



Why Generative AI Is The Calculator For Content Marketers



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THE SPOT
by SERCANTE

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Agenda

- Why we're here
- Get friendly with generative AI
- How to use it like a calculator
- Dive into tools & use cases
- Avoiding risks
- Bring it all together



Goals

Feel good about using AI tools

Understand what the tools do

See good use cases & avoid risks

Start using the tools today



I was replaced by AI

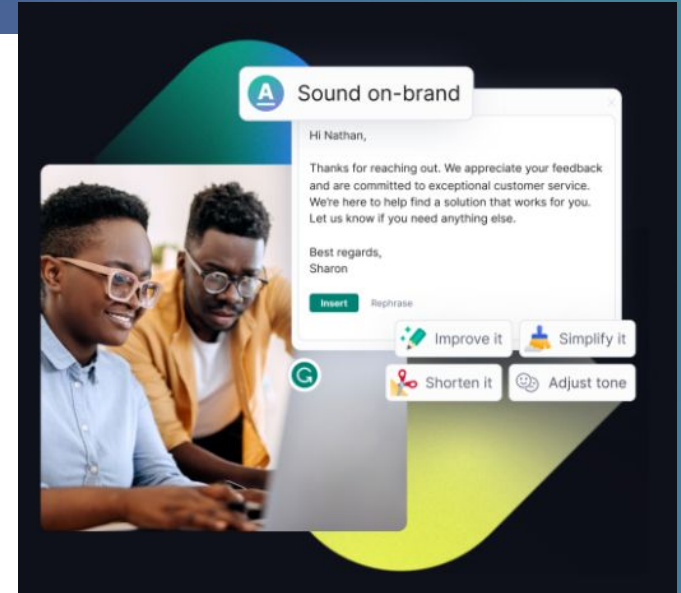
(well, the robots can do my job from 2011)

- Worked as a contracted **brand quality assurance (QA) reviewer** for an enterprise healthcare organization.
- The company had **strict brand style guidelines** affecting all marketing assets.
 - For example, company had **preferred terminology** ('health care' as two words), sub-brand names needed **correct service mark usage**, all URLs **bolded**
- It all came full circle 10+ years later.



Grammarly figured it out

- **Grammarly for Business** does that now using machine learning
- Tool is programmable to **match any company style guide**.
- Can help average writers follow brand style guidelines.



**Back up a sec. WTF is
generative AI?**



What is generative AI?

- Generative AI uses machine learning to produce content through natural language prompts.
- GenAI models fed vast amounts of content data that are used to produce new content
- Big ones I use are ChatGPT, Claude, Bard
- Lots of tech tools are integrating GenAI models



And how is generative AI integrated with Salesforce tools?

- Marc Benioff declared Salesforce is an AI-first company in 2014.*
- Salesforce Einstein is AI-based and has been around since 2016.
- AI Cloud - suite of tools that unite Einstein with ChatGPT across clouds
 - Includes Sales GPT, Marketing GPT, Slack GPT, etc.

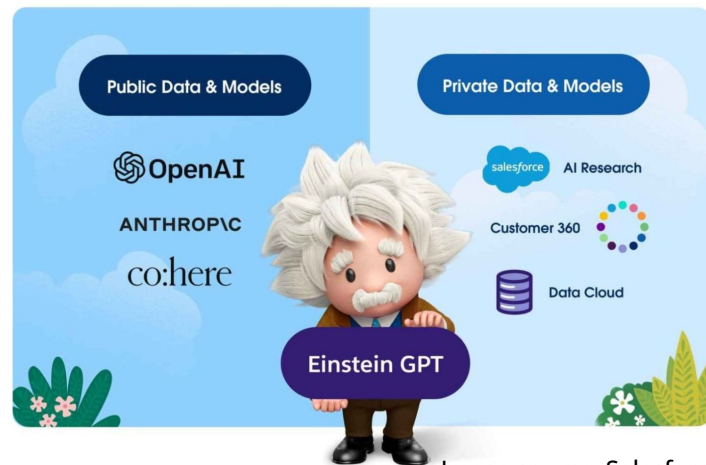


Image source: Salesforce

* <https://www.salesforce.com/news/stories/ai-history-salesforce/>

Why are marketers sketchy about AI?

