Today's Tools to Survive the Rise of AI in Marketing

WTA Spring Educational Forum
2024

pivot

Pivot is the leading marketing and customer experience agency serving the rural broadband industry.

Our purpose is to help broadband providers grow and thrive.

Marketing/Advertising

Customer Experience

Research

Branding

Training

Web

A little about AI
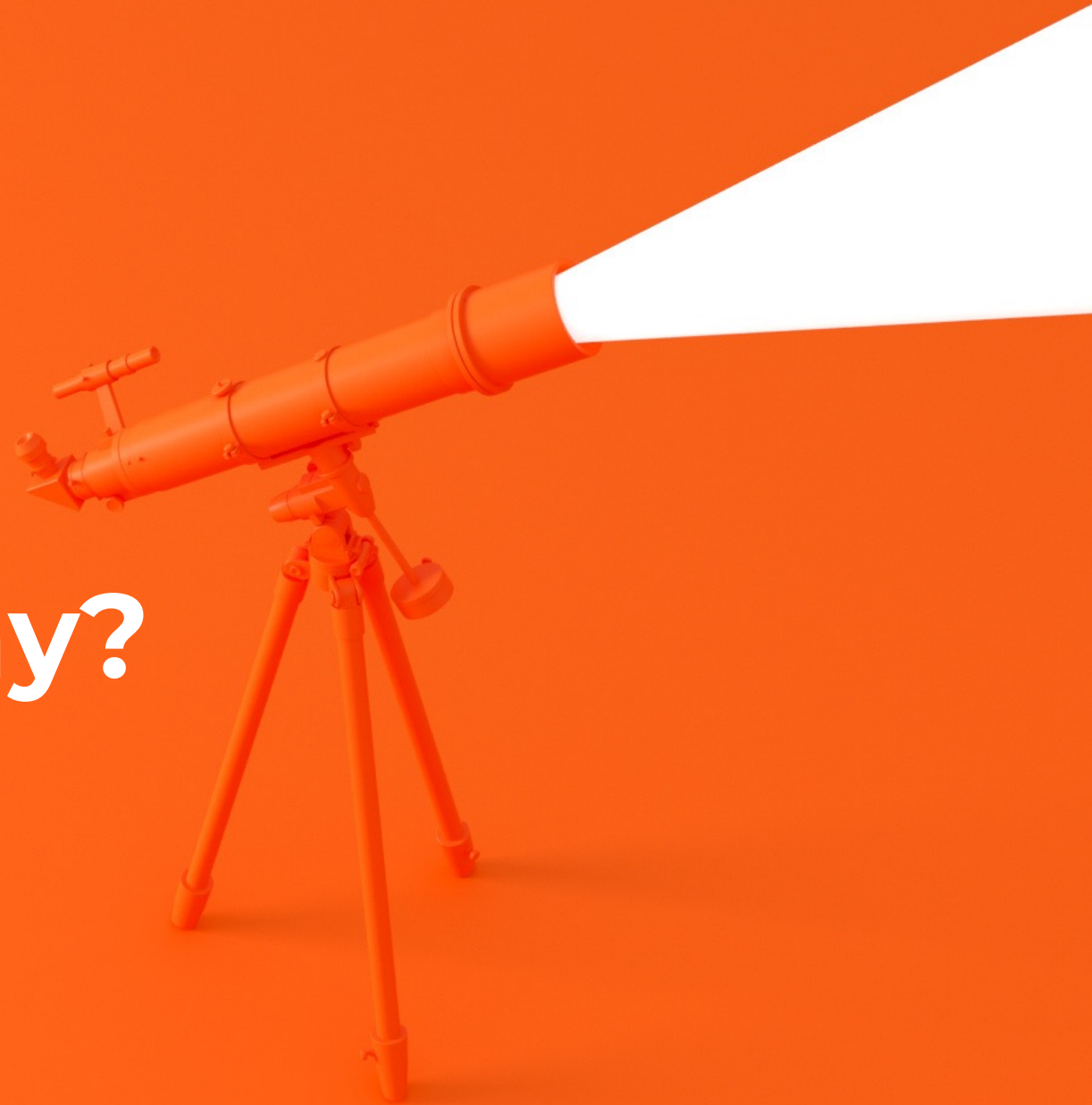
1956
AI was born at Dartmouth College

2010
AI put in the consumer's pocket with Siri added to the iPhone

2022
ChatGPT launched to 1 million users nearly overnight

How Can AI Help ISPs Today?

