

Updated on 15/10/2024

Sign up

AI for marketing training

2 days (14 hours)

Presentation

AI for marketing is a key innovation enabling companies to optimize campaigns, analyze data and personalize messages. It facilitates content creation, idea generation and process automation, increasing efficiency.

During this course, you'll learn about tools such as ChatGPT and Midjourney for marketing. You'll learn how to create and adjust prompts to produce optimized marketing texts, as well as how to automate campaigns via APIs, customizing GPTs to your needs.

The program will also cover the use of AI for SEO content creation, strategic writing and text correction. You'll also explore the generation of visuals for social networks, video creation with AI, and tools for marketing intelligence and web research.

On completion of this course, you'll master the use of AI to automate marketing tasks, improve content quality, create impactful visuals, and conduct strategic research. You'll be able to optimize your campaigns and innovate your marketing approach.

Objectives

- **Understand the potential of generative AI for marketing** Gain an overview of the tools available, the caveats to observe, and the practical applications of AI in a marketing context.
- **Master the creation and automation of marketing content with ChatGPT** Learn how to write effective prompts, customize GPTs for your needs, and automate marketing processes via the ChatGPT API.

- **Optimize communication strategies with AI content analysis and generation** Use AI to write, correct and optimize SEO, SEA, social networking content, or communication plans from notes, prompts, or mindmaps.
- **Use AI to create visuals, videos, and business intelligence** Explore tools to create visuals, short videos, generate voice-overs, and perform automated research or marketing intelligence.

Target audience

- Project managers
- Consultants
- Marketing and communications managers
- Webmasters

Prerequisites

- A basic understanding of digital marketing and communication strategies is recommended
- Notions on the use of web tools
- Familiarity with writing marketing content

Program of our AI for Marketing training course

Introduction to AI for marketing

- **Warnings and ethics in the use of AIs**
- **Overview of generative AI tools**
 - ChatGPT, Midjourney, and other platforms

ChatGPT for marketing

- **ChatGPT versions and interfaces**
 - Use on Web, Mac, Mobile App
- **The prompt for marketing**
 - Construction of simple and complex prompts
 - Methodology: role, audience, response format, tone
 - Alternatives and adjustments for specific results
- **GPTs and automation**
 - Introduction to GPTs and examples of marketing applications
 - Use the GPT Store to find suitable tools
 - Build customized GPTs for presentations or campaigns
 - API integration to automate marketing processes

Using AI for marketing copywriting

- **Content creation**
 - Writing from notes, prompts, mindmaps
 - Focus on SEO, SEA, social networking and press release strategies
- **Correction and optimization**
 - Correction of typos, syntax and tone adjustment
 - Example: personas, digital strategies, communication plans
- **Document analysis and synthesis**
 - Analysis of images, diagrams, meeting summaries and documents (Teams, PDF)
 - Comparison with other AIs to maximize efficiency

Working with documents and creating visuals

- **Working with Word, Excel, PowerPoint and PDF**
 - Automate common tasks and create presentations
 - Visuals generation with AI (Midjourney)
 - Creation of visuals for the web, social networks and presentations

Using AI for video creation and marketing intelligence

- **Short video creation**
 - Music and voice-over generation (factory voices, voice cloning)
 - Create videos from prompts or images with AI
- **Web intelligence and search with AI**
 - Using AI for marketing intelligence and strategic research
 - Comparison of ChatGPT alternatives (Perplexity, Search GPT)

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.