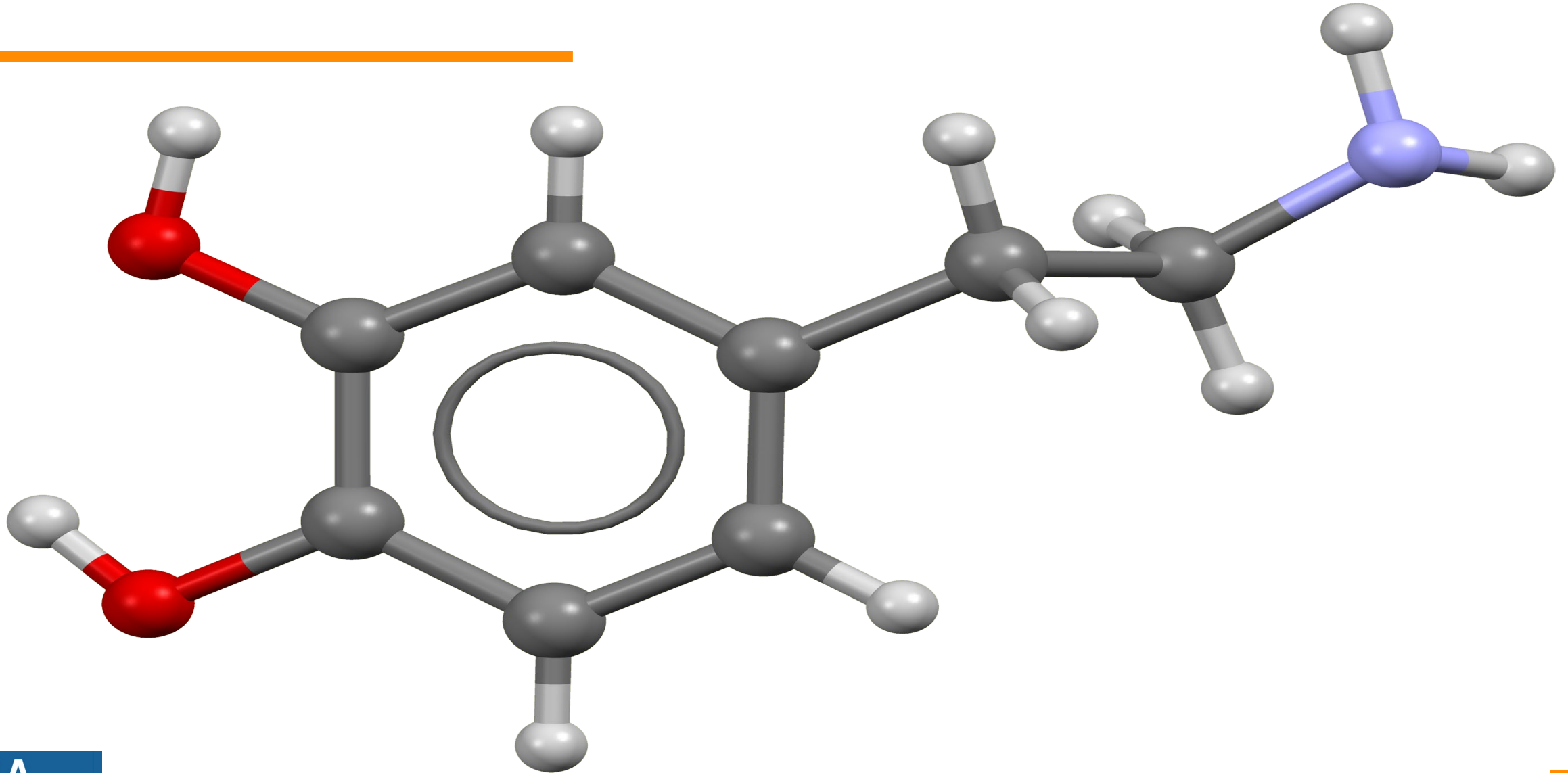
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