

Work Smarter Not Harder

WAYS TO USE AI IN MARKETING

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MARKETING COORDINATOR





What is AI?

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.

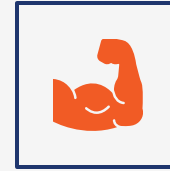


Types of AI



Narrow or “Weak”

Performs a single task or a set of closely related tasks.



General or “Strong”

More like what you see in sci-fi films, where machines emulate human intelligence, thinking strategically, abstractly and creatively, with the ability to handle a range of complex tasks.



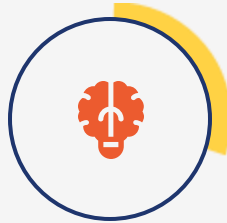


What Consumers Really Think About AI...



Consumers use more AI than they realize

33%



Think

They use technology with
AI

BUT

77%



Actually

Use an AI-powered service
or device



AI is used in our daily lives

Can you list six things where AI is used everyday?

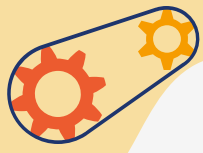


More than Half of Americans are aware of common uses of AI, but fewer can identify AI's role in all six examples.

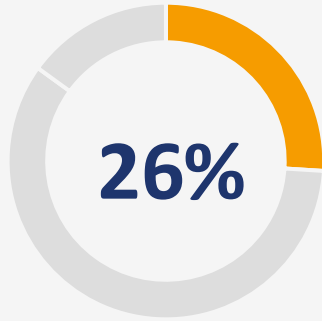


The email service categorizing an email as spam

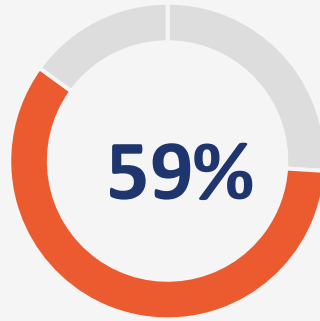




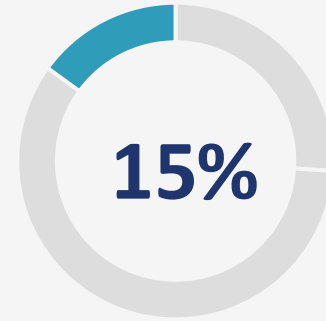
Over half of U.S. adults have heard a little about AI



A lot



A little



Nothing at all

% of U.S. adults who say they have heard or read about AI






Source: Pew



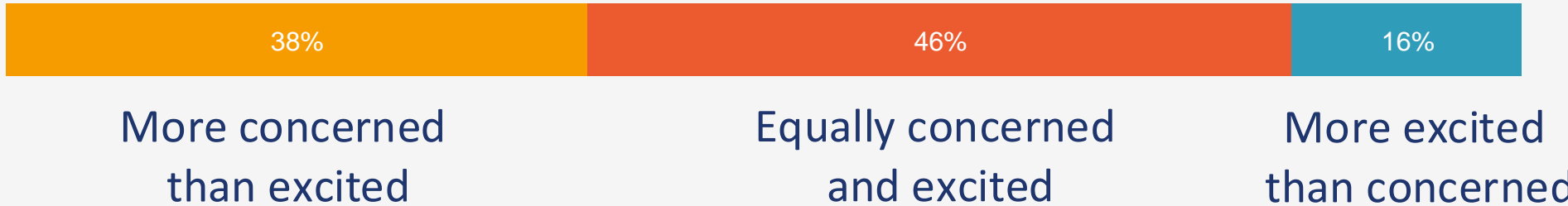
Adults with **HIGHER** levels of income and education have more awareness of AI.

Adults who **REGULARLY USE THE INTERNET** are more aware of AI.





38% of Americans are more concerned than excited about increased use of AI in daily life.



