

# Work Smarter Not Harder

WAYS TO USE AI IN MARKETING

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# What is AI?

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.



# Types of AI



## Narrow or "Weak"

Performs a single task or a set of closely related tasks.



## General or "Strong"

More like what you see in sci-fi films, where machines emulate human intelligence, thinking strategically, abstractly and creatively, with the ability to handle a range of complex tasks.

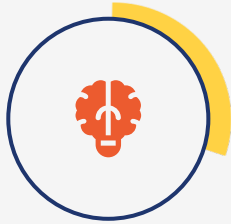


# What Consumers Really Think About AI...



# Consumers use more AI than they realize

33%



**Think**

They use technology with AI

**BUT**

77%



**Actually**

Use an AI-powered service or device



+

# AI is used in our daily lives

Can you list six things where AI is used everyday?



Pinnacle  
Marketing Group

30  
YEARS

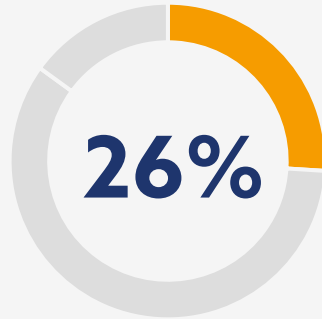
# More than Half of Americans are aware of common uses of AI,

but fewer can identify AI's role in all six examples.

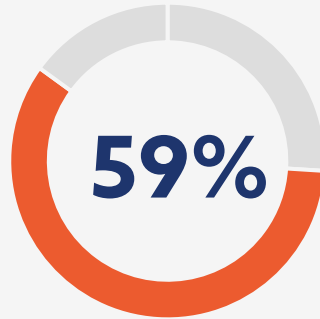




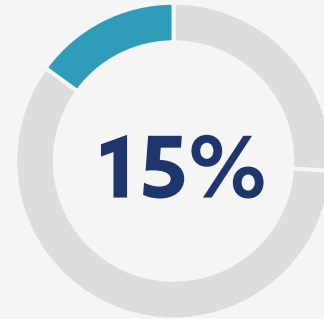
# Over half of U.S. adults have heard a little about AI



**A lot**



**A little**



**Nothing at all**

% of U.S. adults who say they have heard or read about AI





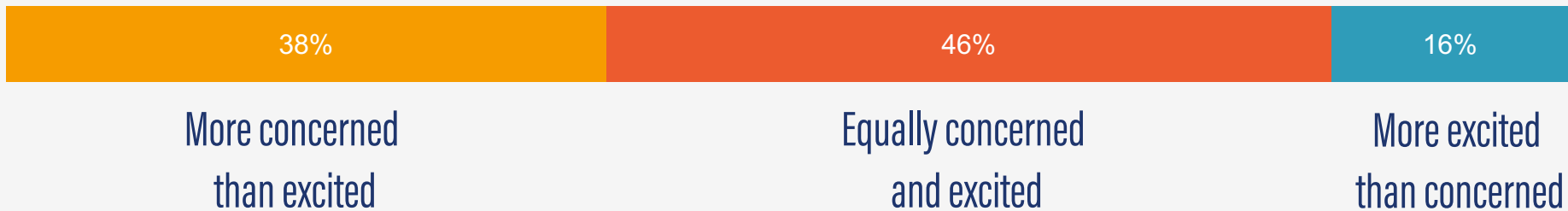
Adults with **HIGHER** levels of income and education have more awareness of AI.

Adults who **REGULARLY USE THE INTERNET** are more aware of AI.





# 38% of Americans are more concerned than excited about increased use of AI in daily life.



Source: Pew Research Center



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# Ways to use AI in marketing



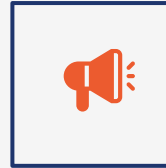
**Content Generation**



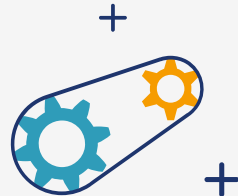
**Customer Service**



**Monitoring,  
Research & Analysis**



**Advertising Campaigns**





01

# Content Generation

If you are anything like me, writing is your arch nemesis.



