

Leveraging AI to Boost Marketing and Communications



The slide features a white background with a pattern of small grey dots. A large, dark purple semi-circle is positioned on the right side. The text is centered in the white area, and the logo is in the bottom left corner.

1

Generative AI saves marketers 3 hours on a single piece of content



The slide has a white background with a pattern of small grey dots. The text is centered at the top. Below it is a photograph of a wooden hourglass with blue sand, sitting on a bed of grey pebbles. The logo is in the bottom right corner.

2

***Not an actual CL Tel subscriber**



3

It's a long, crazy, bumpy, and chaotic journey



4

What is the role of AI in Marketing?



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5

Let's Count the Ways...

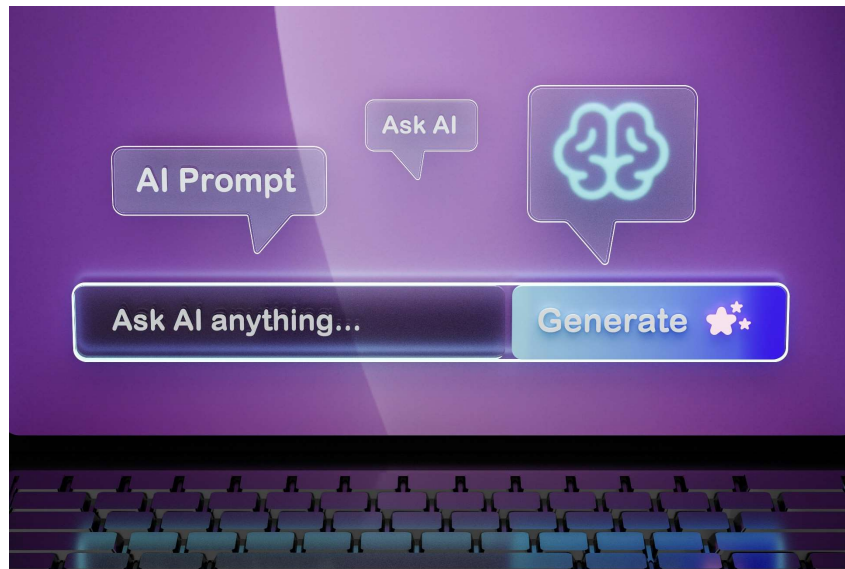
- Create videos
- FAQs
- Chatbots
- Interactive service comparisons
- Design games or challenges
- Storytelling
- Social media
- Personalized recommendations
- Competitive analysis
- Segment audiences
- Design...



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6

Before we begin...



7

Let's Build Some Stuff



8

My Favorite Prompts and Follow up Questions

Write a 100-word story about a moment, emotion, or event around (subject).

How would you improve X?

Revise this blog in the style of Simon Sinek, Ann Handley, Toni Morrison

Create ad copy in the style of Apple, Splunk

Change the tone to...

Rewrite at a 9th grade level

What are the key points in this article

Provide an outline.

Try this using (LEMA, BAB, PAS, AIDA, Hero's Journey, Freytag's Pyramid)



9

Three Things

- Find or create your favorite prompt
- Keep asking refining questions
- Experiment with different types of content



10

Questions?

