July 2024
To: Marketing Copilot® Clients, Partners, Community
Re: Marketing Copilot® Data and Artificial Intelligence ("AI") Technologies

Dear Valued Community Member,

As part of our ongoing commitment to data security, integrity, and responsible technology use, we would like to familiarize you with the official Marketing Copilot® approach to responsible AI use. We are committed to adhering to our <u>4-pillars of Responsible AI</u>: Intellectual Property; Data Security; Data and Algorithm Bias; and Brand Ethics. Each of these values is firmly at the forefront of the work we do.

We would also like to illustrate when/where/how Marketing Copilot® deploys AI tools when working with clients. Please refer to page-2 of this document to review a full picture of **How Marketing Copilot® is Using Artificial Intelligence.**

We value our partnership with you and appreciate you taking the time to understand our values and procedures surround the use of AI. Please do not hesitate to contact us directly via email at <u>info@marketingcopilot.com</u> if you have any questions regarding Marketing Copilot's® approach to AI.

Thank you for your continued partnership and support.

Sincerely,

Marie Wiese
CEO, Marketing Copilot®

How Marketing Copilot® Is Using Artificial Intelligence

TASK	AI SUPPORT	HUMAN TOUCH
Value Proposition Development	AI can help us summarize insights and notes taken during your workshop.	Our team of experts craft a unique value proposition and messaging for your company based on years of expertise. We then document your buyer personas and identify the right content for your buyers.
Brainstorming and Idea Generation	We leverage AI tools to brainstorm and generate ideas. AI can take your documented buyer personas, unique value proposition, and messaging to craft unique content ideas that resonate with your business and its customers.	Every AI output is reviewed by our team. We build upon AI-generated ideas, selecting the best content points or using them as a springboard for further content development. Our team ensures all ideas are relevant and feasible. Our experts then develop the overall marketing strategy, integrating AI-generated ideas into the comprehensive plan.
Content Strategy	AI provides us with topics, headlines, and ideas based on our strategy. For instance, we can use keyword analysis to prompt AI to create unique content ideas.	Our team crafts a detailed content calendar, ensuring it aligns with business goals and audience needs.
Content Creation	AI helps draft copy for social posts, blog posts, lead magnets, and email content. Our team uses their expertise to prompt AI tools for relevant and helpful outputs	We use AI-generated content as an outline, refining and adding to it to ensure it meets brand voice, quality standards, and unique messaging. Our experts infuse creativity and unique perspectives into the content, adding value that AI might miss. All design is then done by our team!
Content Distribution	AI optimizes content distribution by analyzing user data to tailor strategies, enhancing timing, personalization, and engagement across multiple channels.	Our team handles all content distribution, from setting up marketing emails and posting on social media to updating your website. Human oversight ensures all content aligns with the strategy and engages your audience effectively.
Reporting / Performance Analysis	AI provides powerful tools for analyzing performance data, tracking key metrics, and identifying patterns and trends. This allows us to craft actionable insights and next steps.	We interpret AI-generated data, ensuring accuracy and relevance. Our team creates comprehensive reports, condensing the data and using our expertise to adjust marketing strategies based on performance insights.