28th June 2023

AI and the Future of Marketing

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Your team today

Dave Chaffey
Insights Director

Al Rowe
Director of Technology
and Innovation

Chris Roberts
Managing Director

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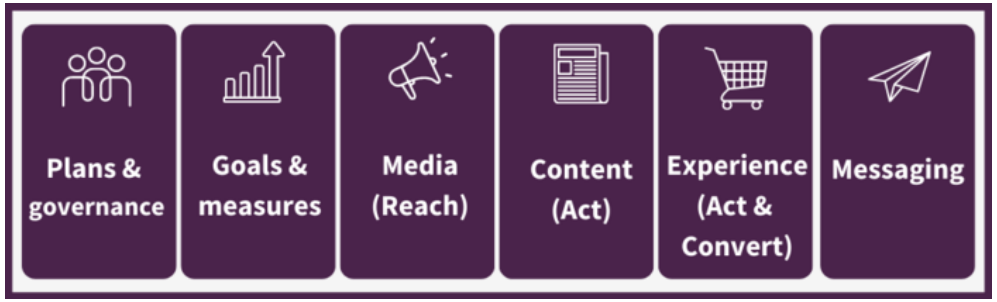
Session Structure



We will focus on our core activities for clients:

Plan
Strategy and policy for AI

Content
Generative AI for content

Media
AI for biddable media

Experience
AI to support CRO

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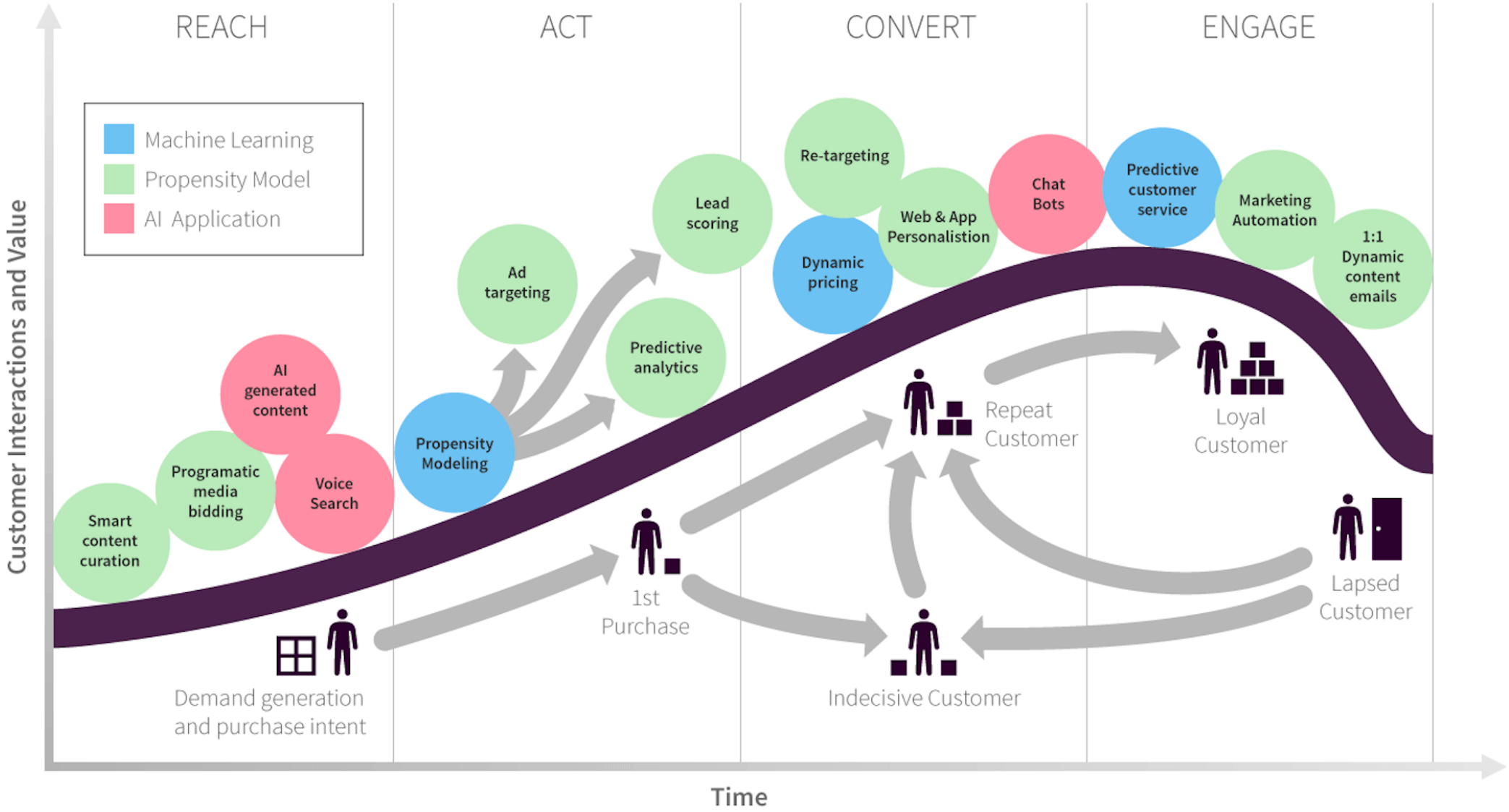
AI opportunities

