Small Business Development Center
UNIVERSITY OF GEORGIA

Register for this NO-COST workshop:
ugasbdc.training/alb/0722-002



AI FOR MARKETING:
A Small Business Superpower

Imagine you could improve your marketing content while also reducing the amount of time it took to create it.
Today's AI tools are helping businesses do just that. Both large marketing agencies and small business owners are leveraging the power of AI to brainstorm, plan, and craft marketing content in a fraction of the time it once took them. Learn best practices in utilizing AI to help define and refine target markets, develop buyer personas, create social media content, and craft SEO-friendly web pages.

LEARN HOW TO:

- Use AI responsibly
- Write effective prompts for AI and improve search queries from AI
- Leverage AI results to develop social media posts
- Utilize AI to better understand and speak to your target market
- Create SEO- friendly website content with AI support

Tuesday, October 21
11:00 a.m. - 1:00 p.m.

Charles H. Kirbo Center
2500 E. Shotwell Street
Room 111
Bainbridge, GA 39819

No Cost
Lunch will be provided!

Program Partners:

Southwest Georgia Regional Commission swgrc serving local communities

GEORGIA AIM

THE CHAMBER
BAINBRIDGE & DECATUR COUNTY

The UGA SBDC is funded through a cooperative agreement with the U.S. Small Business Administration. All programs of the UGA SBDC are open to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. **Contact the Albany office at Albany@georgiasbdc.org or call (229) 420-1144.**