

# Generative AI for Innovative Business Branding

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

12

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

39m

**Estimated study time**

39m 46s

**Instructor**

Dustin York, EdD

## Introduction

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### 1 Elevate your brand with gen AI

Creating an innovative brand can be challenging, but generative AI can help you develop a brand that stands out from the competition.

## Generative AI and Business Branding Fundamentals

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### 2 How AI benefits business

Generative AI may seem like a daunting new technology, but it can actually be a helpful tool for innovating your business.

### 3 Building an effective brand

Innovation is required to build an effective business brand today.

## AI Strategies to Boost Your Brand

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### 4 Create compelling content

Your brand is built off the back of content generation, and generative AI can help.

### 5 Tell your story with imagery

Visuals can help tell the story of your business brand.

### 6 Streamline your written communication

Your business's written word through memos, reports and emails can be supported with the use of generative AI.

- 7 Personalize your customer service**  
Today, customers expect personalized service immediately which can be difficult at scale, but generative AI can help.
- 8 Optimize your knowledge management**  
With so much customer information available to the business, generative AI can help control knowledge management.
- 9 Tailor AI prompts to your brand**  
Prompt engineering is your new super skill to get the most out of generative AI, and it's important to be able to tailor your AI prompts to your brand.

## Set AI Boundaries for Your Brand

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- 10 Evaluate ethical concerns**  
Generative AI spotlights a number of ethical concerns when applied to a business brand.
- 11 Maintain perspective**  
Although AI is a super tool and can help you elevate your brand, it's important to ensure that your brand stays aligned with your vision and business goals.

## Conclusion

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- 12 Now, let's take action**  
Thank you for watching this course! Now that you've completed this course, you're ready to begin using generative AI to support your business brand.

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