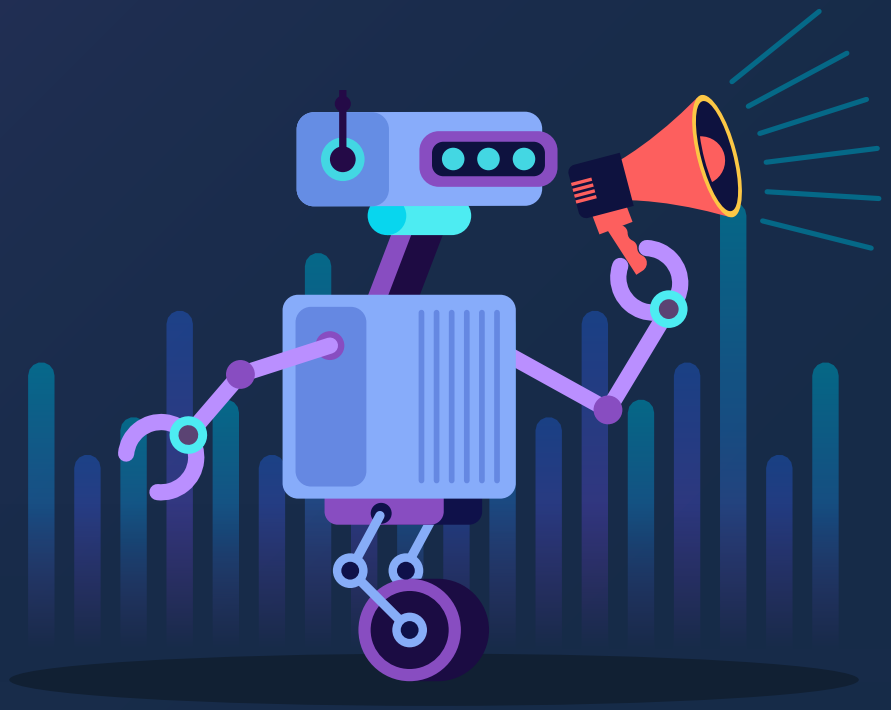
SMALL BUSINESS INSTITUTE

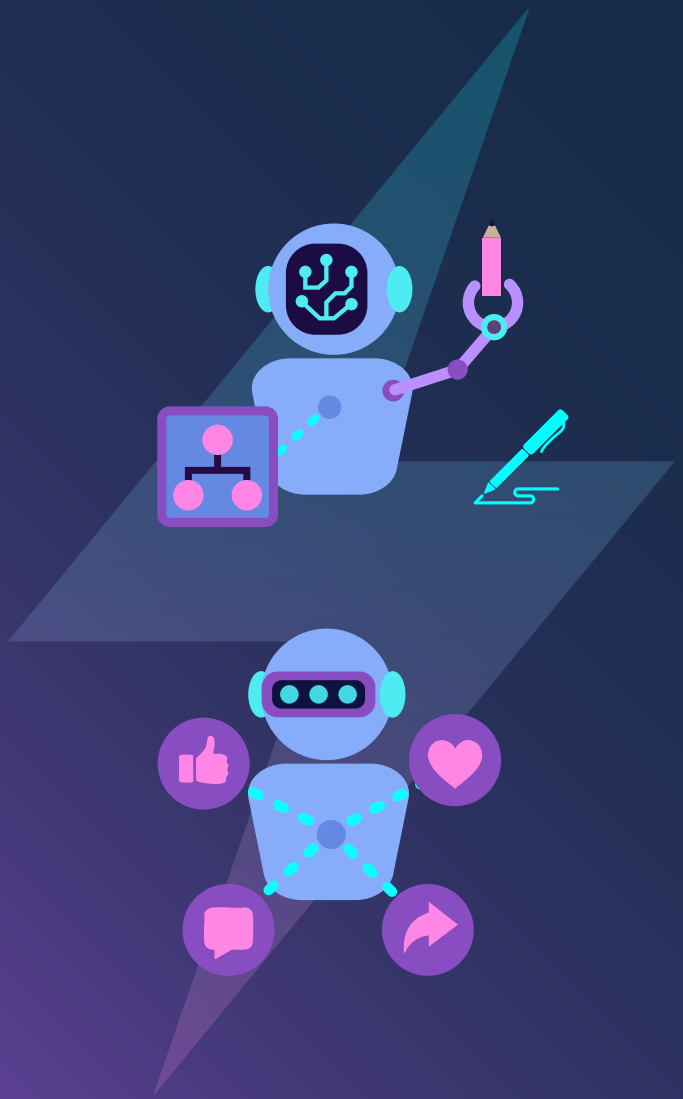


BOT UP YOUR BUSINESS

How to use AI for Marketing

Course Information

Supported by BT



Bot Up Your Business

Join us for '**Bot Up Your Business**', the AI for Marketing programme, supported by BT – 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. The recorded sessions last for 60 minutes and can be rewatched.

What the Programme includes

- Weekly sessions, recorded and available on a private Small Business Insitute 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.

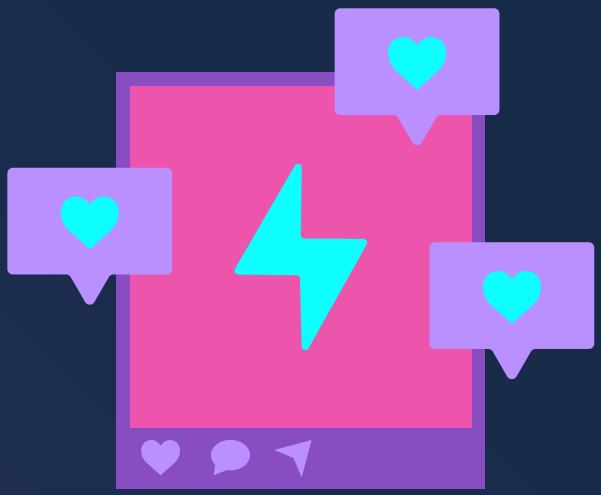
Spots are limited - Sign up today!

Module 1

AI for Email Marketing

You'll learn:

- How to use AI to beat the blank page: subject lines, drafts and personalised messages that still sound like you
- How to turn what you already have (posts, notes, voice memos) into emails in minutes
- How to read your stats without being a data person, and the simple tweaks that make a difference to opens and clicks





Module 2