# Content Ideas



**Social Media**



**Advertisements**



**Newsletters**



**Websites**



**Letters  
& Press Releases**



**Presentations**

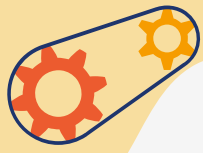


# 58% of Americans are familiar with ChatGPT

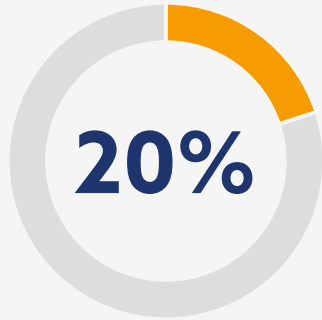


Source: Pew Research Center

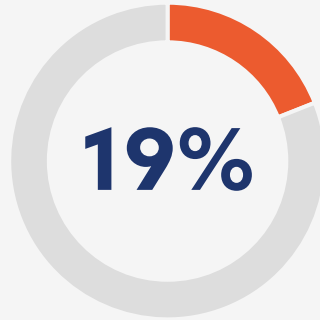




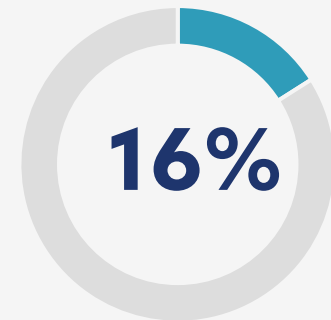
# 14% of U.S. adults have tried ChatGPT



**Entertainment**



**To Learn Something**



**Tasks at Work**

% of U.S. adults who have tried ChatGPT used it for what purpose





# Save yourself time and have AI write the first draft.

## AI Content Creation Prompting Tips:

- Final use
- Word count/length
- Writing style: witty, humorous, persona
- Details to include





# Example Social Media Post

## Prompt:

Pretend you are the world's best social media content creator. Write a social media post for Pinnacle Marketing Group announcing the launch of a new website. The client is Twite Construction, based in South Dakota. Have the post be short and concise, with a bit of wit included.

## Result:

🎉 Big news from Pinnacle Marketing Group! 🎉 Our latest client Twite Construction, based in South Dakota, just launched their new website! 🖥️🚀

We've been hammering away 🛠️ to make sure their online presence is top-notch. Now, Twite Construction can showcase their skills and projects in style.

Check it out and let us know what you think! 👁️👁️ #PinnacleMarketingGroup #TwiteConstruction #NewWebsiteWhoDis



# Content Generation Tools

## "Best" AI Copywriting Tools

AdCreative.ai

Abyssale

Hunch

Craftly

Grammarly

SEM Rush SEO Writing Assistant

ContentShake

## Content Best AI Generators

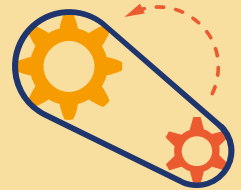
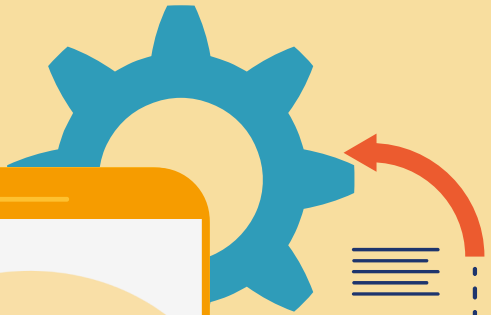
ChatGPT

Jasper AI

Google Bard

# Image Generation

Many tools exist that will generate images.



