



AI & Metaverse Marketing Course

Who is this training for:

This course is designed for business owners, entrepreneurs and marketing professionals at all levels interested in utilising the metaverse and AI technologies to revolutionise their marketing strategies, optimise customer engagement and showcase products for competitive advantage.

About the Day

This immersive 1-day workshop, delivered in person AND through a metaverse platform, aims to equip delegates with firsthand understanding and strategic insights on engaging customers, highlighting products, and deploying advanced marketing strategies in the next version of digital marketing.

Our course leader will guide you through the transformative power of AI and the metaverse, focusing on their implications for customer engagement, personalised product showcasing, data-driven marketing, and augmented/virtual reality experiences. We will also explore solutions for accessibility and the ethical considerations of AI and the metaverse and create strategies to navigate potential challenges.

Course Outcomes

By the end of the workshop delegates will be competent at:

- **Understanding the Metaverse:** Discover the scope and potential of marketing in the metaverse.
- **Integrating AI into Marketing Plans:** Explore key AI tools, including ChatGPT, DreamStudio, Simplified and others, to facilitate customer engagement and product showcasing.
- **Customer Engagement in the Metaverse:** Learn strategies to engage customers effectively using virtual experiences and brand building in the metaverse.
- **Product Showcasing:** Learn how to use AI and AR/VR to create immersive, personalised product experiences.
- **Consumer Insights & Data Analysis:** Understand how AI can provide valuable insights into customer behaviour, preferences, and trends and how you can integrate these into your forecasts and plans.
- **Social Networking in the Metaverse:** Learn how the metaverse opens up new possibilities for building communities, influencer partnerships, training, and development.
- **AI Marketing Automation:** Explore how AI can streamline marketing tasks, such as social media scheduling and campaign management.
- **Voice and Visual Search Optimisation:** Understand how AI tools can optimise content and advertising for voice and image-based queries.
- **Immersive Customer Experiences:** Understand how to use AR, VR and AI-powered chatbots to improve customer experiences and facilitate purchase decisions.
- **Ethical AI & Customer Engagement:** Evaluate the ethical implications of AI and the factors influencing customer acceptance of AI and the metaverse.

Course Leader

Our head of AI, Metaverse and Social Media & Digital Marketing training, Mr. Neil Wilkins, has been active in digital marketing and online communications since the mid 1990's and is a thought leader in how the latest technologies and online platforms can evolve our marketing communications for business growth.

Neil has worked with Bristol Business College for over 10 years and always exceeds our client expectations with excellent feedback.

www.bristolbusinesscollege.com

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AI & Metaverse Marketing

1 Day

Previous Client Comments:

'Exceeded expectations – Brilliant. Very practical. Insightful'

'Very good, comprehensive And engaging'

'A very useful session - highlighted that planning is key to making sense of social media'

'This training made me feel excited and overwhelmed!'

'Fantastic trainer! Could not fault it!'

'Brilliant! Excellent trainer and materials and extremely well delivered. Tailored to my needs!'