Lifecycle opportunities of AI in marketing *



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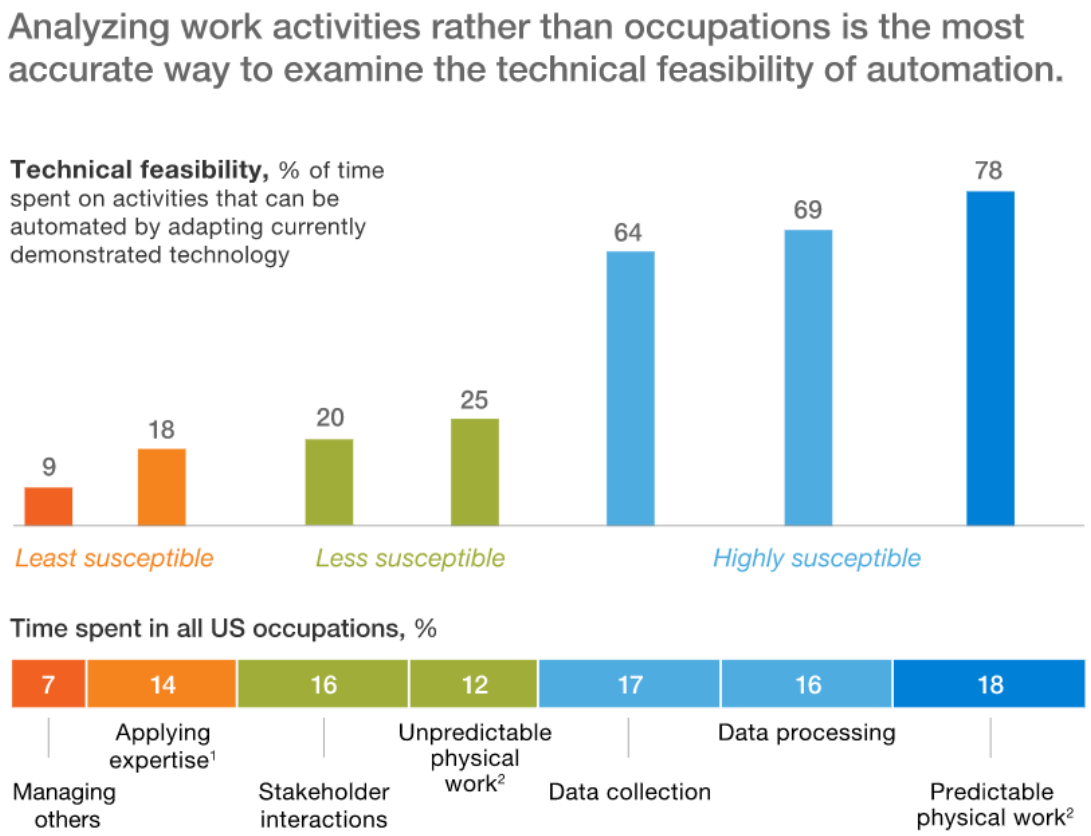
Question 1:

What aspects of digital marketing can be automated or enhanced with AI?

AI isn’t new

Remember 2008?

AI isn't New



This is from an article 7 years ago

However – a lot of the findings still apply today and can be directly translated into the debate we are having today – i.e. **anything predictable and repeatable is highly susceptible**.

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https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/where-machines-could-replace-humans-and-where-they-cant-yet

So, what should we use AI for?

As with the 2016 study – we need to identify those tasks susceptible for automation.

Writing PPC ad copy (which would need editing before using)

Scheduling social media posts (to then be sense checked by a human)

Creating social media posts from an article

Content topic ideation

URL mapping

Chat bots

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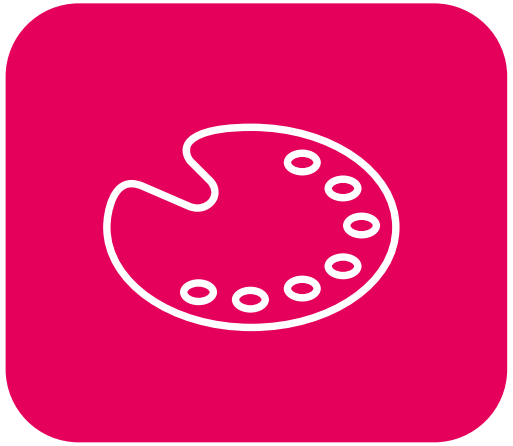
Should we all look for new careers?

No! It is just as important to identify those tasks that AI can't do:



Be creative

Make human connections

Understand cultural nuances

Be ethical

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"Overall, AI is a powerful tool that can be used to improve the effectiveness of digital marketing campaigns.

However, it's important to remember that AI is still in its early stages of development, and it has limitations. It's important to use AI in conjunction with human creativity and judgment to create successful digital marketing campaigns."

Bard – June 2023

- *Content Creation and Curation*
- *Personalisation*
- *Chatbots and Customer Service*
- *Predictive Analysis*
- *Email Marketing*
- *SEO & SEM*
- *Social Media Marketing*
- *Voice Search*
- *A/B Testing*
- *Image & Speech Recognition*
- *Conversion Rate Optimization*
- *Programmatic Advertising*
- *Sentiment Analysis*
- *Lead Scoring*
- *Customer Segmentation*

ChatGPT – June 2023

AI Strategy

MartechMap an initiative by chiefmartec & MartechTribe

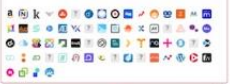
2023 Marketing Technology Landscape May 2023

