

## 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



## Fast Lane Institute for Knowledge Transfer (Switzerland) AG

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

[info@flane.ch](mailto:info@flane.ch), <https://www.flane.ch>