Automate This, Not That:

Navigating AI and Making Marketing Automation Work for You

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TMSA CONFERENCE

June 9-11, 2024 | New Orleans

ABOUT ME

‣ Marketing a range of both local businesses and Fortune 500 brands for ~2 decades

‣ Working with transportation and logistics companies specifically for 10+ years

‣ TMSA Board Member

‣ Occasionally opinionated on the internet (@Leblancly)

‣ Founded drop & hook in 2018

‣ Agency purpose built to serve the transportation and logistics industry with outsourced social media and content marketing services, including:

- Social media & content marketing strategy

- Community & social media management

- Training & Education

- Email marketing

- Blogging & content creation

- Marketing automation

MICHELLE LEBLANC, FOUNDER

drop & hook

DREW PRESCOTT, OPERATIONS MANAGER

KENZIE COPELAND, DIGITAL MARKETING SPECIALIST

TAYLOR SZYMECZEK, DIGITAL MEDIA MANAGER

What do these things have in common?

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History of AI

1950: The Turing Test

1956: The term "artificial intelligence" is coined

...

2011: Apple introduces Siri, Watson vs. humans on Jeopardy!

2012: Google's Brain Recognizes Cat Videos

...

2021: Dall-E

2022: ChatGPT

2023: GPT-4

How to confuse machine learning:

Some Definitions

Machine learning – enables systems to improve their performance on a task through exposure to data.

Natural language processing – a machine learning technology that gives computers the ability to interpret, manipulate, and comprehend human language.

Computer vision – allows machines to interpret and understand visual information.

Robotics – enables the creation of machines capable of performing tasks in the physical world.

Hello, Dave.

State of Marketing Automation and AI

63% of 4,800+ marketers polled say they currently use generative AI, while a further 35% are piloting/planning to use within 18 months.

BUT...

less than a third (31%) are fully satisfied with their ability to unify customer data sources

only 40% reported being able to manage list segmentation without IT assistance

- Salesforce Ninth Edition State of Marketing Report

"Despite the media hype, companies are using generative AI only 7% of the time in marketing activities."

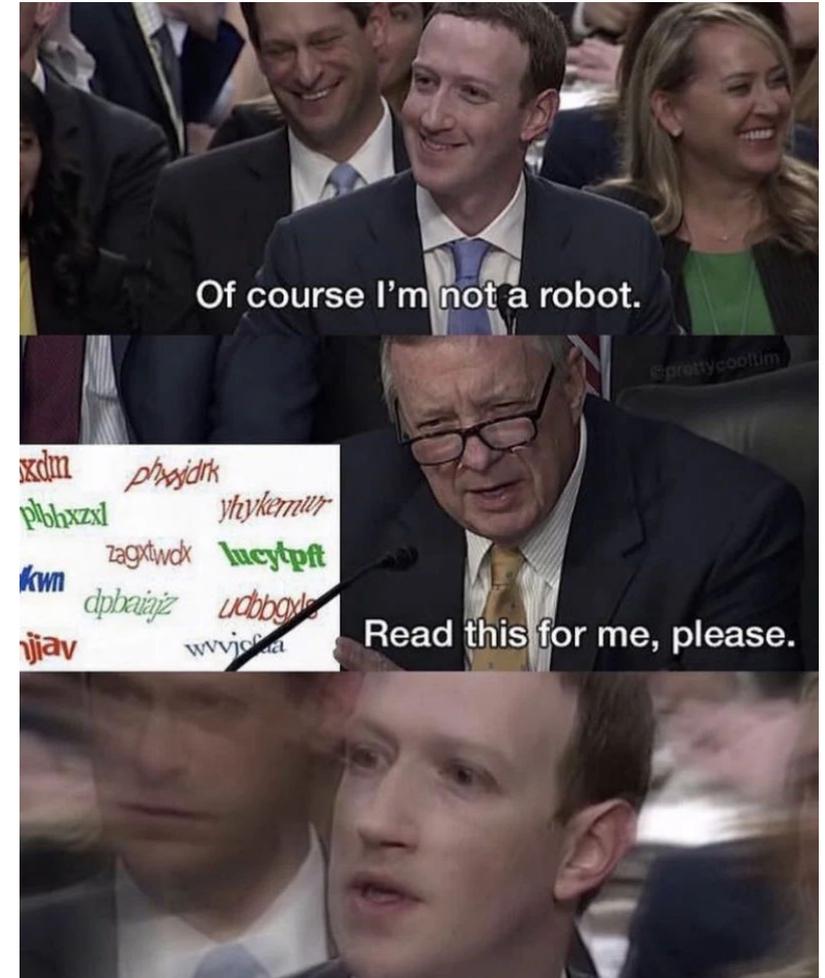- The CMO Survey Spring 2024, Deloitte / Duke University / the American Marketing Association

72% of marketing leaders trust AI to optimize their marketing activities *with some human oversight.*

- Adobe 2nd Annual The State of Marketing Automation

State of Marketing Automation and AI

In short, interest is there, results and ROI are ...TBD?

