

# Smart learning plan (training)

Dear Ivan,

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

## Learning objectives

**Utilize AI tools for strategic brand planning:** Develop a clear brand identity for your tech service firm that resonates with small businesses in Estonia, using AI to analyze market trends and customer preferences.

**Implement AI-powered customer engagement strategies:** Explore how AI chatbots and automated customer service tools can enhance client interactions and support your business model.

**Leverage AI for marketing campaigns:** Create targeted marketing campaigns using AI tools to reach small businesses effectively, focusing on your services like cybersecurity and cloud solutions.

**Apply future-thinking techniques with AI:** Use AI to anticipate industry trends and customer needs, helping you to position your tech service firm strategically in the market.

## Assignments

**Brand Identity Creation:** Use an AI tool like Canva or Looka to design a logo and brand materials for your tech service firm. Document the prompts you used to generate ideas and the rationale behind your design choices.

**Chatbot Development:** Create a simple AI chatbot using a platform like Chatfuel or ManyChat. Outline the customer queries it can handle and explain how this tool can improve customer engagement for your business.

**Marketing Campaign Simulation:** Use an AI marketing tool like Mailchimp or HubSpot to design a mock email marketing campaign targeting small businesses. Include the AI-generated content and describe how you tailored it to meet the needs of your audience.

**Trend Analysis Report:** Utilize AI tools like Google Trends or BuzzSumo to analyze current trends in the tech service industry. Prepare a brief report on your findings, including potential opportunities for your business and how you plan to address them.

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