A few things we may be feeling:

- It's taking jobs away from real people
- The output isn't trustworthy
- Copyright infringement complications
- Data privacy concerns
- What else?





**And how is generative
AI the calculator for
content marketers?**

How is gen AI like the calculator?

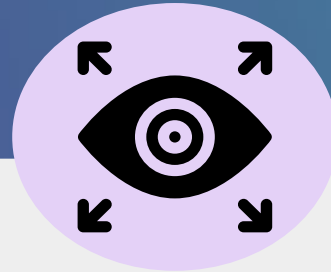
- AI has been around for a while.
- Huge strides made in last 10 years, including at Salesforce through Einstein.
- Content marketers can now skip the manual work.
- Push industry boundaries by focusing on human-touch tasks.



How to use generative AI like a calculator



Start with a
human idea



Use gen AI to
do the legwork

Good use cases for generative AI



Keys to implementing generative AI for your team are:

- Lay out a strategy
- Document your strategy
- Get input from your team
- Revisit and Revise that strategy often cuz the tools are gonna keep changing



How gen AI solves content marketing challenges

- Not enough resources → Generate research/outlines/SEO elements
- Ensuring consistent quality → Edit for style (paid tools are even better)
- Competition from similar creators → Focus on differentiation, not production
- Low engagement with content → Pull promo assets & add SEO elements



**Good Use Case 1:
Not enough marketing
resources**

Gen AI example: doing initial research

Example Prompt:

Tell me why generative AI is helpful to content marketers on small teams.

Note: Remember that ChatGPT (the free version) and other chatbots are limited to the data they're pulling from. The results may not include recent updates or real-time data.

Tell me why generative AI is helpful to content marketers on small teams. **AJ**

Here are a few reasons why generative AI can be helpful for content marketers on small teams:

- It can help generate initial drafts of content quickly. A small team may not have enough time or resources to research and write all their content from scratch. Using AI to create a first draft can speed up the process. The marketer can then edit and refine the AI-generated content.
- It provides an extra 'content creator' on the team. For a small team, coming up with enough ideas and writing all the content themselves can be challenging. Using AI to help draft some articles and other content essentially adds another writer to the team.
- It allows the focus to be on strategy and optimization. With AI helping cover some of the initial writing, marketers can spend more time on high-level strategy, planning the content calendar, optimization, promotion etc. This helps make the most of a small team's time.
- The ability to repurpose and expand on content. AI tools make it easy to take an existing piece of content and repurpose it for different formats or expand it into a longer form piece. This content leverage helps a small team maximize their content output.
- Overall productivity and efficiency gains. The time savings and extra 'team member' benefits of AI writing can significantly multiply what a small marketing team is able to accomplish. This improved productivity can make up for having fewer human team members.

The key for small teams is finding the right balance and process for integrating AI content generation in a way that saves time but still produces high quality, original content.

Gen AI example: building content outlines

Example Prompt:

Create a content outline for a blog post that explains how to use generative AI chatbots to build content outlines for marketing content

Create a content outline for a blog post that explains how to use generative AI chatbots to build content outlines for marketing content



Title: "Harnessing the Power of Generative AI Chatbots: Creating Marketing Content Outlines"

I. Introduction

- A. Explanation of generative AI chatbots
- B. Importance of content outlines in marketing
- C. Thesis statement: How to leverage generative AI chatbots to streamline the content outline creation process for marketing content

II. Understanding Generative AI Chatbots

- A. What are generative AI chatbots?
- B. Key features and capabilities
- C. Examples of popular generative AI chatbot platforms

III. The Role of Content Outlines in Marketing

- A. Why are content outlines important?
- B. How content outlines enhance marketing content
- C. Traditional methods of creating content outlines

IV. Benefits of Using Generative AI Chatbots for Content Outlines

- A. Efficiency and time-saving
- B. Consistency and coherence in content
- C. Reducing writer's block
- D. Scalability of content creation

V. Best Practices for Using Generative AI Chatbots

- A. Selecting the right AI chatbot platform
- B. Customizing chatbot prompts for content outlines
- C. Combining AI-generated content with human touch
- D. Review and editing of generated outlines

