

Gemini Training

2 days (14 hours)

Overview

Our Gemini training will teach you how to use Google's Chatbot for marketing and communication purposes. Gemini is a text generator and assistant created by Google as an answer to ChatGPT. Unlike its OpenAI counterpart, Gemini can draw its information from the Internet, so the information it has at its disposal is more up-to-date.

This Gemini training course will teach you how to create effective prompts to enable you to create a variety of content. Numerous practical exercises will enable you to familiarize yourself with optimized prompts for the creation of professional e-mail, social networking and website content.

At the end of the course, you'll also be able to couple Gemini with other artificial intelligence tools to enhance its performance.

Like all our training courses, this one is based on [the latest stable version of Gemini](#).

Objectives

- Understand the advantages and disadvantages of Gemini.
- Know how to use Gemini to produce marketing content
- Optimize Gemini with external tools

Target audience

- Marketing or communications specialists
- Community managers

Prerequisites

- A basic knowledge of marketing is recommended
- A Google account authorizing Gemini

Gemini training program

Presentation and functionalities

- Welcome and introduction
- Presentation of training objectives
- Introduction to Gemini and its features

Comparison of Gemini with ChatGPT

- Discussion of the advantages and disadvantages of each
- Questions and answers

Using Gemini for communication

- Workshop: Writing e-mails and letters
- How can you use Gemini to write effective, professional e-mails?
- Practical exercise: Writing e-mails

Social network copywriting and reporting

- How to use it to create engaging content for social networks?
- How can I use it to synthesize information into a clear, concise report?
- Practical exercise: Creating a social media post and report
- Questions and answers

Using Gemini for marketing

- Introduction to using Gemini for marketing
- Workshop: Creating content for your website and social networks
- How to use it to generate engaging, SEO-optimized content?
- How to use it to create creative and relevant content on social networks?
- Practical exercise: Creating a blog post

Creating marketing materials

- How to use Gemini to write brochures, advertisements and other marketing material ?

- Practical exercise: Creating marketing content

Integration with other AI tools

- Workshop: Enhancing Gemini's performance with other AI tools
- Overview of different AI tools to integrate
- Demonstration
- Questions and answers

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced IT technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Certification

A certificate will be awarded to each trainee who has completed the entire course.