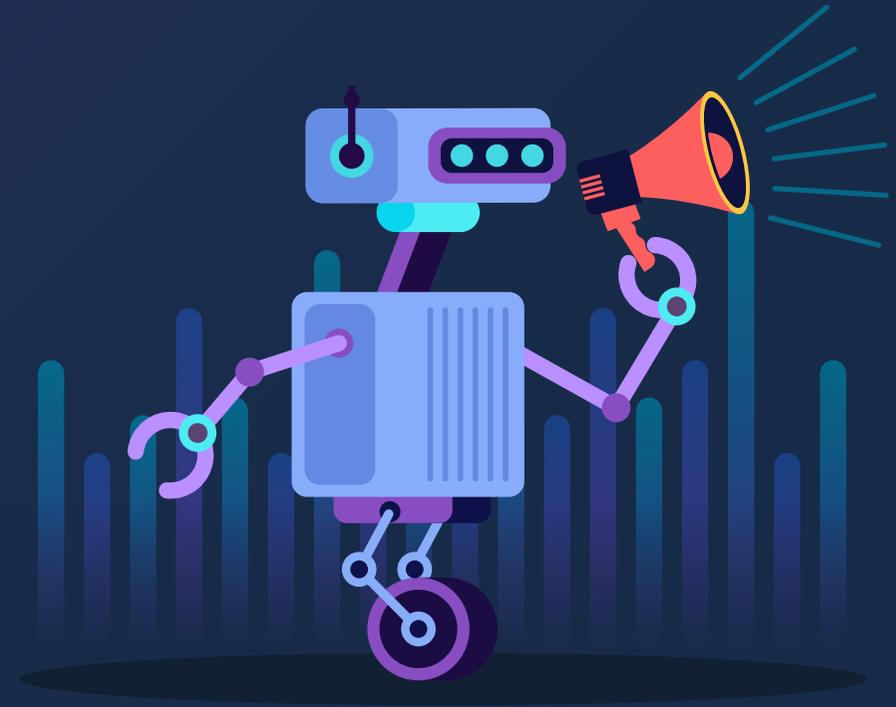


**SMALL  
BUSINESS  
BRITAIN**

# **BOT UP YOUR BUSINESS**

How to use AI for Marketing

Course Information



Sponsored by  
**BT Group**

## Bot Up Your Business

Join us for **'Bot Up Your Business'**, the AI for Marketing programme, supported by BT Group – designed to help small business owners learn how AI can make everyday marketing simpler, smarter, and more efficient.

This free, four-week online course is packed with practical tools and easy-to-follow strategies to help you save time, stay creative, and get more from your marketing—no tech skills required!

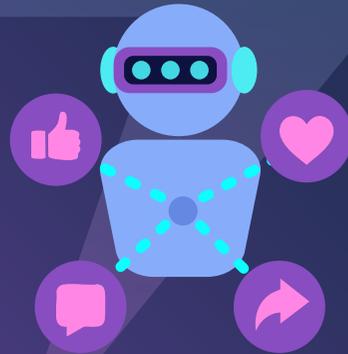
Delivered online for flexibility, it's accessible to participants across the UK.

### What the Programme includes

Weekly sessions, recorded and available on a private Small Business Britain website, exclusive to course participants.

Access to a private, supportive community to ask questions, engage with experts and instructors, share experiences, and network with other small businesses.

Spots are  
limited - Sign up  
today!

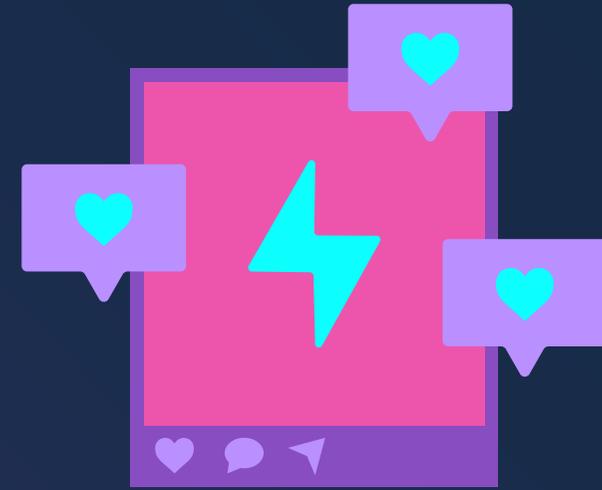


# Module 1

## Save Hours a Week on Content Creation

You'll learn:

- Simple, effective AI marketing tricks you can implement right away—no matter your skill level or budget.
- Which top AI tools to use to create content efficiently without needing to sift through thousands of options.
- The ultimate AI checklist to help you use AI in a way that truly delivers value.



# Module 2

## AI for Email Marketing

You'll learn:

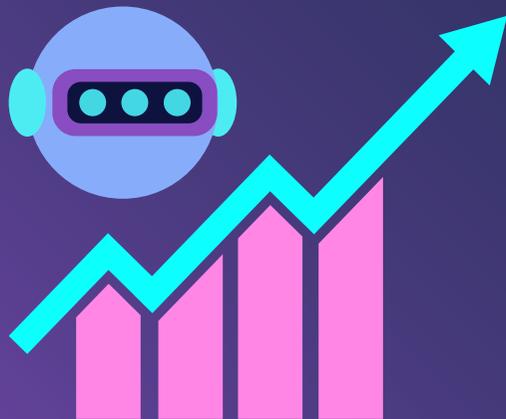
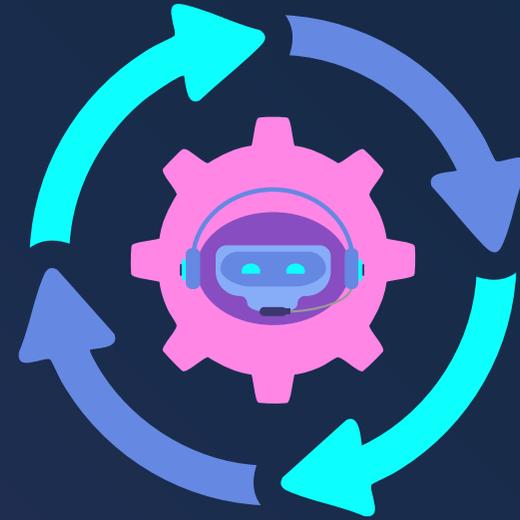
- How to use AI to write compelling subject lines, engaging copy, and personalised messages in minutes.
- Tools that automate email sequences and help you understand what your audience is clicking on.
- Tips to improve open and conversion rates using smart, data-driven tweaks.

# Module 3

## Repurposing Content Like a Pro

You will learn:

- How to turn a single blog, video, or idea into multiple marketing assets across channels.
- How to use CapCut to quickly edit and repurpose content for social media, reels, ads, and more.
- How to tailor your content by platform to drive engagement (without creating from scratch every time).
- How repurposing can save time and fuel long-term content growth.



# Module 4

## Improving Website Performance - SEO Strategies and Digital Trends

You will learn:

- Key strategies for improving your website's SEO to ensure you rank higher in search engine results and attract more organic traffic.
- Website Optimisation Techniques – Learn how to improve your website's speed, user experience, and mobile-friendliness to keep visitors engaged and reduce bounce rates.
- How to conduct your own website and content reviews to identify areas for improvement and ensure your online presence is working to its full potential.



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