



# AI and Marketing

2023 and Beyond

# Outline

- Introduction
- The Technology
- Rewriting for Business Case
- Practical Scenarios – AdOps and Canva Creation
- Emerging Platforms

# Introduction

- Bio
- Portfolio
- Current Company

Which of these ads were influenced by AI, and how did they convert?



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# The Technology

## What is it?

A curated language based learning model that is accessible with chat prompts

## Is it Sentient?

No (at least not yet), it's not connected in real time to the wider net and uses data scraped up to November 2022

## Will it replace marketers?

Some will try, helps get content teams to 80% faster

# Curated vs Non-Curated



- Guardrails for content moderation
- Limits on controversial topics
- More structured in responses
- Better accuracy



- Faster results
- Less accuracy
- Subject to learn from negative prompts
- Less structured responses

# Practical Scenarios: Ads

Writing Tag Lines

Writing Video Scripts

Writing in the style or using concepts from authors  
Seth Godin / Robert Cialdini / Popular Books

## Setbacks

- Tone for short, medium and long form content
- Good for high level summarizations
- Lacking data based value props
- Can provide conflicting results based on source material

# Practical Scenarios: Scripts

Direct command, which details a **function**, a type of **structured data** and an **outcome**

Write a **bash script** to resize images

Write a **script** to review seo keywords for my website

Use Cargo.ai as a plugin for ChatGPT to auto generate responses for sales teams, partnerships and marketing teams at scale. Also add data to google sheets for automatic connection to API endpoints on 3rd party utilities

# Practical Scenarios: Scripts

J create a bulk image resizing script for ads

🌀 Sure, here's a Python script that uses the Python Imaging Library (PIL) to resize a bulk of images:

```
python Copy code  
  
from PIL import Image  
import os  
  
def resize_images(input_dir, output_dir, size):  
    # Get all image files in the input directory  
    for filename in os.listdir(input_dir):  
        if filename.endswith('.jpg') or filename.endswith('.png'):  
            # Open the image  
            with Image.open(os.path.join(input_dir, filename)) as im:  
                # Resize the image  
                im_resized = im.resize(size)  
  
            # Save the resized image to the output directory  
            im_resized.save(os.path.join(output_dir, filename))  
  
# Example usage  
input_dir = 'path/to/input/directory'  
output_dir = 'path/to/output/directory'  
size = (300, 250) # (width, height) in pixels  
resize_images(input_dir, output_dir, size)
```

🌀

Generate 2 lines of the following fake data with the optional formats in parenthesis: id (UUIDv4), name, age, email, profession, company, address. The format must be a JSON string representing a two-dimensional array. The result must also contain a headers row. Make sure that it is an array of arrays with no objects, like in a spreadsheet. The locale is Spain.

🌀

```
Copy code 👍 🗨️  
  
[  
    ["id", "nombre", "edad", "correo electrónico", "profesión", "compañía",  
     "dirección"],  
    ["84b2f3c3-f3e1-4a1d-9d97-87c9e9f6d1a6", "Juan Pérez", 35, "juanperez@gmail.com",  
     "Ingeniero de Software", "Google", "1 Calle Principal, Ciudad de México, MX"],  
    ["2a8c6af2-6c50-4d19-9e1b-9f9e4f4c4e5f", "Maria Garcia", 29,  
     "mariagarcia@yahoo.com", "Gerente de Marketing", "Amazon", "2 Calle del Mercado, Madrid,  
     ES"]  
]
```

# Practical Scenarios: Canva

1. Create a list of X
2. Add to a spreadsheet where theme is the first column and description/tagline is in the second
3. Copy data into a formatted csv (can also be achieved with endpoint access)
4. Go to Canva and select the template you wish to use, for  
Navigate to Apps inside Canva and select Bulk Create
5. Upload the csv
6. Go back to your template and select the placeholder text you wish to update, and hit connect data to the column you wish to update
7. Hit select all (if a carousel with multiple image) and click generate
8. Adjust formatting based off of template

# Rewriting

## Quillbot

- Excelling paraphrasing tools
- Fewer need to have multiple tools, on grammar and focus on short form content
- Chat GPT is technically against TOS, but no firm restrictions
- Money back guarantee, seamless free to paid lifecycle



## Jasper

- 6-10x more expensive
- Customizable tonal shift
- Great for long form content. Articles, blogs, technical writeups
- SEO automation features based on keyword profile and industries, can be set to remove duplication



# Emerging Platforms

## Language Based

Bard  
LaMDA

## Copy Focused

Chatsonic  
Jasper AI

## Coding Focused

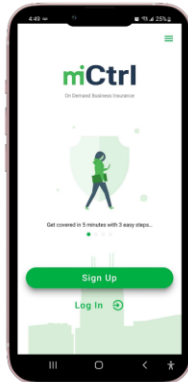
Copilot  
Amazon Code Whisperer

# Ad to AI Comparison



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- Refreshed from old copy
- Highest Conversion
- No AI/ Tooling

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- Partial AI Copy
- Average Conversion
- Tone Adjustment
- Average Conversion

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Commercial Liability, insurance made for working businesses

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- Fully AI Copy
- Average Conversion
- Basic Design
- Design Notes from AI

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- Adjusted old copy
- High Conversion
- Tone Adjustment
- Value Adjustment



# Questions

- 10-15 min

Feel free to connect with me

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# Resources

Keyword Research

<https://nogood.io/2023/01/24/chat-gpt-in-marketing/>

Autocreate

<https://www.evrenbal.com/en/how-to-create-automated-content-with-chatgpt-open-ai-apis>

Canva

<https://www.youtube.com/watch?v=XzIV4eb84RM>

App Creation

<https://levelup.gitconnected.com/create-your-chat-gpt-3-web-app-with-streamlit-in-python-f0c6e6aede0a>

Cargo ChatGPT Addon for Marketers

<https://workspace.google.com/marketplace/app/cargo/635545301111>