

Business Strategy & AI workshop

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Vice President of Business Strategy at AppsFlyer (one of the largest Israeli technology companies in its field, valued at billions of dollars, engaged in data analysis and analytics).

Description

This course will review the various applications of Artificial Intelligence (AI), and Generative AI in the business world, focusing on marketing and sales. Students will learn about the various ways in which artificial intelligence can be leveraged to improve customer engagement, target marketing campaigns and drive revenue growth. The course will cover the latest trends and innovations in AI for marketing and sales, and students will gain hands-on experience with AI-based tools and techniques.

Goals

- Understand the basics of AI in the context of the business world
- Get to know AI tools and techniques that accelerate the growth of companies and improve their operational efficiency
- To know the ethical and social implications of AI in the business world
- Experience a variety of skills that can be useful in their future careers

Outline

Lesson 1: Introduction to AI in Marketing and Sales

- What is Artificial Intelligence, Generative AI and Machine Learning
- AI applications and examples from the business world
- AI-based customer insights and analysis

Lesson 2: Using AI for market analysis and economic potential

- Examples of using AI for finding Total Addressable Market
- Analyze competitors efficiently and effectively
- How to identify market potential with AI

Lesson 3: Customer engagement management

- Chatbots and virtual assistants and how they help in business
- Social media and sentiment analysis
- Customer service and support

Lesson 4: Marketing campaigns based on artificial intelligence

- Personalization and recommendation engines
- Future performance analysis and forecasting
- A/B testing and optimization

Lesson 5+6: Content creation driven by artificial intelligence / Generative AI

- Creating texts on social media, websites and more - how to do it with Generative AI
- Creating images and media content to improve user engagement
- The new world of content editors
- Examples of using tools like OpenAI's GPT-3 or DALL-E

Lesson 7: Using AI to increase sales

- Lead generation - identifying potential customers based on their behavior and preferences
- Forecasting future revenues based on historical data and trends
- Using AI to analyze sales data and identify patterns and insights that can help sales teams improve their performance

Week 8: Ethics and social implications of AI in the business world

- Ethical considerations in the use of AI in the business world
- Privacy and data protection
- Bias and discrimination in AI algorithms

Lesson 9: Business innovation and AI

- Emerging trends and innovations in artificial intelligence marketing and sales
- Where is this market going?

Lesson 10: Case studies in AI-driven business strategies

- Real-world examples of companies that have successfully implemented AI in their marketing and sales operations
- The challenges and opportunities associated with the adoption of artificial intelligence