

MARKETING *Club* 195th

195th Marketing Club
159th Business Club
44th Cairo Club



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

AI-Q in Pharma Marketing



JOIN FREE

LIVE WEBINAR

Date

24 Sep

Wednesday

Time

10:00PM



Egypt

Time

10:00PM



KSA

Time

11:00PM



UAE

Place

Online
Zoom



Instructor
Dr. Mohamed Mohsen
Marketing Manager



Professional certificates portfolio



CONTENTS

01 LLM vs Agentic AI

02 Prompt Engineering

03 AI & Product Managers

04 Mindset & Strategy

05 Bias & Compliance

06 Future-Proofing



CONTENTS

CONTENTS

01 4 Quadrants of AI-Q

02 Useful AI Tools

03 ROI & Trends





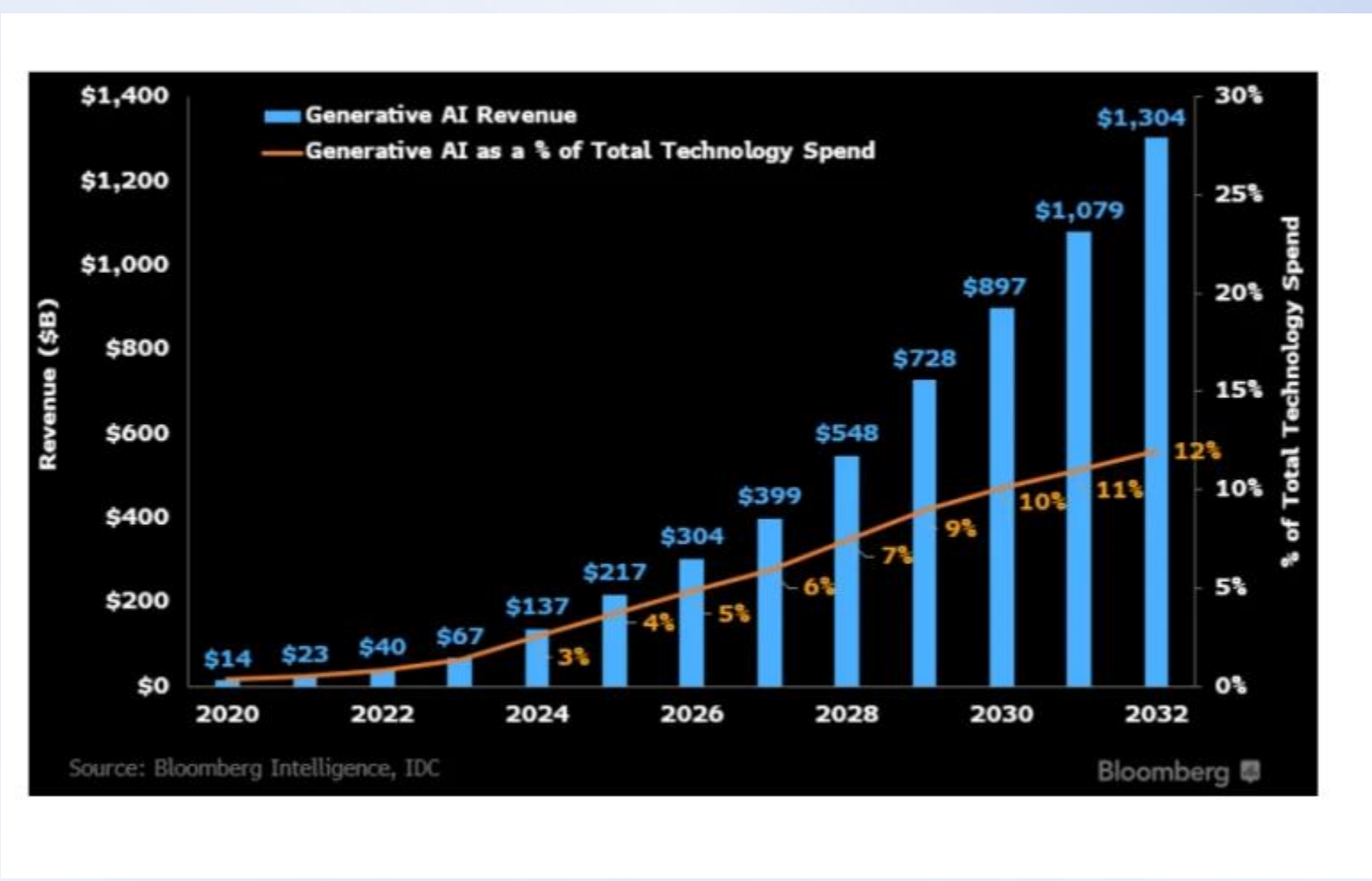
01

PART 01

LLM vs Agentic AI

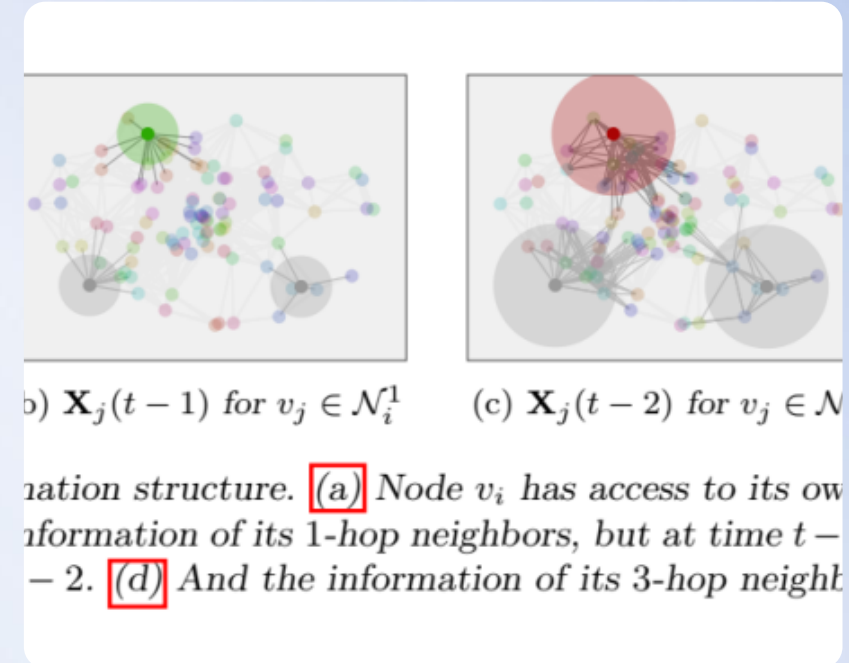


Generative AI Revenues development



Defining Large Language Models

Large Language Models are deep-learning systems trained on vast text corpora to predict the next word. They excel at generating fluent summaries, emails, and medical content, but operate reactively: **one prompt yields one response** without memory, planning, or external tool use.





Defining Agentic AI Systems

Agentic AI wraps an LLM core with memory, reasoning loops, and API tools to pursue multi-step goals autonomously. It can search PubMed, update CRM, and schedule MLR reviews, turning isolated prompts into **persistent, auditable workflows** that self-optimize over time while respecting regulatory guardrails.

- Learns patterns and relationships from large datasets.
- Training process is similar to how kids learn to recognize objects (through repeated examples).
- Uses supervised and unsupervised learning approaches.
- Breakthrough: ability to generate new, original content from learned data.

LLM vs. Agentic AI: Head-to-Head

Large Language Models

- 💬 Interaction: Single-turn, reactive responses.
- ⚡ Strength: Fast, cheap, easy to prompt for ideation.
- 🧩 Best For: Drafting content, brainstorming, summarizing.

Agentic AI Systems

- ⚙️ Interaction: Multi-step, stateful orchestration.
- 🔗 Strength: Autonomous, end-to-end process completion.
- 📋 Best For: Regulated processes, KOL mapping, launch sequencing.

Manus as AI agent

Manus, as an AI agent, learns from the context and sets customized rules based on the context of the user's prompt

Editing file generate_simplified_graph.py

Editing file generate_simplified_graph.py

9/3

I identified syntax errors in the script caused by improper escape characters and quotes. After correcting these issues, I reran the script to generate a simplified, impactful graph showing benfotiamine's positive effect on vascular health after high-AGE meals. The revised graph now clearly compares meal effects with and without benfotiamine, ready for inclusion in the brochure.

Executing command python3 generate_simplified_graph.py

Editing file generate_simplified_graph.py

Executing command python3 generate_simplified_graph.py

I fixed syntax errors caused by improper escape characters and quotes in the script. After corrections, I reran the Python script, which successfully generated an improved, simplified graph comparing meal effects with and without benfotiamine. The graph now clearly highlights benfotiamine's positive impact on vascular health after high-AGE meals, ready for brochure inclusion.

Deliver final simplified graph for brochure use ^

Knowledge recalled(2) v

Suggested knowledge

All knowledge ↗

✕

Knowledge enables Manus to learn your preferences and task-specific best practices. Manus will automatically recall relevant knowledge when needed. Supports up to 20 entries.

⌚ Pending

Use when

When extracting numerical data or performing calculations based on provided documents (e.g., PDFs, images of graphs)

Content

Always explicitly state the source (e.g., 'extracted from Figure X on page Y of the provided PDF', 'derived from the forest plot image') and the raw data points used for calculations or visualizations.



Generative AI Development

Artificial Intelligence

AI involves techniques that equip computers to emulate human behavior, enabling them to learn, make decisions, recognize patterns, and solve complex problems in a manner akin to human intelligence.

Machine Learning

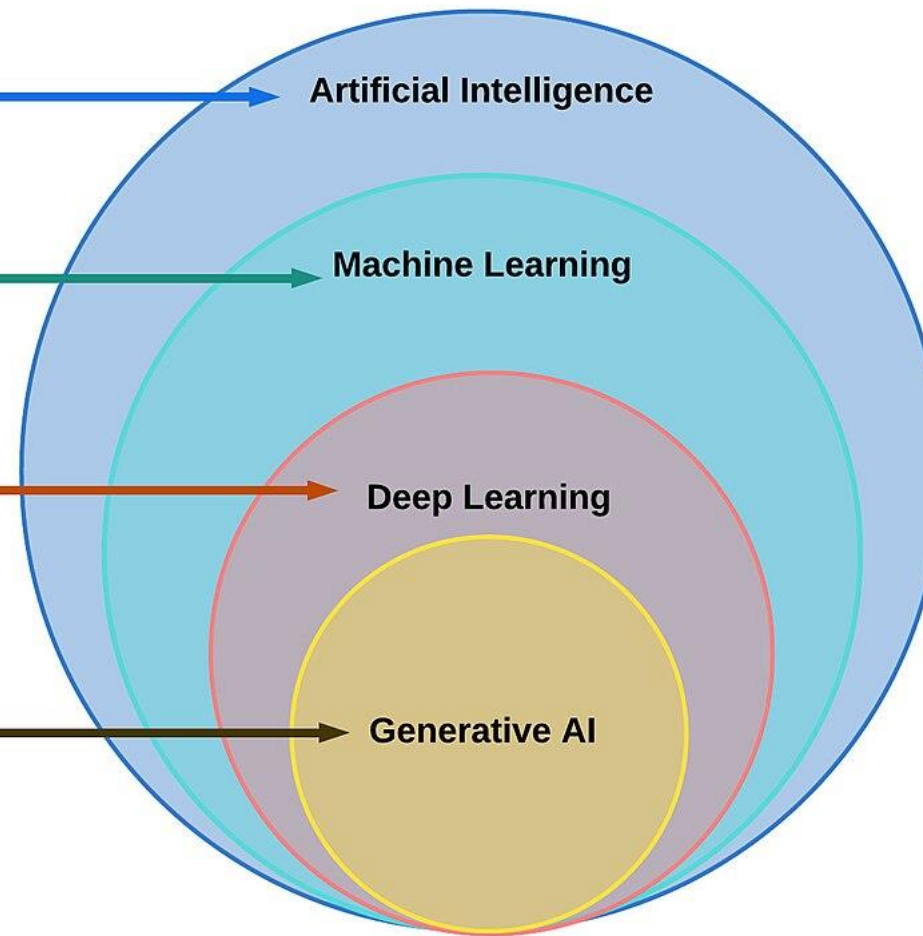
ML is a subset of AI, uses advanced algorithms to detect patterns in large data sets, allowing machines to learn and adapt. ML algorithms use supervised or unsupervised learning methods.