# Image Generation Tools

- Jasper Art
- Midjourney
- Dalle-2
- Starry AI
- Dream by Wombo
- Nightcafe
- SynthesysX
- Pixray
- Deep Dream Generator
- Deep AI
- Adobe Firefly





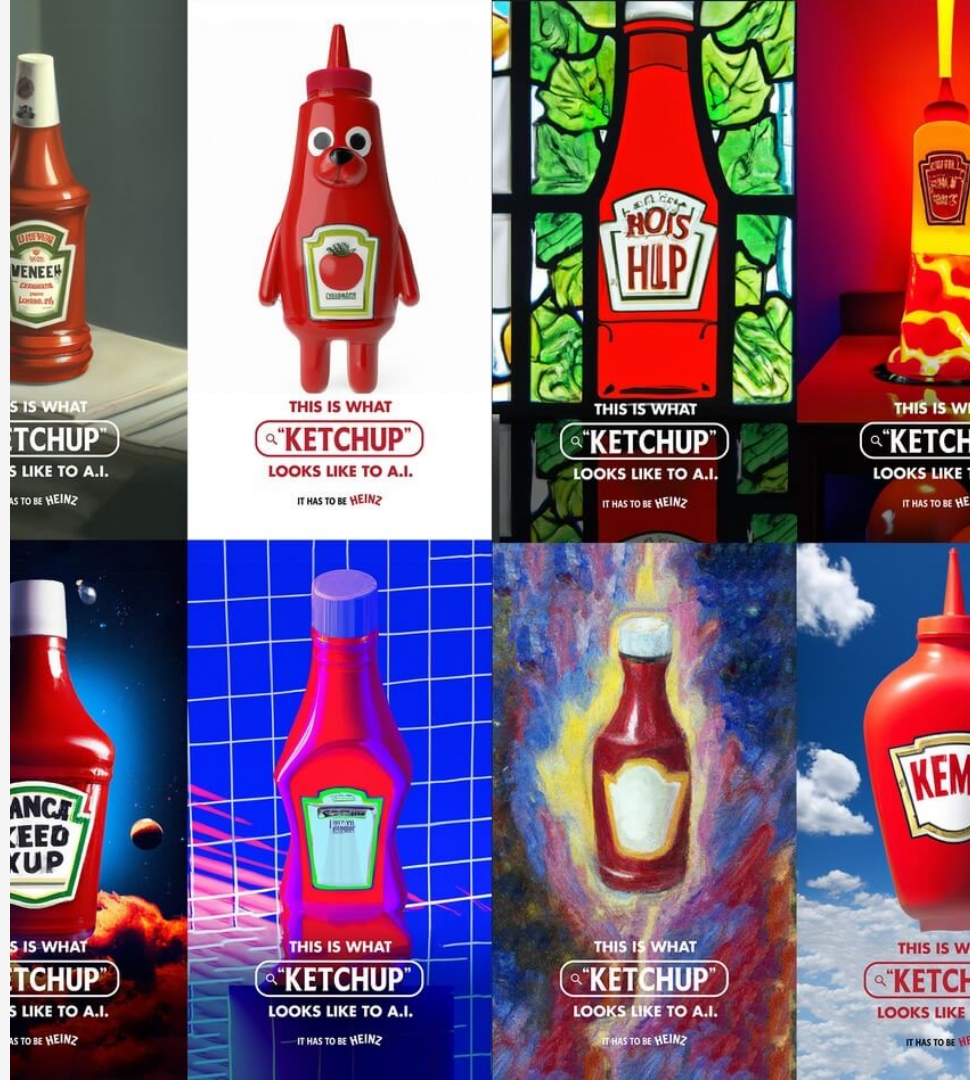
# Heinz: This is what "Ketchup" Looks like to AI

Heinz asked AI and consumers to create ketchup images.



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Marketing Group

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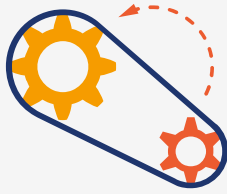
02

# Monitoring, Research & Analysis

Let AI do the Number Crunching for you...