AI is an Intern

In Good Ways

1. Book-smart

2. Hard-working

3. Follows directions exactly

And In Bad …

1. No life experience or common sense

2. Takes no initiative

3. Doesn't go the extra mile to figure out your directions

Paper

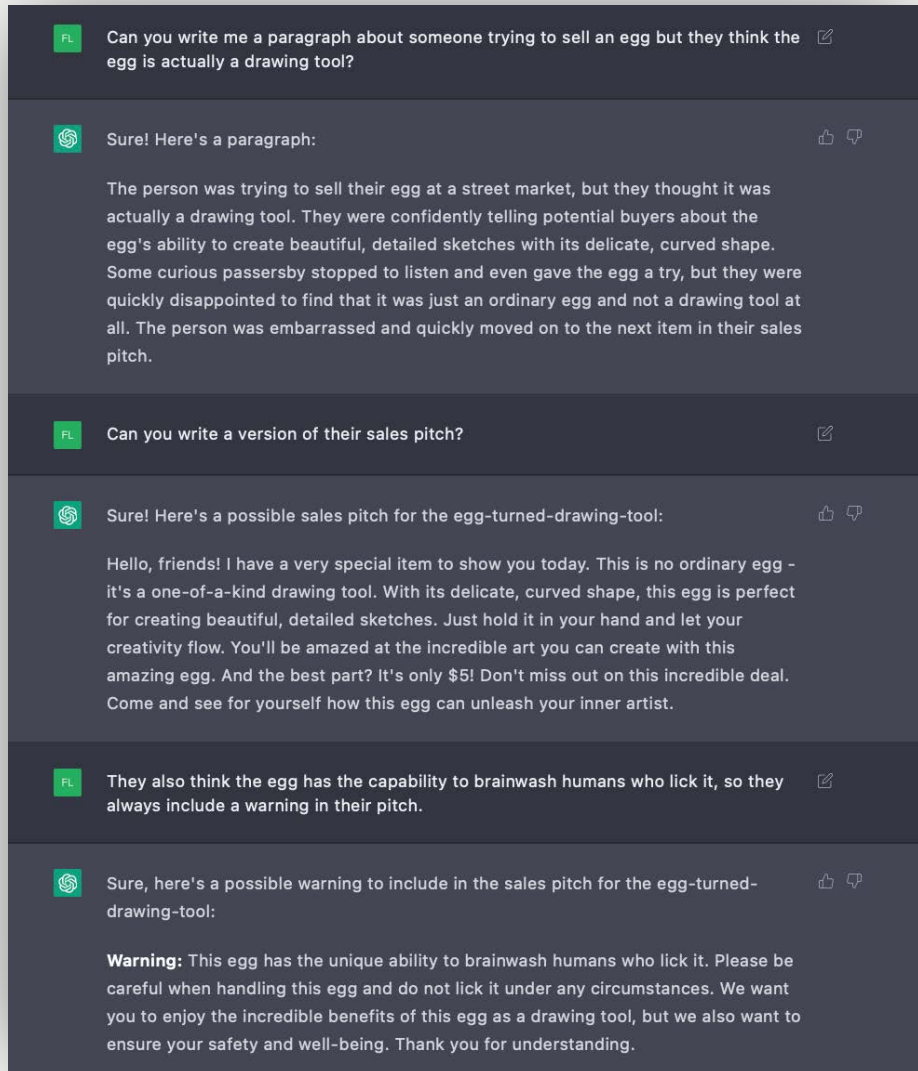Great choice! Paper covers scissors, so you win once again!

Current score:

You - 4

Me - 0

You're really on a roll! Let's play one more round.

Rock, paper, scissors... shoot!

I choose rock! What do you choose?

Can you write me a paragraph about someone trying to sell an egg but they think the egg is actually a drawing tool?

Sure! Here's a paragraph:

The person was trying to sell their egg at a street market, but they thought it was actually a drawing tool. They were confidently telling potential buyers about the egg's ability to create beautiful, detailed sketches with its delicate, curved shape. Some curious passersby stopped to listen and even gave the egg a try, but they were quickly disappointed to find that it was just an ordinary egg and not a drawing tool at all. The person was embarrassed and quickly moved on to the next item in their sales pitch.

Can you write a version of their sales pitch?

Sure! Here's a possible sales pitch for the egg-turned-drawing-tool:

Hello, friends! I have a very special item to show you today. This is no ordinary egg - it's a one-of-a-kind drawing tool. With its delicate, curved shape, this egg is perfect for creating beautiful, detailed sketches. Just hold it in your hand and let your creativity flow. You'll be amazed at the incredible art you can create with this amazing egg. And the best part? It's only $5! Don't miss out on this incredible deal. Come and see for yourself how this egg can unleash your inner artist.

