

# Smart learning plan (training)

Dear Oksana,

These recommendations are designed to support your preparation for module 4.

## Learning objectives

### **Develop a strategic marketing plan for your online store using AI tools.**

- Focus on identifying your target audience and creating tailored marketing strategies that resonate with them.

### **Utilize AI-powered tools for customer engagement and service.**

- Learn how to implement chatbots and other AI tools to enhance customer interaction and support.

### **Create a brand identity and marketing content that reflects your unique style.**

- Use AI to generate ideas for branding and content that align with your handmade accessories.

### **Analyze market trends and customer feedback using AI analytics.**

- Gain insights into customer preferences and market dynamics to refine your business strategies.

## Assignments

### **Assignment: Create a Marketing Campaign**

- Use an AI tool like Canva or Adobe Spark to design a marketing campaign for your online store. Include visuals and copy that reflect your brand. Document the prompts you used to generate ideas and designs.

### **Assignment: Implement a Chatbot for Customer Service**

- Research and select a chatbot platform (e.g., ManyChat or Chatfuel) to create a simple chatbot for your online store. Outline the customer queries it will address and explain how you set it up, including any AI prompts used.

### **Assignment: Develop Your Brand Identity**

- Use an AI tool like Looka or Hatchful to create a logo and brand guidelines for your business. Describe the process you followed, including the prompts you used to generate design options.

**Assignment: Conduct Market Analysis with AI**

- Utilize an AI tool like Google Trends or SEMrush to analyze current trends in the fashion accessories market. Summarize your findings and how they can inform your business decisions, detailing the steps and prompts you used in your analysis.

We hope these recommendations will help you prepare for module 4. If you have any questions, please contact your teachers.