# 5 hours & 36 Minutes

Amount of time per week marketers spend trying to improve their data analysis processes.



# How to use AI in analytics?





# Where to have AI assist?



## Market Research

Trends, information, data, and more!



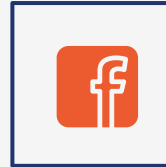
## Campaigns

Campaign monitoring, customer targeting, buyer personas, A/B testing, optimization



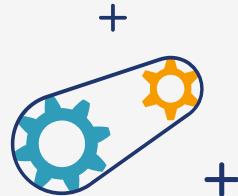
## Competitor Analysis

See new areas to break into, keep track of what your competitors are up to, SWOT Analysis



## Social Media & Email

Listening, monitoring, scheduling, filtering





# Examples



## Social Media

- Content Moderation
- Social Media Listening
- Brand Awareness
- Content Scheduling



## Emails

- Email Sorting
- Personalization
- Scheduling & Automation
- List Management





03

# Customer Service

Customer service is marketing, it all has to do with image management.



# Customer Service & AI



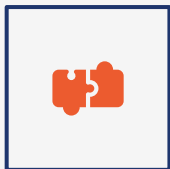
## Chatbots

24/7 Customer Service.



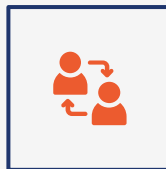
## Curated Content

Personalize newsletters, emails, ads, and more to specific people.



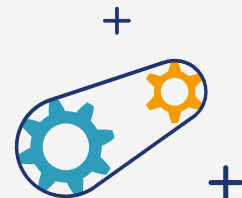
## Dynamic Website

Curate your website to who is viewing.



## User Experience

Review your processes. Look for areas to improve. Service tech example.



# How can we use this now?

AI to help research and find answers:

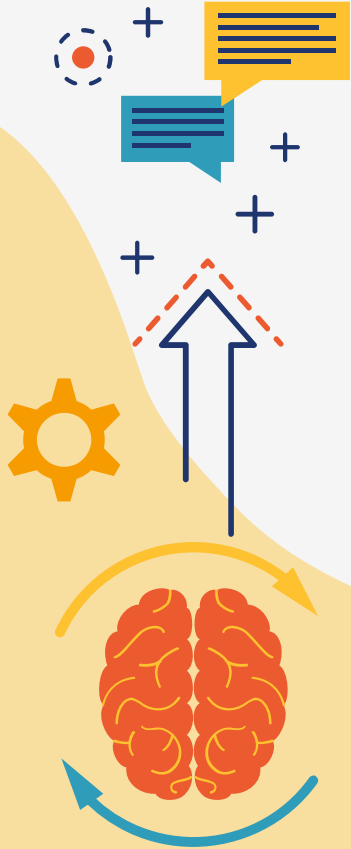
- Troubleshooting
- Explain technical instructions



04

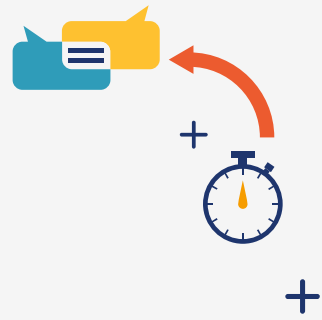
# Campaigns

I feel repetitive...but trust me it's worth it!





