



ChatGPT for marketers

As a marketer, you see the benefits of ChatGPT and you want to start using it, but you don't know how yet. In this comprehensive course, you will be taken through the fundamentals of Artificial Intelligence. You will learn about its applications and what is (soon) possible. In this course, you will learn the basics of AI, create prompts for copywriting and content creation, and delve into the ethics, privacy, and legislation surrounding AI.

Course duration

This course will have a duration of six effective course-hours.

Target audience

The ChatGPT training for marketers is specifically designed for anyone who works in marketing and wants to develop their skills in the field of AI tools.

Starting level

There is no specific mandatory foreknowledge needed. Only general knowledge of the use of a computer is necessary.

Content

- Introduction to ChatGPT and OpenAI
- Exploring the capabilities of ChatGPT
- Discussion of privacy and GDPR-related aspects at OpenAI
- Underlying operation of ChatGPT
- Differences between versions 3.5 and 4.0 of ChatGPT
- Formulating effective prompts and instructions for ChatGPT
- Ten prompts for marketing purposes
- Training ChatGPT to recognize your writing style
- Using ChatGPT for copywriting
- Creating unique and engaging visual content with AI
- Working with AI-based photo generation tools
- The ethical and social implications of ChatGPT
- Other AI tools that you can use within your marketing processes
- What you can achieve with Google Bard and Bing Chat
- The risks and opportunities related to AI
- Practical tips for everyday use of ChatGPT.



The training can be adapted to the specific wishes and needs of the participants. Our experienced training advisors are happy to work with you to develop a tailor-made training program.