VI. Case Studies: Real-World Applications

- A. Success stories of businesses using AI chatbots for content outlines
- B. Analyzing the impact on marketing campaigns

VII. Potential Challenges and Solutions

- A. Common issues when using generative AI chatbots
- B. Strategies for overcoming challenges
- C. Ensuring quality and originality in content

VIII. Ethical Considerations

- A. Addressing concerns about AI-generated content
- B. Transparency and disclosure in marketing

IX. Future Trends in AI-Powered Content Outlines

- A. Evolving capabilities of generative AI chatbots
- B. Integration with other marketing tools and technologies
- C. Predictions for the future of content creation

X. Conclusion

- A. Recap of the benefits of using generative AI chatbots for marketing content outlines
- B. Encouragement to embrace this technology
- C. Final thoughts on the future of marketing content creation with AI chatbots

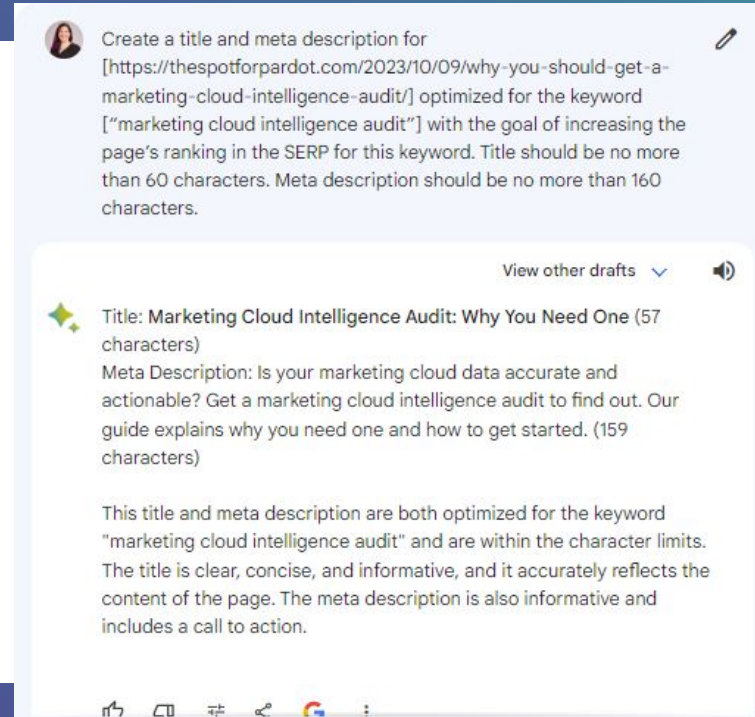


Gen AI example: writing meta descriptions

Use Google Bard to improve your meta descriptions and page titles

Example Prompt:

“Create a title and meta description for [INSERT WEBPAGE URL] optimized for the keyword [“KEYWORD”] with the goal of increasing the page’s ranking in the SERP for this keyword. Title should be no more than 60 characters. Meta description should be no more than 160 characters.”



Create a title and meta description for [https://thespotforpardot.com/2023/10/09/why-you-should-get-a-marketing-cloud-intelligence-audit/] optimized for the keyword [“marketing cloud intelligence audit”] with the goal of increasing the page’s ranking in the SERP for this keyword. Title should be no more than 60 characters. Meta description should be no more than 160 characters.

View other drafts ▾

🌟 Title: Marketing Cloud Intelligence Audit: Why You Need One (57 characters)
Meta Description: Is your marketing cloud data accurate and actionable? Get a marketing cloud intelligence audit to find out. Our guide explains why you need one and how to get started. (159 characters)

This title and meta description are both optimized for the keyword “marketing cloud intelligence audit” and are within the character limits. The title is clear, concise, and informative, and it accurately reflects the content of the page. The meta description is also informative and includes a call to action.

