Google AI Integration for Marketing (GAIIME)

ID GAIIME **Price** CHF 350.—(excl. VAT) **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 Gemini Notebook skills, basic Gemini Enterprise knowledge and skills, Marketing campaign lifecycle knowledge, Brand voice and guidelines familiarity

Course Objectives

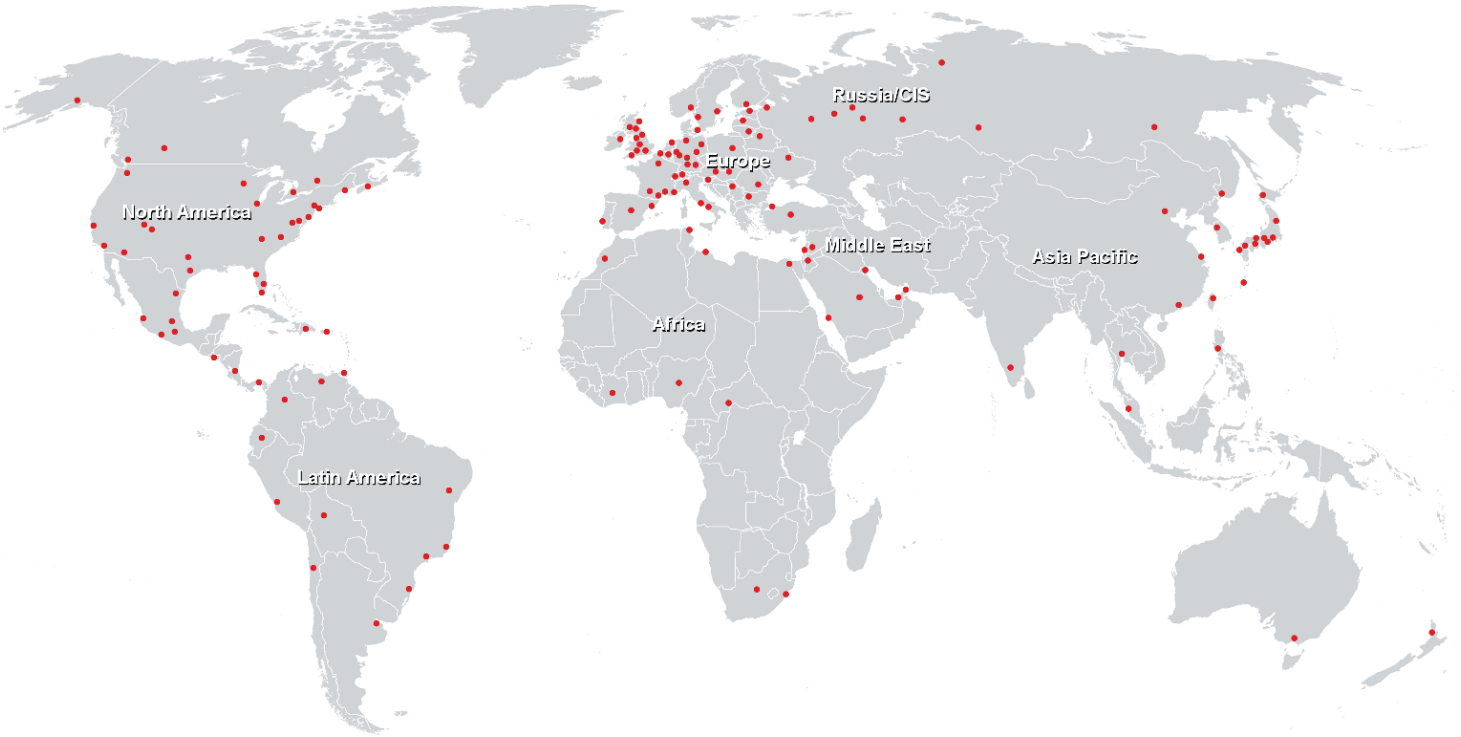
Core Modules:

- Utilize the core features of Google Workspace with Gemini to accelerate content creation, refine messaging, and brainstorm campaign ideas.
- Leverage Gemini Notebook Enterprise to securely query and synthesize information from brand guidelines and market research for grounded content ideas and consistent briefs.
- Apply specialized AI agents with Gemini Enterprise to synthesize data and automate workflows that solve diverse and creative challenges.

Appendix (optional):

- Apply advanced Gemini capabilities (Gems) to develop highly customized campaigns and content strategies integrated with brand elements and customer insights.

Training Centres worldwide





Fast Lane Institute for Knowledge Transfer (Switzerland) AG

Husacherstrasse 3
CH-8304 Wallisellen
Tel. +41 44 832 50 80

info@flane.ch, https://www.flane.ch