Deep Learning

DL is a subset of ML which uses neural networks for in-depth data processing and analytical tasks. DL leverages multiple layers of artificial neural networks to extract high-level features from raw input data, simulating the way human brains perceive and understand the world.

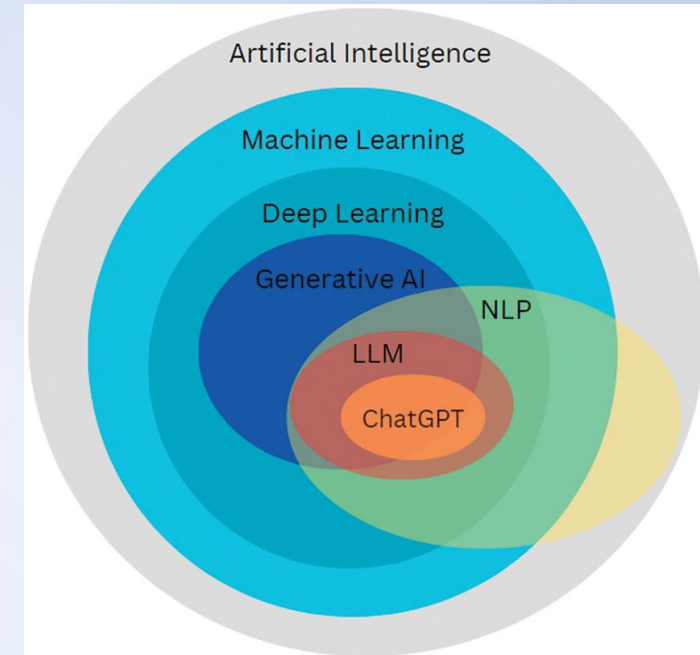
Generative AI

Generative AI is a subset of DL models that generates content like text, images, or code based on provided input. Trained on vast data sets, these models detect patterns and create outputs without explicit instruction, using a mix of supervised and unsupervised learning.



Unraveling AI Complexity - A Comparative View of AI, Machine Learning, Deep Learning, and Generative AI.

(Created by Dr. Lily Popova Zhuhadar, 07, 29, 2023)



MACHINE LEARNING

SUPERVISED

Task Driven
(Predict next value)



UNSUPERVISED

Data Driven
(Identify clusters)



REINFORCEMENT

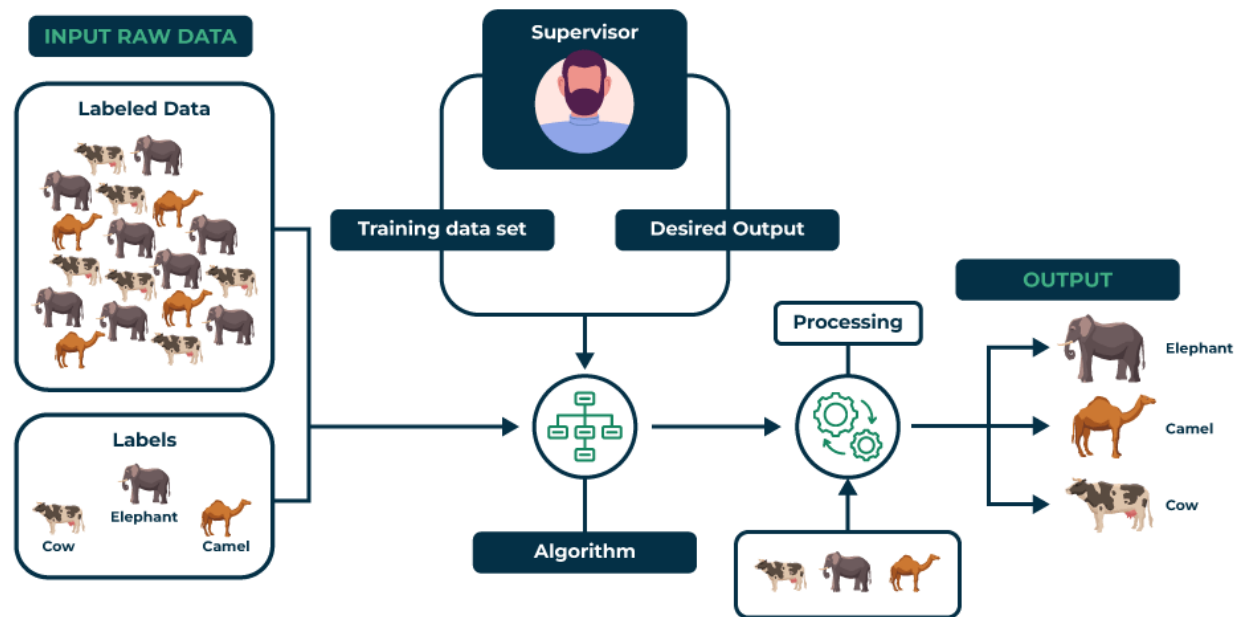
Learn from Mistakes
and Corrections



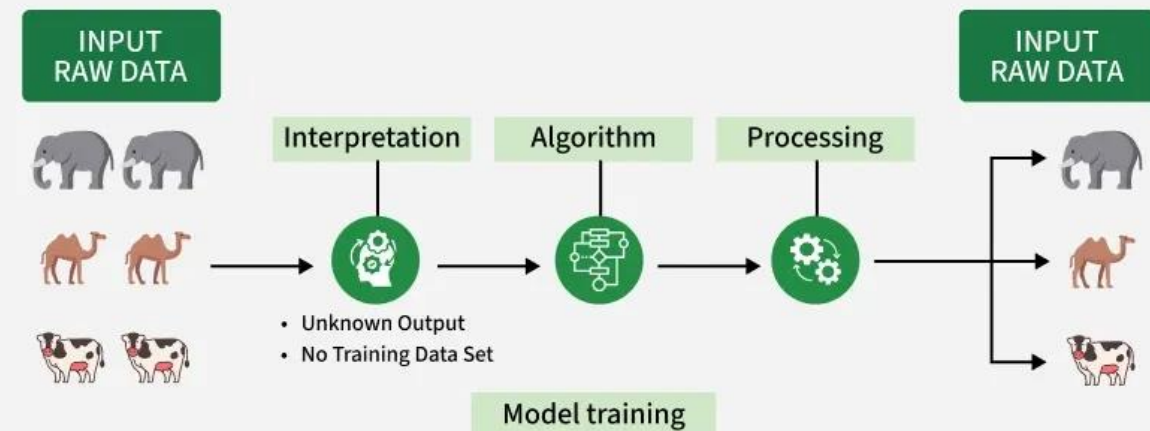
Source: interactions.com

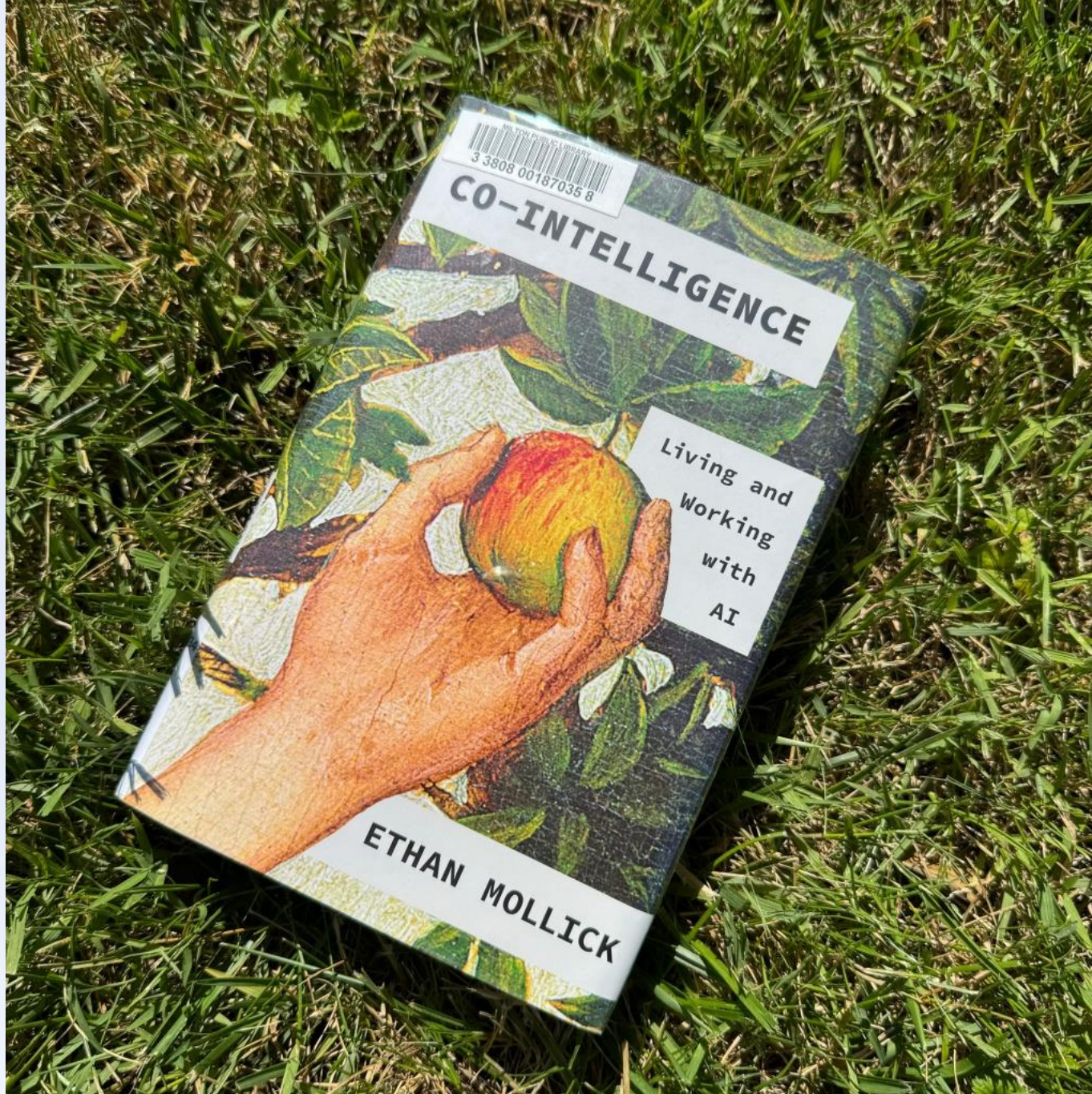
Supervised Vs. unsupervised Learning

Supervised Learning



Unsupervised Learning





PART 02

02 Prompt Engineering



The Art of Prompt Engineering

Precise prompts reduce hallucinations and enforce regulatory tone, turning raw model power into ready-to-use pharma marketing assets.



