Smart learning plan (training)

Dear Sophia,

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

Learning objectives

1. **Strategic Brand Planning**: Develop a comprehensive brand strategy for your AI-powered analytics platform that resonates with European SMEs, focusing on sustainability and GDPR compliance.
2. **Marketing Campaign Development**: Create a targeted marketing campaign using AI tools to effectively reach and engage your ideal customer personas in the European market.
3. **Customer Engagement**: Implement AI-powered chatbots or customer service tools to enhance user experience and engagement on your platform.
4. **Future-Thinking Techniques**: Utilize AI to analyze market trends and predict future needs of SMEs in Europe, ensuring your platform remains relevant and competitive.

Assignments

Brand Strategy Development:

- **Assignment**: Use a generative AI tool (like ChatGPT) to brainstorm and outline a brand strategy for your analytics platform. Include key messaging, value propositions, and sustainability metrics that align with European market expectations.
- **Process**: Document the prompts you used to generate ideas and the rationale behind your choices.

Marketing Campaign Creation:

- **Assignment**: Design a marketing campaign using AI tools (e.g., Canva for visuals, GPT for copywriting) that targets your identified customer personas. Focus on how to communicate the unique benefits of your platform.
- **Process**: Share the AI tools and prompts you used to create campaign materials, and reflect on how they can be adapted for different market segments.

Customer Engagement Implementation:

- **Assignment**: Develop a prototype of an AI-powered chatbot for your platform that addresses common customer queries and enhances user experience.

- **Process**: Explain the AI tools you used to create the chatbot, the prompts for training it, and how you plan to integrate it into your platform.

Market Trend Analysis:

- **Assignment**: Conduct a trend analysis using AI tools (like Google Trends or a custom GPT) to identify emerging needs and challenges faced by SMEs in Europe.
- **Process**: Document the insights gained and the AI tools and prompts used in your analysis, and discuss how these insights will inform your platform's development.

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