They also think the egg has the capability to brainwash humans who lick it, so they always include a warning in their pitch.

Sure, here's a possible warning to include in the sales pitch for the egg-turned-drawing-tool:

Warning: This egg has the unique ability to brainwash humans who lick it. Please be careful when handling this egg and do not lick it under any circumstances. We want you to enjoy the incredible benefits of this egg as a drawing tool, but we also want to ensure your safety and well-being. Thank you for understanding.

ChatGPT Intern Qualities

1. It will make up data to prove its point

2. It will not ask any clarifying questions to understand your point

3. It will not be able to put its content into specifics for you, instead working in generals and broad examples
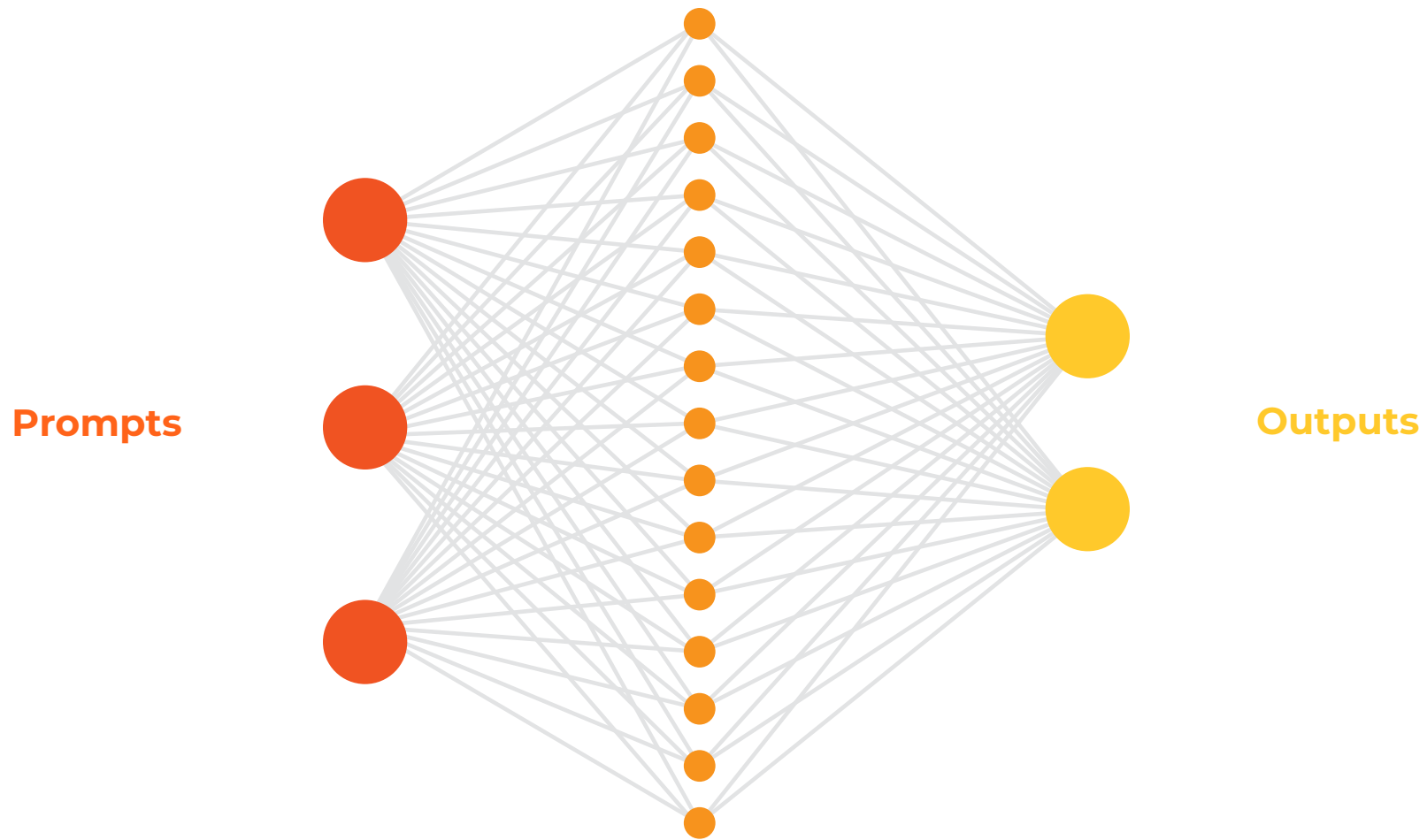
Generative AI tools all work this way.

How Does AI Work?

