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ARTIFICIAL INTELLIGENCE:
THE OUTLOOK SO FAR

A Briefing for Clients of
MARKETING COPILOT

INTRODUCTION

Over the past few months, we've been receiving questions from clients about what ChatGPT might mean for their business — or for content marketing — moving forward. Although there are many questions that remain to be answered, members of our team have been researching and working with the technology for long enough that we have some early thoughts to share with you.

THIS SHORT BRIEFING WILL...

Answer some of the most **common questions** we've heard about AI.

Provide some insight into **how we're using the technology.**

Identify how it might best be used in a **B2B context.**

WHAT IS THIS CHATGPT THING?

Ever since the artificial intelligence named "Deep Blue" defeated Gary Kasparov in a series of chess games, the shadow of computer automation has loomed large over white-collar workers. At first, computers were used to enter and process data more efficiently, saving a great deal of employee time and energy. Then, as technology advanced, they began to do tasks previously reserved for humans —from facilitating economic transactions to transcription and translation.

However, the last few years have seen an explosion in computer automation through the releases of progressively advanced artificial intelligences which can perform more cognitive functions such as facial recognition, decision-making, and, most notably, communication. Just a few months ago, the California-based company OpenAI released ChatGPT, an artificial intelligence capable of interpreting written commands to create text content, and it has taken the internet by storm:

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.

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Artificial Intelligence Client Briefing
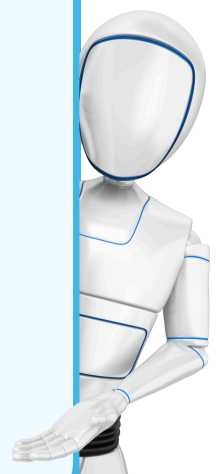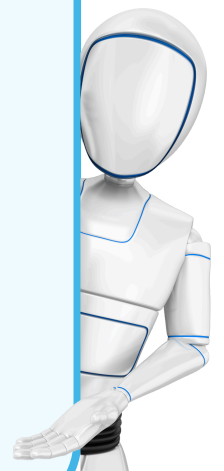
AI AND CONTENT MARKETING

In our radar observations and in client communications here at Marketing CoPilot, we've picked up a tremendous amount of excitement surrounding artificial intelligence tools — and we're excited too. Our employees have been experimenting with GPT-based solutions almost since they were released, and we think there is a lot of potential for using them to create marketing content. However, there are many uncertainties on the horizon, so we put together this briefing document to outline some of our early conclusions, predictions, and warnings about this powerful new technology.

Our Question: How can ChatGPT help a growing business struggling with content marketing?

The Response: As an AI language model, ChatGPT can provide valuable assistance to a growing business struggling with content marketing in several ways. Here are some suggestions:

- Content creation: ChatGPT can help create high-quality content for your business. Based on the specific topic or industry niche, ChatGPT can generate unique and engaging content that is relevant to your target audience. You can provide prompts, keywords or outlines to ChatGPT and it can generate blogs, articles, social media posts, email newsletters, product descriptions, and more.
- Content optimization: ChatGPT can help optimize your existing content to make it more appealing to your audience and search engines. It can provide insights on how to improve the headlines, subheadings, body copy, meta descriptions, and other elements that impact SEO and user engagement.
- …

STRENGTHS, WEAKNESSES, & THREATS

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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
THREATS	• Search engines are beginning to penalize content that they can identify as have being written by an AI • The United States government has ruled that AI-generated images are not copyrightable art

ARTIFICIAL INTELLIGENCE AND SEARCH ENGINES

Both Bing and Google have signalled that they will be exploring using ChatGPT-like tools to respond to user queries in the future, instead of providing people with ranked lists of webpages to explore. This could have significant ramifications for SEO and content marketing, the most important of which will be an even greater emphasis on the importance of owned media like email lists, as well as your presence on social media and other channels. This is a developing issue and is something we are keeping close watch on.

OPPORTUNITIES

After several months of experimentation with artificial intelligence tools, we are confident that artificial intelligence will revolutionize content marketing over the next few years. For example, this document has been written in collaboration with a tool called NovelAI, which is based on GPT technology but reconfigured to suit fiction writing (we hacked it a bit). We are also using ChatGPT to provide us with information, raw content, and ideas for human refinement, and to shorten headlines or remix existing content in new ways.

KEY OPPORTUNITY #1: WRITING ACCELERATOR

More than anything else, working with tools like ChatGPT or NovelAI make it easier to produce content, especially for non-writers. You can now just write an outline, or whatever parts of the content you can, and then use a machine to write the rest of the first draft. These tools aren't perfect — they can't think outside what the author has given them, for instance — but the results are good enough that you can have the machine produce everything from a blog article to a book. We find that it is essential to have a human go through and edit the work to provide the personality and insights that only humans have.

These new capabilities, of course, means there will be people who only produce content using machines. But, as we noted in our Threats overview, search engines are already penalizing text content that they know comes from an artificial intelligence, which means using artificial intelligences to "cheat" is a race to the bottom.

KEY OPPORTUNITY #2: PERSONALIZATION AT SCALE

We are still brainstorming creative ways to use AI to personalize content for prospects and consumers. For example, it is now possible to offer multiple versions of a single email or blog article, depending on your readers' preferences for tone, style, length, and amount of detail. This may help improve engagement, funnel retention, and conversion by offering the customer a better experience.

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

NEXT STEPS

We are currently working on a guide that will outline how we are using these tools to accelerate our workflows and produce quality content faster. Until then, we recommend getting a subscription to ChatGPT and begin experimenting with it, if you haven't already. Also, provide a subscription to some of your more trusted employees and tell them to see if they can improve their own workflows or make their lives easier. They will be able to give you feedback about how "knowledgeable" the tool is about issues in your industry and where its weaknesses might be.

Happy testing – stay tuned for our guide!

Helpful Links

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