Role

Define the AI's persona (e.g., "You are a medical copywriter...").



Context

Provide background information and constraints.



Task

Clearly state the desired action (e.g., "Draft a patient brochure...").



Format

Specify the output structure (e.g., "Use headings and bullet points...").

Zero-Shot vs. Few-Shot Prompting



Zero-Shot

Asks the model for an immediate answer with no prior examples.

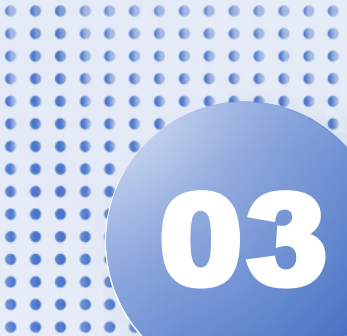
Best for: Rapid brainstorming of congress hashtags or patient stories.



Few-Shot

Feeds the model 2-3 examples to anchor style and facts.

Best for: Branded messages where FDA consistency is critical.



03

PART 03

AI & Product Managers



AI Elevates Pharma PM Roles

AI transforms product management by acting as a **co-intelligent partner, not a replacement**. It empowers PMs to work smarter, enabling faster decisions, deeper insights, and more strategic focus. The AI-Q framework emphasizes augmentation, freeing teams from data-heavy tasks to focus on high-value strategic work like KOL relationship-building and campaign innovation.



The Human-AI Supervision Model



This model ensures AI outputs align with [FDA/EMA standards](#), balancing efficiency with essential human oversight.



04

PART 04 Mindset & Strategy



Shift to Co-Intelligence Thinking

Old Mindset

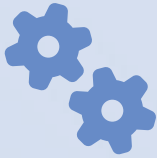
AI as a simple tool
Used for isolated, tactical tasks.



New Mindset

AI as a collaborative partner
Involved in every stage of the workflow to
uncover novel solutions.

Augment, Don't Automate



AI Handles

Data-intensive, repetitive tasks



Humans Focus On

Strategic, creative, relationship-based work

This symbiotic relationship enhances productivity without replacing human expertise, allowing PMs to invest more time in building KOL relationships and navigating regulatory complexities.

Choose Your Collaboration Model



The Centaur Model

For tasks with clear boundaries. Divide labor: AI handles data, humans handle judgment.

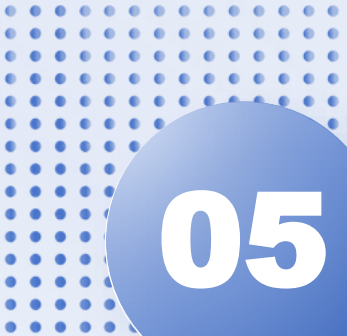
Example: Adverse event detection (AI flags, human reviews).



The Cyborg Model

For integrated creative processes. Blend AI seamlessly into your thinking.

Example: Co-writing patient narratives with AI suggestions.



05

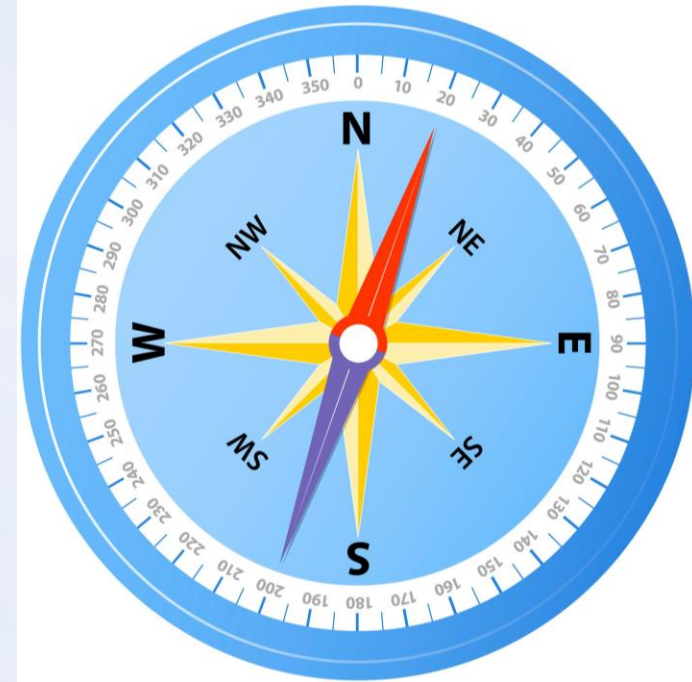
PART 05

Bias & Compliance



Solving AI Alignment Issues

AI outputs must align with patient interests and pharma's ethical standards. Misalignment can lead to misleading messaging or unethical targeting. PMs must ensure AI-generated content supports therapeutic goals, respects vulnerable populations, and adheres to industry regulations to maintain trust and credibility.

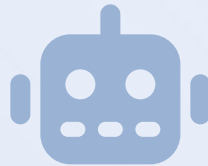


Mitigating Data Bias

AI models trained on internet data can perpetuate societal biases. A diverse human team is essential to identify and correct biased content, ensuring equitable messaging.



Biased Data In



Biased Content Out



Human Review & Refine

Establishing Robust AI Governance

Create cross-functional frameworks involving legal, medical, and marketing to define guidelines for responsible AI use.



Legal & Compliance

Define acceptable use and ensure regulatory adherence.



Medical Affairs

Validate clinical accuracy and scientific integrity.



Marketing

Ensure brand alignment and campaign effectiveness.



Risk Management

Mitigate bias, privacy issues, and reputational risk.



06

PART 06

Future-Proofing

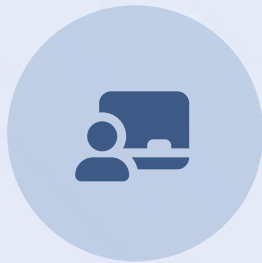


Assume Today's AI is the Worst

AI capabilities are improving exponentially. The tools we use today are the **least powerful we'll ever work with**. Pharma teams must foster a culture of continuous learning and adaptation to stay ahead. Embracing AI now ensures readiness for future advancements and a sustained competitive advantage.

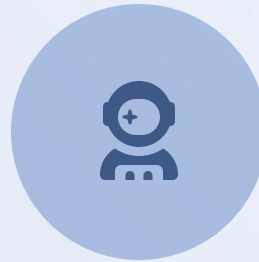


Develop New Forms of Expertise



AI as Coach

Provides instant feedback to accelerate skill development.



The New Expert

Masters who excel at collaborating with AI.



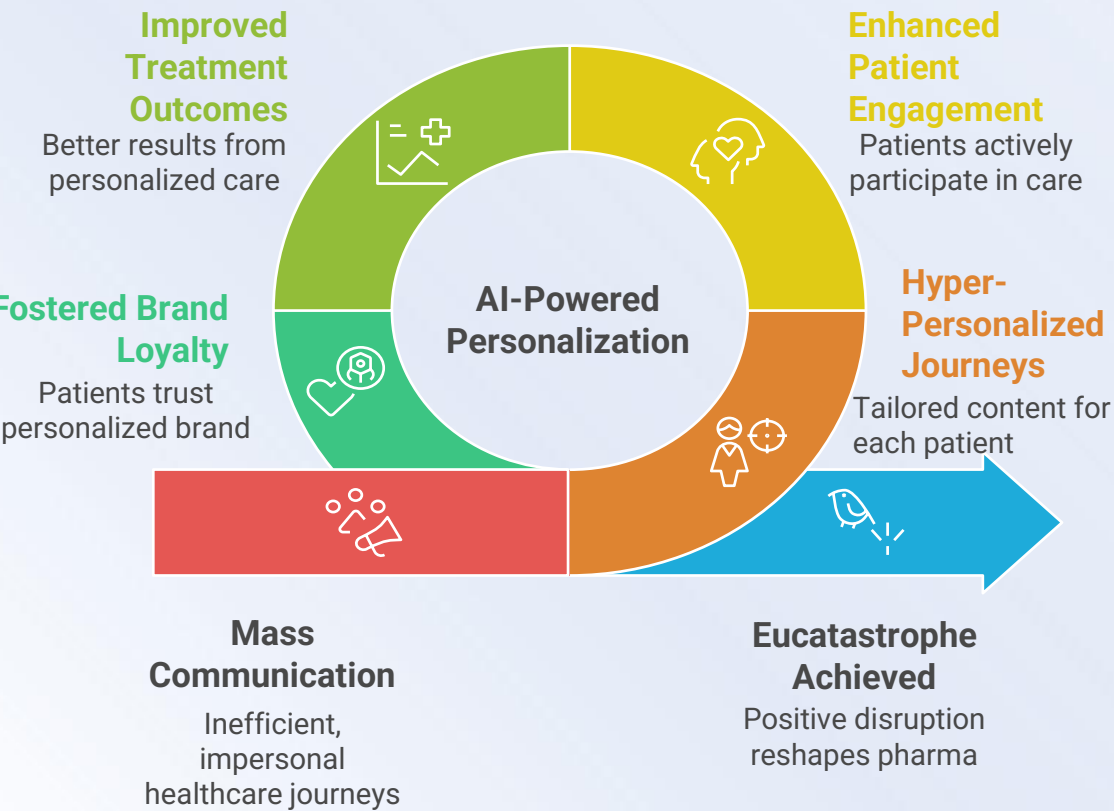
AI as Tutor

Acts as a personal guide for continuous learning.