Advertising and Promotion

Display & Programmatic Advertising

Mobile Marketing

Native/Content Advertising



PR

Print

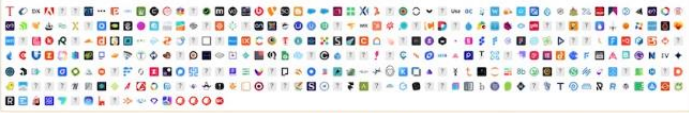
Search & Social Advertising

Video Advertising

Content and Experience

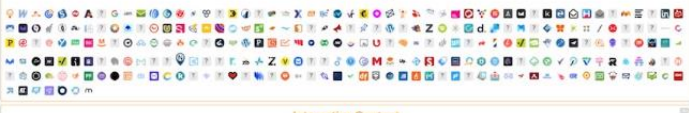
Content Marketing

CMS & Web Experience Management



DAM & MRM & PIM

Email Marketing



Interactive Content

Marketing Automation & Campaign/Lead Management

Mobile Apps

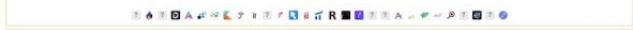
Optimization Personalization & Testing

SEO

Video Marketing

Social and Relationships

ABM



Call Analytics & Management

Customer Experience Service & Success

Influencers

CRM

Advocacy Loyalty & Referrals

Community & Reviews

Events, Meetings & Webinars

Social Media Marketing & Monitoring

Live Chat & Chatbots

Commerce and Sales

Retail, Proximity & IOT

Affiliate Marketing & Management

Sales Automation Enablement & Intelligence

eCommerce Platforms & Carts

eCommerce Marketing

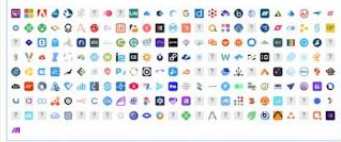
Channel Partner & Local Marketing

Data

Marketing Analytics Performance & Attribution

Audience/Marketing Data & Data Enhancement

Ipaas Cloud/Data Integration & Tag Management



Business/Customer Intelligence & Data Science

DMP

Dashboards & Data Visualization

Governance Compliance And Privacy

Mobile & Web Analytics

Customer Data Platform

Management

Agile & Lean Management

Collaboration

Talent Management

Budgeting & Finance

Projects & Workflow

Product Management

Vendor Analysis & Management

visit martechmap.com to search, sort & filter

Question 2:

Should business devise an 'AI strategy'?

What can/can't be automated?

The short answer is....

YES

Devising an AI Strategy

As with the 2016 study – we need to identify those tasks susceptible for automation.

Identify those tasks that can be done more effectively and to the same standard using AI and crucially, those that can't be

Governance needs to be set from the top down on usage, as we've seen at the moment it is far from perfect

Not having a strategy effectively allows people to make their own rules, and you put your brand at risk

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If I use an AI, who owns the output?

It depends on which one you use

User owns the commercial rights to generated content.

As you pay, you own the output so long as you are not upscaling someone else's image.

User does not own the output (while these are in Beta)

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But this is untested in courts!

If I use an AI, who owns the output?

And for language models;

The user owns the output of ChatGPT, so long as it does not infringe existing copyrights.

Bard is less clear.

But be warned....

Reliance can backfire!

r/technology · 22 days ago
by FunEntersTheChat

Join

A lawyer used ChatGPT for legal filing. The chatbot cited nonexistent cases it just made up

mashable.com

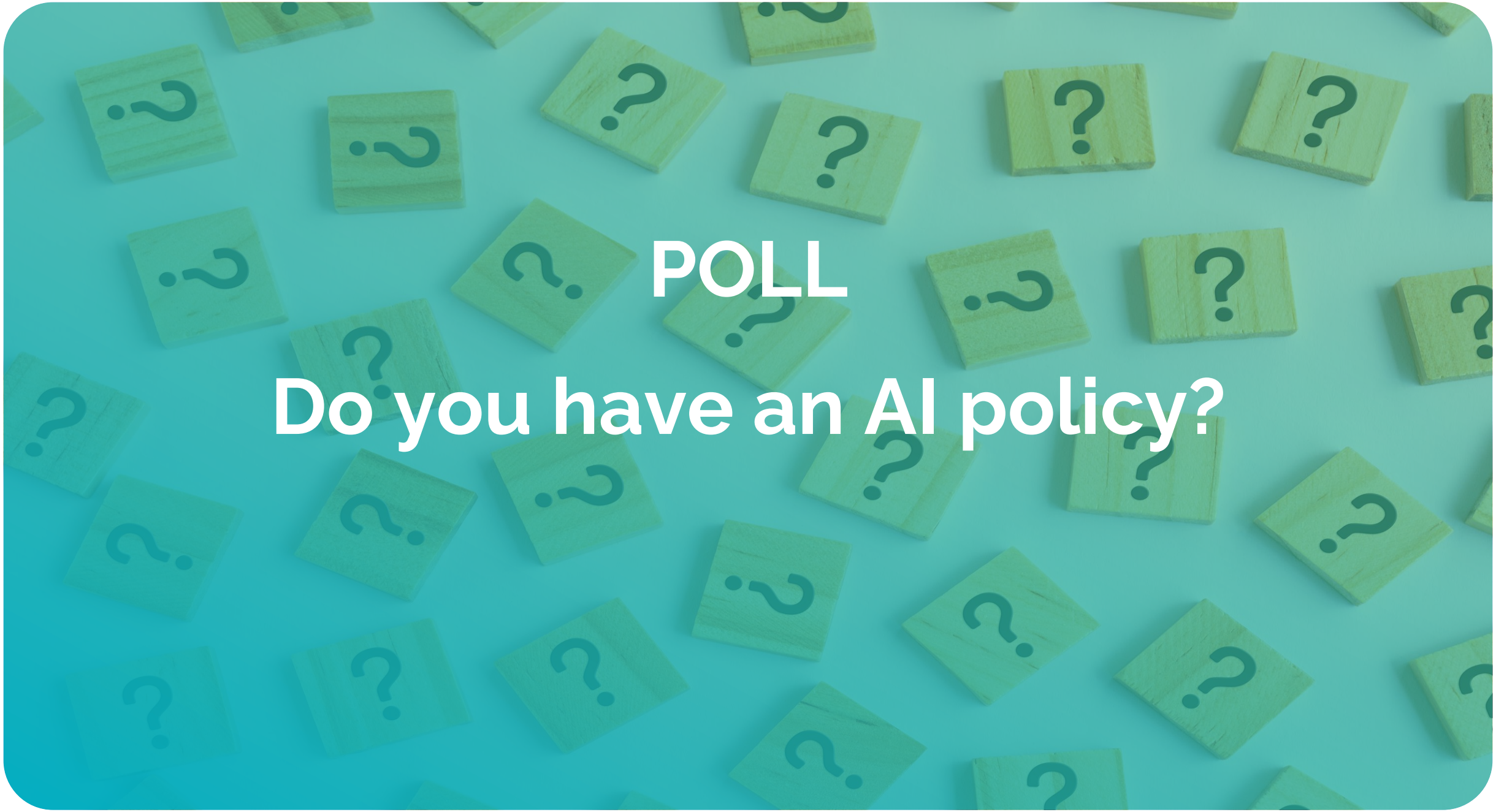
Open

AI Governance

Question 3:

Should there be a policy for using AI?