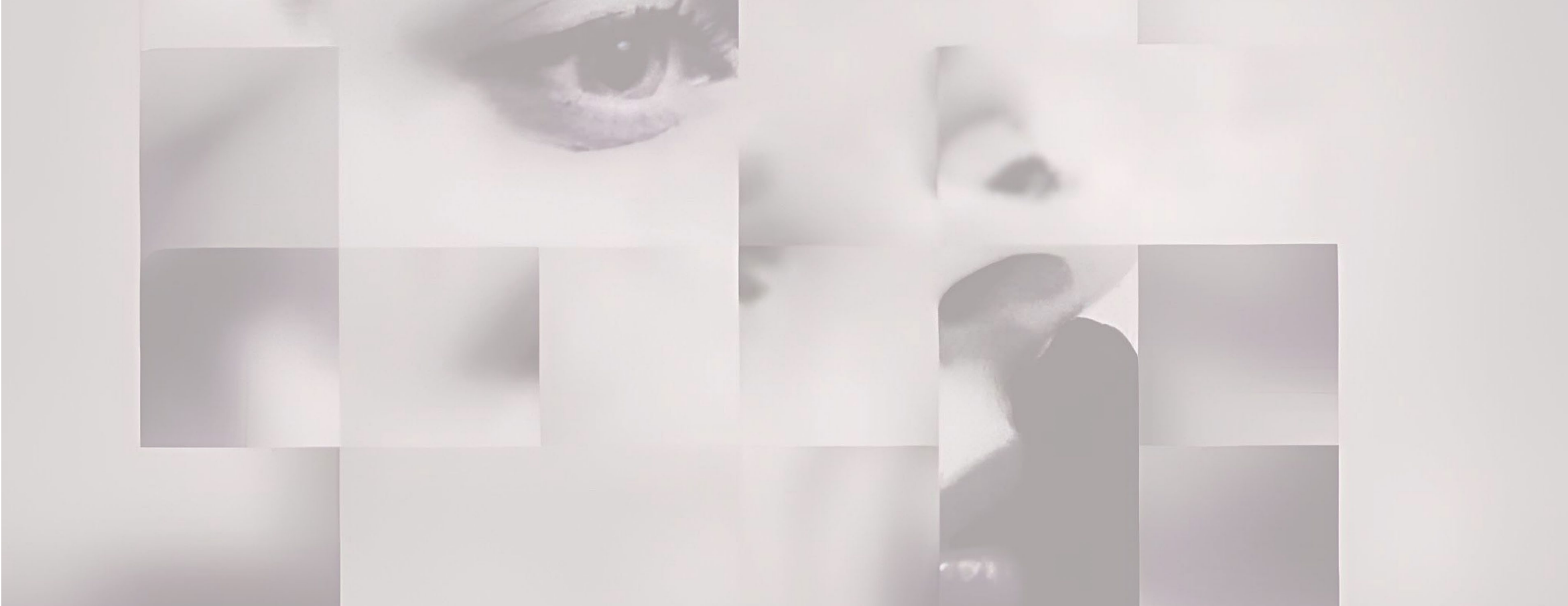
DOPAMINE :THE BRAIN'S "BUY" BUTTON

