

ARTIFICIAL INTELLIGENCE AND CONTENT MARKETING

FACILITATE CREATIVE WORK, ACCELERATE CONTENT
WORKFLOWS, AND HIT YOUR REVENUE GOALS

PREPARED BY
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whoami.exe

In 1950, a British computer scientist named Alan Turing developed the "Turing Test", which is passed when someone cannot tell whether they are speaking to a computer or another human. This enchanting idea, which he also called the "imitation game", has since inspired many attempts to fool humans with technology, particularly through chatbots – automated text programs that pretend to be human – or guides like this one.

In fact, you are engaged in a Turing Test of your own right now. Is this writing from a human, or a machine? How would you tell? Would it be in the word choice, the syntax, the grammar? Or would it be in the style of writing – are there too many exclamation marks, for example, or a certain rhythm?

The answer to this test, at least, is "both". What you are reading is a mixture of human and machine, an example of what we might call a hybrid article. We could also say it was generated by a hybrid intelligence consisting of a human brain and a ChatGPT-based tool, deployed as a "team" to write unique and engaging content.

This, we believe, is the future of content marketing. Imagine being able to bring a blog post from idea to first draft in minutes, not hours. Or having an artificial intelligence write the parts of your article that focus on relevant research and statistics, leaving you free to focus on the human insights. Even in their earlier stages of development, it seems clear that these new technologies can help marketers create high-quality content while freeing up time for creativity, and will eventually be seen as accelerators of the human creative process instead of replacements.

"This is not a race against the machines. If we race against them, we lose. This is a race with the machines. You'll be paid in the future based on how well you work with robots. Ninety percent of your coworkers will be unseen machines."

– Kevin Kelly, "The Inevitable"

In this guide, we'll be giving you the information you need to deploy ChatGPT and other artificial intelligences throughout your marketing workflows, as well as the underlying strategy you need to use when doing so. We'll also be providing you with an explanation of the technology itself, which is rather enchanting but, perhaps unsurprisingly, is just a big computer doing fancy math. Don't be fooled! ;)

INTELLIGENCE, AI, AND CHATGPT

After the invention of modern computing in the 1930s, scientists and philosophers very quickly realized that the inner workings of these new machines offered insights into psychology and neuroscience. Entire fields such as cybernetics were born, and existing fields such as intelligence research were given new problems to solve.

One of these problems was – and is – the definition of intelligence. For the purposes of content marketing, we can define intelligence as problem-solving ability, with higher intelligence being associated with the ability to solve more complex problems more quickly.

We can continue by differentiating between different types of intelligences. Consider, for example, the intelligence of a squirrel versus the intelligence of a zebra. Both are specialized for different tasks, different environments, and different survival strategies. A squirrel needs to be able to climb trees. A zebra needs to be agile enough to run faster than its predators. While one brain may have more processing power than another, it is unlikely even the most brilliant zebra will ever learn how to stash nuts underground and locate them from memory.

Intelligence is not a single dimension. It is a complex of many types and modes of cognition, each one a continuum. Let's take the very simple task of measuring animal intelligence. If intelligence were a single dimension we should be able to arrange the intelligences of a parrot, a dolphin, a horse, a squirrel, an octopus, a blue whale, a cat, and a gorilla in the correct ascending order in a line. We currently have no scientific evidence of such a line.

– Kevin Kelly, “The Myth of Superhuman AI”

For our purposes, we can further define an “artificial intelligence” as a computer program designed to solve a specific problem in the same way that a human would. For example, the chess program known as “Deep Blue” defeated Garry Kasparov in the 1990s, using raw computing power to calculate the best moves given the board position each turn. Because chess is a finite game, with a limited number of optimal moves, once the computers became powerful enough it was only a matter of time before a machine became a better “chess problem-solver” than even the best human brains.

WHAT IS THIS MAGICAL MACHINE?



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Our Question: What is ChatGPT?

The Response: ChatGPT is an AI-based language model developed by OpenAI. It is designed to understand natural language and engage in conversations with people. ChatGPT was trained on a large corpus of text data using a neural network-based language model, which enables it to generate human-like responses to a wide range of questions and topics. ChatGPT is continually learning and improving through its interactions with users, which helps it to better understand and respond to a diverse set of queries.



As ChatGPT itself admits, it is a language-focused artificial intelligence that has been “trained” on a large dataset of text, largely sourced from the public internet. This means that, with a lot of complex mathematics, it can guess what words should come next in a sentence based on what it has learned about language from its datasets.


