Smart learning plan (training)

Dear Anil,

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

Learning objectives

Develop a strategic marketing plan for your food delivery business using AI tools.

- Focus on identifying your target audience within the immigrant community in Finland and how to effectively reach them.

Create engaging marketing content using AI-powered tools.

- Learn to design promotional materials that resonate with your target market, emphasizing the unique aspects of ethnic foods.

Utilize AI chatbots for customer service and engagement.

- Explore how AI can enhance customer interactions and improve service efficiency in your business.

Apply future-thinking techniques to anticipate trends in the food delivery market.

- Use AI to analyze data and predict future consumer preferences, helping you stay ahead of the competition.

Assignments

Assignment 1: Marketing Plan Creation

- Use an AI tool like ChatGPT to draft a marketing plan for your food delivery business. Include sections on target audience, marketing channels, and promotional strategies. Document the prompts you used to generate ideas and refine your plan.

Assignment 2: Content Generation

- Create a series of social media posts or advertisements for your business using an AI content generator. Focus on highlighting the cultural significance of the dishes you plan to offer. Share the prompts you used and explain how the generated content aligns with your brand message.

Assignment 3: Chatbot Development

- Research and select an AI chatbot platform. Design a simple chatbot script that can answer common customer inquiries about your food delivery service. Document the process of setting up the chatbot and the prompts you used to create the conversation flow.

Assignment 4: Trend Analysis Report

- Use AI tools to gather data on current trends in the food delivery industry. Create a report that outlines potential future trends and how they could impact your business. Include the AI tools you used for data collection and analysis, along with the prompts that guided your research.

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