

Generative AI for Innovative Business Branding

GoSkills online course syllabus

Skill level

Beginner

Lessons

12

Pre-requisites

No prior experience needed

Video duration

39m

Estimated study time

39m 46s

Instructor

Dustin York, EdD

Introduction

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

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

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

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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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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