

Using AI in Your Marketing

Futurist v. Curmudgeon

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Potential Uses AI in Marketing

AI is here to support,
not replace.

Content Creation

Eliminate Writer's Block
Analyze Trends & Suggest
Content Ideas

Customer Behavior

Sift through customer data
Map touchpoints for customers
Analyze purchase history
Predictive Audiences (Google)

Personalization & Automation

Customer Offers &
Recommendations
Email Personalization

Analysis

Analyzing Sales Data
Purchase History
SEO Recommendations and
Performance

Futurist Perspective

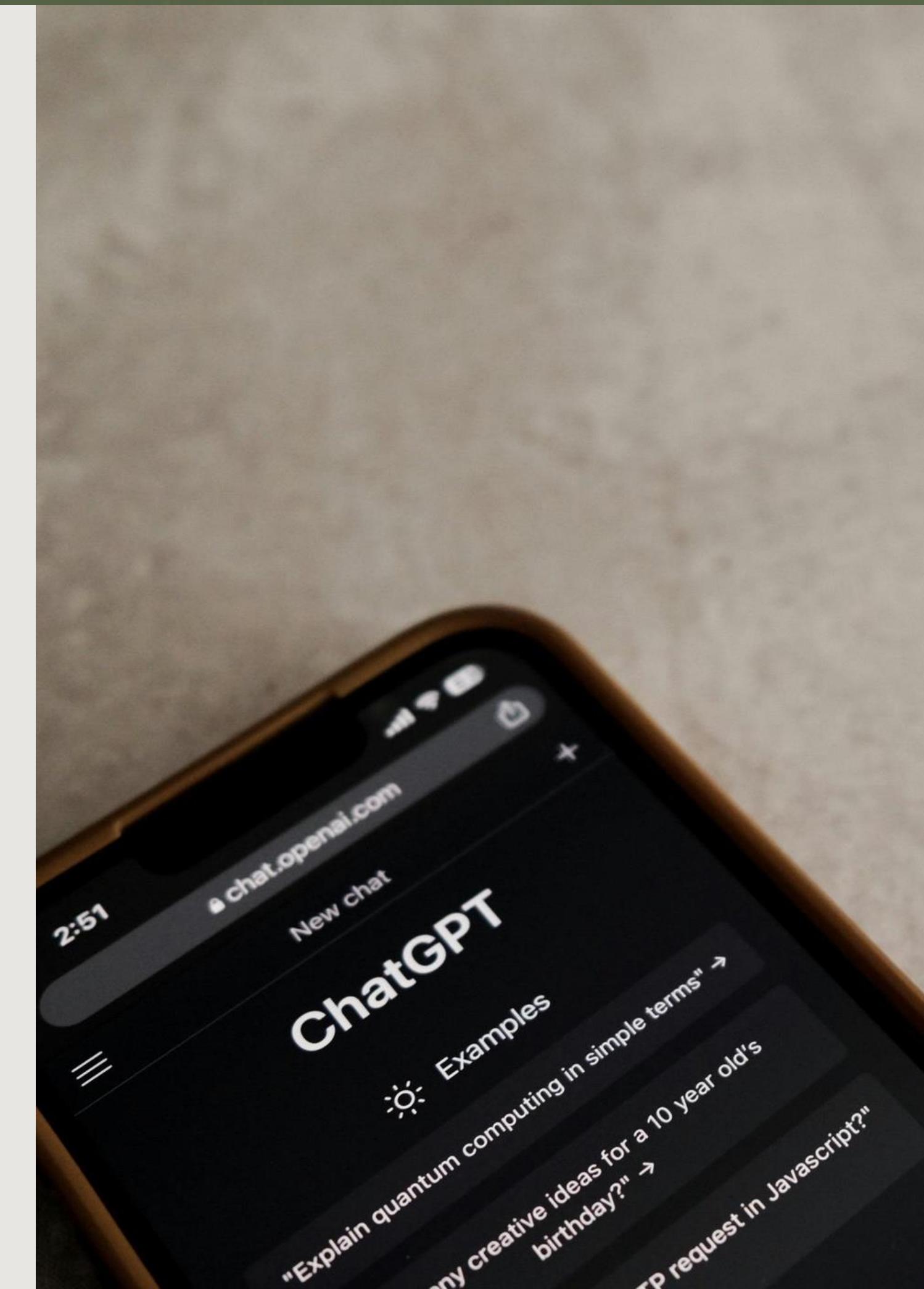
- We should maximize AI usage to increase efficiency.
- Has blindspots for problems.