For example, if ChatGPT is presented with a user input like “I am...”, it might fill in the blank with words like “tired”, “excited”, or other endings that it has calculated to fit best, as opposed to something that doesn’t fit – like “banana” or “cell phone”. Much in the same way, every word that is output by ChatGPT is a best guess based on similar cases in its databanks, the mathematical relationships between words and sentences in the English language, and many other variables. This means that it doesn’t “think” or “understand” language in the same way that humans do, but instead just provides best guesses based on its training.

THE REVOLUTIONARY POTENTIAL OF ARTIFICIAL INTELLIGENCE

The excitement in the marketing world over ChatGPT and similar tools is well-founded – based on our work with them over the last several months, we strongly believe that artificial intelligence will become an integral part of content marketing workflows within the next year or two. While some are still wary about AI being a threat to human work, and while it is likely there will be some impacts on the demand for creative labor, we are much more optimistic about the future of content marketing. In our view, artificial intelligences can help humans do their jobs better – not by replacing them, but by saving time and effort that can be rededicated to more strategic tasks.

For example, in an article last year, we described a hypothetical machine called the “Machine Maven” that could, in theory, become a central pillar in marketing and sales departments soon:

MOVING TOWARDS THE “PERFECT SYSTEM”



In addition to automating large portions of the customer insight process, which is possible already, the Machine Maven will be capable of interpreting the brand of a business, including tone, values, and visuals, and then generating personalized content and delivering it to customers entirely automatically. Some possibilities for the future could include:

- A faster shift away from style guides to style guidelines, allowing artificial intelligences and marketers to establish parameters of brands and innovate within those parameters in real-time, in much the same way that clever social media teams use brands to comment on world events.
- Fully-automated email campaigns, including a great deal of content creation. This would include both visuals, which are personalized to the buyer's tastes, and written content, which can be written by AI or curated and remixed from banks of human-generated content.
- Sophisticated ad retargeting strategies, with visuals personalized to the buyer's tastes and content based on where they are in the buyer journey. Ideally, this would be synchronized with other channels to maintain awareness of, and respond to, their behavior and needs.
- Sophisticated reporting for marketers and leadership, which would include real-time dashboards, automated daily, weekly, monthly, quarterly, and annual reporting, and notifications regarding buyers that require human attention.

[CLICK HERE FOR THE FULL BLOG POST](#)

With the technological capabilities already available to us through existing tools, as well as the solutions that have yet to be developed by major business software providers, it might be tempting to think that artificial intelligence might replace the entire marketing department one day. However, our experience so far strongly suggests that the human operator of these machines is just as important a “team member” as the artificial intelligences themselves.

DEPLOYING ARTIFICIAL INTELLIGENCE: STRATEGY & MINDSET

The most accurate term for the new abilities that any technology grants humans, both in an individual and group sense, is affordances. The invention of writing, for example, afforded human beings the opportunity to store detailed information over a long period of time, thus becoming an extension of their memory, as well as their ability to communicate with others across space and time. Broadcast media like radio and television allowed those using the technology to send the same message to people simultaneously, a trend amplified by the internet's peer-to-peer affordances.

The kinds of affordances offered by technologies like ChatGPT, however, are a little more difficult to define. One of the main reasons for this is that language-enabled AI is so open-ended that it can be difficult to find a "niche" for it within content marketing workflows. Can ChatGPT be used to write blog posts? Should it be used to refine content instead? Can it be used to do research?

Let's begin with an overview of the strengths and weaknesses of the technology currently in the market:

STRENGTHS

- Capable of producing written content for a wide variety of industries, niches, and audiences.
- Can improve on its own writing based on user feedback like "shorten this headline to eight words" or "make this sound like it's from HBR".
- Extremely fast, can generate a blog post in minutes as opposed to a human taking hours

WEAKNESSES

- The content generated can feel mechanical and lacks the human personality imparted by writers
- Using ChatGPT instead of humans will alienate relationships with your creative employees and contractors
- ChatGPT's data banks are not recent, so it will be unable to comment on new developments in your industry, in the economy, and other issues

As can be seen, ChatGPT is very powerful, but has its own limitations. Most importantly, since it only gives you exactly what you ask for, it can be difficult to get ChatGPT to be "creative" in the traditional sense. If it provides a response that is insightful, you can bet that the insight already exists distributed throughout its data sources – primarily the internet. Thus, although you will get content from tools like ChatGPT, it is important to be aware that it is not necessarily a novel creation, but a sophisticated remix based on your inputs and the information the software has access to.



