

Creating Awesome Marketing Materials with AI Course Description

In this session, we will explore & show you how to properly use many popular generative Artificial Intelligence (AI) tools including OpenAI's ChatGPT & Dalle, Google Gemini, Microsoft's Co-Pilot, Canva Pro & the Magic Studio, MidJourney, & and more.

In this session, you will learn how to best use AI tools, including ChapGPT, Canva, and others, to:

- Come up with ideas or create content.
- Create imagery and videos.
- Design your marketing materials.
- Build thousands of pieces of content in no time.
- Knock out a year's worth of blogging, social media, SEO, etc.
- And More!

By the end of this session, each attendee will understand how to leverage these incredible tools to develop an effective content, marketing, & communication plan that will help them connect with consumers by creating an entire year's worth of targeted social media content, blog articles for their website's SEO, videos, & more in just minutes that will help grow & improve their real estate business!

Course Goals:

- Develop an understanding of the impact of Artificial Intelligence (AI) & tools including ChatGPT, Google Gemini, & Microsoft Co-Pilot on their lives & how they will interact with consumers in various sectors now & in the future of the real estate industry.
- Students will recognize what kinds of capabilities AI image generation tools like Dall-e, ImageGen, MidJourney, etc. have and how they can leverage them in their marketing activities while ensuring their efforts are legal and ethical.
- Students will recognize what kinds of capabilities AI avatar tools like D-id & Synthesia. have and how they can leverage them in their marketing activities while ensuring their efforts are legal and ethical.
- Students will recognize what kinds of capabilities AI video generation & editing tools like Descript have and how they can be leveraged in their marketing activities while ensuring their efforts are legal and ethical.
- Recognize the challenges & legitimate concerns that are inherent in the Artificial Intelligence (AI) space including how to best ethically reach & work with consumers.

Course Format:

This course will be delivered in person through a combination of lectures, discussions, demonstrations, & hands-on activities that will ensure each student has a full understanding of what Artificial Intelligence is, how it can be used ethically & legally in their business, its inherent concerns, & more.