Curmudgeon Perspective

- Skeptical of AI and opposed to using it.
- Has blindspots for opportunity.

Reasonable Compromise

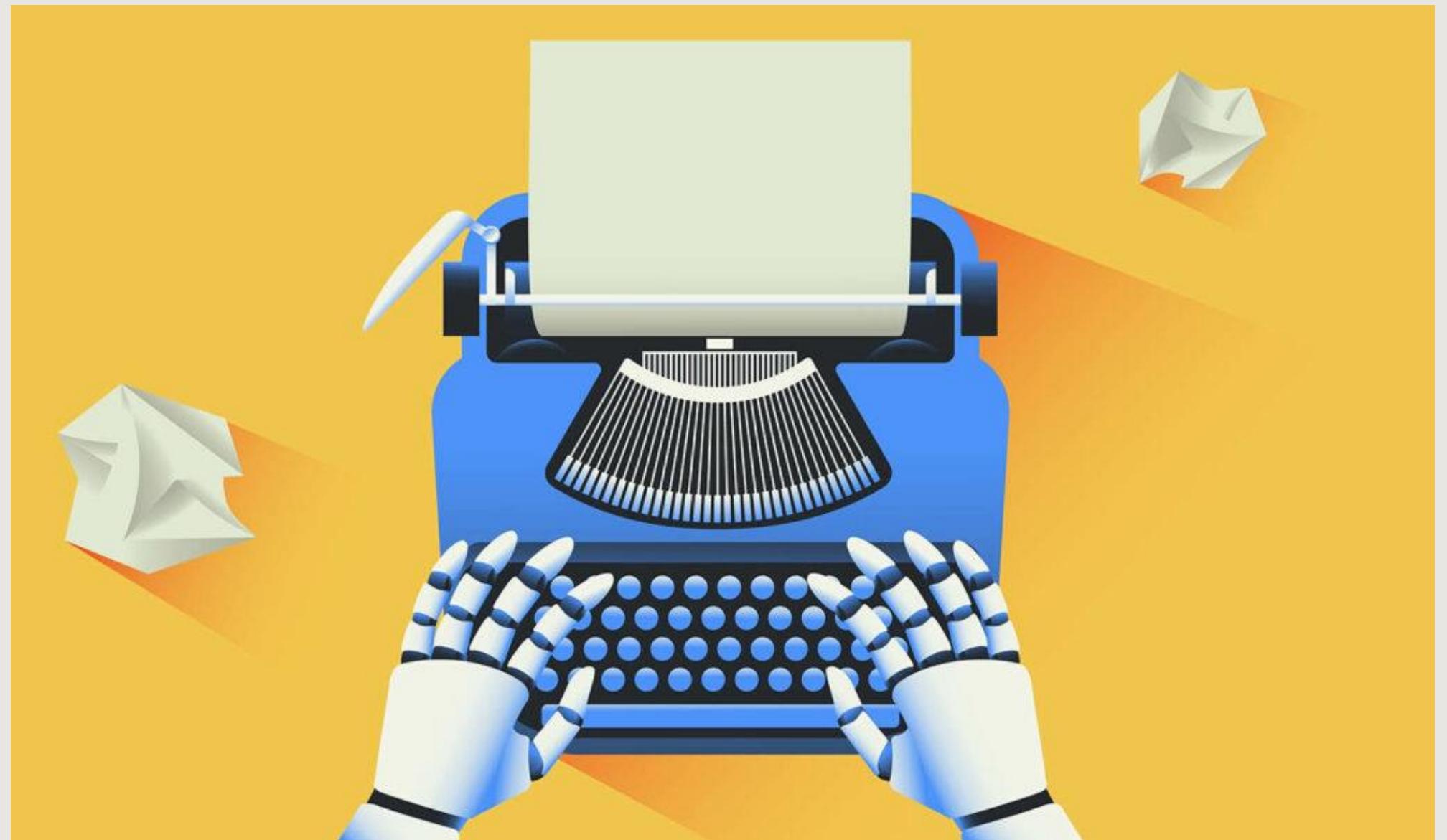
- Blends both of these perspectives
- Tries to take the best while leaving the worst parts of AI usage.



