

Google AI Integration for Marketing (GAIIME)

ID GAIIME Prix CHF 350,- (Hors Taxe) Durée 3 heures

A qui s'adresse cette formation

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

Pré-requis

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

Objectifs

Core Modules:

- Utilize the core features of Google Workspace with 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.
- 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.

Centres de formation dans le monde entier



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