

The Ethics and Opportunities of AI in Marketing





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Leveraging AI Tools for Effective Marketing

AI has been here for quite a while now and there are 3 major benefits to taking the time to learn this new technology:

1. Improve workflow efficiency, get back your most important resource - TIME
2. Make marketing and communications tasks easier and faster, especially content creation
3. Reduce time spent on audience and market research



AI+MARKETING

How AI Tools Help Brands with Marketing

- **Data Analysis:** AI can analyze vast amounts of data in real-time, providing valuable insights into customer behavior, preferences, and trends. This data-driven approach helps marketers make informed decisions.
- **Personalization:** AI enables brands to create highly personalized marketing campaigns. By analyzing individual customer data, AI tools can deliver tailored content, recommendations, and product suggestions, leading to higher engagement and conversion rates.

How AI Tools Help Brands with Marketing

- **Content Creation:** AI-powered tools can generate content, such as blog posts, social media posts, and product descriptions. While human creativity is still essential for crafting compelling stories, AI can help automate repetitive tasks and suggest content ideas.
- **Customer Support:** Chatbots and virtual assistants powered by AI can offer 24/7 customer support, answering common questions and resolving issues promptly. This improves the overall customer experience.

How AI Tools Help Brands with Marketing

- **Predictive Analytics:** AI can forecast future market trends, customer behavior, and demand patterns, helping brands adjust their marketing strategies in advance.
- **Ad Campaign Optimization:** AI algorithms can optimize digital advertising campaigns by adjusting bidding strategies, targeting the right audience segments, and maximizing return on investment.

Other Examples of AI Use in Marketing

Be strategic when you put AI to work.

- Complete hashtag research
- Outline website content page by page
- Write blog titles
- Audience and consumer trends research
- Script chunking
- Create images and videos

Prompt Engineering

What Questions Are You Asking?

- Asking the right questions
- What is the most important thing?
- How do I create the most effortless workflow?
- A Framework for Filtering Fluff...

Maximize AI Potential & Regain Your Time

I realized the magic of AI isn't just about just getting answers

- It isn't just about transactional tasks
- It isn't about automating employees out of work
- It's also not about dabbling or dealing with shallow queries

Maximize AI Potential & Regain Your Time

It's not about beating ai powered robots stealing your jobs...

- It's not about beating ai powered robots stealing your jobs...
- It might be about beating ai powered people who can do your job (and others) faster, better, and more efficiently

Maximize AI Potential & Regain Your Time

It's about harnessing this tool for the greater good.

- ...and creating a meaningful impact in your life and the lives of those you want to spend more time with.
- It's about you taking back control of your your time.

AI & Your Workflow Opportunities

Is it possible to gain enough AI Marketing Skill so that it's inevitable to:

- Create new opportunities,
- Solve new problems,
- Build new relationships, or
- Achieve new goals?

AI & Your Workflow Opportunities

...Not only for you but also within your organization and externally in your community, your audience, or your market?

- What about using the technology to forge a revolutionary new path forward the people you serve?

AI & Your Workflow Opportunities

Maximize Content Potential

- Wouldn't you save time and money if you can **easily transform one valuable piece of content into multiple valuable pieces?**
- These AI tools can revolutionize your business and together, you get an AI compound effect

An illustration of two orange hands holding a white sign with a black border. The sign has the words "BUYERS" and "BEWARE." written in bold, red, sans-serif capital letters. The background is a teal color with several black diagonal lines scattered around, suggesting motion or impact.

**BUYERS
BEWARE.**

Avoid the Hype!

Investigate the tools you use and pay for!

- How long has the tool been developed?
- What are their data acquisition policies?
- How do they handle misinformation?
- Do they have an open and active community discussing the tool and the resources?

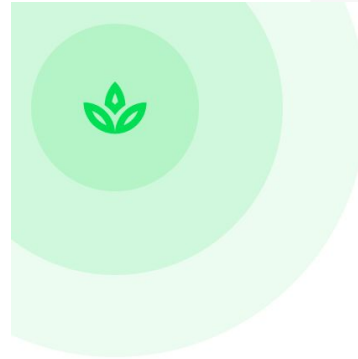
Without a clear governing body to examine these tools, the public must be exceptionally critical of them.

What Expectation Are They Providing?



Plant pal United States

Plant pal helps you identify 400+ plant types native to the United States and determine if they're safe for adults, cats, and dogs.



Plant pal

A botanist you can keep in your pocket. Use it to identify any plant and determine if it's safe for people and pets.

AI's Limitations: Originality and Niche Thinking

- AI speaks to the averages. The way that AI looks at data means that it's inherently poor with determining niche or out-of-the-box thinking.
- Since it also speaks to the average, AI generated content can be woefully lacking in depth or originality. Instead it repeats the information that it already knows.
- While business owners now have the ability to create more content, strategic insights from those working in the digital marketing ecosystem is still necessary.

Local Business Have The Edge

- Due to the majority of datasets provided for AI training coming from large institutions, local information is the other half of the puzzle.
- Community networking and awareness of your neighbourhood are beyond the scope of AI's current possibilities. AI needs large sample sizes.
- Most AI chatbots are more than a year behind on current information.
- Careful and thoughtful prompt engineering will rely on your ability to communicate your local awareness into prompt.