# Campaign Specific AI



**Smart Bidding**



**Dynamic Ads**



**Audiences**



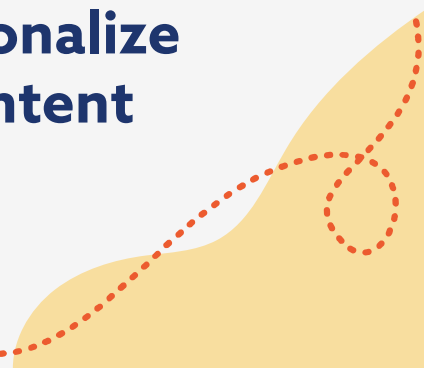
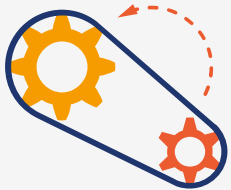
**Forecasting Tools**



**Analytics Intelligence**



**Personalize Content**





# Ways to use AI in marketing



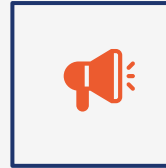
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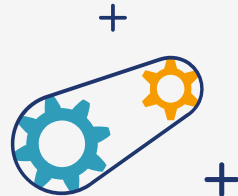
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# Why use AI?

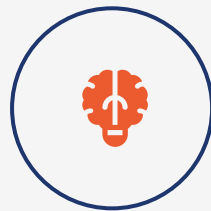
There are so many reasons.



# Why use AI?



**Efficiency**



**Personalization**



**User Experience**





# How to take it further?

# Design Your Own Shoes

Nike's "By You" campaign utilizes an AI-powered personalization system:

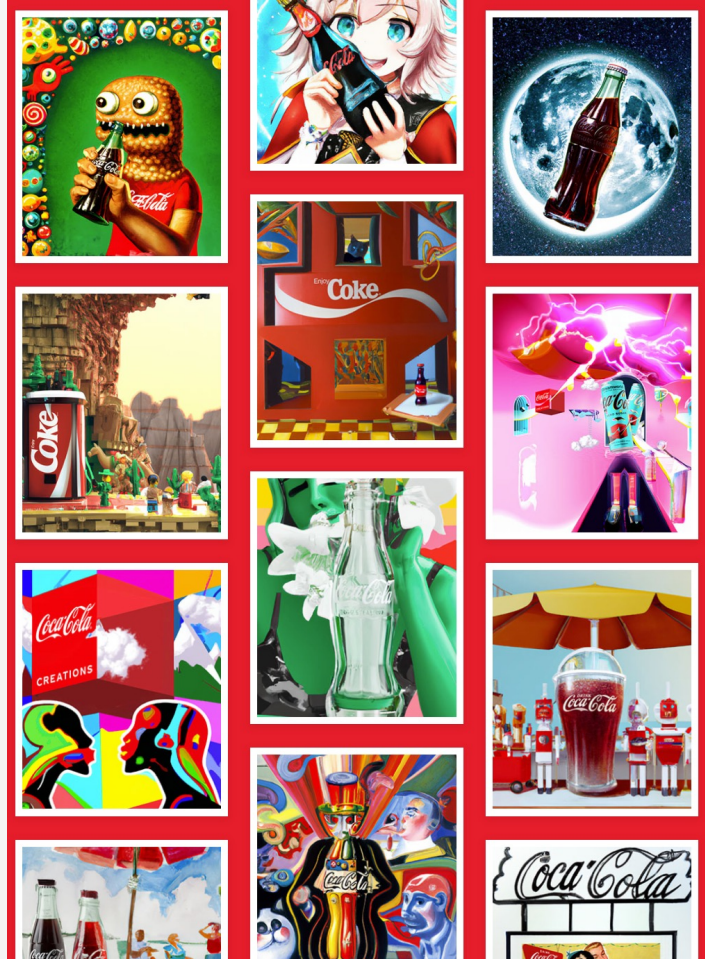
- Design own shoes
- In-store and online



# AI-Powered Soda

Coca-Cola "Create Real Magic"

- Digital artists imagination to the test
- Opportunity to be on digital billboards in Time Square
- <https://www.createrealmagic.com>



**TOY**  
STORY

**FUNDAY**  
**FOOTBALL**





# Thanks!

Any Questions?

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YEARS



# Resources

## Stats

- TechTarget
- Accenture
- Pega
- Pew Research
- Venture Harbour
- Polymer

## Photos

- Heinz Photos

