

Generative AI for ROI: Personalized Marketing for Growth

GoSkills online course syllabus

Skill level

Beginner

Lessons

12

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

35m

Estimated study time

35m 20s

Instructor

Lorenzo Johnson

Introduction

1

Personalize with generative AI

Generative AI can tailor content to individual users, leading to more engaging and relevant experiences.

Implement Generative AI into Business Operations

2

Identify opportunities to apply AI

The ability to recognize the potential of generative AI across various sectors can pave the way for unprecedented operational enhancements.

3

Choose the right AI tools

Being able to choose the appropriate AI tools facilitates seamless AI integration into business operations, minimizes resource wastage, and increases the likelihood of successful business development projects.

4

Scale with AI

Scaling business operations using generative AI can drive significant growth and efficiency.

Provide Value with Generative AI

5

Generate strategic marketing prompts

Effective prompt engineering is a key component to getting the most out of generative AI.

6

Increase engagement with personalization

Personalized content enables the delivery of a superior user experience, fostering a stronger connection between your brand and its audience, and paving the way for increased user satisfaction and loyalty.

- 7 Promote dynamic user experiences**
The ability to empower users to have a sense of control in their experiences by providing dynamic and intuitive interactions with you is a great way to personalize marketing efforts.
- 8 Analyze customer feedback**
Generative AI can analyze customer feedback and social media sentiment to provide insights into what customers want and how they feel about a company's products or services.
- 9 Upsell and cross-sell with AI**
Being able to build effective sales strategies provides a distinct advantage in maximizing revenue opportunities and improving overall business performance.

Balance AI and Operations

- 10 Practice AI quality control**
Quality control of AI-generated content is critical to maintain trust and credibility.
- 11 Optimize and maintain your AI strategy**
Regular optimization and maintenance of an AI strategy is essential to keep up with evolving business goals and technology advancements.

Conclusion

- 12 The future of generative AI**
Thank you for watching this course!

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