What is the ClickThrough Marketing approach?


POLL
Do you have an AI policy?

If you use AI to generate content...

There is **no consensus yet** on citation

Rule of thumb:

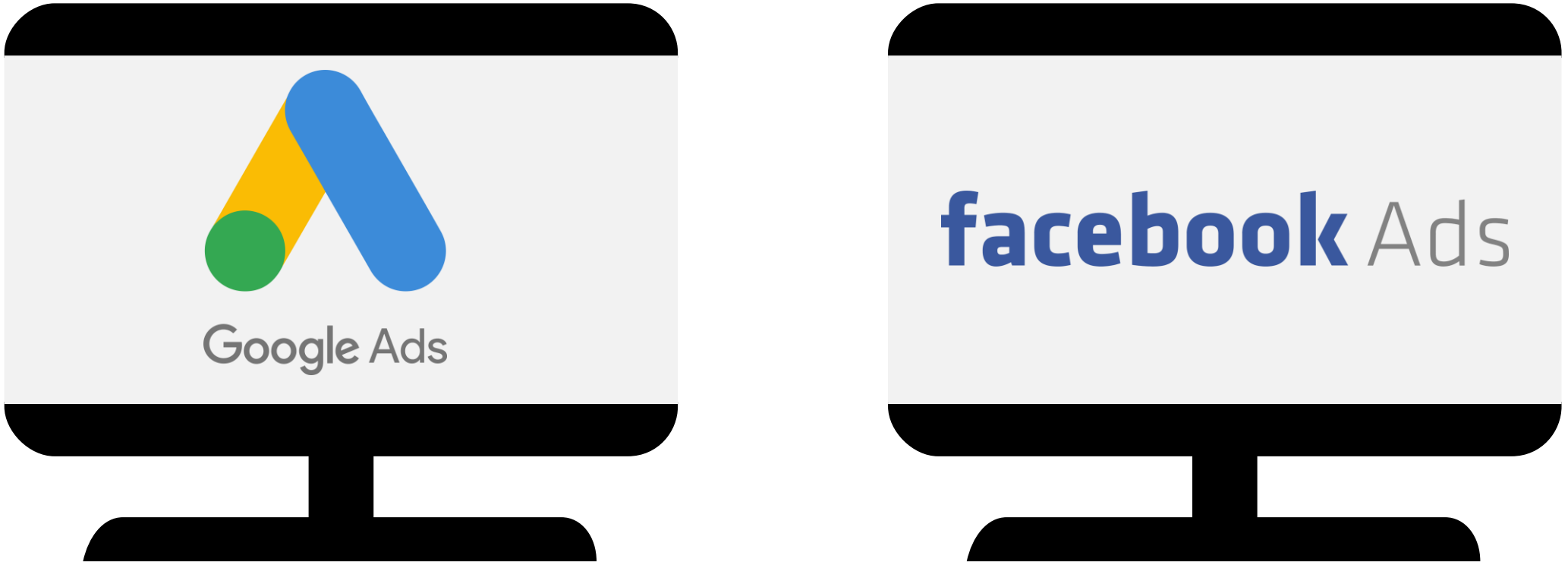
- If AI is the primary source, then cite it
- If used for research, it is still good to acknowledge this
- Don't cite ChatGPT/Bard as a source of factual information

AI for Media

Question 4:

What are the options to make media buying more cost-effective?

AI isn't New



Both have been utilising machine learning in their platforms for some time – so we've all been using machine learning

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Cost Effective Media Buying

Again, this isn't new, Google and Facebook are two key examples where this **has been integrated for some time**

Algorithms are quicker and can **analyse more data points and spot trends far better than a human ever can** – and in some instances can make changes in real time

Account for what they can't they do; Immediately react to notable events, proactively react to events, jump on trends

Always retain human intervention

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AI for Creative

Question 5:

How can we improve creative through AI and testing?