🔍 🗑️ 📏 🗑️ 🗑️ 🗑️

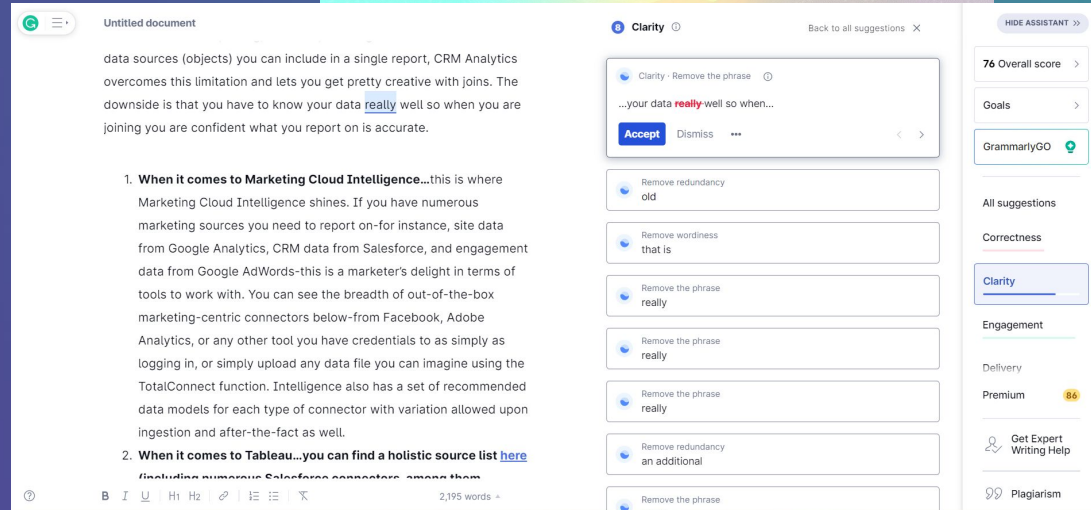


Good Use Case 2: Ensuring consistent content quality

Gen AI example: ensuring consistent quality

GrammarlyGO

- Write in the editor and get suggestions
- Set it your voice
- Can generate ideas, help w/ brainstorming
- Free version checks clarity and correctness, limited to number of prompts per month



Ensuring consistent quality

Hemingway Editor (free AI Beta available)

- Analyzes reading grade level
- Suggests simpler ways to say things
- Automatically generates alternative phrases
- Lots of other editors out there with similar capabilities

Simplifying sentence

Original

Grade 14

Enter Pardot. Marketing teams at higher education institutions that are also Salesforce customers can finally feel like they're part of the action. That's because Pardot is built on the Salesforce platform, which enables marketing teams to connect their data and content to other departments at their institution.

AI Suggestion

Grade 12

Enter Pardot. Finally, marketing teams at colleges that use Salesforce can feel included and involved. That's because Pardot is built on the Salesforce platform, which enables marketing teams to connect their data and content to other departments at their institution.

Close

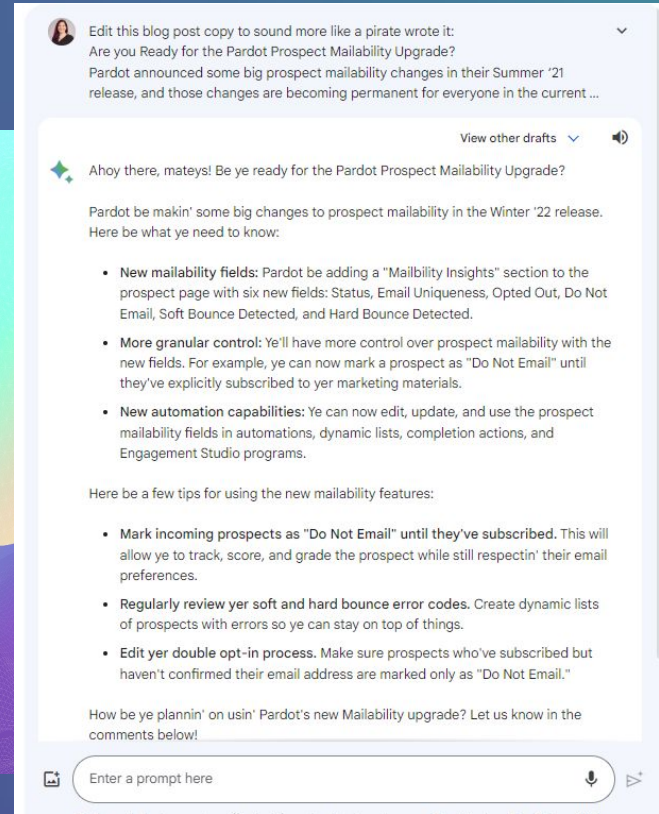
Get another suggestion

Use suggestion

Ensuring consistent quality

Google Bard, ChatGPT, Claude

- Use to make consistent changes throughout existing content
- Manual process (need to copy-paste)
- Gets to know what you're looking for and output improves the more you use it