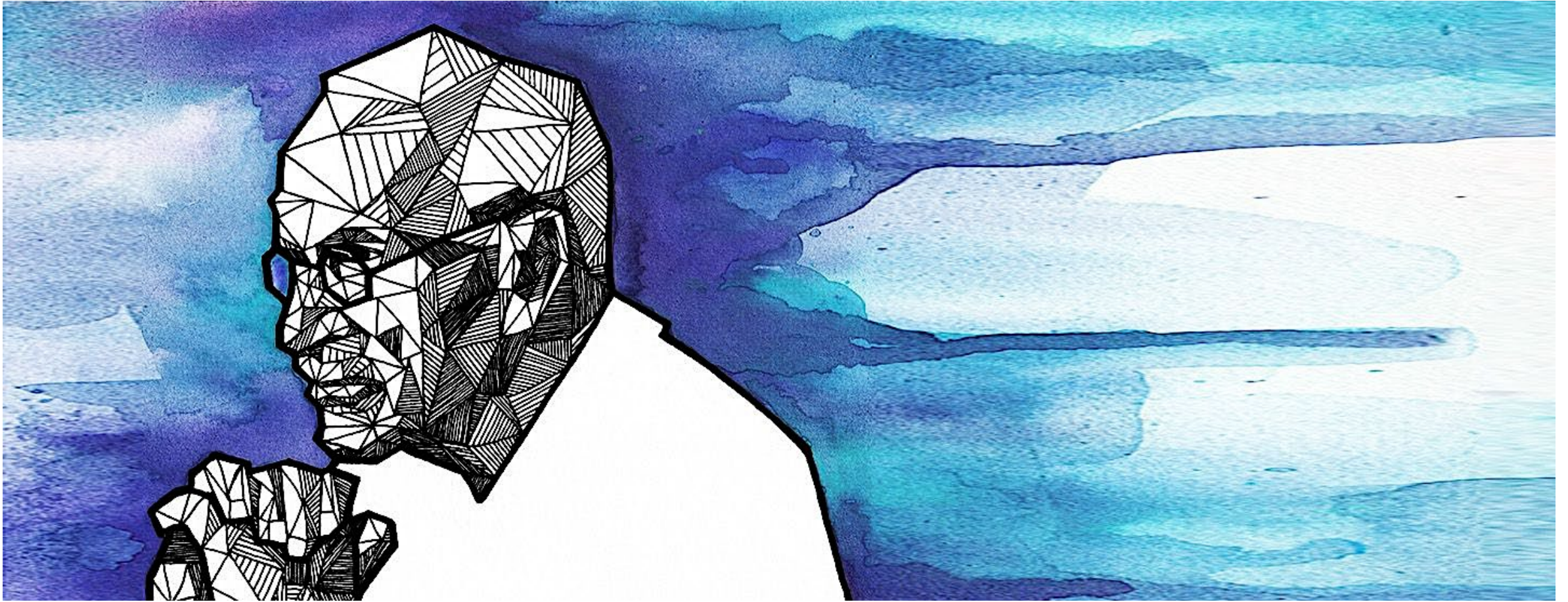
















SOCIAL SELF

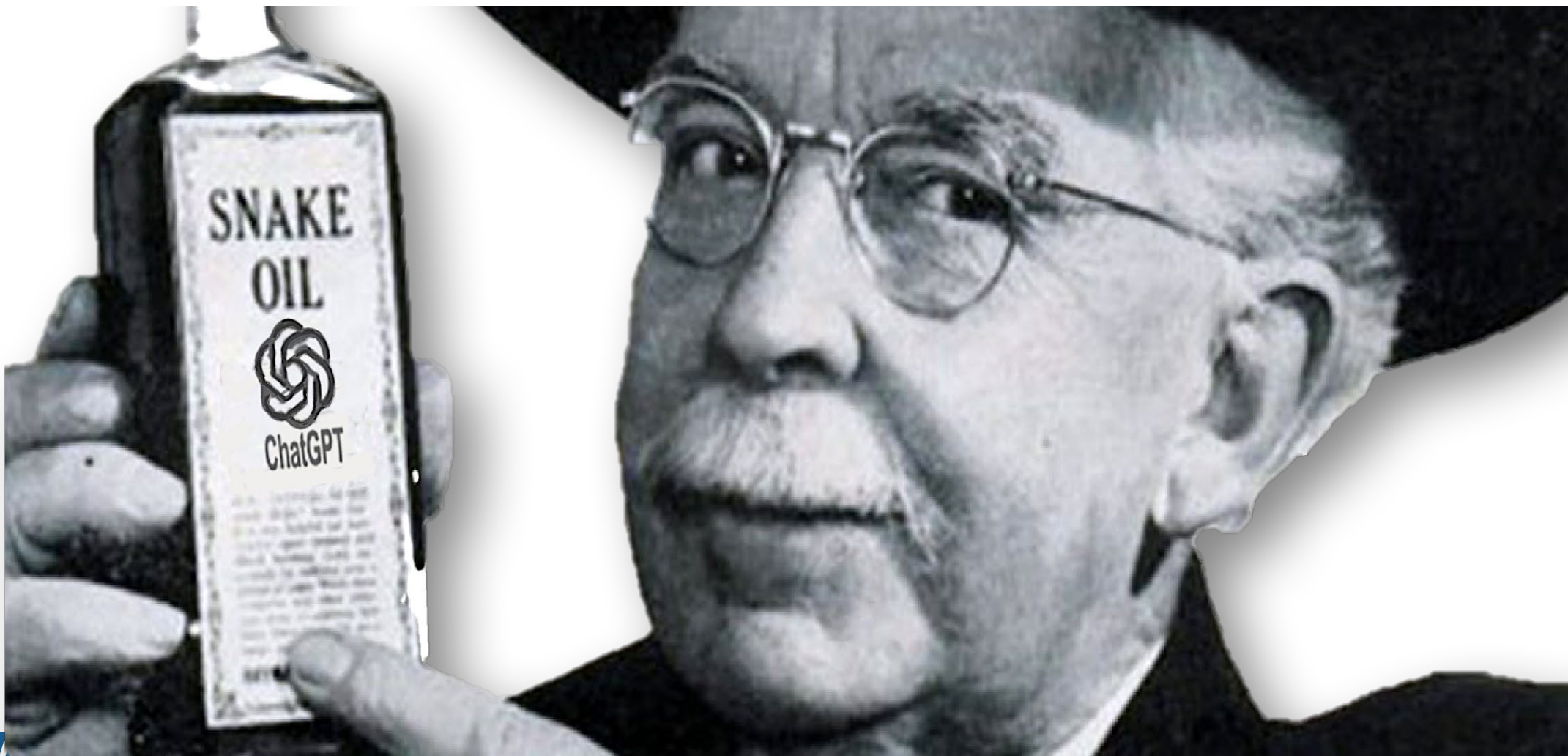