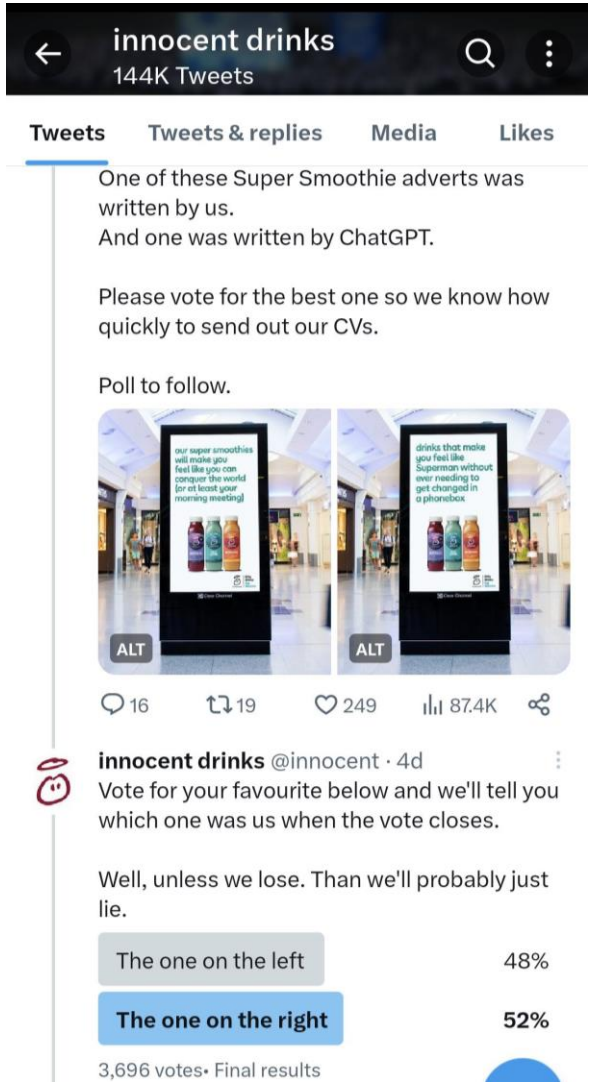

POLL
Let us know which you prefer

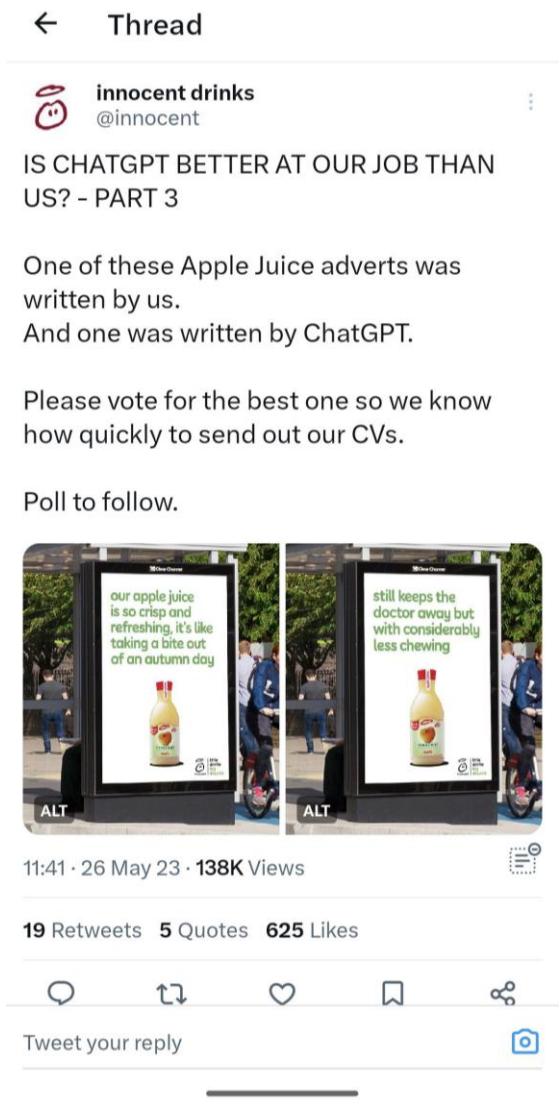

GOLDSMITHS
our super smoothies will make you feel like you can conquer the world (or at least your morning meeting)
REVITALISE
BLUE SPARK
RE[CHARGE]
innocent
little drinks big dreams
Clear Channel


GOLDSMITHS
drinks that make you feel like Superman without ever needing to get changed in a phonebox
REVITALISE
BLUE SPARK
RE[CHARGE]
innocent
little drinks big dreams
Clear Channel


POLL
Results

Innocent Example





The Result?

Innocent Marketing Team : 3

Chat GPT : 0

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Great AI is just a work tool saving us time

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Modified with Adobe Photoshop Beta using Firefly

An example of the potential

b_ Byword Explained

GETTING STARTED

- What is Byword?
- Quickstart
- Article Generators
- Article Creation Modes
- Images
- Avoiding AI Detection
- Tone of Voice
- Other Languages
- Article Length
- Custom Formats
- Updates

SEO STRATEGY

- How AI Is Changing The Game
- Choosing Inputs
- N-Dimensional SEO

Powered By GitBook

Case Study - Causal

The strategy behind Causal's 750k sessions per month pages

Before Byword launched as a public tool, it existed as a codebase that I'd use to build out large-scale SEO campaigns for clients. I'd work with brands to develop page title structures, and feed thousands of them into Byword. The generated pages would then be published to the brands' sites, and rank for all sorts of keywords.

Cue Causal

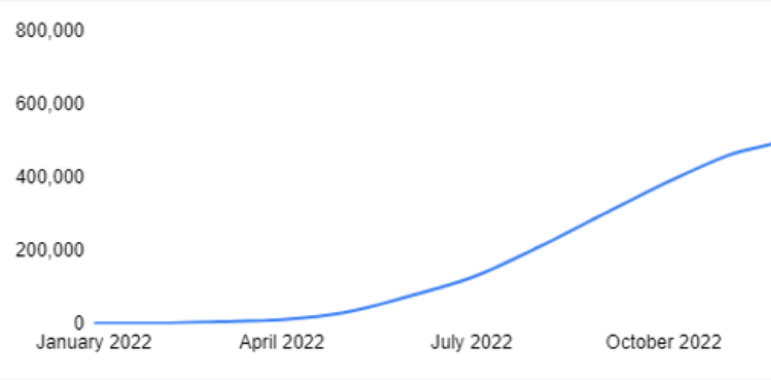
The first brand I ever did this with, back in 2021, was Causal. Causal is a number-crunching platform (think spreadsheets, but way more powerful), with a specific focus on financial modelling.

What is Byword?

So, what's this all about?

Byword is an AI-powered article generation tool, focused on delivering large vo
quality, SEO-ready content.

It differs from traditional AI tools in that it's designed to be a complete & integra
long-form content. As you'll see in these docs, you simply input a few words, cl
within in minute you can have an article and image up on your site, ready to be



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AI for Content

Question 6:

Should we be using Generative AI (ChatGPT, Bard) to create content for SEO i.e. Will it work?!

