



TRAINING

GEA (Generative Engine Advertising)

LEARNING OBJECTIVES

- Understand the new challenges of advertising in generative engines (ChatGPT, Gemini, Perplexity...)
- Identify Generative Engine Advertising opportunities within a marketing strategy
- Design campaigns and content optimised for conversational interfaces
- Measure and optimise visibility and performance in AI environments

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing, communication and acquisition professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

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Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

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DETAILED PROGRAM

- Introduction to Generative Engine Advertising
 - Definition of GEA and evolution from search engines to generative engines
 - Differences between SEO, SEA and GEA
 - Overview of key players: ChatGPT, Gemini, Perplexity, Claude...
- How generative engines work
 - Understanding LLMs and their response logic
 - Sources, citations and conversational ranking
 - Factors influencing brand visibility
- Visibility strategies in AI environments
 - Content optimisation for generative engines
 - Importance of authority, sources and internal linking
 - Brand presence vs performance in generated responses
- GEA advertising and opportunities
 - Emerging advertising formats in AI interfaces
 - Sponsored prompts, enriched responses, contextual placements
 - Current use cases and market trends
- Content and asset creation
 - Writing GEO-optimised content
 - Structuring pages and data to maximise AI reuse
 - Adapting messaging to conversational logic
- Measurement and performance management
 - GEA-specific KPIs
 - Tracking visibility in generative engines
 - Tools and methods for performance analysis
- Practical workshop
 - Auditing a brand's presence in AI engines
 - Creating a complete GEA strategy
 - Simulating content optimisation and analysing results

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate generative engines into their marketing strategy, optimise visibility in AI-generated responses and anticipate the evolution of conversational advertising.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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