

OMMTECH
DIGITAL MARKETING ACADEMY

Proudly presents
training on

AI-DRIVEN MARKETING MASTERY: UNLOCK THE POWER OF CHATGPT AND DALL-E

Duration: 2 Days
Time: 9.00am – 5.00pm
Training Programme No.:10001291102

Certificate of attendance will be awarded for those who complete the course.

INTRODUCTION:

Are you ready to revolutionize your business and marketing efforts with cutting-edge AI technology? Join us for an immersive, 2-day training module designed specifically for business owners and marketing professionals who want to harness the full potential of OpenAI's ChatGPT and DALL-E.

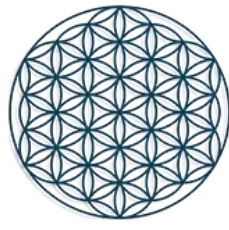
Discover how to use ChatGPT for branding, marketing, sales, web crawling, SEO optimization, customer engagement, and email marketing campaigns. Master the art of crafting effective prompts, writing persuasive sales copy, and designing optimized sales funnels.

Dive deep into the world of DALL-E 2, the groundbreaking AI that generates high-quality images from textual prompts. Explore DALL-E editing techniques, and unlock the power of combining text and visuals for impactful content.

This comprehensive, hands-on training will empower you with the knowledge and skills needed to elevate your marketing strategies, drive business growth, and stay ahead of the competition.

Ommtech Digital Marketing Academy Sdn. Bhd.
B-11-17, I-Sovo, Persiaran Multimedia,
I-City, Seksyen 7, 40000 Shah Alam, Selangor.

Email: sales@ommtech.com.my
Contact Person: Ms. Anis Syahirah
Tel: 016-202 4852



PROGRAMME BENEFITS:

- Gain a deep understanding of ChatGPT and DALL-E applications in marketing and business growth
- Develop expertise in crafting effective prompts and persuasive sales copy using AI technology
- Learn advanced techniques for SEO optimization and web crawling with ChatGPT
- Enhance customer engagement through personalized content and AI-driven email marketing campaigns
- Master the integration of ChatGPT and DALL-E for comprehensive marketing strategies
- Unlock the potential of DALL-E 2 for creating high-quality images and visuals to boost your marketing efforts
- Optimize sales funnels using AI-generated content for better conversion rates
- Stay ahead of the competition by adopting cutting-edge AI technology for your business and marketing needs

METHODOLOGY

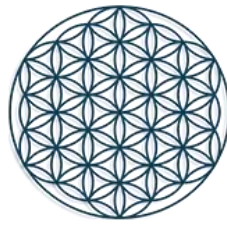
- Interactive Lectures
- Hands-on Activities
- Collaborative Learning
- Expert Guidance
- Post-Training Support

AUDIENCE:

- Marketing managers and executives
- Digital marketing specialists
- Content creators and copywriters
- Social media managers and strategists
- E-commerce managers and entrepreneurs
- Business professionals

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KEY CONTENT

DAY 1

Time : 9.00am – 5.00pm

Break : 10.15am – 10.30am / 3.15pm – 3.30pm

Lunch: 1.00pm – 2.00pm

Module 1: Introduction to ChatGPT and its Marketing Potential

- Overview of ChatGPT
- Importance of AI in marketing and business growth

Learning Outcome: Understand the capabilities of ChatGPT and its relevance in marketing

Module 2: Branding, Marketing, and Sales with ChatGPT

- Creating brand stories and content
- Boosting social media presence
- Generating leads and driving sales

Learning Outcome: Learn how to use ChatGPT to create and enhance branding, marketing, and sales strategies

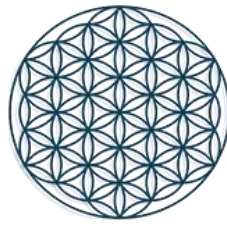
Module 3: Crawling Information and SEO with ChatGPT

- Web scraping and data extraction
- Meta tag and description writing
- SEO optimization with AI-generated content

Learning Outcome: Understand how to use ChatGPT for web crawling and SEO optimization

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Module 4: Combining ChatGPT with Other Tools

- Integrating ChatGPT with Google Sheets
- Utilizing third-party APIs

Learning Outcome: Learn to integrate ChatGPT with other tools for more efficient workflows

Module 5: Customer Engagement and Email Marketing Campaigns with ChatGPT

- Crafting engaging content and personalized messages
- Creating email campaigns
- Monitoring and improving customer engagement

Learning Outcome: Understand how to use ChatGPT to drive customer engagement and execute email marketing campaigns

