

Generative AI for Small Businesses

GoSkills online course syllabus

Skill level

Beginner

Lessons

14

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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