

Google AI Integration for Marketing - Intermediate (GAIIME2)

ID GAIIME2 Prix sur demande Durée 3,5 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 Agentspace knowledge and skills, Marketing campaign lifecycle knowledge, Brand voice and guidelines familiarity

Objectifs

- 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.

Centres de formation dans le monde entier



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