Get Found: SEO & Visibility with AI

You'll learn:

- Key strategies for improving your website's SEO, so you rank higher and attract more organic traffic
- How to improve your site's speed, user experience and mobile-friendliness to keep visitors engaged
- How to run your own website and content review to spot quick wins

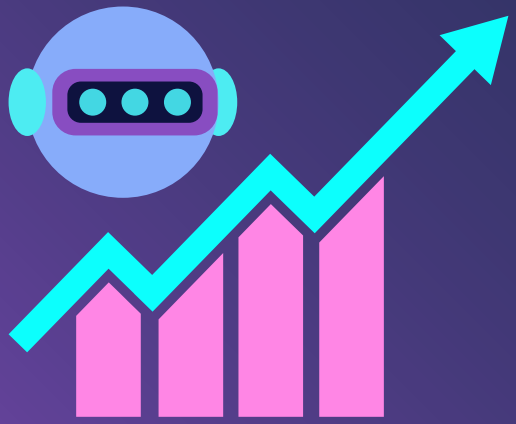
Module 3

Read the Room: AI Tools for Market Trends

You will learn:

- How to use AI tools to track what your customers and competitors are talking about on social media
- How to spot emerging trends in your market early, using AI-powered insights
- How to turn what you learn into content, offers and decisions that actually land





Module 4

Are You Ready for AI Search?

You will learn:

- How AI search tools like ChatGPT and Google's AI Overviews are changing how customers find businesses like yours
- What you can do today to improve your chances of being recommended by AI tools
- How this connects to (and differs from) traditional SEO

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