Edit this blog post copy to sound more like a pirate wrote it:
Are you Ready for the Pardot Prospect Mailability Upgrade?
Pardot announced some big prospect mailability changes in their Summer '21 release, and those changes are becoming permanent for everyone in the current ...

View other drafts

Ahoy there, mates! Be ye ready for the Pardot Prospect Mailability Upgrade?

Pardot be makin' some big changes to prospect mailability in the Winter '22 release. Here be what ye need to know:

- **New mailability fields:** Pardot be adding a "Mailability Insights" section to the prospect page with six new fields: Status, Email Uniqueness, Opted Out, Do Not Email, Soft Bounce Detected, and Hard Bounce Detected.
- **More granular control:** Ye'll have more control over prospect mailability with the new fields. For example, ye can now mark a prospect as "Do Not Email" until they've explicitly subscribed to yer marketing materials.
- **New automation capabilities:** Ye can now edit, update, and use the prospect mailability fields in automations, dynamic lists, completion actions, and Engagement Studio programs.

Here be a few tips for using the new mailability features:

- **Mark incoming prospects as "Do Not Email" until they've subscribed.** This will allow ye to track, score, and grade the prospect while still respectin' their email preferences.
- **Regularly review yer soft and hard bounce error codes.** Create dynamic lists of prospects with errors so ye can stay on top of things.
- **Edit yer double opt-in process.** Make sure prospects who've subscribed but haven't confirmed their email address are marked only as "Do Not Email."

How be ye plannin' on usin' Pardot's new Mailability upgrade? Let us know in the comments below!

Enter a prompt here



**Good Use Case 3:
Competition from similar
content creators**

Identify your SEO competitors

Google Bard can analyze your web pages
(since it can look at web pages in real time)

- **Prompt:**
"Identify the top SEO competitors for my website in the "KEYWORD OR NICHE NAME" niche."

✦ The top SEO competitors for your website in the "salesforce marketing consultant" niche are:

1. WebFX
2. CloudAnalysts
3. SmartBug Media
4. Silverline CRM
5. Clearbridge
6. K2 Partnering Solutions
7. BrainSell
8. Cloud Sherpas
9. CloudCraze
10. Appiphony
11. Demandforce
12. Accenture Interactive

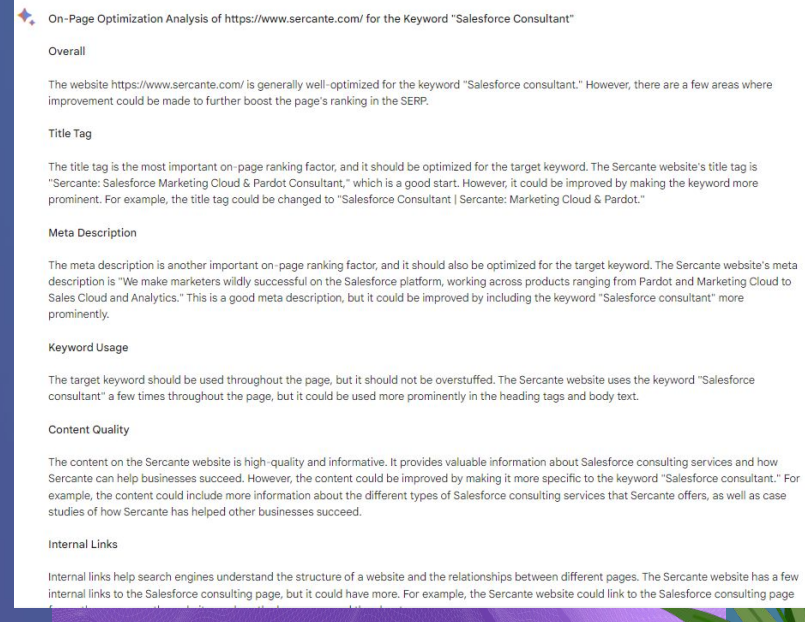
These companies are all highly ranked in Google search results for keywords related to Salesforce marketing consulting. They also have strong domain authority and backlink profiles, which are both important factors in SEO.