Content Creation & Personalization

Examples:

- Strategy
- Social media captions
- Email marketing language & personalization
 - Customer segmentation
- Website content
 - Product descriptions
 - FAQs



Content Creation & Personalization



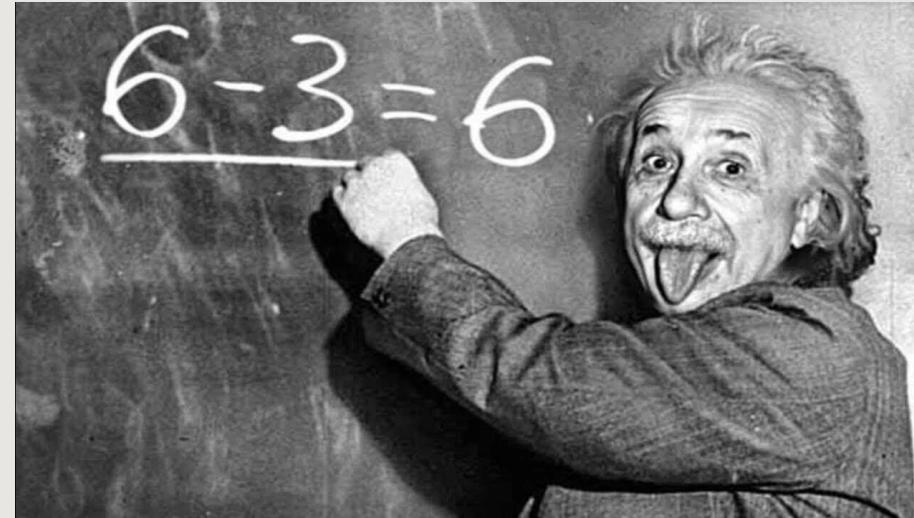
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Curmudgeon

- Speed & Efficiency
- Professional Look
 - Products are better than what you can do
- Rapid feedback and tone shifts
- Isn't unique authenticity important to your brand?
- Can you trust what it says?
- Don't overstate the efficiency

Content Creation & Personalization



Reasonable
Compromise

- Treat AI like it's an entry level employee—all ideas MUST go through you
- Prompt, then re-prompt, then throw out anything that doesn't work
- Set boundaries for your AI tool
- Don't go all AI—select tasks where authenticity is less important

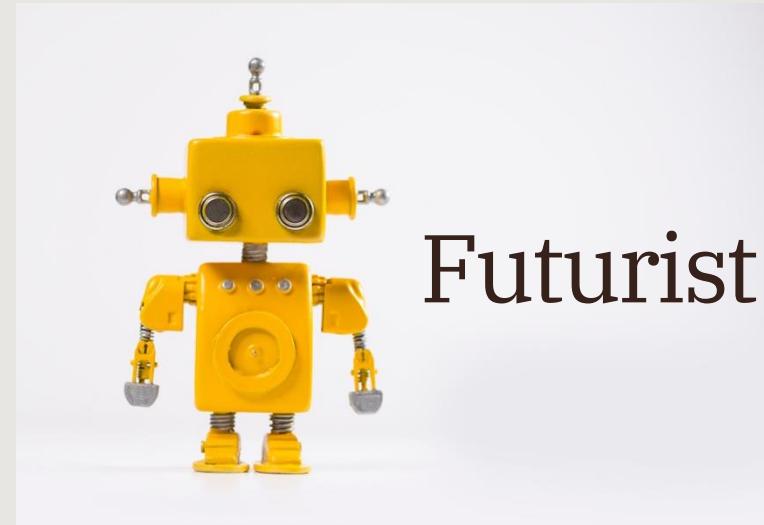
Customer/Business Data Analysis

Examples:

