

Google AI Integration for Marketing - Intermediate (GAIIME2)

ID GAIIME2 **Price** CHF 350.—(excl. VAT) **Duration** 3.5 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.
- Apply advanced Gemini capabilities (Gems) to develop highly customized campaigns and content strategies integrated with brand elements and customer insights.
- 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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