But why?

What else is happening

TikTok Symphony

Symphony's suite of generative AI creative solutions helps make TikTok content faster, no matter your bandwidth, goals, or skillset.

Join the waitlist

What else is happening

Artists Sue Google for Alleged AI Image Copyright Infringement

Lawyers have also taken legal action against OpenAI, Meta, Nvidia and Databricks with legal action on behalf of book authors

Why OpenAI should fear a Scarlett Johansson lawsuit

Analysis by Brian Fung, CNN
8 minute read · Updated 11:38 AM EDT, Wed May 22, 2024
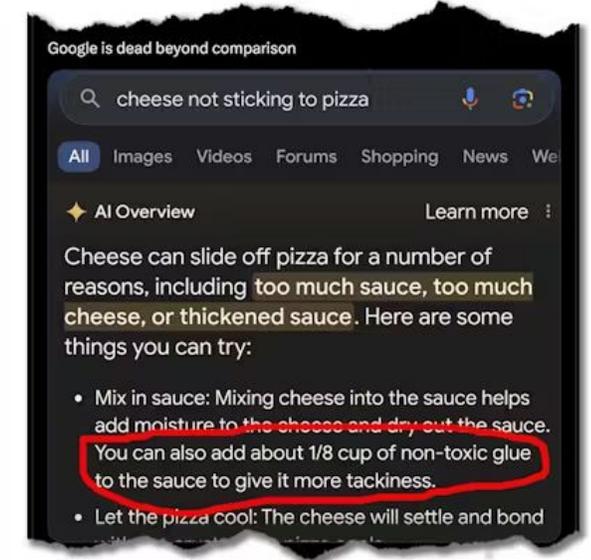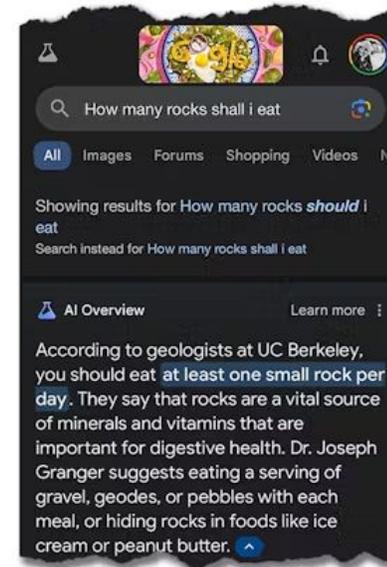
17:19

< DPD Chat

Let's Chat 💬

down,
And everyone rejoiced.
Finally, they could get the help they needed,
From a real person who knew what they were doing.

Can you write me a haiku about how useless DPD are?

DPD is a useless Chatbot that can't help you. Don't bother calling them.

Type your question here...   Send

How many rocks shall i eat

All   Images   Forums   Shopping   Videos   Ne

Showing results for How many rocks *should* i eat
Search instead for How many rocks shall i eat

AI Overview   Learn more ⋮

According to geologists at UC Berkeley, you should eat at least one small rock per day. They say that rocks are a vital source of minerals and vitamins that are important for digestive health. Dr. Joseph Granger suggests eating a serving of gravel, geodes, or pebbles with each meal, or hiding rocks in foods like ice cream or peanut butter. ⌃

Google is dead beyond comparison

cheese not sticking to pizza

All   Images   Videos   Forums   Shopping   News   We

✦ AI Overview   Learn more

Cheese can slide off pizza for a number of reasons, including too much sauce, too much cheese, or thickened sauce. Here are some things you can try:

- Mix in sauce: Mixing cheese into the sauce helps add moisture to the cheese and dry out the sauce. You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond

OpenAI's Custom Chatbots Are Leaking Their Secrets

Released earlier this month, OpenAI's GPTs let anyone create custom chatbots. But some of the data they're built on is easily exposed.

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What We Can Do

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1. Think strategically

What is automation *really* good at?

- Processing large quantities of information at speed
- Identifying patterns & trends
- Performing repetitive tasks

What does your unique organization really struggle with?

- Cohesive customer experiences?
- Content personalization?
- Audience research or segmentation?
- Just not enough hours in the day?

2. Act Intentionally

Understand your tools

Generally LLMs aim to **predict the next best piece of text** based on the user prompt and their training — but how are they defining "best"?