LIFE CURATION

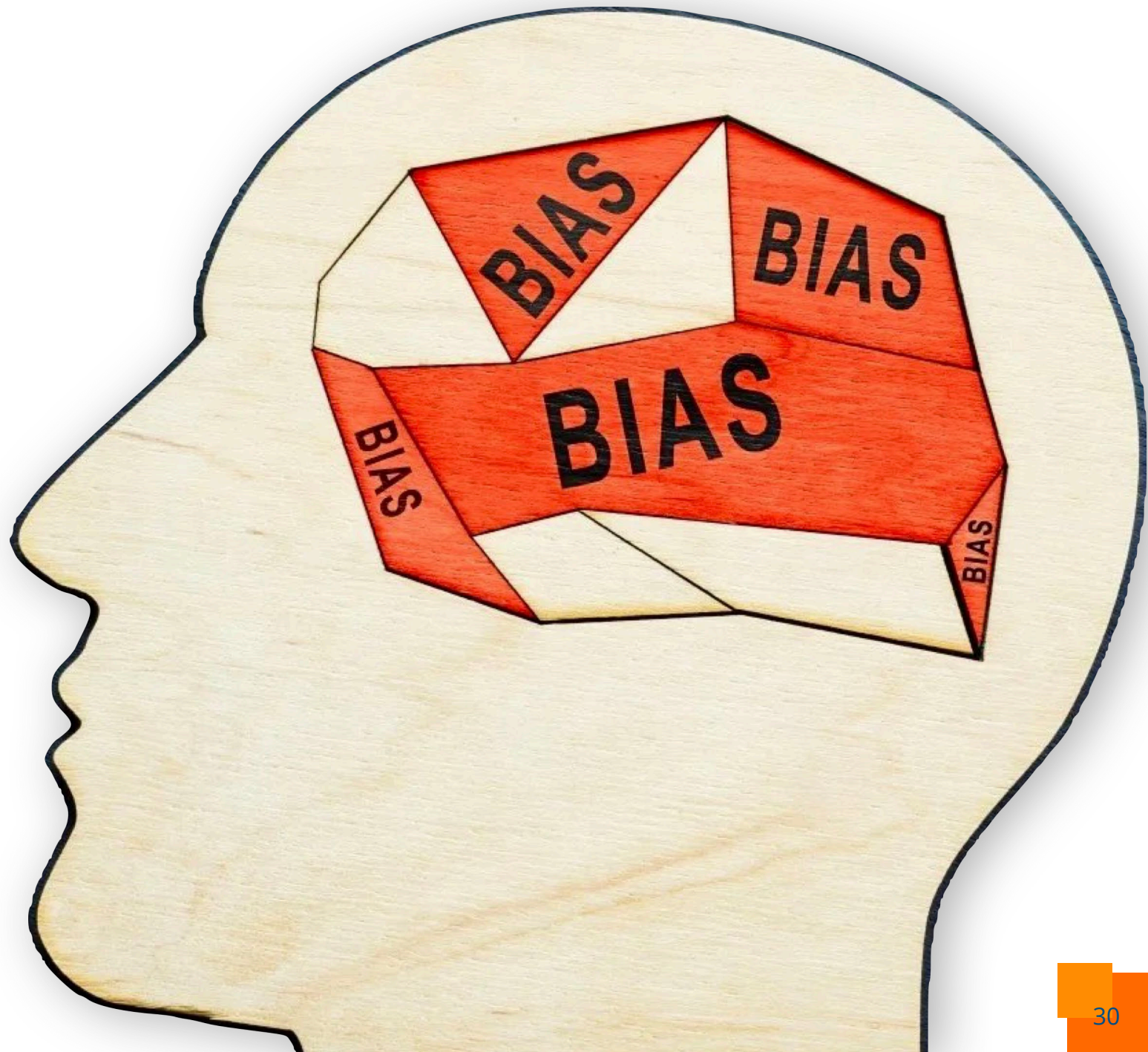


4,000 - 10,000

