

Artificial intelligence supports marketing actions

Acquainting participants with fundamentals of Artificial Intelligence, its use in marketing area, with particular emphasis on specific, practical examples of applying AI-based tools to create multimedia content.



Training recipients

The training is addressed to marketing experts and all people interested in using artificial intelligence in this area.



Benefits

Participants will obtain knowledge of fundamentals of Artificial Intelligence, understand benefits of marketing work automation with AI and learn how to use AI-based tools to create multimedia content more effectively, as well as achieve marketing goals.



Training program

1. Artificial intelligence
 - Explaining key terms and basic tools
 - Benefits
 - Risks
2. Designing marketing strategy with AI
3. Creating multimedia content with AI (tools and practical examples)
 - Text
 - Graphics

- Audio
 - Video
 - Developing websites
4. SEO action support with AI
 5. Discussing AI future in marketing area
 6. Questions and answers



Expected preparation of the participant

No prerequisites concerning expert knowledge. The training is intended for people on various levels of advancement.



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Language

- Training: English