

Smart learning plan (training)

Dear Sara,

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

Learning objectives

Develop a strategic marketing plan for your beauty salon using AI tools.

- Focus on identifying your target audience, including the local immigrant community and broader customer base.

Create engaging marketing content that resonates with your audience.

- Utilize AI-powered tools to generate promotional materials, social media posts, and advertisements.

Implement AI-driven customer service solutions to enhance client engagement.

- Explore chatbots and other AI tools to improve customer interaction and service efficiency.

Analyze market trends and customer feedback using AI to refine your business strategy.

- Use AI tools to gather insights from customer interactions and market data to adapt your offerings.

Assignments

Assignment 1: Marketing Plan Development

- Use an AI tool like ChatGPT to draft a strategic marketing plan for your beauty salon. Include sections on target audience, marketing channels, and promotional strategies. Document the prompts you used to generate the content and explain your choices.

Assignment 2: Content Creation

- Create a series of social media posts using an AI content generator. Focus on themes that appeal to your target audience, such as beauty tips for immigrant women. Share the generated content and describe how you tailored the prompts to achieve the desired tone and message.

Assignment 3: Customer Engagement with AI

- Research and implement a simple AI chatbot for your salon's website or social media. Document the setup process, including the prompts used to train the chatbot on common customer inquiries. Reflect on how this tool can improve customer service.

Assignment 4: Market Analysis

- Conduct a market analysis using AI tools to gather insights on customer preferences and trends in the beauty industry. Summarize your findings and suggest how you can adapt your business strategy based on this data. Include the AI tools 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.