

## PUBLIC TRAINING

# DRIVE ENGAGEMENT & CONVERSIONS WITH CHATGPT & DEEPSEEK



**11 MARCH 2026**



**IBIS HOTEL, PJCC, PETALING JAYA**

## OVERVIEW

AI-Powered Content Mastery is a practical, marketing-focused course that teaches teams to use ChatGPT, Deepseek and complementary AI tools to plan, create, optimise and measure high-performing digital content across blogs, SEO pages, ads and social media. Designed for marketers, content creators and SMEs, the programme blends short concept explainers with guided prompt building, hands-on exercises and group feedback so you leave with repeatable workflows that boost engagement and conversions. By the end, you'll be able to craft effective prompts for articles, social posts and ad copy; build SEO-ready content with smart structure and keywords; refine ad angles and hooks using AI-driven insights; analyse competitors to differentiate your messaging; segment audiences for sharper targeting; and plan a social media calendar with post variations and scheduling. The curriculum covers an introduction to ChatGPT, Deepseek and ~10 supporting tools, prompt techniques for content, ads and SEO, competitor analysis, customer behaviour and segmentation, social calendar planning, real-world case studies, and a best-practices Q&A. You'll take away reusable prompt libraries, a draft social calendar ready to publish, and a concise competitor-insight and audience-segment pack to guide upcoming campaigns.

## LEARNING OUTCOMES

- Use ChatGPT & Deepseek to plan and generate on-brand content.
- Write clear, effective prompts for blogs, ads and social posts.
- Build SEO-ready drafts (keywords, structure, metadata basics).
- Turn campaign goals into content calendars with posting cadence.
- Create multiple copy variants and hooks for A/B testing.
- Analyse competitors to sharpen positioning and messaging.
- Segment audiences and tailor messages to each persona.
- Optimise copy for engagement and conversions using AI feedback.
- Set up quick quality checks (readability, tone, accuracy).
- Document reusable prompt libraries and team workflows.



### METHOD

Presentations, hands-on exercises, case studies, group discussions, and Q&A sessions



### FOR WHOM

Content & Digital Marketers, Social Media Managers, Copywriters & Content Writers, Customer Experience / Communication & PR Professionals



### DURATION

1-day Training

## REGISTRATION FEE

**RM1,300** NET/ PAX

**HRDC CLAIMABLE**



03-2382 0800 / 012-565 3364



enquiry@q3solutions.com.my



www.q3solutions.com.my



# COURSE OUTLINES

## DAY 1

### Module 1: Introduction to ChatGPT & Deepseek and AI Digital Tools

- Overview of ChatGPT & Deepseek and its capabilities in content creation and optimization
- Introduction to 10 AI digital tools for content creation and implementation
- Understanding the benefits of leveraging AI tools in digital marketing strategies

### Module 2: ChatGPT Prompt Language & Deepseek for Content Creation

- Crafting effective prompts for content creation using ChatGPT & Deepseek
- Utilizing AI digital tools to generate engaging blog posts, social media content, and SEO articles
- Implementing AI tools to enhance content quality, readability, and relevance

### Module 3: ChatGPT Prompt Language & Deepseek for Ad Optimization

- Creating persuasive ads titles and compelling ad content using ChatGPT & Deepseek
- Leveraging AI digital tools to optimize ad targeting, keywords, and messaging
- Analyzing and refining ads using AI-driven insights and performance metrics

### Module 4: ChatGPT Prompt Language for SEO

- Generating SEO-friendly content using ChatGPT and AI tools
- Conducting keyword research and optimization using AI-driven tools
- Crafting SEO articles and website content that rank well in search engines

### Module 5: Competitor Analysis with ChatGPT Prompt Language & Deepseek

- Utilizing ChatGPT & Deepseek to identify and analyze competitors in the digital landscape
- Gathering insights on competitor strategies, content, and messaging
- Developing competitive advantages and differentiation based on competitor analysis

### Module 6: ChatGPT Prompt Language for Customer Behavior Analysis and Segmentation

- Understanding customer behavior analysis using ChatGPT and AI tools
- Segmenting target audiences based on demographics, interests, and behaviors
- Customizing marketing strategies and messaging for specific customer segments