Source: Pew



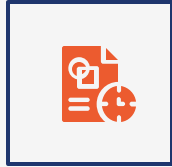
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Ways to use AI in marketing



Content Generation



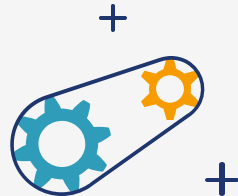
Customer Service



**Monitoring, Research
& Analysis**



Advertising Campaigns






01

Content Generation

If you are anything like me, writing is your arch nemesis.



Content Ideas



Social Media



Advertisements



Newsletters



Websites



**Letters
& Press Releases**



Presentations



58% of Americans are familiar with ChatGPT



Heard a lot

Heard a little

Heard nothing at all

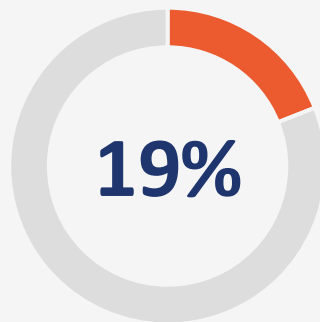
Source: Pew



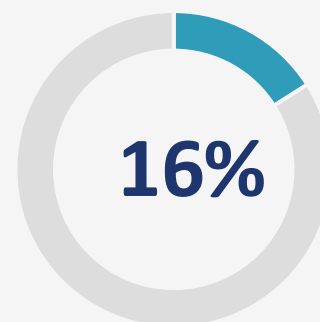
14% of U.S. adults have tried ChatGPT



Entertainment



To Learn Something



Tasks at Work

% of U.S. adults who have tried ChatGPT used it for what purpose

Save yourself time and have AI write the first draft.

AI Content Creation Prompting Tips:

- Final use
- Word count/length
- Writing style: witty, humorous, persona
- Details to include


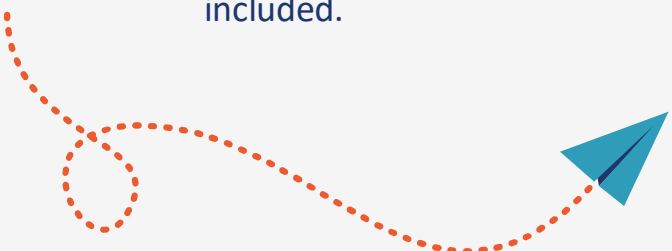




Example Social Media Post

Prompt:

Pretend you are the world's best social media content creator. Write a social media post for Pinnacle Marketing Group announcing the launch of a new website. The client is Twite Construction, based in South Dakota. Have the post be short and concise, with a bit of wit included.



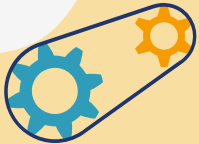
Result:

🎉 Big news from Pinnacle Marketing Group! 🎉
Our latest client Twite Construction, based in South Dakota, just launched their new website! 💻🚀

We've been hammering away 🛠️ to make sure their online presence is top-notch. Now, Twite Construction can showcase their skills and projects in style.

Check it out and let us know what you think! 👁️
#PinnacleMarketingGroup #TwiteConstruction

#NewWebsiteWhoDis





Content Generation Tools

“Best” AI Copywriting Tools

AdCreative.ai
Abyssale
Hunch
Craftly
Grammarly
SEM Rush SEO Writing Assistant
ContentShake

Content Best AI Generators

ChatGPT
Jasper AI
Google Bard

Image Generation

Many tools exist that will generate images.