Optimize content for SEO to rise above

Google Bard can analyze your web pages
(since it can look at web pages in real time)

- Prompt: "Analyze the on-page optimization of [INSERT WEBPAGE URL] for the keyword ["KEYWORD"] with the goal of increasing the page's ranking in the SERP for this keyword."

Note: Google Bard can tell you how to optimize for keywords, but humans need to determine what keywords to aim for



On-Page Optimization Analysis of https://www.sercante.com/ for the Keyword "Salesforce Consultant"

Overall

The website https://www.sercante.com/ is generally well-optimized for the keyword "Salesforce consultant." However, there are a few areas where improvement could be made to further boost the page's ranking in the SERP.

Title Tag

The title tag is the most important on-page ranking factor, and it should be optimized for the target keyword. The Sercante website's title tag is "Sercante: Salesforce Marketing Cloud & Pardot Consultant," which is a good start. However, it could be improved by making the keyword more prominent. For example, the title tag could be changed to "Salesforce Consultant | Sercante: Marketing Cloud & Pardot."

Meta Description

The meta description is another important on-page ranking factor, and it should also be optimized for the target keyword. The Sercante website's meta description is "We make marketers wildly successful on the Salesforce platform, working across products ranging from Pardot and Marketing Cloud to Sales Cloud and Analytics." This is a good meta description, but it could be improved by including the keyword "Salesforce consultant" more prominently.

Keyword Usage

The target keyword should be used throughout the page, but it should not be overstuffing. The Sercante website uses the keyword "Salesforce consultant" a few times throughout the page, but it could be used more prominently in the heading tags and body text.

Content Quality

The content on the Sercante website is high-quality and informative. It provides valuable information about Salesforce consulting services and how Sercante can help businesses succeed. However, the content could be improved by making it more specific to the keyword "Salesforce consultant." For example, the content could include more information about the different types of Salesforce consulting services that Sercante offers, as well as case studies of how Sercante has helped other businesses succeed.

Internal Links

Internal links help search engines understand the structure of a website and the relationships between different pages. The Sercante website has a few internal links to the Salesforce consulting page, but it could have more. For example, the Sercante website could link to the Salesforce consulting page



Good Use Case 4: Low engagement with content assets

Generate promotional content

Plug human-written content into the bots to generate the promotional materials

Google Bard Example

Use the following prompt to write social media posts to promote a blog post from your website

Prompt: *“Write social media posts for linkedIn, twitter, and facebook to encourage people to read the blog post on the following web page: [INSERT BLOG POST URL]”*



LinkedIn

Headline: How to Update Marketing Personas Using Salesforce Flow

Body:

Are your marketing personas up-to-date? If not, you're missing out on a valuable opportunity to reach your target audience more effectively.

Our latest blog post shows you how to use Salesforce Flow to automate the process of updating your marketing personas. This is a great way to save time and ensure that your personas are always accurate.

Read the blog post now and learn how to:

- Create custom persona fields on the lead and contact objects
- Use a record-triggered flow to update the persona value when the title field is updated
- Map the lead field to the contact field on conversion

Call to action:

Click the link in the bio to read the full blog post and learn how to update your marketing personas using Salesforce Flow.

Twitter

Tweet:

Keep your marketing personas up-to-date with Salesforce Flow! Read our latest blog post to learn how: [link]

