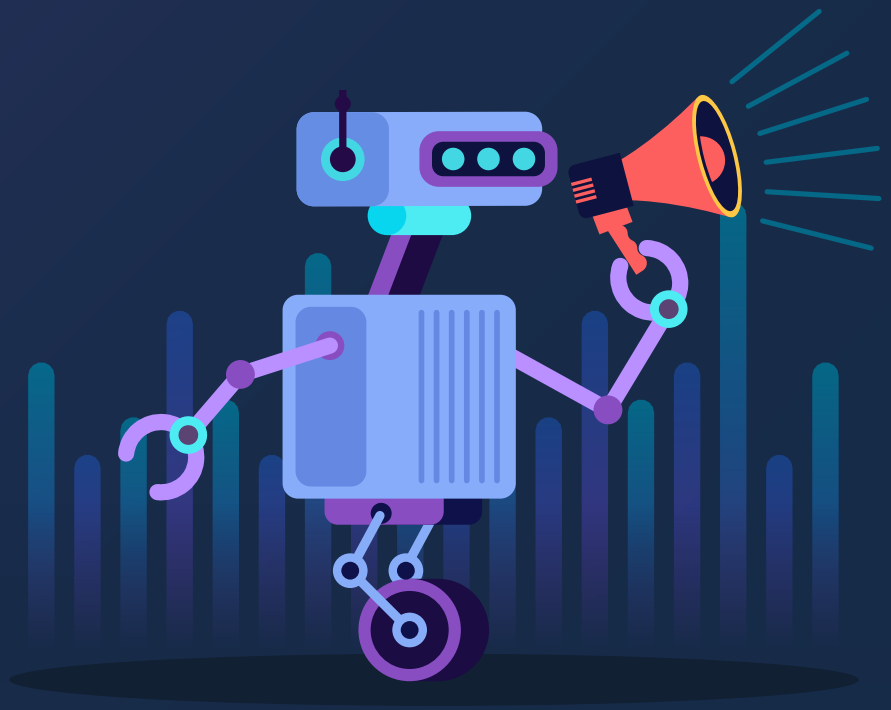
SMALL BUSINESS BRITAIN



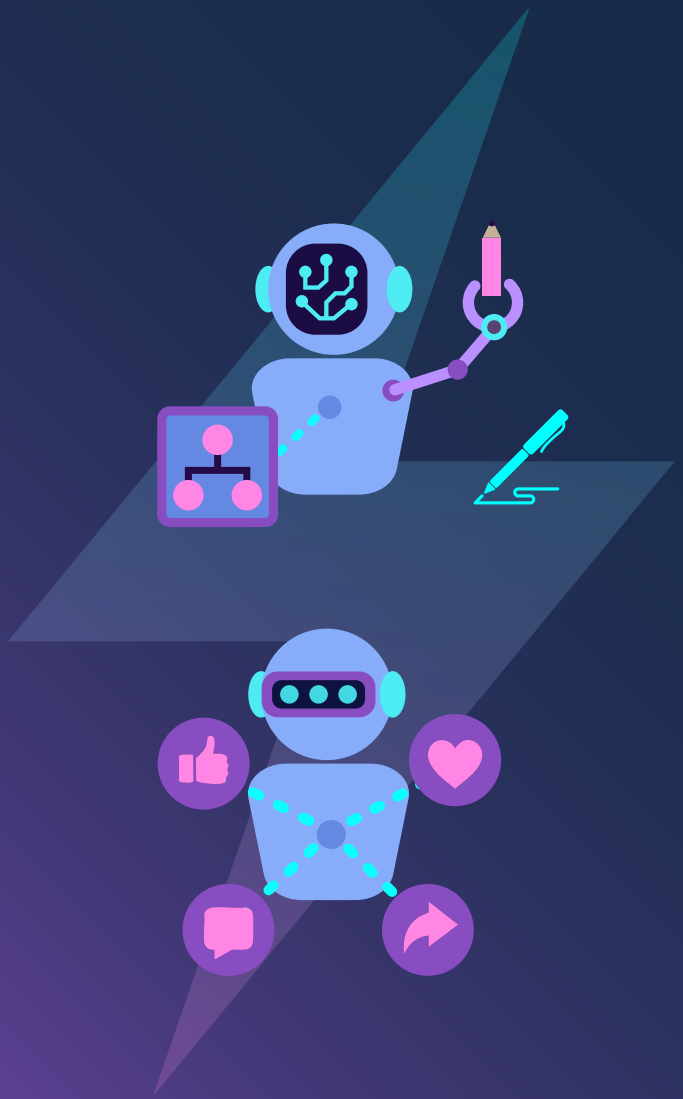
BOT UP YOUR BUSINESS

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.

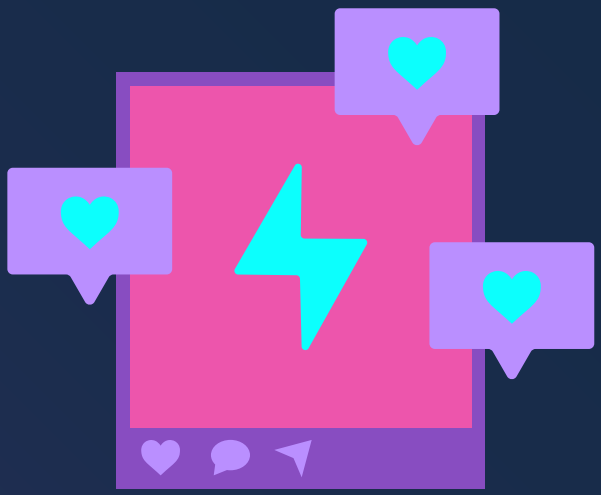
Spots are limited - Sign up today!

Module 1

Save Hours a Week on Content Creation

You'll learn:

- How to create your AI Supersheet: a simple document of "business basics" that gives AI the context it needs to produce better, more relevant marketing.
- How to talk to AI in a way that protects your voice and tone, so your content still feels human, warm, and just like you.
- How to turn your AI Supersheet into quick and easy, practical outputs (posts, emails, blogs) without overwhelm or hours of prompt tweaking.



Module 2

AI for Email Marketing

You'll learn:

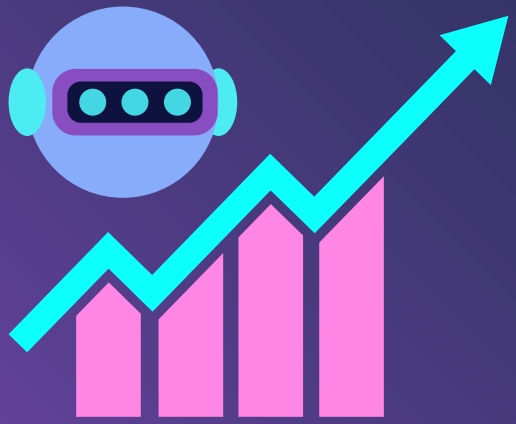
- How to apply AI tools such as ChatGPT to create clear, engaging email subject lines and copy efficiently.
- How to structure effective email content for common use cases, including welcome emails, promotions, and newsletters.
- How to create simple, professional visual assets for email campaigns using AI-assisted design tools.
- How to utilise ready-to-use prompts and templates to confidently launch AI-assisted campaigns.

Module 3

Repurposing Content Like a Pro

You will learn:

- How to plan once and repurpose confidently using the COPE (Create Once, Publish Everywhere) framework.
- How to turn one idea into multiple content assets.
- How to edit audio & video quickly in Descript using text-based editing.
- How to create short-form video, social posts, and written content from one recording and to build a sustainable, repeatable content workflow.



Module 4

Improving Website Performance - SEO Strategies and Digital Trends

You will learn:

- How to improve your website's visibility in search using practical SEO approaches that work alongside AI tools.
- How to spot and fix the common website performance issues that quietly cost you traffic and conversions, including speed, structure, mobile experience, and clarity.
- How to review your own website content, identifying what to improve and what to simplify.
- How to use design to guide visitors, from layout and hierarchy to calls to action and readability.

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