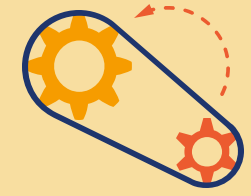
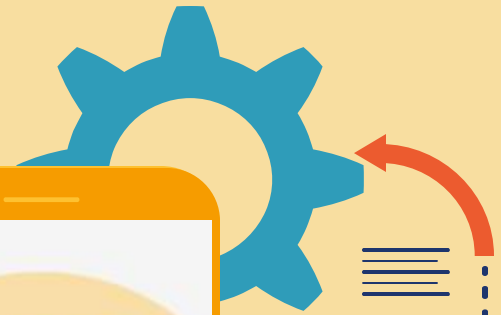


Image Generation Tools

- Jasper Art
- Midjourney
- Dalle-2
- Starry AI
- Dream by Wombo
- Nightcafe
- SynthesysX
- Pixray
- Deep Dream Generator
- Deep AI
- Adobe Firefly





Heinz:

This is what “Ketchup” Looks like to AI

Heinz asked AI and consumers to create ketchup images.



Pinnacle
Marketing Group

30
YEARS

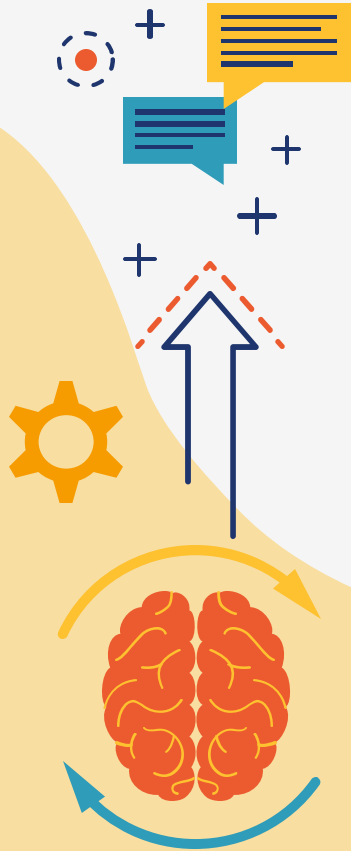


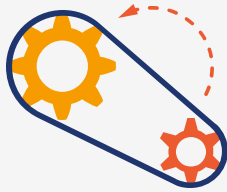


02

Monitoring, Research & Analysis

Let AI do the Number Crunching
for you...





5 hours & 36 Minutes

Amount of time per week marketers spend trying to improve their data analysis processes.



How to use AI in analytics?





Where to have AI assist?



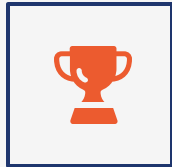
Market Research

Trends, information, data, and more!



Campaigns

Campaign monitoring, customer targeting, buyer personas, A/B testing, optimization



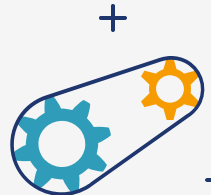
Competitor Analysis

See new areas to break into, keep track of what your competitors are up to, SWOT Analysis



Social Media & Email

Listening, monitoring, scheduling, filtering





Examples



Social Media

- Content Moderation
- Social Media Listening
- Brand Awareness
- Content Scheduling



Emails

- Email Sorting
- Personalization
- Scheduling & Automation
- List Management






03

Customer Service

Customer service is marketing, it all has to do with image management.





Customer Service & AI



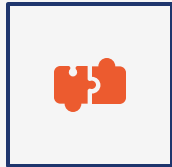
Chatbots

24/7 Customer Service.



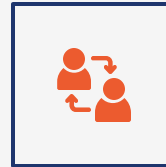
Curated Content

Personalize newsletters, emails, ads, and more to specific people.



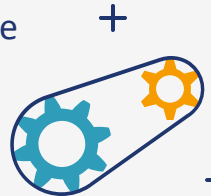
Dynamic Website

Curate your website to who is viewing.



User Experience

Review your processes. Look for areas to improve. Service tech example.