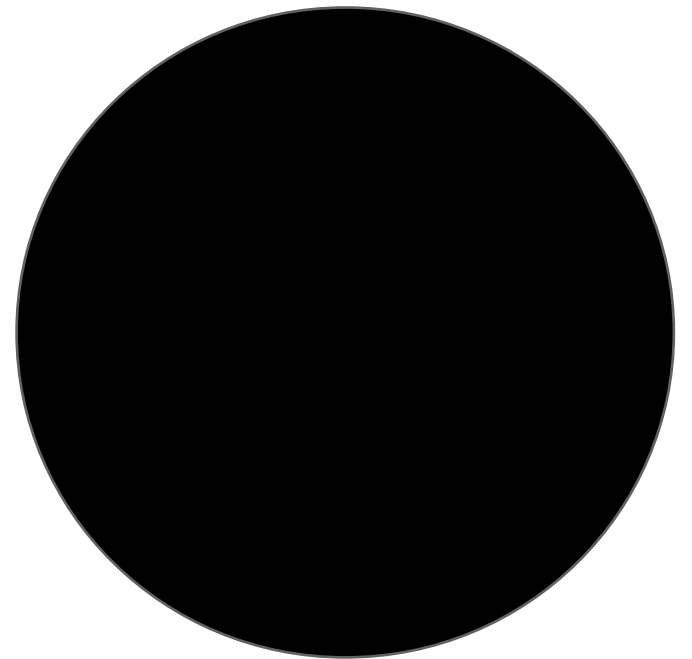
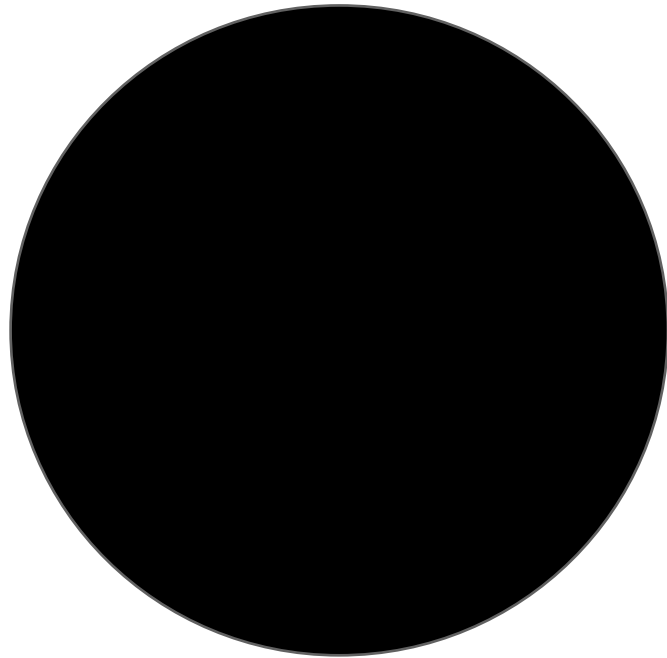