Hashtags: #marketingpersonas #salesforceflow #marketingautomation

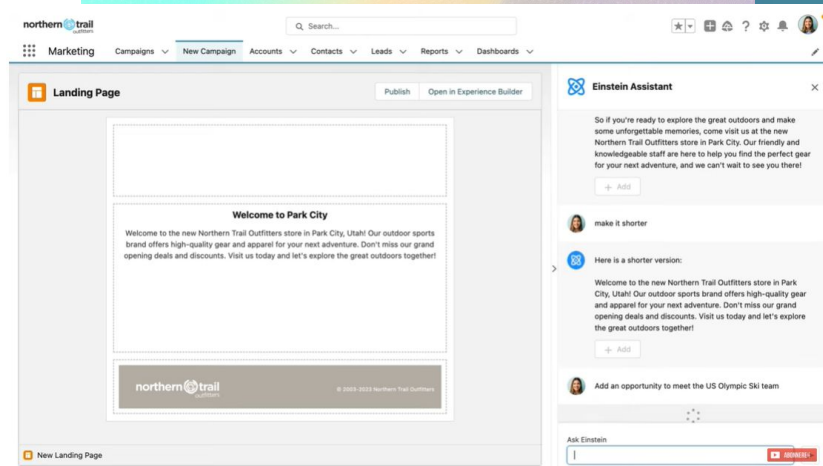
Tweak your content strategy inside tools

Marketing Cloud Engagement and Account Engagement Example

Some options available now with more gen AI features rolling out early next year

Engagement - Journey optimization, content, creation, & messaging insights available now

Account Engagement - Scoring, key account identification, and insights available now.
Content creation coming soon.





Avoiding risks while using generative AI in content marketing

Avoiding AI Risks: Legal and compliance considerations

Generating harmful, inaccurate, or biased content

- These tools are still in the infancy stages. Proceed with caution.
 - Only use the tools for things you can verify
 - Always have a human review the output
 - Add a blurb about the use of gen AI to your fine print
- These tools may be pulling copyrighted materials to generate answers
 - Save your prompts when building campaigns to track your responses if copyright claims are a concern for your team



GenAI bad use cases

Allowing GenAI to take the place of human expertise

Example Prompt: Write a 12-month content calendar for my Salesforce consulting startup company that focuses on marketing automation and strategy

- Tools are meant to help, not do the whole thing
- Use it more for research purposes than to guide content strategy

Write a 12-month content calendar for my Salesforce consulting startup company that focuses on marketing automation and strategy

Here is a suggested 12-month content calendar for your Salesforce consulting startup focused on marketing automation and strategy:

January

- Blog post: Top 5 Marketing Automation Trends to Watch in 2023
- Blog post: How to Build a Marketing Automation Strategy from Scratch
- Webinar: Intro to Marketing Automation for Small Businesses

February

- Blog post: Comparison of Top Marketing Automation Platforms
- Blog post: 10 Common Marketing Automation Mistakes to Avoid
- Webinar: Leveraging Marketing Automation for Lead Nurturing

March

- Blog post: Step-by-Step Guide to Setting Up Salesforce Marketing Cloud
- Blog post: Essential Marketing Automation Metrics You Should Be Tracking
- Webinar: Maximizing Your Salesforce Investment for Marketing

April

- Blog post: How to Use Marketing Automation for Customer Retention
- Blog post: The Beginner's Guide to Campaign Management
- Webinar: Testing and Optimization Best Practices for Email Marketing

May

- Blog post: How to Build Buyer Personas for Targeted Marketing Campaigns
- Blog post: 20 Tips for Writing Effective Email Copy
- Webinar: Advanced Lead Scoring Techniques and Strategies

June

- Blog post: 10 Ways Marketing Automation Can Increase Sales
- Blog post: How to Get Started with Account-Based Marketing
- Webinar: Steps for Integrating Your CRM with Marketing Automation

July

- Blog post: The Ultimate Guide to Lead Nurturing with Marketing Automation
- Blog post: How to Track and Measure Marketing ROI
- Webinar: Leveraging Reporting Dashboards in Marketing Automation Platforms

August

- Blog post: Tips for Successful Marketing Automation Campaign Implementation
- Blog post: How to Use Marketing Automation for Event Management
- Webinar: Marketing Automation Workflows - Best Practices

September

- Blog post: 20 Amazing Marketing Automation Tools You Should Be Using
- Blog post: How to Use Marketing Automation for Customer Re-engagement
- Webinar: Advanced Email Deliverability Strategies

October

- Blog post: The Complete Guide to Setting Up Marketing Automation
- Blog post: How to Create Customized Customer Journeys
- Webinar: Marketing Automation for B2B - Tips and Use Cases

November

- Blog post: How to Use Marketing Automation for Content Syndication
- Blog post: 10 Tips for Better Lead Management Process
- Webinar: Leveraging Marketing Automation for Social Media Management


December

- Blog post: Marketing Automation Trends to Watch Out for in 2024




Avoiding AI Risks: Sacrificing quality to increase quantity

- We need strategic thinkers to run the tools, not the other way around
- Cannot take the place of real human experience
- Editing is an artform and the robots haven't mastered it — yet

 Create a LinkedIn post that says lots of things but essentially says nothing.