Aim for Positive Transformation

AI-Driven Pharma Marketing Transformation





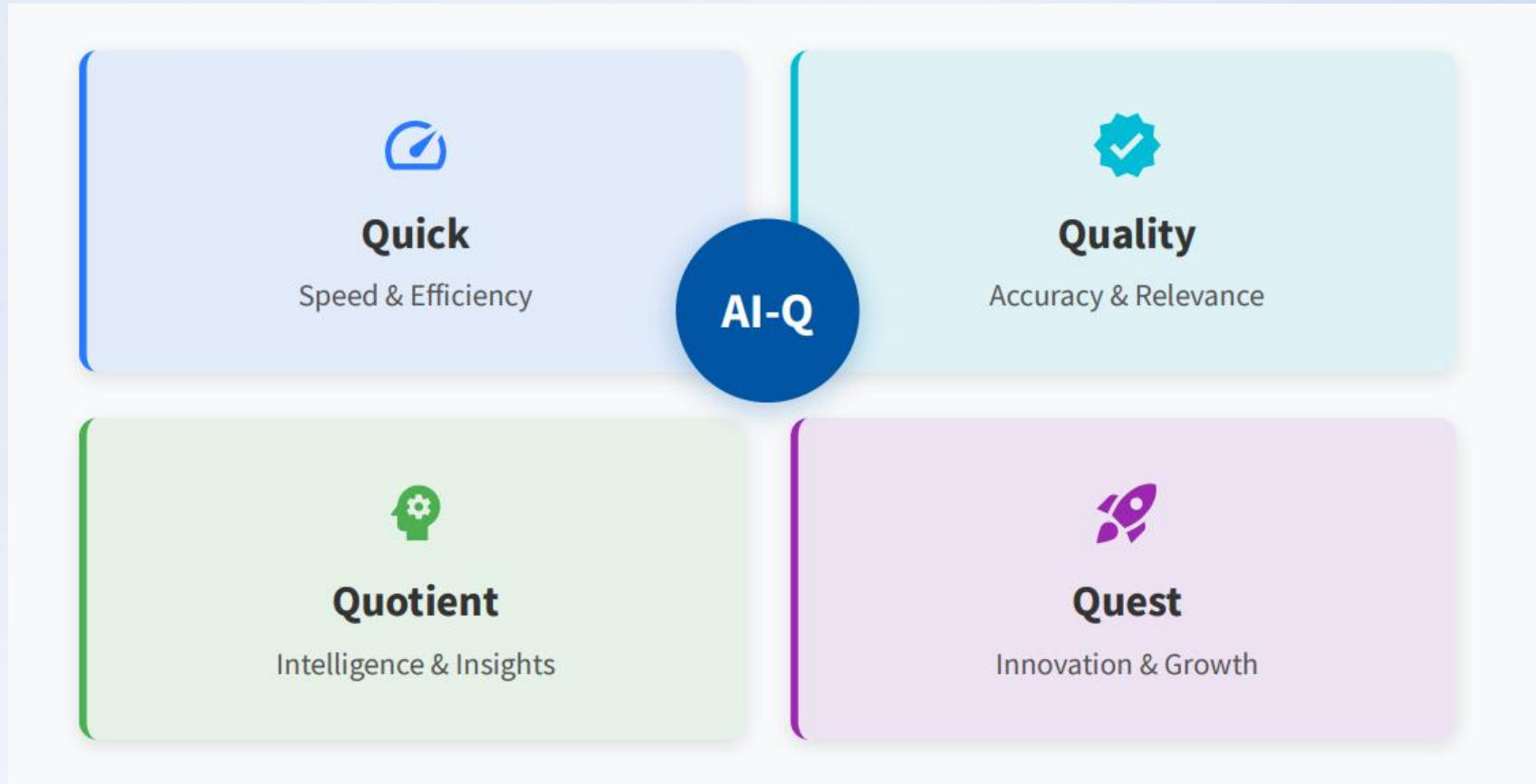
07

PART 07

4 Quadrants of AI-Q



4 Quadrants of AI-Q



Quick: Speed Up Execution



Accelerated Content Creation

Draft brochures, flyers, and training materials in minutes.



Rapid Trend Analysis

Analyze prescription data and market trends instantly.



Faster Campaign Prep

Reduce allergy campaign preparation time significantly.





Quality: Enhance Communication

AI-Driven Content Transformation



Data Simplification

AI transforms data into understandable formats



Content Creation

AI generates patient-friendly materials



Messaging Consistency

AI ensures uniform messaging across platforms





Quotient: Smarter Decisions



Doctor Segmentation

Identify prescriber clusters for smarter field visits.



KOL Mapping

Strategically identify and engage key opinion leaders.



Predictive Analytics

Forecast market dynamics for data-driven launch planning.





Quest: Drive Innovation

to cope up with the current trends in AI and how to integrate with our work





08

PART 08

Useful AI Tools



Prompt generation and prompt engineering





#1 Free AI Prompt Generator

The Most Advanced Free AI Prompt Generator | Best Free ChatGPT Prompts Generator | Ultimate Free Prompt Engineering Tool



Free AI Prompt Generator.

Generate precise and professional AI Prompts for ChatGPT, Claude, Gemini, and more. Enhance output quality and boost your productivity with the best results – no registration required and completely free.



AI Prompt Generator

Transform your ideas into professional prompts



Prompt Checking

Verify your prompt quality



Image Prompts

Create stunning AI images



VEO3 Video Prompts

Create stunning AI videos



AI Text Detector

Detect AI-generated text



Ai Humanizer

Humanize AI Text Easily with Our Free AI Humanizer Tool



Image to Prompt

Convert images to AI prompts



Image to Text

Extract text from images



Example of Prompt generated from Prompt generator AI <https://generateprompt.ai/> Website and output created by <https://www.pi.inc/>

A professional medical representative engaged in a conversation with a doctor inside a modern, well-lit office setting. The representative is dressed in smart business attire, holding a tablet or presentation material, gesturing confidently as they discuss medical products or solutions. The doctor, seated at a sleek desk, listens attentively, dressed in a white lab coat with a stethoscope around their neck, displaying a focused and attentive expression. The office environment features medical charts or posters on the walls, a computer monitor, and professional decor, creating a realistic and authentic atmosphere. The scene is captured with a cinematic, high-resolution style, emphasizing natural lighting, subtle depth of field to focus on the interaction, and warm tones to evoke professionalism and trust. The framing is dynamic, with a slight angle to add depth and intensity, highlighting the engaged expressions and body language of both individuals. The overall mood is serious yet approachable, conveying effective communication and professionalism in a healthcare setting.



2-Chatgpt GPTs



chatgpt.com/gpts

ChatGPT-ready custom GPTs are pretrained to perform specific tasks that you can use to perform your tasks more accurately, e.g., writing a prompt specific to a certain use, for example, for nano banana or seedream to generate a professional image from these websites.

Explore GPTs

prompt engineer

All

Personal account workspace



Prompt Engineer

Generate superior ChatGPT prompts or improve your existing prompts. Become a ...
By upscale.com ↗ 2M+



Nano Banana Prompt Engineer

Produces 100–200 word Nano Banana prompts, functional and precise.
By Tarunabh Dutta ↗ 10K+



Seedream 4.0 Prompter (Engineer)

Give the Prompt to this Chatbot Will Enhance with Mastering Prompting Skills, Opt...
By Eyeconic Prints ↗ 1K+



Prompt Engineering

Create efficient prompts with the best Prompt Engineer GPT. Expert in prompt engi...
By Rafael Bittencourt ↗ 100K+



Literature review, clinical trials search, and summary

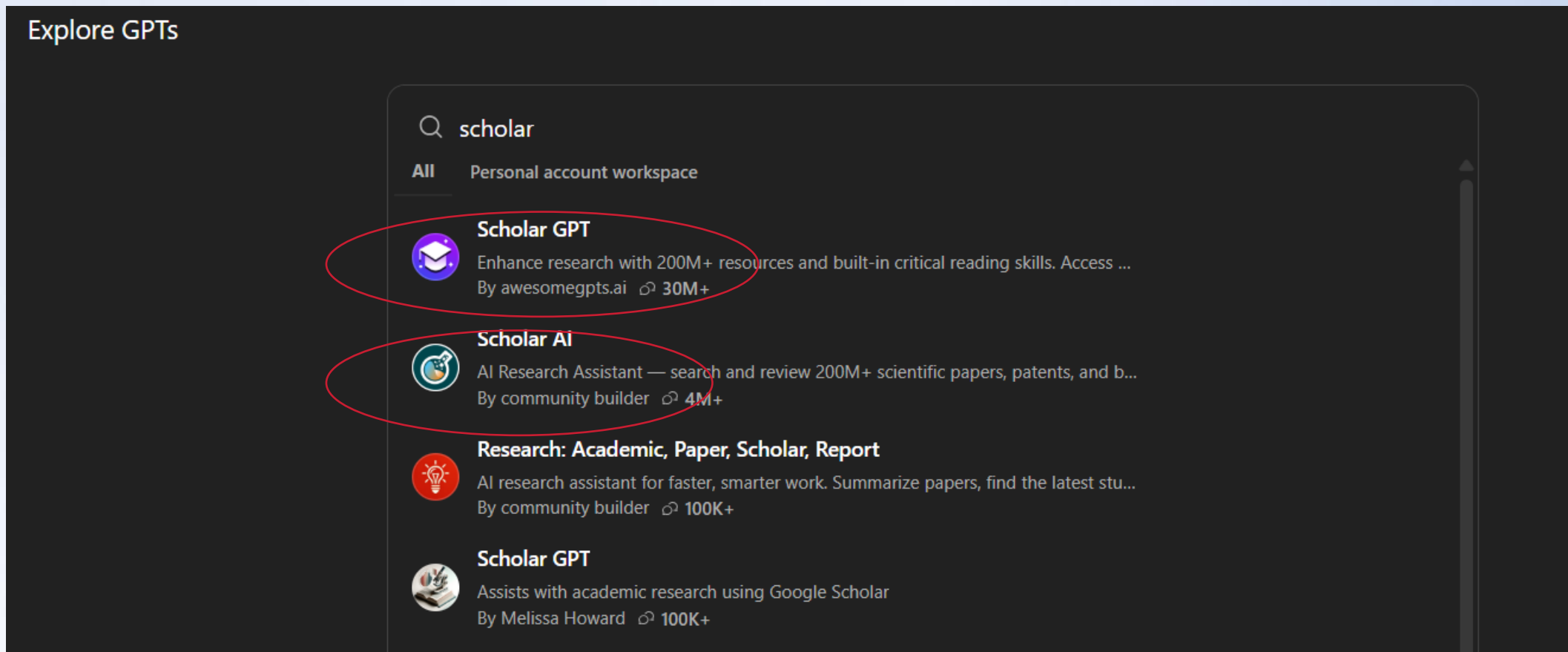


1- ChatGPT (GPTs)



chatgpt.com/gpts

To write a professional scientific content or summarize a scientific text, you can use Scholar GPTs. Write scholar in the search box and use the most frequently used custom GPTs



2- Scispace

AI Agent Launched

AI Assistant to Automate Everyday Research Tasks

Write a research task or choose one below and SciSpace Agent will use the best AI Models, Tools and Data to complete it for you.

Give me any task to work on...

