

Experts Discuss: How Can Generative AI Be Used In Marketing

PROMPT STRUCTURE

- Role** Act as a digital marketer.
- Task** Create an audience persona with these information:
- Context** [your target audience's desires]
[your target audience's pain points]
[your target audience's behaviors], et.al.
- Format** Present your answer in bullet points.

BENEFITS IN MARKETING

- **Research:** Use [Perplexity.ai](#) for accurate real-time research.
- **Content Creation:** Use ChatGPT to compose content, curating humanizing elements. Then integrate with Canva's automation for a creative-tech synergy.

PROMPTS CHALLENGES

- **Consistency of Prompts and Responses:** Generative AI in marketing requires consistent responses. Crafting proper prompts and sequences can achieve 80% similarity to your desired answer.
- **Tapping into Experts and Resource Tools:** Identify these influencers on LinkedIn, where they often share collections of prompts you can make note of.

TONES

Authoritative
Conservative
Conversational
Enthusiastic
Formal
Friendly
Informative
Professional
Smart
Witty

FORMAT

Make it short

Be concise

Write in bullet form

Place it in a table

Make it detailed

GENERATIVE AI AND OTHER AI TOOLS

- **Meta Business Suite** is a cornerstone for Facebook and Instagram marketing. Its features streamline content scheduling, ad management, and more.
- **Google Ads Manager** powers YouTube's ad management, seamlessly extending Google's tool suite. Video uploads happen on YouTube, while ad management resides in Google Ads.
- **Campaign Lab**, our creation at Strike Social, embodies AI-ad synergy. Powered by machine learning and historical data, it optimizes campaigns 24/7. Tailored segments from data insights ensure efficient, cost-effective social media advertising."

CHATBOTS



OTHER USE CASES

- Brainstorming:** Creative Idea Generation
- Synthesizing:** Combining Information
- Writing:** Expressing Thoughts
- Coding:** Creating Scripts
- Reformatting:** Changing Layout Structure

We participated in an American Marketing Association (AMA) panel discussion where marketing and advertising experts shared their insights.