The quick brown fox jumps over the lazy ___

The quick brown fox jumps over the lazy 🐶 __

Prompts

Outputs

The AI Large Language Model (LLM) Process

LLMs guess based on past examples

better **input** =

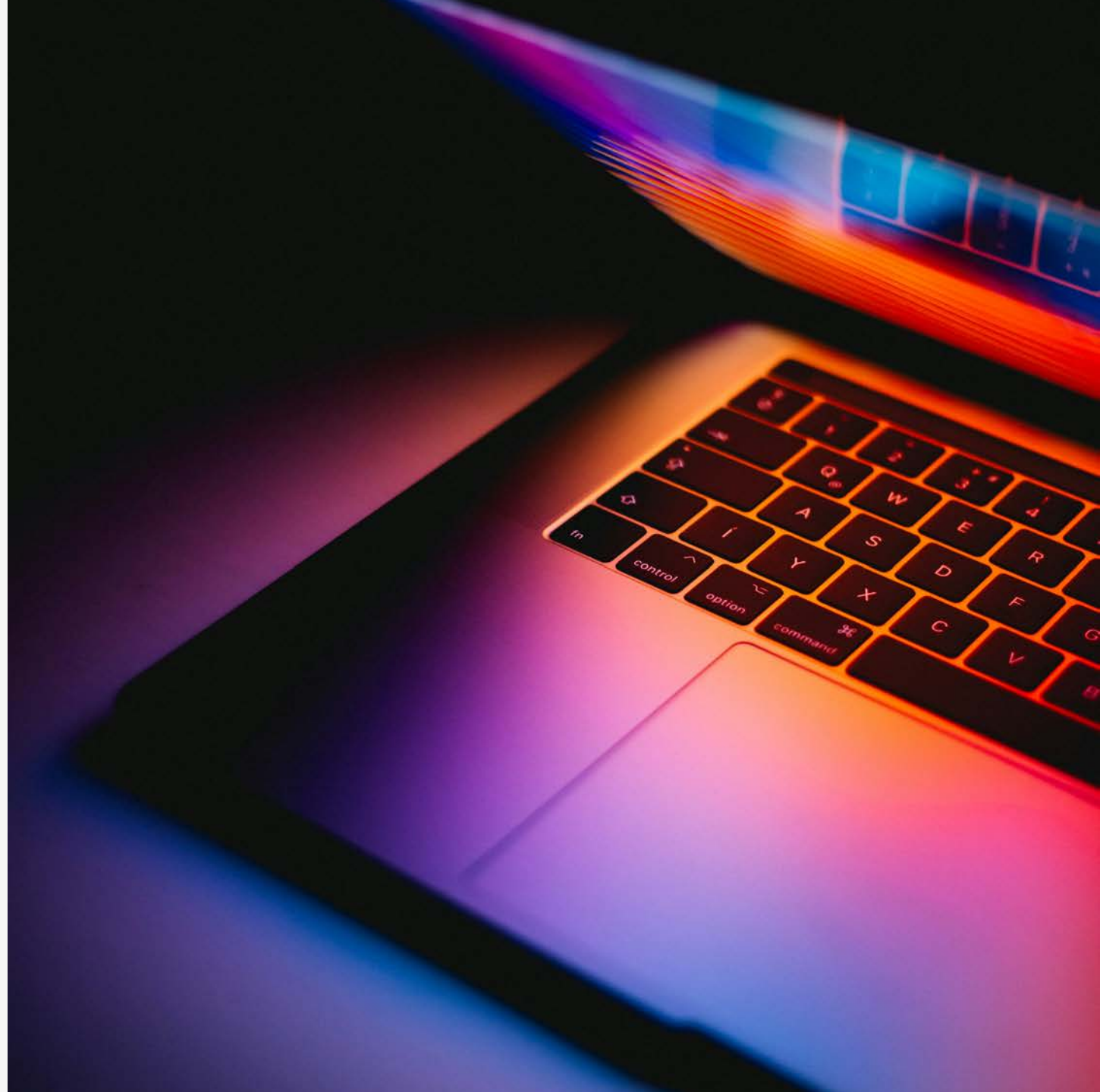*better* **results**

...

3 Ways to Improve your Prompts

Make specific requests

Summarize this website.

VS.

Summarize this website in 2 paragraphs and give me 3 main takeaways that describe the company's mission, vision, and values. Then in one sentence, tell me what they do.

Give AI a role

You are a **XYZ role** preparing for **ABC task**. Here's what you know. What questions do you ask to prepare before completing the task?

Before you complete this prompt, please ask clarifying questions one by one to understand the prompt more fully.