300 Deep Search

Build your task

I WANT TO

- Search Papers
- Write a Report
- Review Literature
- Analyse Data
- Find Grants
- Extract Data
- Review my Writing
- Search Patents

Show More

USE

- Deep Review
- ArXiv
- Pubmed
- Google Scholar
- Grants.gov
- ClinicalTrials.gov
- Python Library
- Google Patents

Show More

MAKE A

- Website
- LaTeX Manuscript
- Data Visualisation
- PPT presentation
- LaTeX Poster
- Word document
- PDF Report
- Interactive App

Show More

SciSpace 5

Upgrade your plan

SciSpace

By scispace.com

Do hours worth of research in minutes. Instantly access 287M+ papers, analyze papers at lightning speed, and effortlessly draft content with accurate citations.

- Does wearing an activity tracker improve health...
- What are the benefits of taking L-theanine?
- Upload a Paper and ask any questions related to it
- Share a paper link to extract information and g...

The most powerful tool is the custom AI agent to use it. You can use it as a literature review tool, write a comprehensive review from credible scientific sources, and export as a usable file and use it in data visualizations

Specify the task you want to perform



3- Bohrium science navigator



bohrium.com

Starter Bonus



Science Navigator

AI Literature Assistant for Scientists - Solving Scientific Problems

Ask any scientific questions



Source



Deep Research

OFF



General Q&A

SciDraw

Powered by AISI

Lite

Quick academic answers for everyday queries

Expert

More precise academic responses for in-depth analysis

DeepThink

Powered by DeepSeek's latest reasoning model with visible thought process

Multiple Answer Styles

Lite, Expert, and DeepThink, different models suit different research contexts.

Disciplines

All

Natural Sciences

Life Sciences

Engineering Technology

Philosophy & Social Sciences

Flexible Source Selection

Choose a discipline to refine results with more accurate and authoritative papers.

Upload File

Upload molecular images

Select knowledge base

Upload Attachment

Upload files, recognize molecular formulas, and incorporate your custom knowledge base into responses.

Deep Research

ON

One-Click Deep Research

Activate deep research mode to generate well-structured, in-depth research reports instantly.



Journal Subscription

Scholar Subscription

Keywords Subscription

Subscriptions

Follow journals, scholars, or keywords — get instant updates on what matters to you.

140,000+ Journals &
160,000,000+ Papers



Library

140K+ academic journals across all disciplines—empowering research in every field.

20,000,000+ Active Scholars



Scholars

Connect with 20M+ active Scholars and explore their research focus, major contributions and co-authors.



Knowledge Base

Import papers via EndNote or Zotero. Supports PDF, XML, RIS — organize your research effortlessly.

SciDraw

Templates

Design a journal cover showing MOF porous structure with detailed channels, blue-purple gradient, and translucency.

Reference

Parameters

Prompt

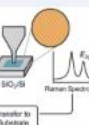
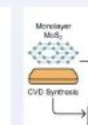


1 Graphical Abstract

2 Mechanism Diagram

3 Flowchart

4 Concept Cover



SciDraw: Smart Templates, Pro-Level Results

Multiple templates, high efficiency - generate high-quality, professional figures in a unified style, tailored for your research

2/3

Previous

Next



3- Felo AI

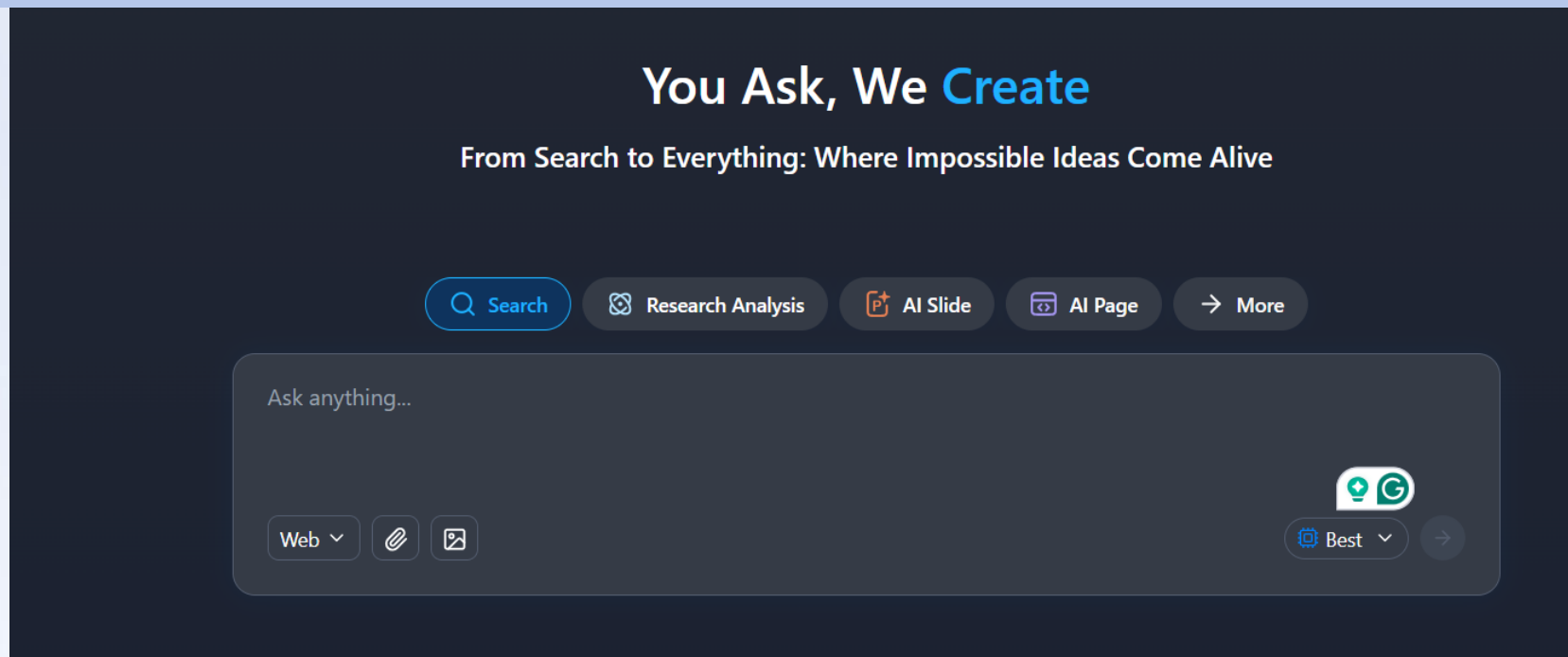
felo.ai/search

The magic of science and academia AI agent can make a comprehensive report on a topic with a simple prompt, using the most credible and relevant sources. Not just that, but it can make a high-quality presentation to use.

Find the example we did in the lecture:-

<https://felo.ai/search/eXECKrLorCo33HnHtNbRUj?invite=erQ1XzrVQp0qL>

<https://felo.ai/slides/JDFET2gPgSPJjbJCcxc6GH?modelType=PRO&invite=erQ1XzrVQp0qL>



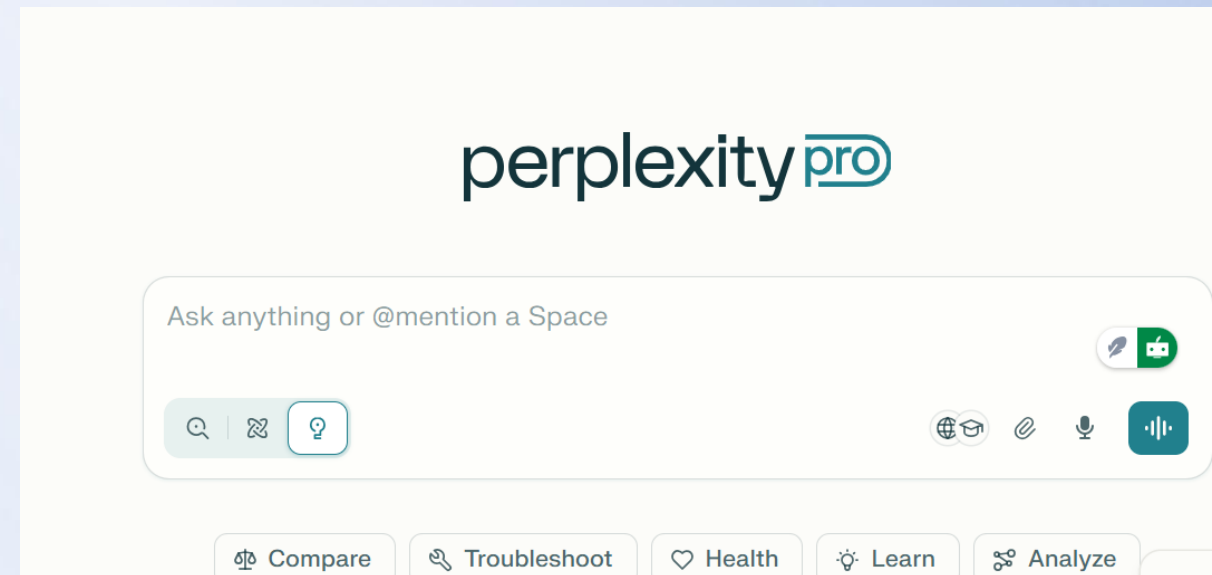
4- Perplexity scholar

<https://www.perplexity.ai/search/make-multivitamins-market-anal-55dh9V4DSHmFTwzj6BtTbg#0>

Perplexity – Key Features & Benefits

- **AI Query Understanding** – interprets complex questions with context
 - **Real-Time Web Search** – delivers fresh, reliable data
 - **Summarization** – condenses info into clear insights
 - **Source Transparency** – cites original sources
 - **Conversational Interaction** – remembers context for follow-ups
 - **Model Choice** – select AI models (Pro feature)
 - **Labs Feature** – test advanced tools & early features
 - **Extra Tools** – file uploads, image generation, content creation
- The following example was done during the lecture using Perplexity Labs.