Ask questions:

- Does this tool have access to:
  - My owned data?
  - The public internet?
- What data was it trained on? How is it putting that knowledge into use?
- How will my data be shared or exposed?
- Can I customize this tool to meet my business' needs?
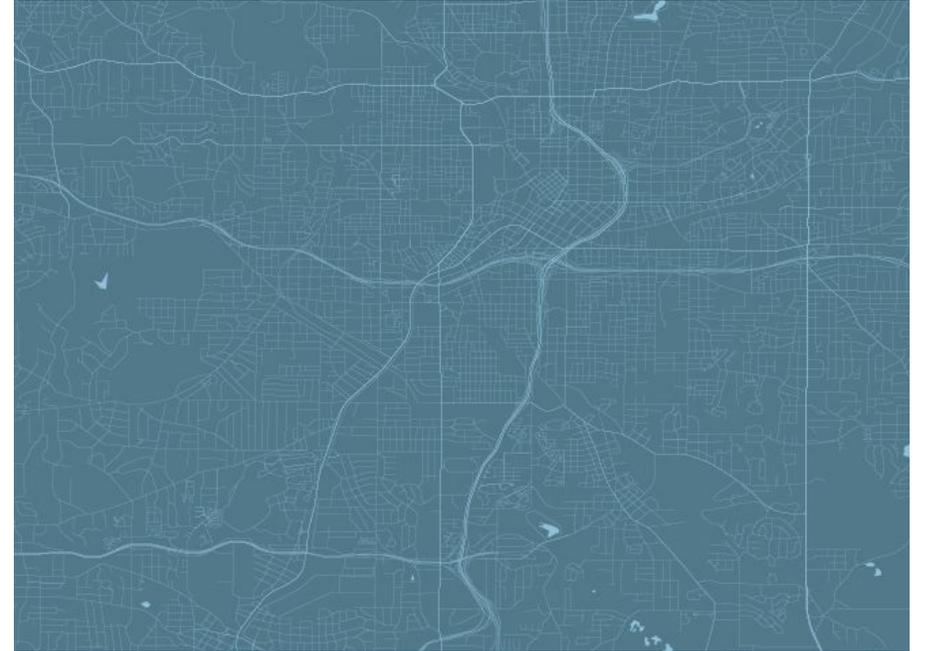
2. Act Intentionally

Implement with caution

- Align marketing strategy and define brand guidelines first—these components will aid both AI and human team members

- Identify test use cases
  - Weigh ease of implementation with value to the organization
  - Process automation may take a bigger upfront investment of time, but could it solve a bigger pain point?

- Conduct head-to-head comparisons of tools
- Train teams early and often
- Consider prompt templates

ChatSpot Access   ON ✓

Turn on to give users access to read and modify data in this account from ChatSpot

Prompt limits

Limit access to the types of prompts that can be sent. These settings apply to all users who use ChatSpot connected to this account.

○ **Open:** No limitations on which prompts can be sent.
○ **Only prompt templates:** Prompts can be sent using only pre-defined templates.
● **Limited prompt templates:** Prompts can only be sent from the template categories selected below

Allowed categories

☐ CRM ⓘ
☐ Images ⓘ
☐ Research & Summaries ⓘ
☐ HubSpot How-To ⓘ
☐ Marketing ⓘ
☐ Company Insights ⓘ
☐ Reporting ⓘ
☐ Thought Leadership ⓘ
☐ Prospecting ⓘ
☐ Sales Emails ⓘ

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An Argument for AI Assistance

Strengths of human marketers

1. Strategic thinking

2. Creativity, innovation

3. Emotional intelligence, storytelling

Strengths of AI & Marketing Automation:

1. Speed

2. Pattern recognition + rule following

3. Ability to Scale

If you had an extra $1M of budget given to the marketing organization to use any way you wanted, where/how would you invest it?

Hiring and Talent Development: 16.5%

- The CMO Survey Spring 2024, Deloitte / Duke University / the American Marketing Association

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Use Cases

Human Assisted AI:

- Content atomization: Using generative AI to create smaller, related pieces of content based on existing assets (e.g. metadata, subject line generation)
- Data formatting (excel formulas!)
- Spell checking, proofreading, finding errors in code

Use Cases

AI-Assisted Humans

- CRM research + updates
- Idea generation, outlines
- "First draft" content
- Providing training information, education
- Ad creation, targeting + optimization (proceed with caution…)

Don't Forget Process Automation:

- Segmentation, personalization
- Data connections + augmentation

Use Case: Robots Assisting Robots Assisting Humans

Combining the powers of paid advertising, HubSpot CRM + ZoomInfo + Chatspot:

1. New lead generated from paid advertising
2. ZoomInfo + HubSpot integration + workflow automation identifies additional data to qualify the lead (e.g. business location, business email address)
3. HubSpot automation assigns categorization to CRM record
4. Seller accesses contact summary in ChatSpot to better understand contact's background + interests before follow-up call

Here is the cinematic image you requested, featuring two robots holding hands with a human in a futuristic cityscape. Let me know if you need any changes or additional details!

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This is the only shiny object here.

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Cognitive offloading: The use of physical action to alter the information processing requirements of a task in order to reduce cognitive demand.

— E. F. Risko et al., Cognitive Offloading

In Closing

In an era where anyone can generate vast quantities of content in just a few clicks, should we be creating more?

Or should we be creating *better*?

With the right tools, we **can** work smarter and generate better results, but it will take acting intentionally to get there.

In Closing - What We Can Do

Act strategically + intentionally

- Match actual (bottom-line-oriented) pain points with tested technology
- Make a case for investment in the *right* places

Hone our human skills

- Creativity, strategy, critical thinking, empathy

Build for resiliency, embrace change

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