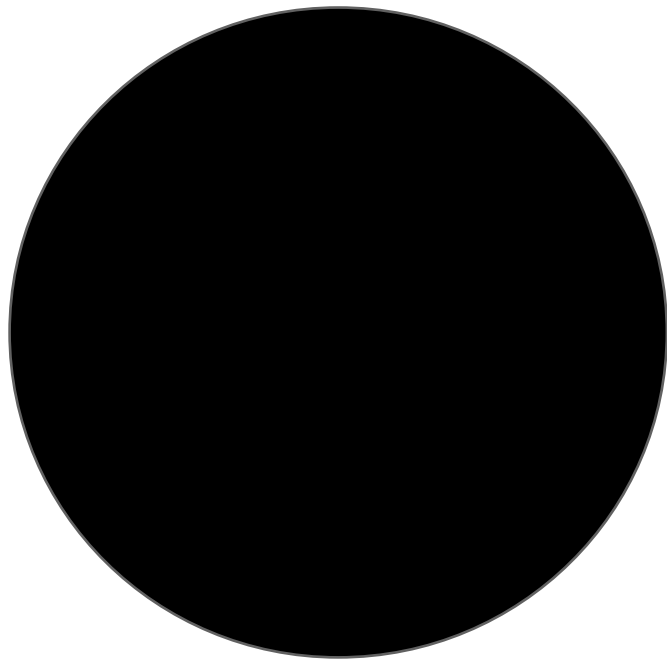




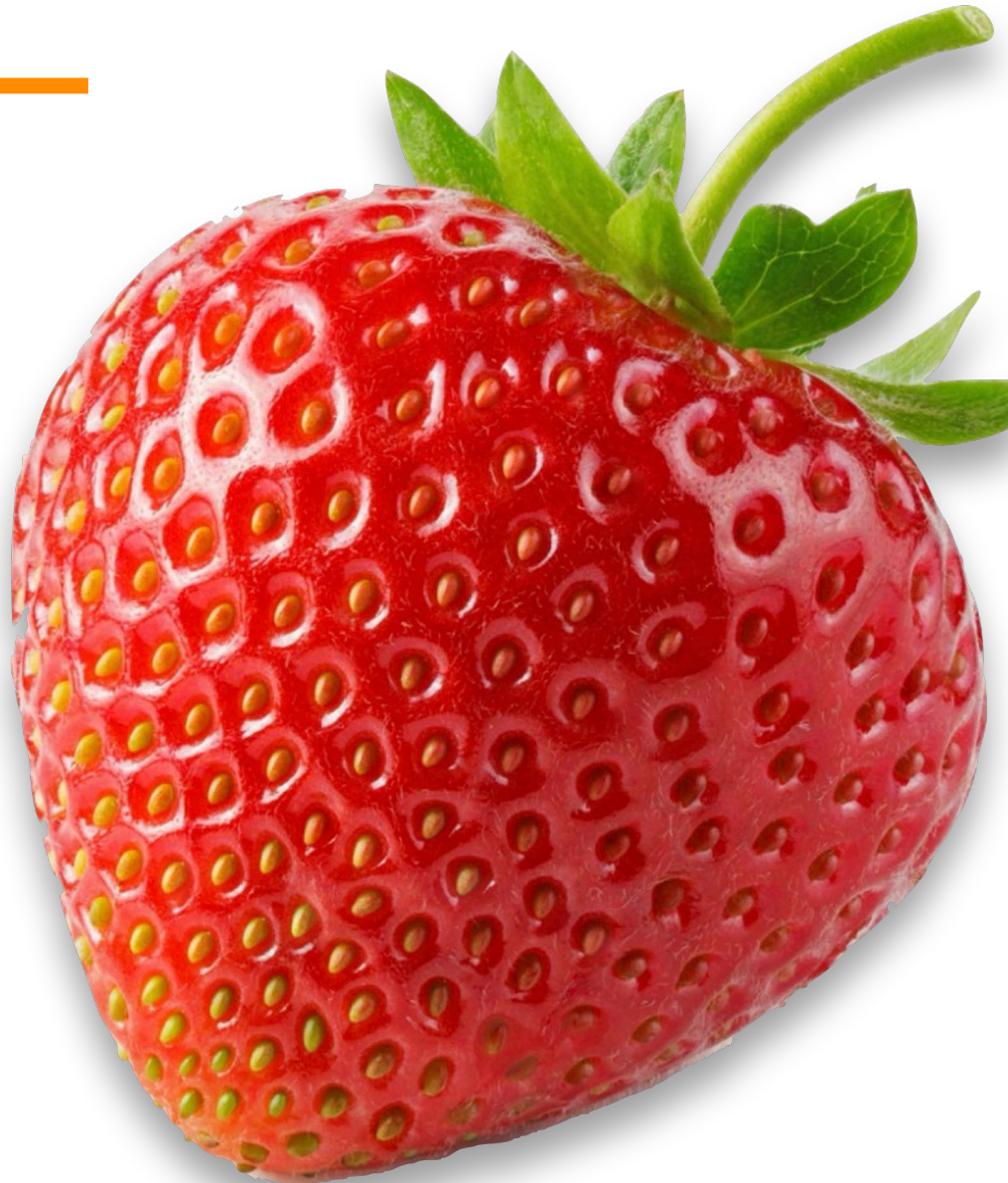