<https://www.perplexity.ai/search/make-multivitamins-market-anal-55dh9V4DSHmFTwzj6BtTbg#0>



AI Visualizations and Mind Maps



Use it to create attractive visuals from your text to use in a presentation

Example used in the lecture:

AI-Driven Content Transformation



Data Simplification

AI transforms data into understandable formats



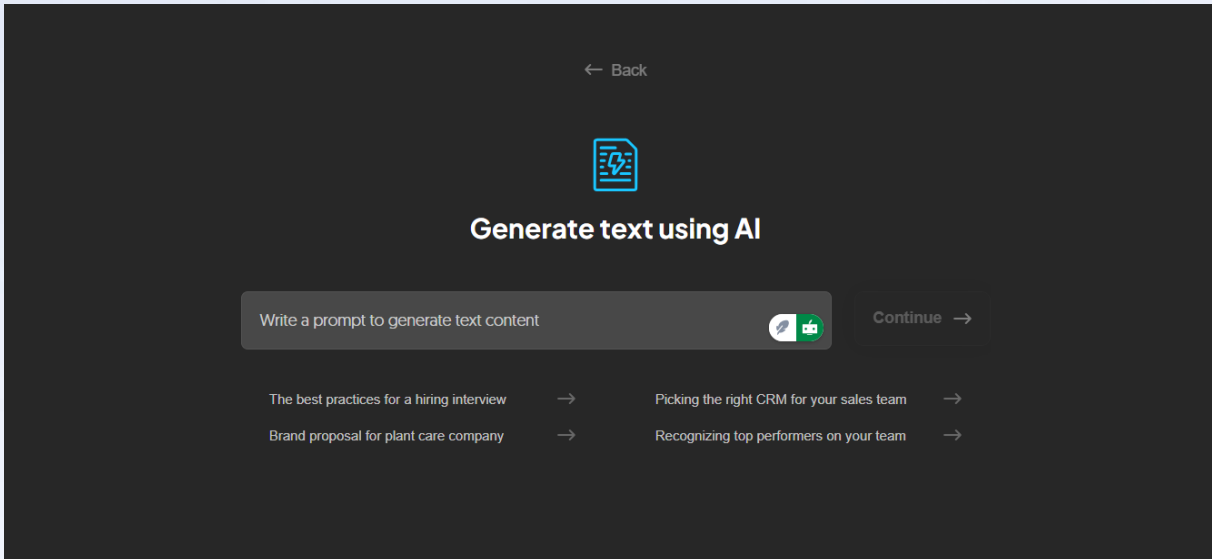
Content Creation

AI generates patient-friendly materials



Messaging Consistency

AI ensures uniform messaging across platforms



2- GitMind for diagrams and mind maps



gitmind.com/

Example summary from a YouTube link for a lecture

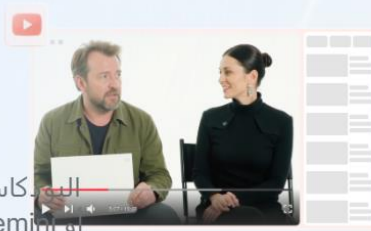
<https://drive.google.com/file/d/19GmEBh5SpR-ZwASMZXXZXiFHEaYEdaDc/view?usp=sharing>

The screenshot shows the GitMind AI website. At the top, the header includes a home icon, the GitMind logo, and the URL 'gitmind.com/'. The main heading is 'Making Ideas Count' with 'Count' in orange. Below this, a sub-header reads 'AI-powered free collaborative mind mapping software for brainstorming and idea co-creation, stimulating the flow of ideas and allowing wisdom to spring forth organically'. A large orange button says 'Try GitMind AI Now'. To the left, a circular icon with a lightning bolt is labeled 'Effectiveness'. To the right, a circular icon with a dollar sign and 'Flow' is labeled 'About Us'. Below the main heading, there are three buttons: 'AI GitMind AI' with an arrow, 'New map', and 'New Flowchart'. A vertical menu on the left lists features: 'AI Mind Mapping', 'AI Flowchart' (marked 'NEW'), 'AI Infographic' (marked 'NEW'), 'AI Assistant', 'AI Drawing', and 'Web Access'. To the right of this menu is a preview of an AI-generated infographic with the text 'Generate AI infographics instantly to organize content clearly'.



You can use it for the same uses as [Gitmind](#)

ملخص الخرائط ذهنية باستخدام الذكاء الاصطناعي



يمكنك كاست وتسجيلات YouTube، PDF/Docs، URLs، قم بتلخيص
أو Gemini و GPT الاجتماعات إلى خرائط ذهنية في ثوانٍ. بدعم من
أفضل نماذج الذكاء الاصطناعي



Ask Anything

Research on any topics or brainstorm ideas.

Mapify >

 Template ▾

English ▾

Instant ▾

All at once ▾

⚙️

Web Search ☐

Shuffle

Understand Digital Marketing Techniques >

Personal Investment Plan >

Annual Personal Goals Plan >



What should I visualize?



Docs



URL



Youtube



Image



Text



Spreadsheet



Web

Ask anything...



Best Visual



Planner



Fast



Internet Users



Life Expectancy



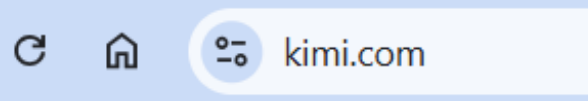
Coding Languages



AI presentations



1- KIMI AI presentation Agent

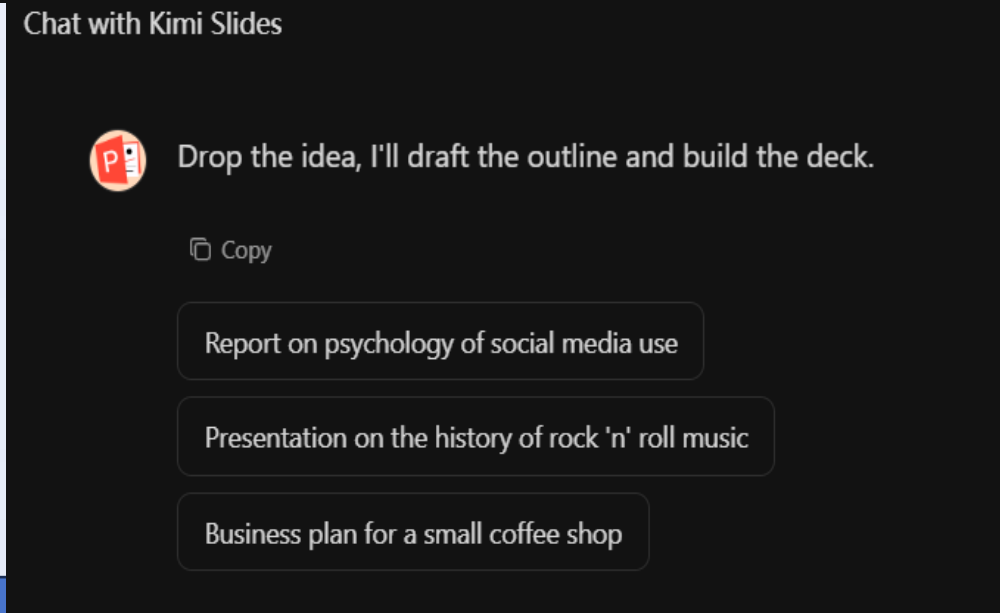
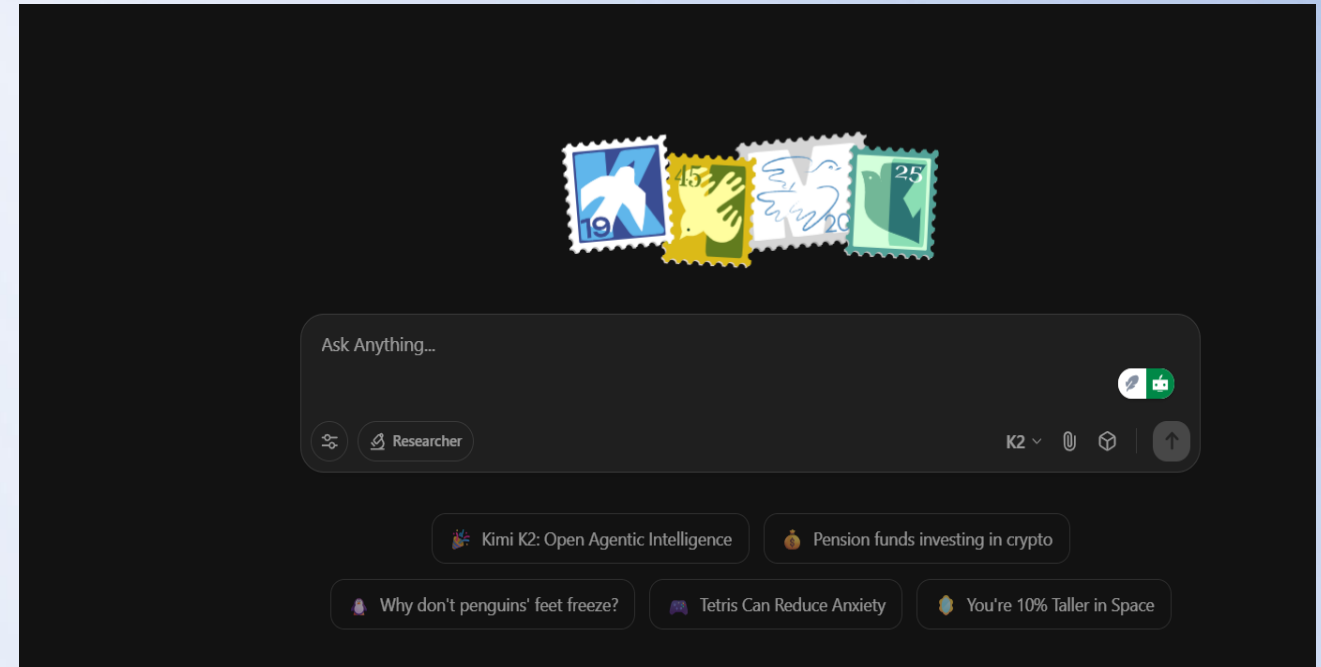


KIMI can perform many tasks, including presentations

https://drive.google.com/file/d/1Jgxp-qsSmHxO_NSZkcwKLceJOg7qzO87/view?usp=sharing

Example of the multivitamins market performed during the lecture:

<https://docs.google.com/presentation/d/1g5J11g0V4vdAerxo2cT4XtZyQwazJSof/edit?usp=sharing&oid=100069317247850160393&rtpof=true&sd=true>



2- PI AI presentations

Professional eye-catching presentations and image generation using AI

Example of Multivitamins:

https://www.pi.inc/docs/361748646770140?share_token=GGH6ZBT4GLCIQ

M Mohamed MOhsen's Wor... ▾

our friends! Refer to friends and both get fr

Search your creations

Pi docs

Shared with you

AI Assistant

AI Image

folder ▾ +

Add folders to your Pi documents for better organization and easier searching

[create new folder](#)

Design management

Pi Design Hub

Themes

Custom fonts

Pi Beta 1.2
Pi-VIP
Expire at 2025-09-29

Create with AI Import Create from blank

All Public Private Favorite

View / Desc ▾

No data

Agentic AI



1- KIMI AI Agents

The future of open source AI agents, I invite you to learn more about it
<https://moonshotai.github.io/Kimi-K2/>



Kimi K2: Open Agentic Intelligence

Update(0905): We have an updated weight that enhances **agentic coding** and supports **256K context**, [see here](#)

Kimi K2 is our latest Mixture-of-Experts model with 32 billion activated parameters and 1 trillion total parameters. It achieves state-of-the-art performance in frontier knowledge, math, and coding among non-thinking models. But it goes further — meticulously optimized for agentic tasks, Kimi K2 does not just answer; it acts.

And now, it is within your reach. Today, we are open-sourcing:



The most capable Agentic AI model, you can deep dive, generate insights, perform analytics, and more

Example of performing insights based on the data given in a meta-analysis:

3. Calculation of Relative Risk (RR) and Relative Risk Reduction (RRR):

Now, let's look at how RR and RRR are calculated from these event rates.

• **Relative Risk (RR):** This compares the probability of an event happening in the experimental group to the probability of it happening in the control group.

