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Prompt Engineering For Marketing

Unlock the potential of prompt engineering tailored for Marketing professionals.

Prerequisites: Familiarity with using either of ChatGPT, Bard, Perplexity AI, etc.

Agenda		
Day	Session	Topic
One	One	Introduction <ul style="list-style-type: none">• Brief Overview of Large Language Models• Techniques for Training Large Language Models
One	Two	Introduction to Prompt Engineering <ul style="list-style-type: none">• Overview of Prompt Engineering• Key Elements of Prompts• Tuning Parameters for Desired Outputs• Chain of Thoughts, Guiding, Jailbreaking• Zero-Shot, Few-Shot fine tuning
Two	One	Applications to Marketing-I <ul style="list-style-type: none">• Text Summarization• Text Classification, Sentiment Analysis• Entity Extraction, Supervised fine-tuning• Leveraging Prompt Engineering for Blogs• Enhancing Email Marketing, variations
Two	Two	Applications to Marketing-II <ul style="list-style-type: none">• Creating Social Media Posts, variations• Reviewing Contracts, keywords extraction• Preparing Landing pages, website content• Creating Advertisement content, variations• Potential Misuses and Limitations