



TRAINING

ChatGPT Ads

LEARNING OBJECTIVES

- Understand advertising opportunities in conversational environments such as ChatGPT
- Identify acquisition levers through generative engines
- Design visibility and influence strategies within AI-generated responses
- Measure and optimise the impact of marketing actions in conversational interfaces

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

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

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

www.crews-education.com



DETAILED PROGRAM

- Introduction to ChatGPT Ads
 - Evolution of advertising towards conversational interfaces
 - Positioning of ChatGPT within the digital ecosystem
 - Differences between SEO, SEA, GEO and conversational advertising
- How ChatGPT and AI engines work
 - Understanding generative model logic
 - Sources, citations and content influence
 - How brands appear in responses
- Visibility strategies in ChatGPT
 - Content optimisation to be featured in responses
 - Importance of authority, branding and online presence
 - Creating an ecosystem favourable to AI recommendation
- Advertising formats and opportunities
 - Overview of emerging formats in conversational AI
 - Sponsored prompts, recommendations and partnerships
 - Current use cases and market projections
- Content creation adapted to AI
 - Writing GEO-optimised content
 - Structuring pages, FAQs and expert content
 - Adapting messaging to conversational logic
- Performance measurement
 - Specific indicators: visibility, citations, indirect traffic
 - Tracking mentions in generative engines
 - Analysis tools and optimisation methods
- Practical workshop
 - Auditing a brand's presence in ChatGPT
 - Building a ChatGPT Ads strategy
 - Optimising content to improve visibility

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate ChatGPT into their acquisition strategy, optimise their presence in 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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