Generative AI for faster, more effective marketing

Duration: 1 day
Audience: Pour tous

Who is this training for?

- Marketing and communication managers
- Communication managers
- Product managers and brand managers
- Social media and community managers
- Content creators and writers
- Digital marketing managers
- Public relations managers.

Training objectives

- Identify relevant AI tools, their key functionalities, appropriate contexts of use, and associated best practices.
- Understand AI tools, interpret their results, distinguish appropriate use cases, and classify the forms of assistance offered by AI in the workplace.
- Autonomously use AI tools, apply best practices, adapt prompts according to needs and daily business tasks.
- Evaluate the quality, relevance and effectiveness of AI tools as well as diagnose problems and justify the use or not of AI according to the situation. • Identify the main AI tools relevant to their professional context.
- Name the key features of each tool presented.
- Recognize situations that are conducive to the use of each tool.
- List best practices for using AI tools.
- Explain the general functioning of the AI tools presented.
- Interpret the results produced by AI tools.
- Distinguish the appropriate use cases for each tool.
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Classify the different types of assistance that AI can provide in their work.

- Demonstrate the correct use of core features.
- Implement best practices for interacting with AI.
- Tailor prompts and requests to specific needs.
- Perform professional tasks with the assistance of AI.
- Examine the quality of the results produced by AI.
- Diagnose common problems in the use of tools.
- Differentiate between situations where AI is relevant and those where it is not.
- Analyze the effectiveness of different approaches to using the tools.
- Evaluate the relevance of an AI tool for a given task.
- Judge the quality and reliability of the outputs generated.
- Measure the efficiencies brought about by the use of AI.
- Justify the choice of whether or not to use AI for specific tasks.
- Develop customized prompts tailored to their needs.
- Build their own custom AI toolkit.
- Generate innovative solutions by combining different AI tools.

Summary

This practical and intensive training, available in a 7-hour format, propels you into the concrete use of AI tools to amplify your marketing and communication strategies. After a targeted introduction to specialized AI tools for digital marketing and content creation, you will experience their use first-hand through practical exercises based on real-life scenarios. The focus is on immediately applying the knowledge gained to your daily challenges: content creation, data analysis, campaign personalization, and engagement optimization. You'll leave with a personalized toolkit and the confidence to integrate AI into your marketing and communication strategies, significantly increasing your creative productivity and campaign impact.

Course outline

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Module: Introduction to LLMs and Generative AI (30 minutes).

- Definition and fundamental principles of LLMs.
- Basic architecture and functioning.
- Types of models and their characteristics.
- Current capacities and limitations.
- Key concepts: tokens, embeddings, prompts.
- Impact on the different sectors of activity. <

Module: Security and Privacy in the Use of LLMs (30 minutes).

- Understand privacy issues.
- Good security practices.
- Ethics of communication with AI.

Module: Producing Text Using an LLM (60 minutes).

- Basic principles of prompt engineering.
- Content generation techniques.
- Effective prompt structure and formats.
- Control of tone and style.
- Optimization of results.
- Good practices and pitfalls to avoid.

Module: Analyzing and synthesizing text using an LLM (60 minutes).

- Textual analysis and information extraction techniques.
- Extraction of key information.
- Structural analysis.
- Pattern identification.
- Content classification.
- Benchmarking.
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Structuring of abstracts.

- Adaptable synthesis levels.
- Validation of accuracy.

Module: Transform and format text using an LLM (30 minutes).

- Rewriting and rephrasing techniques.
- Adaptation of style and level of language.
- Formatting for different media.
- Conversion between formats.
- Document structuring.
- Quality verification and improvement.

Module: Translating and Localizing with AI (30 minutes).

- Machine translation principles.
- Cultural adaptation and localization.
- Preservation of context and meaning.
- Quality checking.
- Management of idiomatic expressions.

Module: Analyzing visuals using an LLM (30 minutes).

- Image recognition.
- Description and analysis of visual content.
- Information extraction.
- Image classification.
- Object and scene detection.
- Layout analysis.

Module: Analyzing Data with AI (30 minutes).

- Data preparation and cleansing.

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- Statistical analysis techniques.
- Data visualization.
- Interpretation of results.
- Identification of trends.
- Data-driven recommendations.

Module: Search (web and other) with the help of LLMs (30 minutes).

- Advanced search techniques.
- Source validation.
- Limitations of LLMs' research capabilities.

Module: Learning with the help of an LLM (30 minutes).

- Personalization of learning.
- Creating learning paths.
- Self-assessment techniques.
- Content adaptation.
- Monitoring progress.

Module: Doing ideation using an LLM (30 minutes).

- Idea generation techniques.
- Stimulation of creativity.
- Concept exploration.
- Development of alternatives.
- Evaluation of ideas.
- Refinement of concepts.

Approach and methodology

- Experiential Learning
- Active Pedagogy Based on Real Cases Guided Coaching

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- Independent Practice

Prerequisites

Possess a basic understanding of AI concepts, be comfortable with Marketing tools.

Recommendations

Have a rough understanding of key concepts and basic terminology in artificial intelligence.

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