- Formula: $RR = (\text{Event Rate in Experimental Group}) / (\text{Event Rate in Control Group})$
- Calculation: $0.3449 / 0.2286 = 1.5089 \approx \mathbf{1.51}$
- *Interpretation:* This means the event (early suspension of medication) was about 1.5 times *more* likely to happen in the group receiving the combination therapy compared to the group receiving diclofenac alone.

• **Relative Risk Reduction (RRR):** This tells us how much the treatment reduced the risk of a particular outcome. However, in this case, since the risk *increased* (which is a good thing, as it means faster relief), the value is negative.

- Formula: $RRR = 1 - RR$
- Calculation: $1 - 1.5089 = -0.5089 \approx \mathbf{-51\%}$
- *Interpretation:* The negative sign indicates an *increase* in the event rate, not a reduction. So, the combination therapy led to a 51% *relative increase* in the rate of early medication suspension due to symptom relief. This confirms the treatment's effectiveness in shortening the duration of pain.

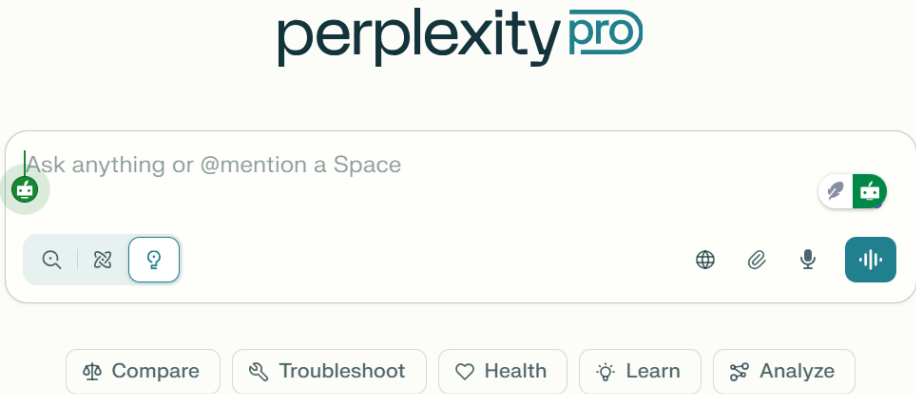
Explore more about Manus:

<https://manus.im/?index=1>

The screenshot displays the Manus application interface. On the left is a sidebar menu with the Manus logo and navigation options: Account, Settings, Usage, Scheduled tasks (highlighted), Mail Manus, Data controls, Cloud browser, Connectors, Integrations, and Get help. The main content area is titled 'Scheduled tasks' and features two tabs: 'Scheduled' and 'Completed'. Below the tabs is a table with columns for 'Name', 'Schedule at', and 'Enabled'. The table is currently empty. A large calendar icon is centered in the table area, with the text 'Schedule future tasks and let Manus handle your routine on time.' below it. A '+ New schedule' button is located at the bottom right of the main content area.

3- Perplexity Labs &Tasks

Explore more about tasks & labs in Perplexity, the most capable features, as you can make a complete report or assign a task with due dates or repetition to deliver on time



Scheduled task

Instructions

Describe what you want to automate

Schedule

Daily

4:47 AM

Expiration date

10/8/2025

Notification platform

In-app, Email, and Mobile

> Model options

Cancel

Save



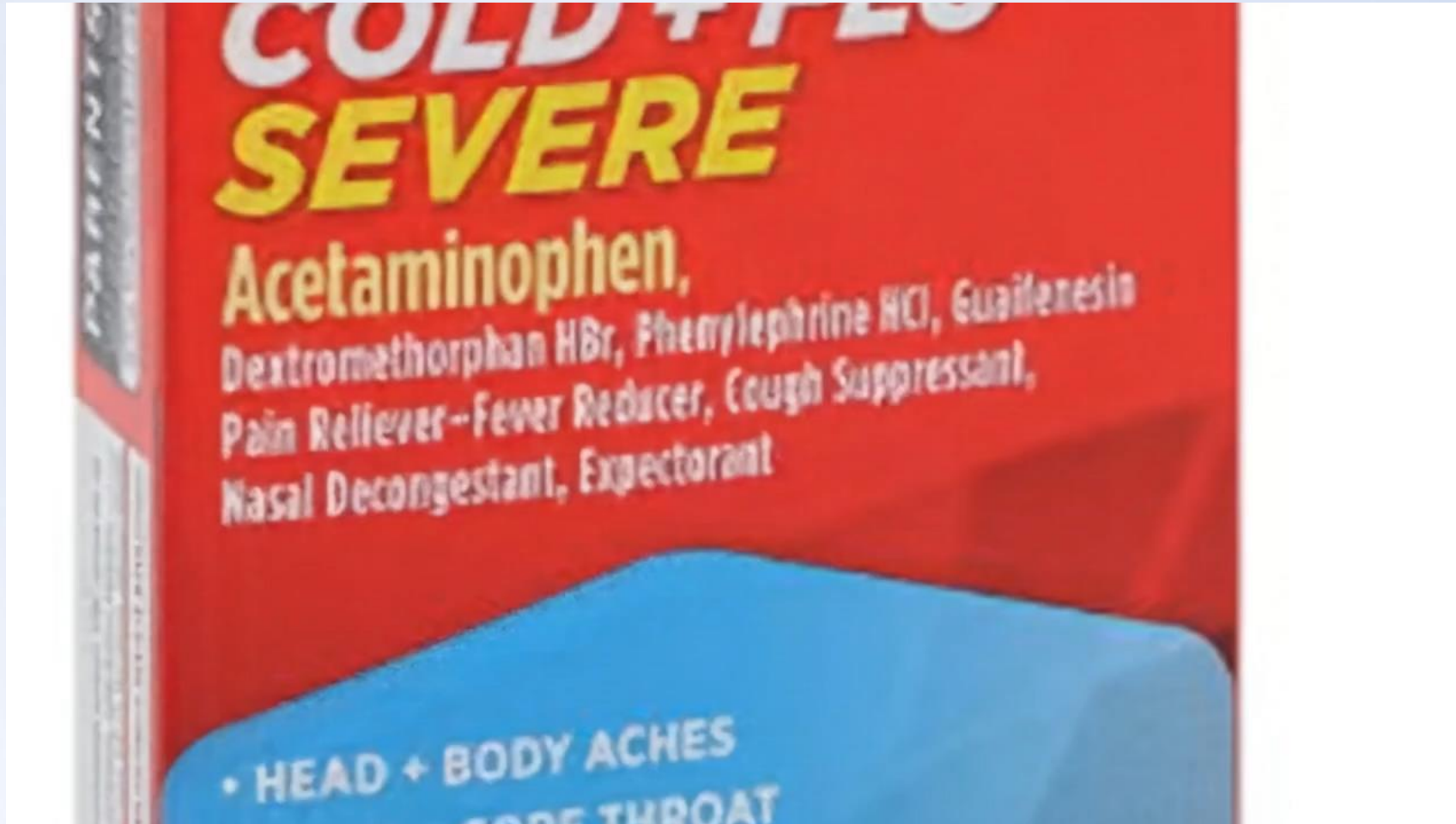
Image generation

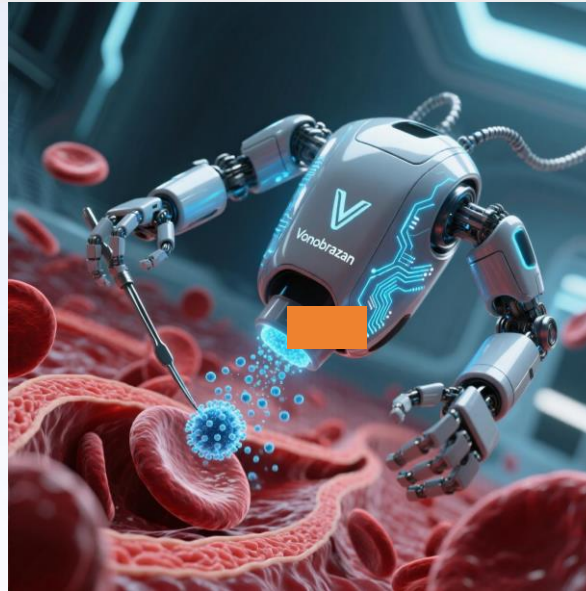
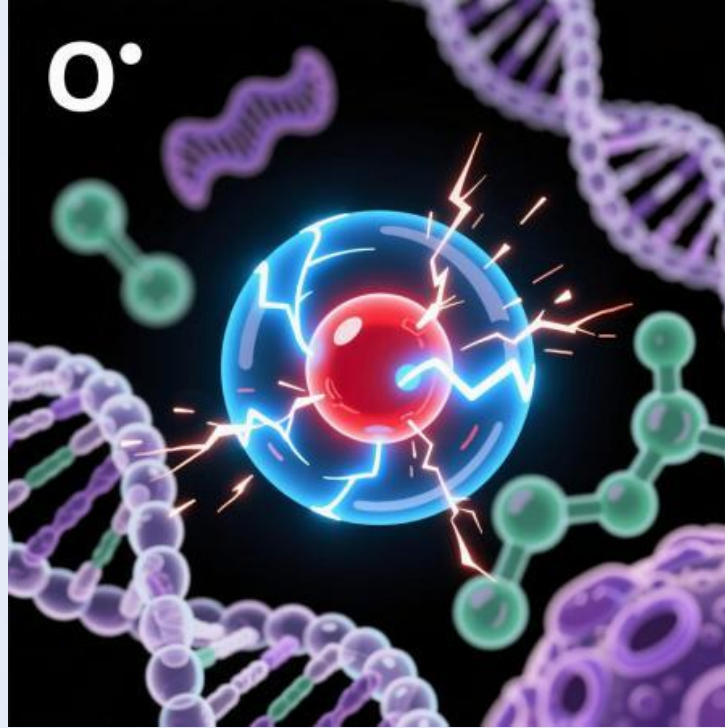
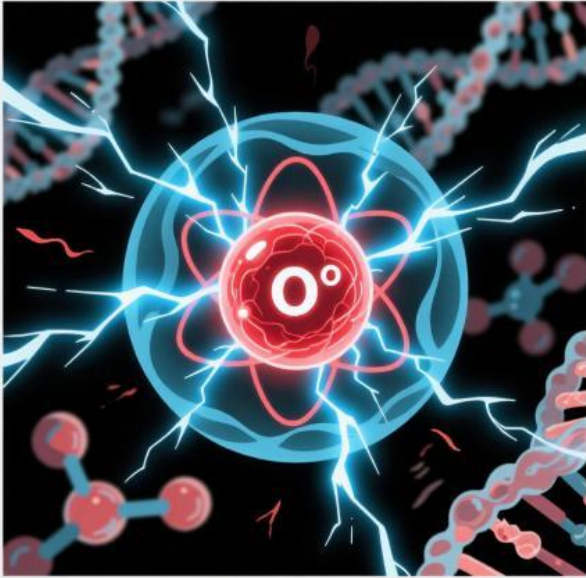


Seedream 4.0 AI Image Generator/Editor

Seedream 4.0 is ByteDance's just released image generator/editor, regarded as an alternative for Nano Banana—Try it for Free on DeeVid.