 "In today's dynamic, fast-paced, and ever-evolving business ecosystem, it's more imperative than ever to synergize and leverage cutting-edge paradigms. As we pivot and iterate through the transformative phases of strategic alignments, it's crucial to unpack the value propositions and harness the disruptive innovation. Let's continue to dialogue, collaborate, and deep dive into the blue-sky thinking that will empower our next-generation milestones. Together, we'll be at the forefront of paradigm shifts, actualizing potentialities for a brighter tomorrow. 💡 #ThoughtLeadership #StrategicSynergy #InnovateTogether"



GenAI bad use cases

Asking genAI to build entire content drafts

- Sounds robotic, no human element
- Can generate inaccuracies
- Copyright infringement concerns
- End up sounding “like a Shamwow commercial”

Write a blog post that explains why generative AI is like a calculator for content marketers.

AJ

Here is a draft blog post explaining why generative AI is like a calculator for content marketers:

Title: Generative AI - The Content Marketer's Calculator

Introduction:

Content marketing relies heavily on producing high-quality, valuable content consistently. However, coming up with fresh ideas and writing excellent content takes a lot of time and effort. This is where generative AI comes in handy for content marketers, acting like a calculator that can perform complex content creation tasks with ease.

Body:

Just as a calculator can perform complex mathematical equations quickly, generative AI can generate content ideas, outlines, and even full drafts with minimal input. Here are some key ways generative AI acts like a calculator for content creation:

- **Idea Generation:** Content marketers can describe their goal and target audience, and generative AI can instantly provide relevant headline ideas, topics, and angles to write about. This saves hours of brainstorming.
- **Outline Creation:** Once you decide on a topic, generative AI can take your prompt and create a detailed outline, mapping out headings, subpoints, and flow. This provides a strong structure to build upon.
- **Draft Generation:** Perhaps the most powerful application is using AI to generate entire drafts of articles, blog posts, eBooks, and more based on a few prompts. This removes the heavy lifting of writing while still allowing customization.
- **Data Insights:** Generative AI can analyze data points and find key insights and trends to fuel content ideation and headlines. It acts like a data calculator for creating data-driven content.
- **SEO Optimization:** AI tools can analyze target keywords and suggest SEO-friendly headlines and content that aligns with search intent. This helps content rank better in search.

The time and energy savings from using AI as a content creation calculator allows marketers to produce more content faster. This increased output at scale is every content marketer's dream.

Conclusion:

Like a calculator performing complex equations, generative AI can crunch data and keywords and produce fully formed content with minimal effort from the user. It takes away the heavy-lifting of ideating and writing, allowing content marketers to scale their output. Generative AI is rapidly becoming an essential tool for marketers, acting as a calculator to amplify their content creation efforts.



Avoiding AI Risks: Legal and compliance considerations

Keeping data and personal information secure

- Be mindful of what information you put into the public bots.
- Carefully review usage guidelines for AI platforms if your company has those defined.
- Chatbots are not secure. Info you put into them can be analyzed by the creator of the bot.
- Chatbots are susceptible to data breaches, which includes stored queries.



Pulling it all together

When to use it

- Take shortcuts to do all the things, but **always start with a human idea and have a human check the work**

What tools to use

- Standalone models are super powerful tools. Get comfy with these, but use them with care (ChatGPT, Bard, Claude)
- Tap new functionalities getting introduced to tools you already know & use, added layer of security vs. standalone models (Salesforce/Marketing Cloud, Grammarly, Adobe Suite)

What to avoid when using it

- Generative AI should never be used to replace human expertise
- Chances are, people can tell you're using it if you ask it to do all the things

Thank You!