SEO using generative content is untested and could be different according to the situation.

You should test that!

RACE: *(sorry Dave)*

Rapid **A**cceleration of **C**ontent **E**xperimentation

r/ChatGPT • 21 days ago
by This-Meringue4082

Join

To all the people worried about losing their jobs: have you been fired yet?

I'm a content creator for a big media sports group. My line of work should've been the first to go. I mean, you can literally do my job with single-sentence prompts in chatGPT. For instance: "write a 200 word preview for the upcoming UFC fight between X and Z."

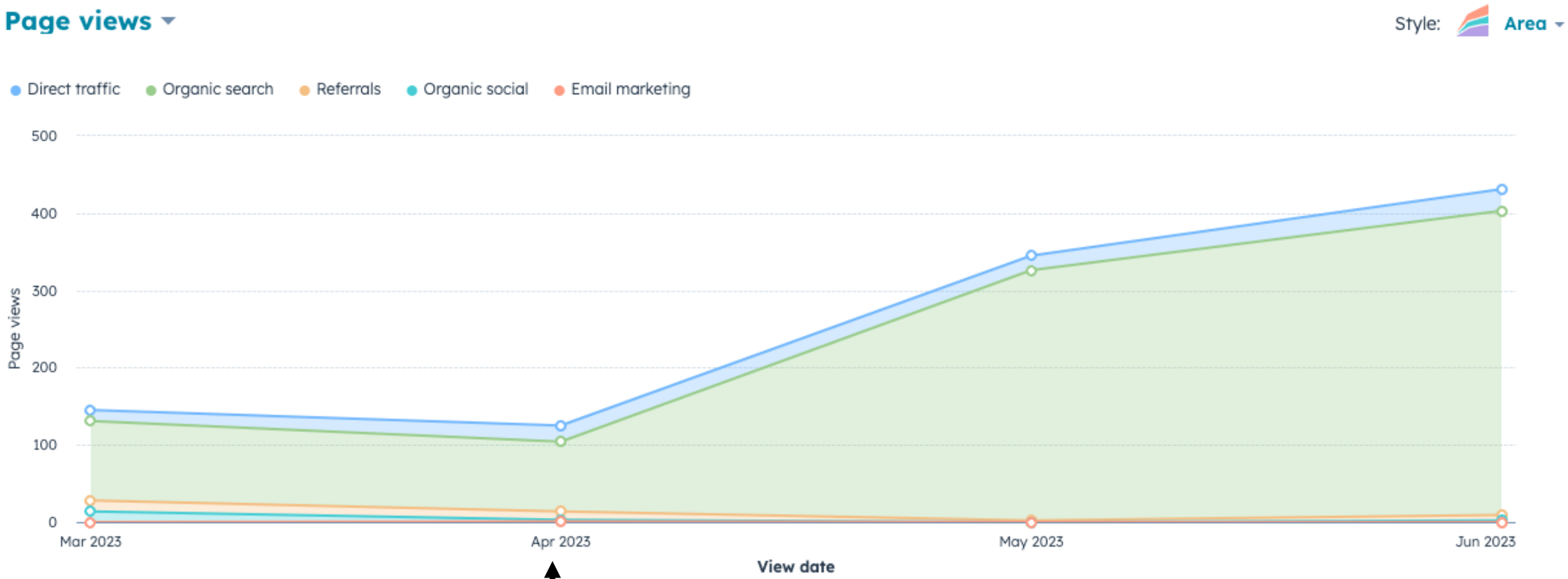
But here's the thing. Someone still needs to work those prompts, and what happens when the market becomes saturated with AI bots? Well then it all becomes a competition about creating the best prompts, or finetuning the text to the highest extent. I.e., human intervention is needed.

I will admit that I was a little worried initially when I heard rumblings about chatGPT, but now that I see how disruptions like these actually makes the job more interesting, I have been proven wrong in my worries.

The company I work at has actually increased the amount of content creators in my team because it has become more faster and easier to create content, thereby making it easier to branch out and try to take on new markets.

707 728 Share

How to write the perfect meta description using ChatGPT



This is when we rewrote the post

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Google Search's guidance about AI-generated content

Wednesday, Feb 9, 2023

Rewarding high-quality content, however it is produced (using E-E-A-T)

Source: https://developers.google.com/search/blog/2023/02/google-search-and-ai-content

AI Tools

Question 7:

Are specialist tools a better bet?

AdCreative.ai

For Marketing Agencies

Generate ad creative and banners that ha
portfolio. Give your clients be

Gene

%

Convert Better

Higher Conversion Rates
Up to 14x better conversion rates than ad creatives designed with no data-driven approach.

∞

Over

Of the u
Cut up to
costs. Sp
on your st

phrasee

More Clicks, Conversions, and Customers with AI Content

Phrasee delivers AI-generated, on-brand content with enterprise-grade controls and optimization at scale.

n Bigger with e Firefly.

