Fast Lane

Google AI Integration for Marketing - Introductory (GAIIME)

ID GAIIME   **Price** on request   **Duration** 3 hours

Who should attend

- Marketing Managers
- Digital Marketing Specialists
- Content Creators
- Brand Managers
- Social Media Managers

Prerequisites

- Basic Google Apps familiarity, Google Workspace skills, Gemini familiarity, basic NotebookLM skills, basic Agentspace knowledge and skills, Marketing campaign lifecycle knowledge, Brand voice and guidelines familiarity

Course Objectives

- Utilize the core features of Gemini to accelerate content creation, refine messaging, and brainstorm campaign ideas.
- Leverage NotebookLM Enterprise to securely query and synthesize information from brand guidelines and market research for grounded content ideas and consistent briefs.
- Automate routine marketing tasks and workflows using Agentspace, improving efficiency and consistency in areas like campaign performance and data management.

Training Centres worldwide

Fast Lane Institute for Knowledge Transfer (Switzerland) AG

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