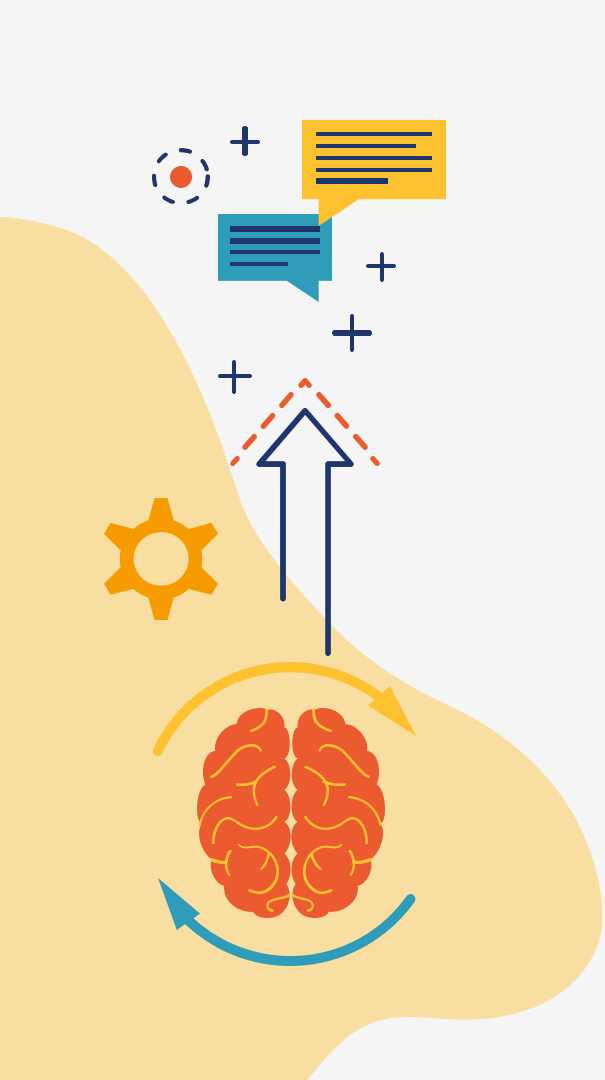


How can we use this now?

AI to help research and find answers:

- Troubleshooting
- Explain technical instructions





04

Campaigns

I feel repetitive...but trust me it's worth it!



Campaign Specific AI



Smart Bidding



Dynamic Ads



Audiences



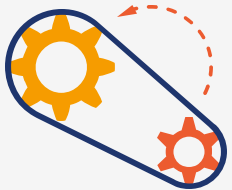
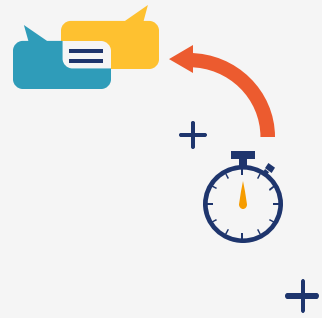
Forecasting Tools



Analytics Intelligence

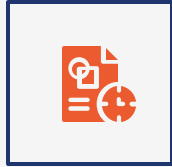


Personalize Content





Ways to use AI in marketing



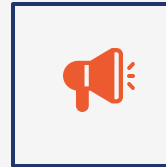
Content Generation



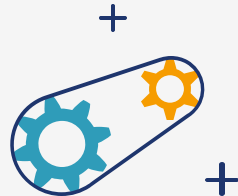
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Advertising Campaigns





Why use AI?

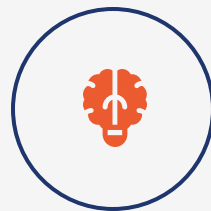
There are so many reasons.



Why use AI?



Efficiency



Personalization



User Experience





How to take it further?

Netflix

Ever found yourself lost in the Netflix interface only to be hooked by a show you've heard of?

- Thumbnails Crafted by AI
- Spotlight favorite actor or genre



uncovers
terrifying
girl.



**TOY
STORY**

**FUNDAY
FOOTBALL**



Thanks!

Any Questions?

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Resources

Stats

- TechTarget
- Accenture
- Pega
- Pew Research
- Venture Harbour
- Polymer

Photos

- Heinz Photos