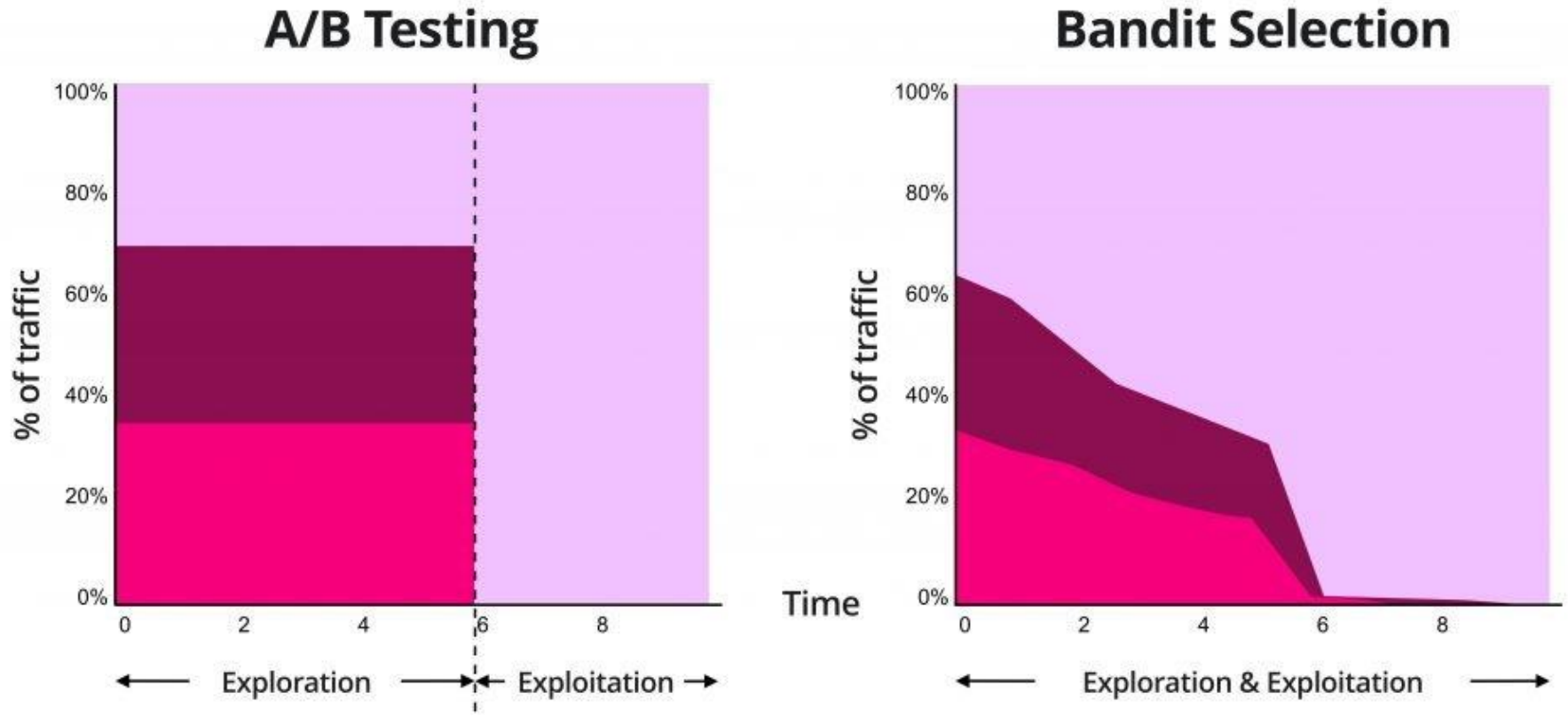
type it, see it with Firefly, our
enerative AI engine. Now in
p (beta), Illustrator, Adobe
nd on the web.

Explore Firefly

AI for Experiences

Question 8:

How can AI support Personalisation and CRO?



Variation A
High CTR

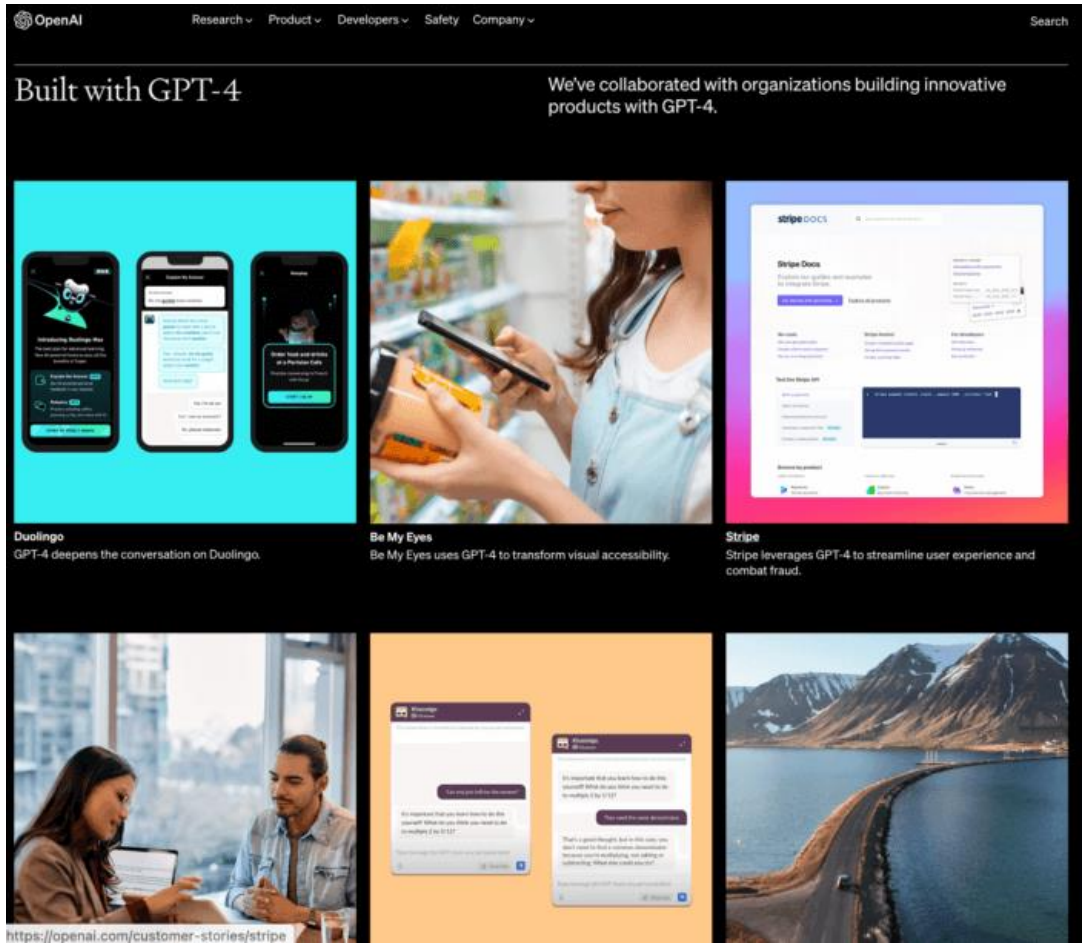
Variation B
Medium CTR

Variation C
Low CTR

dynamic yield

Realize the full power of tomorrow's hyper-personalization, today

Recent developments from Open AI



November 2022: ChatGPT Launch

February 2023: ChatGPT Plug-ins

March 2023: GPT-4

March 2023: Chat GPT Plug-ins

April 2023: AutoGPT (open source)