## COURSE OUTLINES

### DAY 1

#### Module 7: ChatGPT Prompt Language & Deepseek for Social Media Calendar Planning

- Developing a social media calendar planner using ChatGPT, Deepseek and AI tools
- Generating content ideas, themes, and variations for social media platforms
- Scheduling and optimizing social media posts for maximum engagement and reach

#### Module 8: Case Studies and Practical Exercises

- Analyzing real-world case studies of successful ChatGPT & Deepseek implementations
- Hands-on exercises for participants to practice generating prompts and using AI digital tools
- Group discussions and feedback sessions to enhance participant learning and application

#### Module 9: Q&A and Best Practices

- Addressing participant questions and concerns regarding ChatGPT, Deepseek and AI tools
- Sharing best practices and tips for effective implementation and optimization
- Providing additional resources and references for ongoing learning and exploration

#### Module 10: Wrap-up and Conclusion

- Recap of key concepts and techniques covered in the course
- Final thoughts on the potential of ChatGPT, Deepseek and AI digital tools in digital marketing
- Closing remarks and encouragement for continued application and growth

### TRAINER PROFILE

## Kelly Chong

Digital Marketing Consultant & HRDC Certified Trainer

Kelly Chong is a distinguished Digital Marketing Consultant with 12 years of sales and marketing expertise in the pharmaceutical industry. As the founder of a prominent digital marketing agency, she excels in providing top-tier services encompassing digital marketing solutions, comprehensive training, and advanced e-learning platforms. With a holistic approach, Kelly has driven over 500 businesses to exceptional growth rates, achieving revenue increases exceeding 130% through tailored content strategies and targeted advertising campaigns. Her entrepreneurial ventures extend to children's enrichment centers, fashionable children's apparel, and the telecom sector, reflecting her commitment to innovation and success in the ever-evolving digital landscape.

**Questions &  
Queries met with  
Quality Solutions**

### Contact Information



+603-2382 0800 (Office)



www.q3solutions.com.my



19-2, Jalan PJU 5/9, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor



# REGISTRATION FORM

**TRAINING : AI-Powered Content Mastery: Drive Engagement & Conversions with ChatGPT & Deepseek**

## COMPANY DETAILS & CONTACT PERSON

Organization :

Date :

Type of Business :

Office No. :

Address :

Contact Person :

Designation :

Contact No. :

E-Mail :

HRD Corp Registered Employer

:

☐

Yes

☐

No

## REGISTRATION

Name :

Designation :

Email :

Mobile No. :

**(Please provide separate list for more than 3 persons)****\* NOTE :** Please email this form to [enquiry@q3solutions.com.my](mailto:enquiry@q3solutions.com.my) or you can WhatsApp the registration form to us at **+012-565 3364**

## PAYMENT / TERMS & CONDITION

1. Kindly make payment to our account number as stated, payable to **Q3 Management Solutions Sdn Bhd.**
2. Please email or WhatsApp us the payment proof and complete registration form.
3. In the event of cancellation less than 14 days before the training, the client shall pay 30% of the total programme fee to Q3 Management Solutions Sdn. Bhd. as a penalty. Written notice of cancellation must be provided.
4. If there are insufficient in the client's HRDC account, the client shall remit the full programme fee directly to Q3 Management Solutions Sdn. Bhd.
5. In the event of a no show on the training date:
  - The client shall remit the full programme fee to Q3 Management Solutions Sdn. Bhd OR
  - For the Certified Sustainability Professional (CSP) Programme only, the client may nominate a replacement participant for the next available session.

**Maybank Acc. Number: 5627-6841-5995****Payable to:****Q3 MANAGEMENT SOLUTIONS SDN BHD** **+603- 2382 0800 (Office)** **[www.q3solutions.com.my](http://www.q3solutions.com.my)** **19-2, Jalan PJU 5/9, Dataran Sunway,  
Kota Damansara, 47810 Petaling Jaya,  
Selangor****SBL KHAS SCHEME  
(HRD CORP REGISTERED EMPLOYERS)**

1. Please apply HRD CORP grant through e-TRIS portal under SBL-KHAS scheme
2. Please find our MyCoID 1203344U at e-TRIS portal.
3. Kindly email or WhatsApp us the grant approval at least 5 days prior to the training.