

FACT SHEET

AI and Chat GPT

Key takeaways

- Artificial Intelligence (AI) is not going anywhere! Over the next few years we expect the use of AI to grow even further and become even more integrated into our lives.
- Marketeers will be expected to work with AI to increase productivity.
- The use of AI should be thoughtful and with caution, learn its limitations and how to use it for better outcomes.



Introduction

Over the last few years the marketing landscape has drastically changed. With new inventions, ways of working changing, and the constant need to increase productivity, the way we currently market is totally different to that of 20 years ago. Artificial Intelligence (AI) has entered the workforce in a meaningful way. It is included in so many marketing processes from optimising your adverts to auto-filling names on a mass email, it has become part of our daily lives. However, November 2022 saw ChatGPT-4 enter the arena and the potential to change the way we work and market has increased even more now.

So, what is AI?

The very first version of artificial intelligence dates all the way back to the second world war. Alan Turing posed the questions 'can machines think?' and since then scientists have pushed the boundaries of what machines can do. Over the last 80 years we have seen the way we integrate AI into our work days.

In marketing AI can be used for a plethora of things including a chat-bot on a website, content creation, idea generation, research, optimisations, personalisation's, and much more. AI can even be used to help build more effective marketing strategies too. So, what is the role of a marketer? With the rise in the technology it's important to learn how to make the most of AI and work with it.



What can you do?

1. Learn more about AI



Before you can learn to work with AI, you have to learn about AI. What are the limitations to AI? What can you do with it?

2. Work with AI



In order to stay up to date and hone your skills you must learn to work with AI. If you can learn early how to integrate AI into your work-life you can show your business how effective you can be. It can help you save time and increase productivity, therefore you can save the business money by streamlining your workload.

3. Focus on idea generation



AI is a fantastic way to generate ideas. Are you stuck on a title? Perhaps need some inspiration for a content piece? To help save time and increase productivity you can use AI to help you. It can be used for inspiration for your content, and help you to shape a narrative. However, you must edit it and not use the raw details provided to you.

4. Give enough editing time



Editing is one of the most important parts of working with AI. You must give yourself enough time to properly edit the work. This gives you the opportunity to infuse this with your own opinions, your tone of voice, and the care and passion that you have on the subject. AI can help to reduce the time you spend on idea generation, but it cannot give a human touch to the work, so you must do this. It's important to not just blindly trust what the AI is providing you with. This is due to the fact the work could be plagiarised from other sources, you need to ensure you inject the content with what is so intrinsically human which includes your views on the world and the content piece. AI can never replicate that.

5. Utilise it for time consuming tasks



AI can be utilised not just for content ideas but for time consuming tasks. This can include email marketing, email personalisation, social media scheduling and idea generation. By integrating an AI tool to undertake these tasks businesses and marketers can focus on the more important tasks such as overarching brand messages, strategy, and even putting time into new campaigns.

Facts to consider

Using an AI system in marketing can be useful for queries of structure and ideas, however it's not a tool for creating content. AIs find existing information to produce new ideas and answers to our questions, which means that if we use it to create final pieces of content it could be heavily plagiarised and not bespoke your tone of voice.

It's important to not share personal information, or specific details of your company as the information is stored on the AI database.

Also, it's imperative to remember that new technology does have its limitations. No AI is completely un-biased, and data-bias in the world we currently live in is rife. AI is constantly learning and evolving and so are we. AI is a fantastic tool for marketers but be careful in how you utilise it.



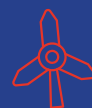
What's next?

It's impossible to be able to know for sure what's next for AI. What we do know is it's not going anywhere, we need to learn to work with AI. Over the next few years it will be important as a marketer to show businesses that creativity is still needed, that AI has its use and place in marketing but the need for highly-skilled professionals is still in demand. If you want to find some more bitesize information about AI, check-out our [blog](#).



Need more support?

Get in touch!



For more information visit www.businesslincolnshire.com where you can request support from one of our advisers by filling in the online contact form.

 @businesslincs

 businesslincolnshire@lincolnshire.gov.uk