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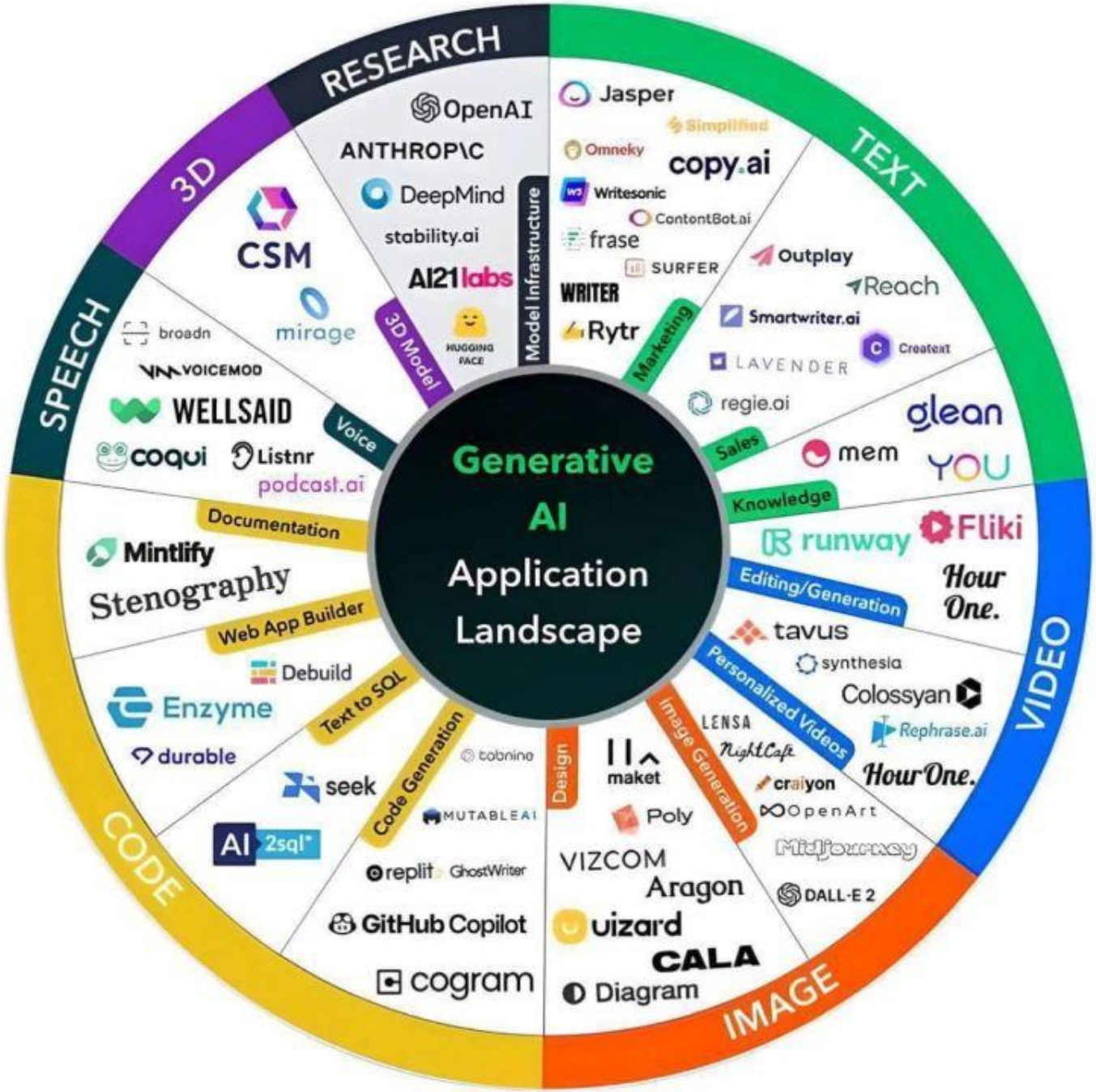
Question 9:

What's next?



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Possible game changers?

True advantage will come from leveraging APIs

AI Assistant leveraging GPT-4 to work autonomously on your behalf

AUTOGPT

Meta

HuggingChat

Running advanced open-source AIs on your own hardware can protect IPR

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"Every business needs an AI champion" -> "Everyone in a business needs to be an AI champion"

What's next?

If you want to discuss how we can make AI technology work for you and your brand – or another aspect of your digital marketing, we're here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about AI technology and other marketing innovations,** if that is something that your business is interested in.

If you can't wait, you can reach Sonja at sstewart@clickthrough-marketing.com

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We work to accelerate traffic *and more importantly,* convert it...

We build organic visibility with **Technical SEO**

We tell your story with **PR & Content Marketing**

We get your brand seen fast with **Paid Search**

We target your ideal audience with **Paid Social**

We use a conversion-focused approach with **Data-led Design ® and CRO**

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Thank you

For further information please contact our experts

experts@clickthrough-marketing.com

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POLL
Your poll question here


POLL
Your poll question here