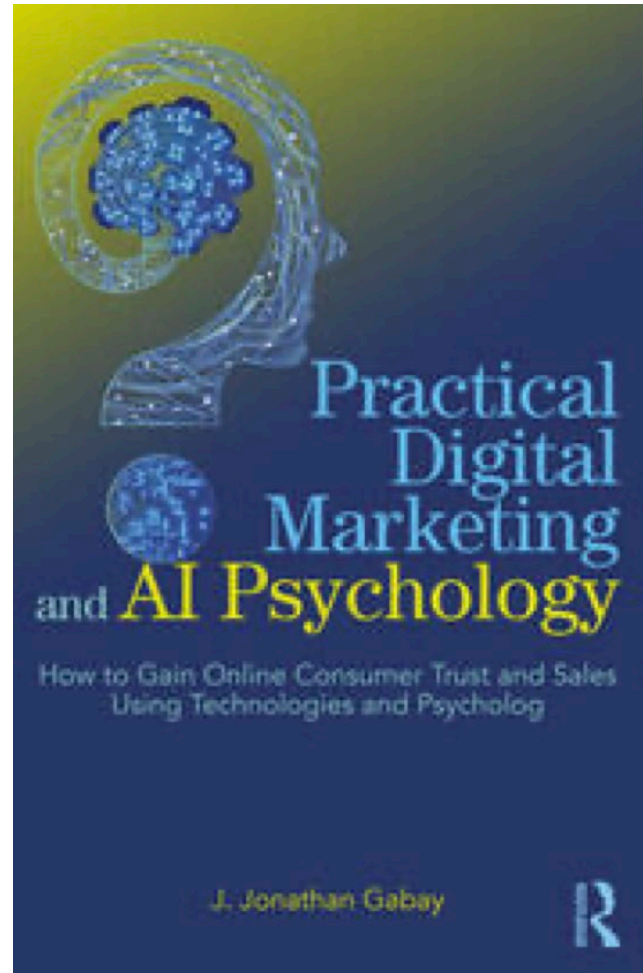








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