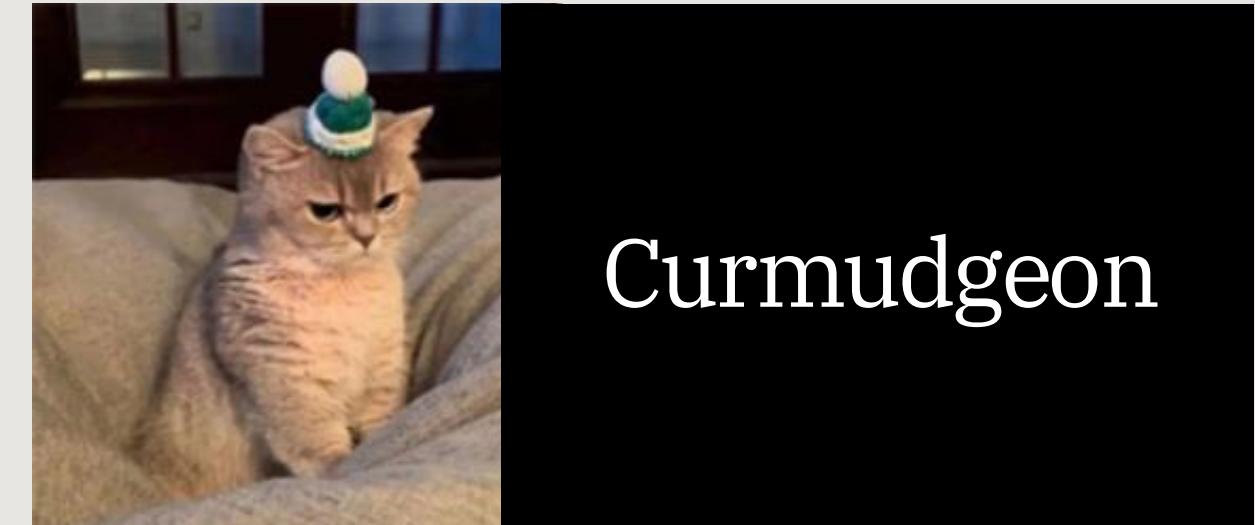
- Identifying Trends
- Pricing Decisions
- Informing your ecommerce & merchandizing
- Comparing Market channels
- Analyzing customer reviews/feedback



Customer/Business Data Analysis



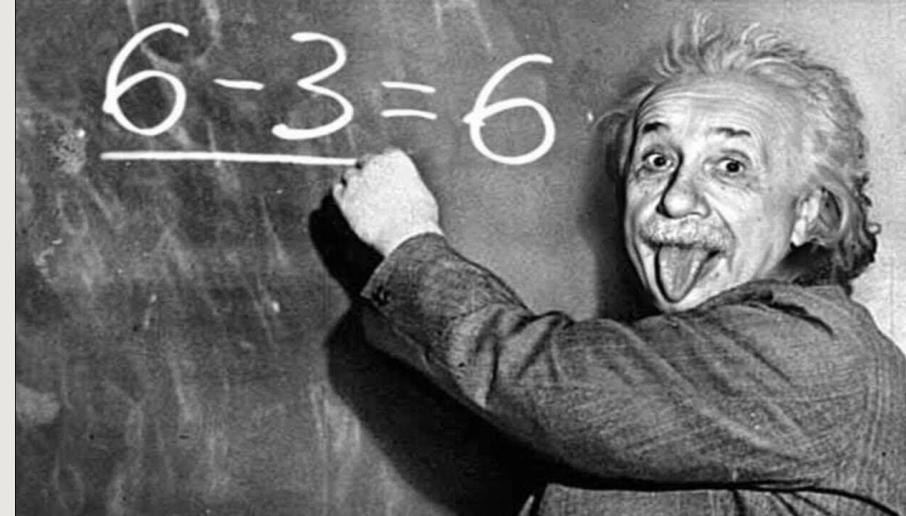
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Curmudgeon

- Bigger data + less time = big insights
- Real-time analysis -> more timely intervention
- You don't have to be a computer person
- AI Confidence, Accuracy/verifiability
- Are your customers OK with their data being shared?
- If you don't understand the analysis...

Customer/Business Data Analysis



Reasonable
Compromise

- Make sure that your data are good
- Use AI for simpler questions and answers
- If it sounds too good, check it without AI
- If you don't understand the AI output, ask it.
- Understand that when you upload data to an AI chatbot that data goes to a private company.
 - Do your customers care?

Prompting AI

Conversational

Start broad with details, refine, and train.

AI is not Google

Google - Ask Question -> Response

AI Requires Training

World's Smartest AI Intern

Have a conversation

Need to scrutinize the answers and not stop until you get what you want/need.

“Write [type of content] for [platform] about [topic], using a [tone/style] and include [specific details].”

AI Images - not copywritten, not “created by humans”

AI's Training

Your Content and Expertise

AI Tools for Farm Marketing

ChatGPT



Creating content for social media
Better understanding your audience
Evaluating new products or services

Claude



Creating content for social media
Better understanding your audience
Evaluating new products or services

NotebookLM

Understanding and developing
custom content

Adobe Firefly



Visual brainstorming

Canva



Content creation, graphics & images

MailChimp



Customer engagement

Conclusions?

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