HYBRID INTELLIGENCES

Much like media studies pioneer Marshall McLuhan might say, if we understand a technology like ChatGPT to be an extension of the human mind, what we find is that a human being working with an artificial intelligence becomes a hybrid intelligence, or two kinds of intelligences working together. Therefore, instead of thinking about content marketing workflows from the perspective of humans versus machines, we can think of how empowering marketing professionals with ChatGPT can make them better and faster versions of themselves.

This means that in order to maximize your ROI on artificial intelligence, you must consider what ChatGPT and other tools do very well, and what they can't do well. For example, it would be very inefficient and tedious to spend hours trying to get ChatGPT to generate insights on your target market. However, once your market research has generated a leverageable piece of information that can be used in your messaging, that can be fed into ChatGPT to create raw content in seconds.

THE HUMAN ELEMENT

Unlike artificial intelligences, human beings have emotions and values that stem from many generations of genetic and social evolution. These values manifest at various levels in the economic decisions that are made by organizations, including the kinds of content that buyers think they need, the kinds of companies that want to do business with, and even the aesthetic elements of economic activity like branding and style. As sophisticated as ChatGPT may be, its understanding of humanity is limited only to the text data it was trained on and is only an imitation or regurgitation of what we say – this means that it doesn't "have values" or "understand values", only that it can speak to those values based on what many other people have been documented as saying.

From the perspective of a business or a marketing team, this means that humans are well-suited for specific roles in the content development process. In particular, human talents include empathizing with consumers and understanding their needs, designing branded elements that resonate with target markets, and anticipating the future based on past and present market dynamics. Humans are also needed to add personality to content, as well as the kinds of unique insights that can only come from a trained and experienced professional.

Far from a future where artificial intelligence will be doing all the "thinking", it is highly likely that marketing teams of the future will offload most repetitive and time-consuming tasks, including secondary research, to a machine – much like our "Machine Maven" concept. This will free up time to develop strategy, brainstorm unique and high-value content, and conduct primary research to get even closer to consumers.

EXAMPLES OF AI DEPLOYMENTS

With all of this in mind, we can begin thinking about how language-enabled AIs can be used within your workflows, and what value they might add to your processes:

DEPLOYMENT #1 - CHATGPT AS FIRST DRAFT

Perhaps one of the easiest ways to deploy ChatGPT in a content marketing workflow is to provide it to the people responsible for creating written content. On a larger team, this would be the junior writer, but on smaller teams this would be whoever is responsible for writing. When ChatGPT is offered to this kind of role, they are able to feed ideas into ChatGPT and get ideas, inspirations, and starting points for their content, saving hours of brainstorming time per week. When augmented in this way, junior writers and professionals still developing their writer's craft are able to get over the common sticking point of a blank page and move to a first draft much more quickly.

DEPLOYMENT #2 - NOVELAI AS WRITING AID

Unlike ChatGPT, which works in a question-answer format, the GPT-based tool called NovelAI was built to use contextual cues in existing writing to finish sentences, complete paragraphs, and provide ideas in tandem with the human writing process. It is capable of imitating any style from fiction to nonfiction, and is programmed to keep pace with the natural rhythm of writing that takes into account its user's typing speed. For professionals who have a preexisting level of skill with writing content, or for people who get writer's block often, NovelAI offers the ability to multiply output while offering content significantly less mechanical than ChatGPT's style and tone.

DEPLOYMENT #3 - DREAM.AI FOR UNIQUE IMAGES

Are you tired of using the same old stock photos of happy businesspeople on your blog posts and content? Instead of abandoning your graphic designers for AI, encourage them to experiment with tools like Dream.AI and incorporate the outputs into their own original work. Much like designers often make use of textures, icons, photos, and other components in your collateral, Dream.AI can be used to provide something that looks different, while still being professional.

CREATING YOUR OWN WORKFLOWS

We think that every business should invest in some licenses for these tools, at least to allow employees to experiment with them. Instead of attempting a top-down solution based on leadership's best estimations, a more organic approach always facilitates better use of new technology. Think of it as crowdsourcing the experimentation to your most trusted employees.

CREATING CONTENT WITH CHATGPT, NOVELAI, AND DREAM.AI

Although there are now entire guides dedicated using AI tools, the basics are fairly straightforward. With a tool like ChatGPT, you will be entering prompts and receiving responses from the machine. When working with NovelAI, you write content as normal, but can press a button at any time so the AI can finish the sentence. Dream.AI allows you to enter short prompts and select a style.

Helpful Links

[ChatGPT](#) | [NovelAI](#) | [Dream.ai](#)

