



ChatGPT for marketers

As a marketer, you see the benefits of ChatGPT and would like to start using it, but you're not quite sure how yet. In this comprehensive course, you will be introduced to the fundamentals of Artificial Intelligence. You will learn about its applications and what will soon be possible. In this course, you will learn the basic fundamentals of AI, create prompts for copywriting and content creation, among other things, and delve into ethics, privacy and legislation surrounding AI.

Training duration

This one-day training course consists of six effective teaching hours.

Target group

The ChatGPT training course for marketers has been specially developed for anyone involved in marketing who wants to develop their skills in the field of AI tools.

Starting level

No specific prior knowledge is required. However, a general knowledge of how to use a computer is necessary.

Content

- Introduction to ChatGPT and OpenAI
- Exploring the possibilities of ChatGPT
- Privacy and GDPR-related aspects of OpenAI
- Underlying operation of ChatGPT
- Differences between ChatGPT models
- Advantages of a paid account
- Formulating effective prompts
- Ten prompts for marketing purposes
- Training ChatGPT to recognise your writing style
- Using ChatGPT for copywriting
- Creating unique and engaging images with AI
- Working with AI-based photo generation tools
- The ethical and social implications of ChatGPT
- Making music with AI
- Other AI tools you can use in your marketing processes
- The risks and opportunities associated with AI
- Practical tips for everyday use of ChatGPT & AI

Does this not fully meet your wishes and needs? Our experienced training advisors will be happy to develop a training programme in consultation with you, based on your practical situation, with the aim of achieving optimal learning efficiency.