Learning and training



1- Notebook LM



notebooklm.google.com

The most powerful tool for studying and deep diving in your sources, just upload your materials and enjoy summaries in adios videos, mind maps, and more

Example performed during the lecture:

<https://notebooklm.google.com/notebook/6d99e153-ff02-4f38-b082-7da80ec7badc>

NotebookLM

Settings



All

My notebooks

Featured notebooks

Shared with me

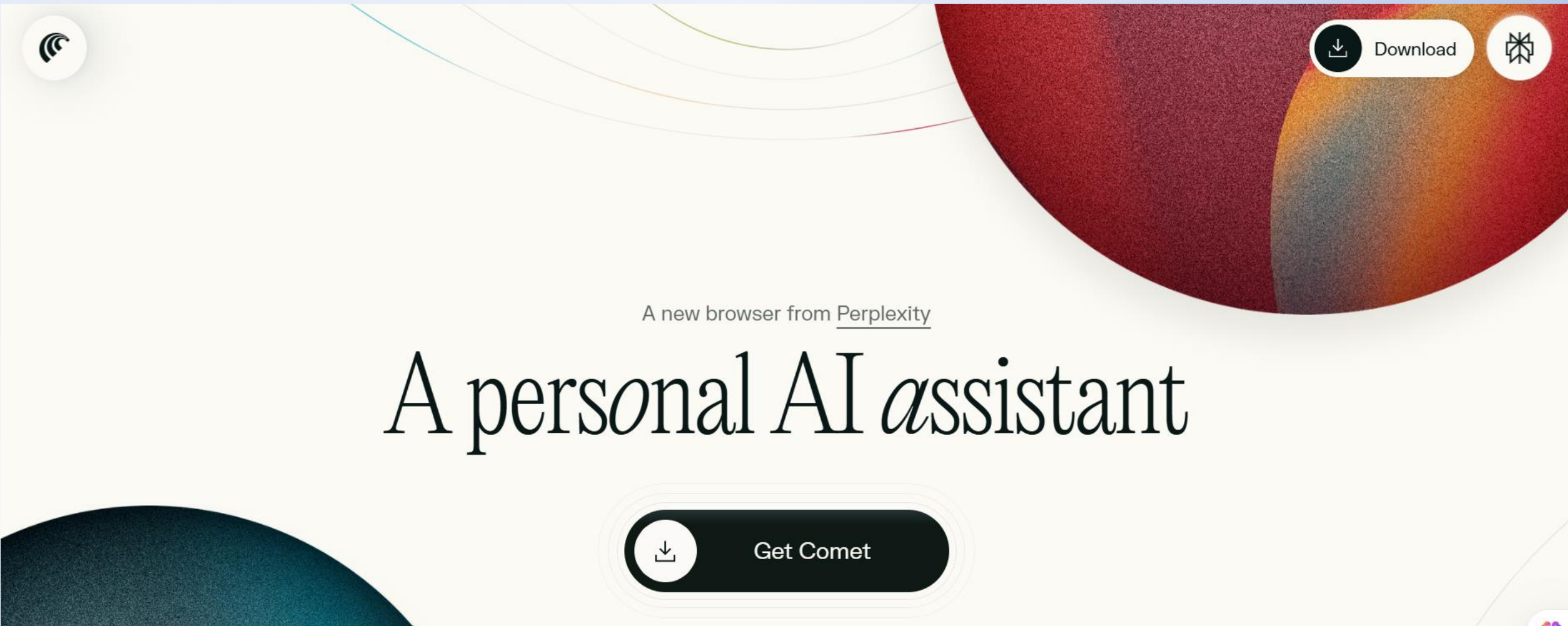


Most recent

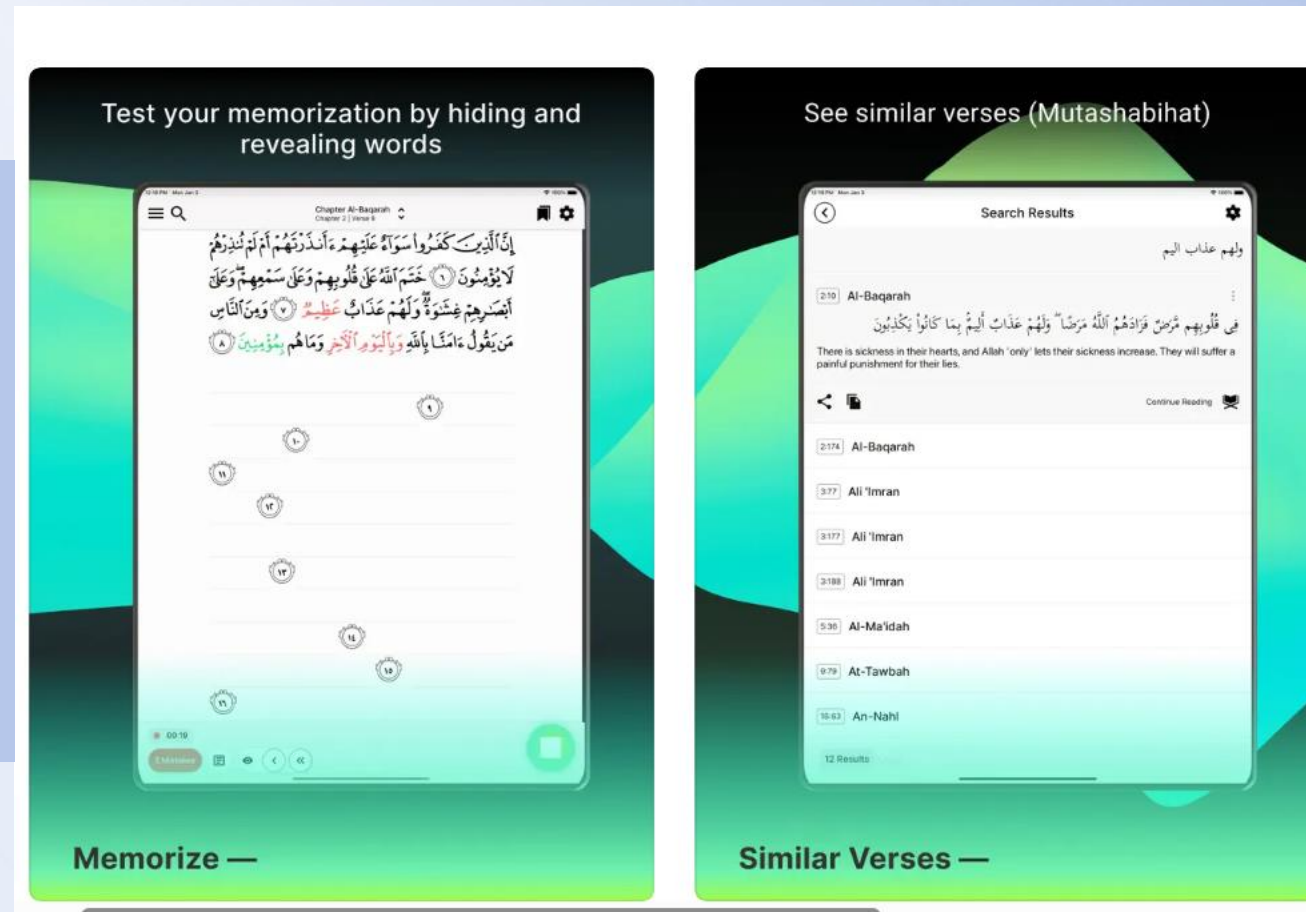
+ Create new

Featured notebooks





- **AI-powered recitation feedback** – instantly detects mistakes, skips, or mispronunciations while reading.
- **AI-assisted memorization tools** – hide text, test from memory, and reinforce retention intelligently.
- **Smart AI search & voice lookup** – find any verse instantly by reciting or typing part of it.
- **AI-driven progress tracking** – set goals, monitor consistency, and review mistakes with insights.
- **Accessible & family-friendly** – ad-free free tier, with premium and family plans for advanced AI features.



Other Productivity Tools



Your ~~DeepSeek~~ & ~~ChatGPT~~ AI Assistant Anywhere

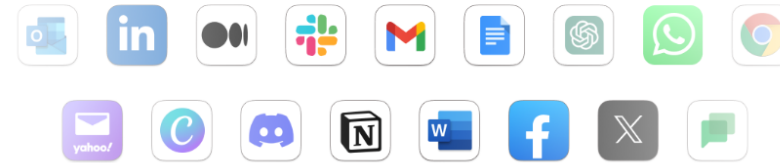
Chat, write, read, summarize, and create effortlessly with Sider, powered by ChatGPT and other leading AI models.

Easily access GPT-5, DeepSeek, Claude 4, Gemini 2.5, Grok 4 and more AI models in one place with Sider!



Meet your new writing buddy

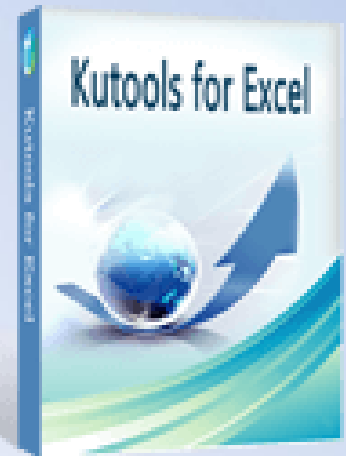
The QuillBot widget is ready to assist you wherever you write



Try in Gmail

Try in Google Docs

Try in Outlook



Your 30-Day AI Pilot Roadmap

1

Select Use Cases

Choose one content type, one insight, one workflow.

2

Measure & Iterate

Track time saved, errors reduced,

3

Scale & Expand

Apply learnings to more brands and complex workflows.

4

Govern & Review

Establish quarterly reviews for prompts, tools, and compliance.



09

PART 09

ROI



ROI and Future Outlook

AI delivers measurable value across key business metrics. It reduces content creation time, lowers campaign costs, improves conversion rates, and accelerates deployment, positioning it as a strategic investment for long-term marketing success.



Cost Savings: Reduced content creation time & lower campaign costs.



Revenue Growth: Improved conversion rates & market share.



Efficiency Gains: efficient workflows & faster deployment.



Competitive Advantage: Market innovation leadership.



Next Steps

Omar Maher

Abdelrahman Sleem

AI & Digital marketing topics

Train Social Media Algorithm

See the AI content to train the Algorithm to suggest similar content





AI SKILLS

Learn essential AI skills

We're building AI skills programs, trainings, and tools to address the specific needs of workers everywhere. Discover Google's courses and resources designed to help you succeed in an AI-driven world.

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TechXchange

Training

Community

Conference

Events

Developer

Training

Learn

Credentials

My Learning

Partner Plus Learning Hub

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Learn 'n Score

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Introduction to Artificial Intelligence



THANKS

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