

# Using AI in Your Marketing

*Futurist v. Curmudgeon*

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**Center for Crop  
Diversification**

*Martin-Gatton College of Agriculture,  
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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

## Personalization& Automation

Customer Offers &  
Recommendations  
Email Personalization

## Customer Behavior

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

## 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

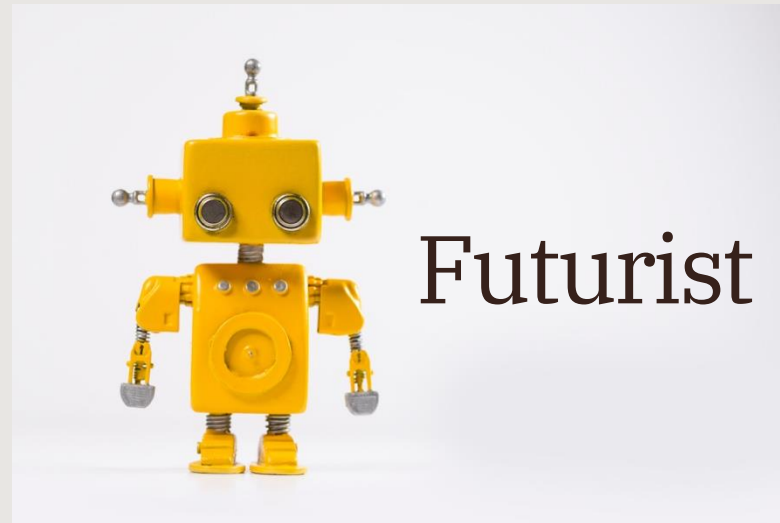
## Examples:

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





# Content Creation & Personalization



Futurist

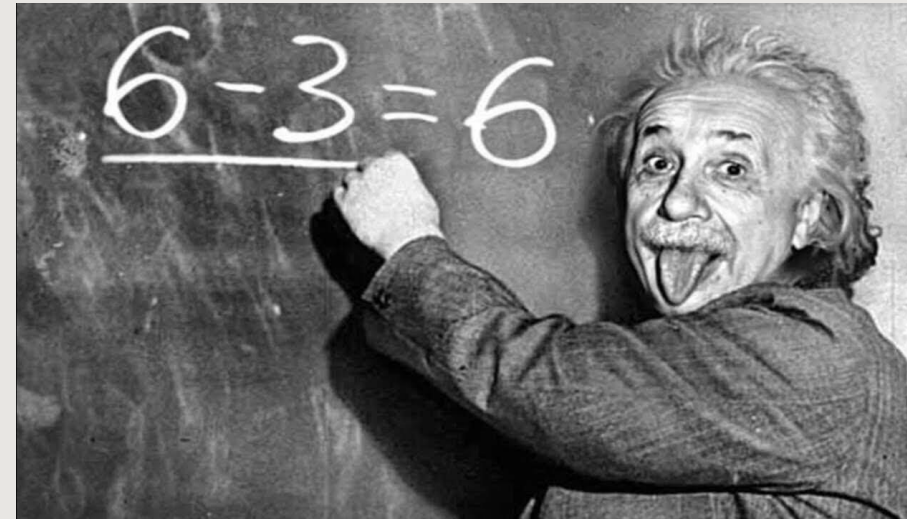
- Speed & Efficiency
- Professional Look
  - Products are better than what you can do
- Rapid feedback and tone shifts



Curmudgeon

- 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

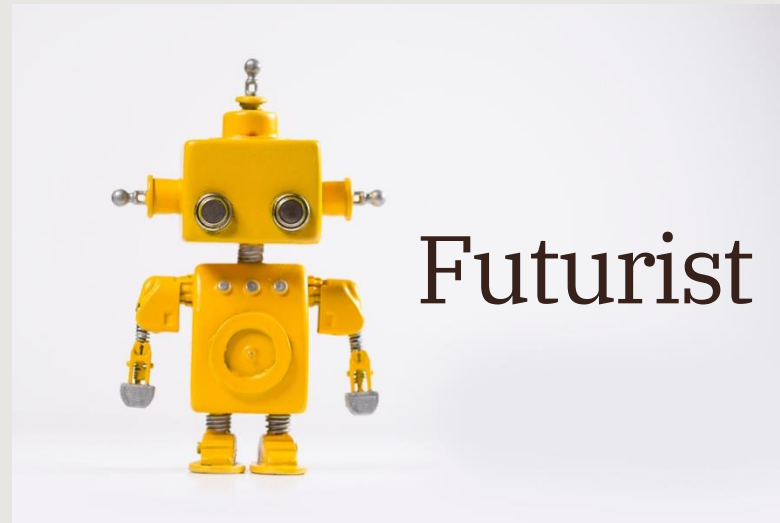
# Customer/Business Data Analysis

## Examples:

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



# Customer/Business Data Analysis



Futurist

- Bigger data + less time = big insights
- Real-time analysis -> more timely intervention
- You don't have to be a computer person

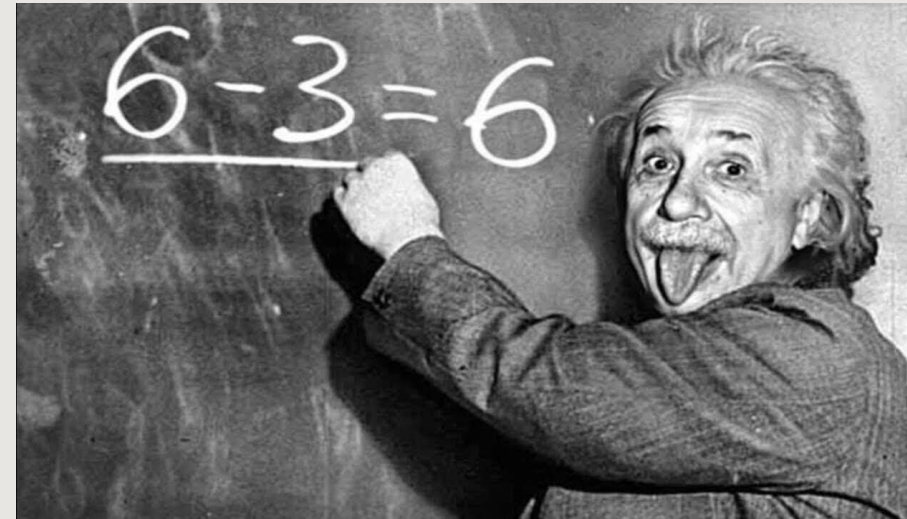


Curmudgeon

- 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 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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