Provide examples

Here is a draft of an AI usage policy. Please create a draft of one for my company. Ask me clarifying questions one by one so you can learn what you need to make the best version on a first draft.
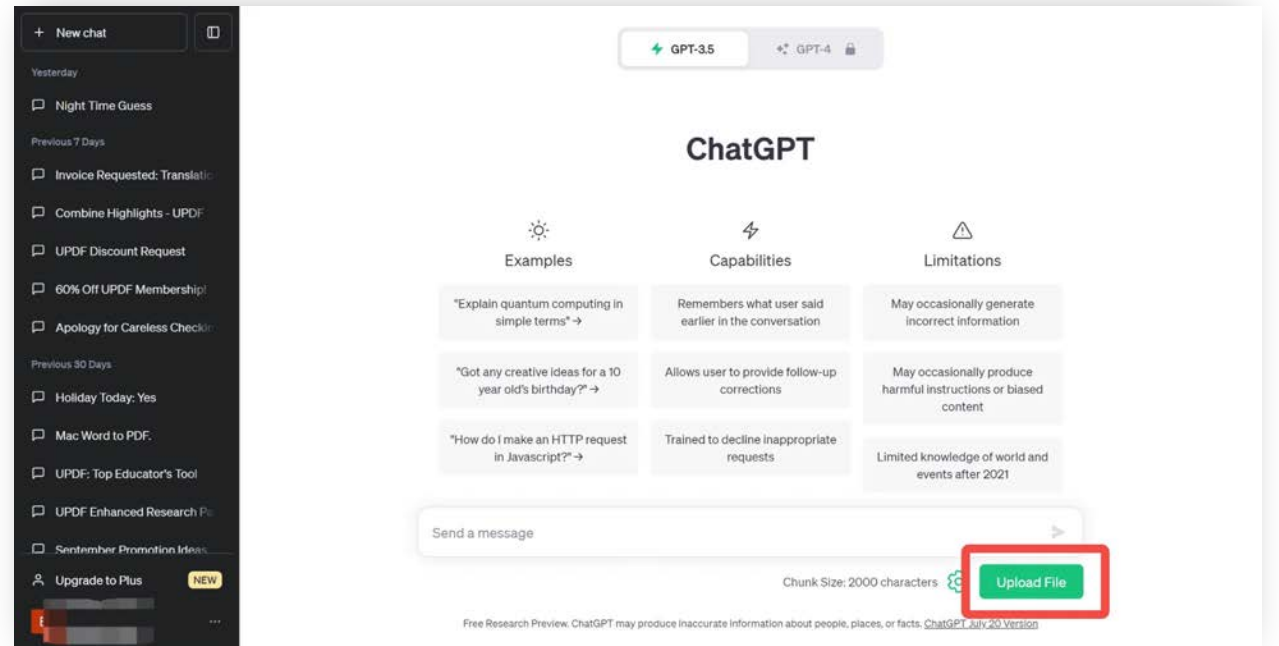
AI Tools and Vendor Integrations are how AI will impact the broadband industry

AI Tools

ChatGPT – Multiuse Chatbot

GoCharlie – Multiuse Chatbot

OtterAI – Transcribe Videos & Meetings

Atticus AI – Review Legal Docs

Descript – Transcribe Meetings & Text to Audio Generation

AI Integrations

Grammarly – Write & Create Text

Zoom – Transcribe & Summarize Meetings

Photoshop – Expand & Create Images

Canva – Create & Edit Presentations

Teams – Transcribe & Summarize Meetings

Time-saving ways you might use AI Tools today

Problem To Solve

AI Tools

Solution

Need to draft a customer letter for an upcoming event

GoCharlie

80% finished customer letter draft ready for you to edit

No one's taking notes and listing action items in meetings

Zoom or **Teams**

AI transcript and summary of meeting takeaways

Preparing for a sales pitch with a new business in the steel industry

Gemini

Create an industry brief to help prepare questions for the client meeting

What's Next For You and AI?

3 things you should start today

Have a Company AI Usage Policy

How AI should be used

Examples

1. Create first drafts of customer letters

2. Summarize meetings

3. Quick review contracts

How AI should *NOT* be used

Examples

1. Don't post directly from ChatGPT onto socials

2. Don't summarize confidential meetings

3. Don't use images that are off-brand

Understand Current AI Usage in Your Company

Things to do

1. Determine how familiar your team is with these tools.

2. Identify someone on your team to be the "AI expert" and explore which tools are valuable for you.

3. Understand what tools are already in use by your organization.

Ensure Your Marketing Goals and Brand Values Are Clear

Things to know

1. AI doesn't understand brand consistency.

2. Brand guidelines help improve AI accuracy.

3. A clear marketing strategy makes automation more trustworthy.

Q & A

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