Goskills

Generative AI for Small Businesses

GoSkills online course syllabus

Skill level
Beginner

Lessons
14

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Pre-requisites
No prior experience needed

Video duration
39m

Estimated study time
39m 10s

Instructor
Laxmi Harikumar

Introduction

1   Transform your business with AI

Generative AI is a powerful tool that can help you take your small business to the next level.

Getting Started with Generative AI

2   Generative AI 101

When it comes to running a small business, generative AI can help you create efficiencies and scale your business.

Unlock Operational Efficiency

3   Identify repetitive tasks and processes

When running a small business, you'll already have your hands full, and in order to effectively manage your time, it's important to identify repetitive tasks and processes.

4   Develop automated systems

Automating processes and tasks can help you better manage your small business resources.

5   Monitor your financial performance

Managing finances, understanding the market sentiments and maintaining financial compliance is at the core of any business.

6   Improve your cash flow

Successful businesses are always looking for opportunities to improve their cash flow.

Optimize Marketing and Brand Messaging

7 **Generate text-based content**

Content creation enables small businesses to establish their brand, engage with their audience, drive organic traffic, and build relationships with customers.

8 **Create visual content**

Image and video content are great ways to engage your audience and drive traffic to your small business.

9 **Predict customer behavior**

A key component of successful small business marketing is being able to predict customer behavior and proactively address customer needs.

Build Your Customer Base

10 **Engage new customers**

Being able to engage new customers is key for all businesses.

11 **Retain existing customers**

When growing your small business, it's important to ensure your existing customers are happy.

Ethical Considerations in Generative AI

12 **Consider bias and fairness**

When using generative AI for your small business, it's important to be mindful of the relevant ethical considerations.

13 **Protect consumer data**

In order to earn and maintain the trust of your consumers, it's important to be mindful of appropriate ethical practices for using user data.

Conclusion

14 **Drive business innovation and growth**

Thank you for watching this course!

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