DAY 2

Time : 9.00am – 5.00pm

Break : 10.15am – 10.30am / 3.15pm – 3.30pm

Lunch: 1.00pm – 2.00pm

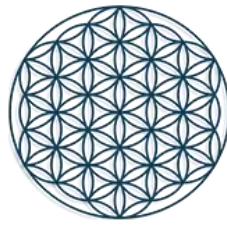
Module 6: Effective Prompt Design and Prompt Engineering

- Basics of prompt design
- Advanced prompt engineering techniques

Learning Outcome: Master the art of creating effective prompts for ChatGPT

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Module 7: Sales Copy and Sales Funnel Creation using ChatGPT

- Writing persuasive sales copy
- Designing and optimizing sales funnels

Learning Outcome: Learn how to use ChatGPT to create compelling sales copy and sales funnels

Module 8: Introduction to DALL-E 2

- Overview of DALL-E 2
- Differences between DALL-E and DALL-E 2

Learning Outcome: Gain a basic understanding of DALL-E 2 and its capabilities

Module 9: DALL-E Prompt Design and Editing

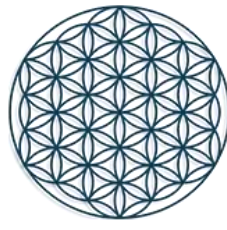
- Crafting effective prompts for DALL-E
- Deep dive into DALL-E editing techniques

Learning Outcome: Learn to create high-quality images using DALL-E and master DALL-E editing techniques

Module 10: Integration of ChatGPT and DALL-E for Business and Marketing

- Combining text and visuals for impactful content
- Strategies for multi-channel marketing campaigns

Learning Outcome: Understand how to effectively integrate ChatGPT and DALL-E for comprehensive marketing strategies



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TRAINER'S PROFILE – YATHAVAN NADARAJAN

Yathavan Nadarajan is a distinguished social media strategist, digital marketing professional, and HRD Corp-certified trainer with over 15 years of hands-on experience. Holding a BSc (Hons) in Software Engineering, Yathavan has established himself as a sought-after speaker, known for his expertise in crafting and implementing effective digital marketing strategies.

Training Expertise:

Yathavan is the founder of Ommtech Digital Marketing Academy, an HRD Corp-approved training provider, where he leads a talented team dedicated to amplifying business capabilities through innovative AI-infused digital marketing strategies.

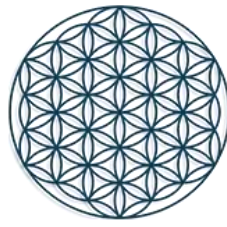
Professional Journey:

Yathavan's journey in the industry began as a Multimedia Executive at Traxmedia Sdn Bhd, where he was involved in multimedia content creation and e-learning application development. In 2008, he founded Ommtech Solutions, evolving into Ommtech Digital Marketing Academy in 2018. His extensive industry experience includes:

- Multimedia content creation for corporate companies.
- Providing multimedia training to corporate & government sectors in Adobe applications & website designing.

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Certifications and Accolades:

Yathavan holds a BSc (Hons) in Computer Science with a major in Information Engineering. He is an HRD Corp-accredited trainer and has achieved certifications from renowned bodies like HRD Corp and Google:

- Certification Title: Train the Trainer (HRD Corp)
- Certification Title: Google Ads Fundamentals (Google)

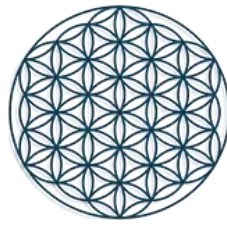
Digital Marketing & E-commerce Consultancy:

Currently, Yathavan provides consultancy services in digital marketing and e-commerce, actively contributing to the growth of SME clients. His proficiency extends across English, Bahasa Malaysia, and Tamil.

Yathavan Nadarajan is dedicated to driving businesses towards the frontier of digital innovation, ensuring they are well-equipped to achieve ground breaking success.

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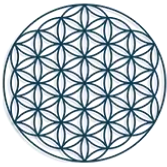
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ORGANISER

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THE POWER OF CHATGPT AND DALL-E**

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REGISTRATION FORM

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Email address : sales@ommtech.com.my

Email Registration Form to: sales@ommtech.com.my

PARTICIPANT'S DETAILS

1.	Full Name	
	Designation	
	Email Address	
	Phone Number	
2.	Full Name	
	Designation	
	Email Address	
	Phone Number	
3.	Full Name	
	Designation	
	Email Address	
	Phone Number	
4.	Full Name	
	Designation	
	Email Address	
	Phone Number	

ORGANIZATION DETAILS

Organization Name	
Organization Address	
Email Address	
Telephone Number	
Fax	
Contact Person	

Organization
Signature