

# 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

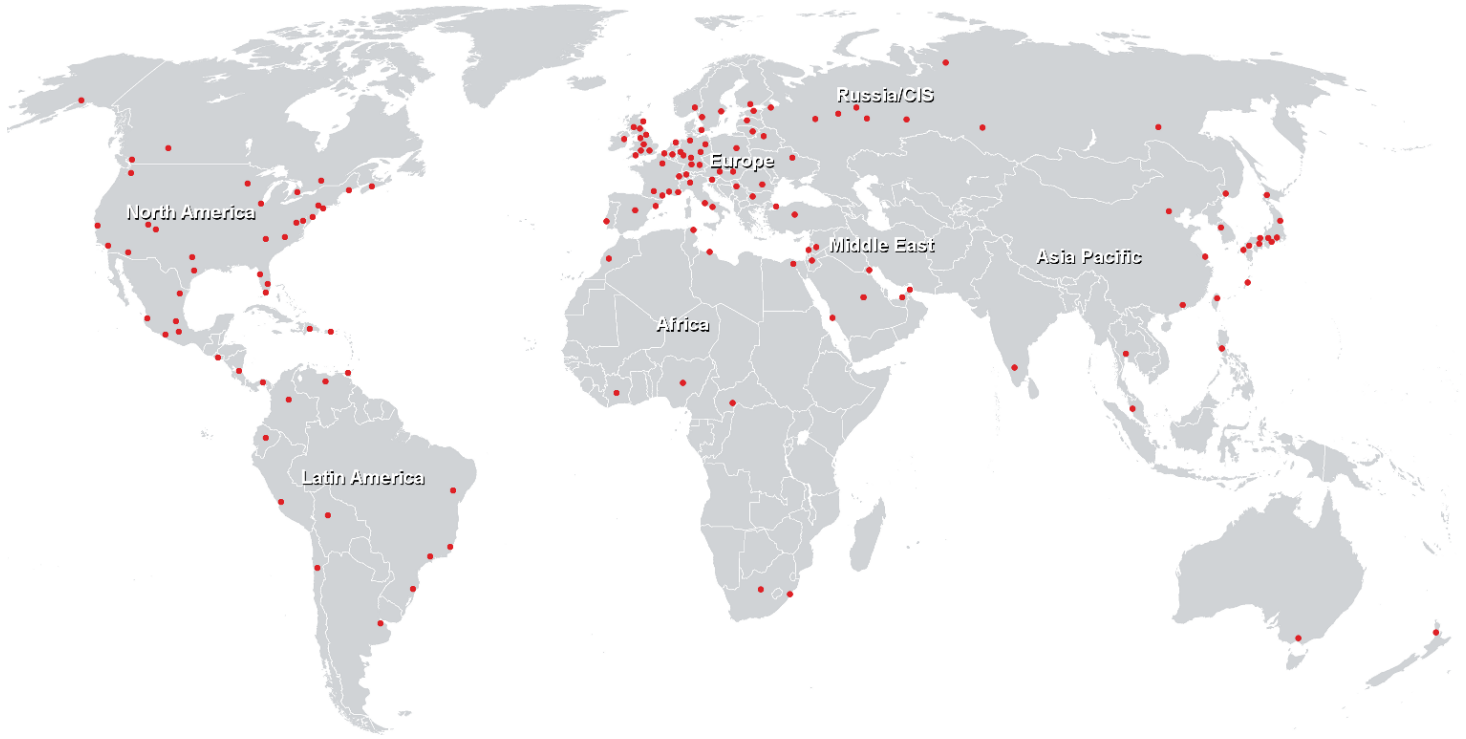
## Prerequisites

- 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



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