The Vital Role of Expertise in AI-Driven Marketing

How you speak to the AI about any specific topic affects the results you can achieve.

Industry knowledge, professional experience, and expert skill are still needed if you want your AI tools to produce great results.

AI's Limitations Are Human Limitations

- Garbage In, Garbage Out
Misleading, incorrect, or inaccurate data becomes inaccurate answers
- Data poisoning - Tay Tweets



ETHICS

An illustration featuring five stylized business professionals standing on a large, golden scale. The word 'ETHICS' is written in large, white, block letters across the scale's platform. The background consists of vertical stripes in shades of grey and brown, with a dark cityscape silhouette at the bottom. The overall style is modern and professional.

The American Civil Liberties Union tested Amazon's "Rekognition" facial surveillance technology and found the technology **falsely matched 28 members of Congress** with mugshots in a criminal database. Of the twenty-eight falsely identified Congress members, results disproportionately matched people of color. In a separate study conducted by researchers from MIT and Microsoft, "**Gender Shades**, three gender classification algorithms, two of which were developed by Microsoft and IBM, were found to misidentify darker-skinned females at a rate 34% higher than for lighter-skinned males.

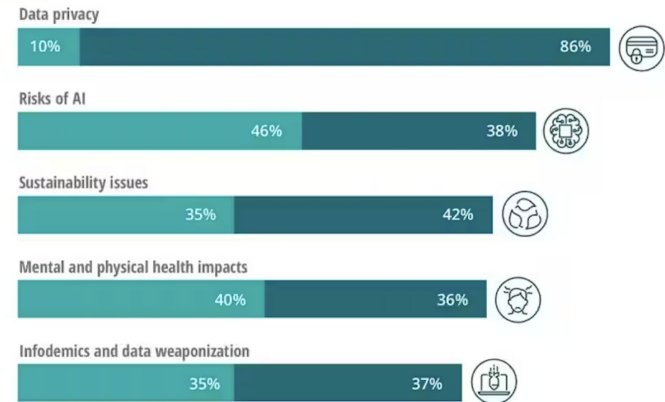
[Forbes](#)

FIGURE 1

Data privacy is top of mind among the dilemmas

Percent saying the issue is somewhat or very critical for the technology industry to address over the next few years

■ Somewhat critical ■ Very critical



Note: N=78 US technology industry leaders.
Source: Deloitte survey.

[Deloitte Insights](#)

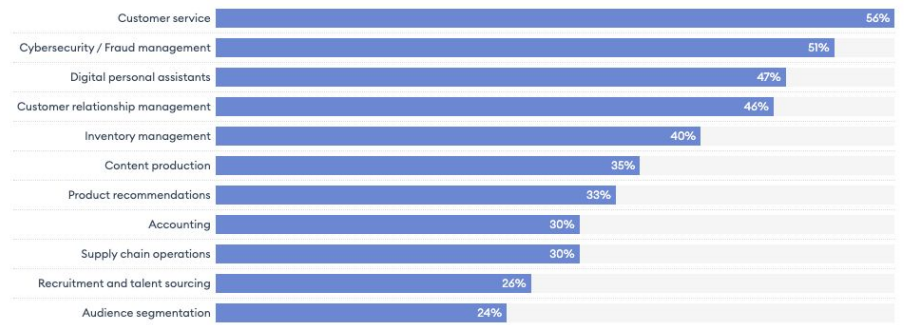
Deloitte Insights | deloitte.com/insights

Key Takeaways

- Over half of business owners use artificial intelligence for cybersecurity and fraud management.
- One in four business owners are concerned about AI affecting website traffic.
- Almost all (97%) business owners believe ChatGPT will help their business. One in three businesses plan to use ChatGPT to write website content, while 44% plan to use ChatGPT to write content in other languages.
- Nearly half (46%) of business owners use AI to craft internal communications.
- Over 40% are concerned about an over-dependence on technology due to AI use.
- Nearly two-thirds(64%) of business owners believe AI will improve customer relationships.

Top Ways Business Owners Use Artificial Intelligence

Forbes Advisor surveyed business owners to find out how they currently use or plan to use AI within their business



Source: Forbes Advisor • Embed

Forbes ADVISOR



AI Needs Clear Human Direction

- Prompt engineering requires knowledge of how AI processes information. Perfecting prompts you need to have a knowledge of both the AI and the subject matter you are investigating.
- Fact verification is still required. Double check the validity of any stats, quotes, or details information AI provides you.

AI Needs Clear Human Direction

- AI could result in a lot of erroneous and bloated content flooding the internet more often. The value of digital marketers with experience grows when it comes to managing flooded channels.
[#maketheinternetabetterplace](#)
- We must make human joy, health, sustainability, and kindness a top priority. Profit and growth is important, but not at the expense of the well being of others and ourselves. We have to set our intentions now.

Ethical Questions

- **What does the AI do with the data collected?** AI tools require data to run. Make sure that data provided to an AI company is not publicly available to others. Protect personal information.
- **How important is your credibility?** AI is a great researcher, not a verifier. Do not trust AI more than you would trust any random person on the internet. AI requires critical thinking.

Ethical Questions

- **How can we respect artists and creators while using AI?** How can we protect our intellectual and creative property?
- **Are companies being responsible about the AI they're creating?** Are they being accountable? Is the goal to help people or monetize? Who are you giving money to?

Ethical Questions

- **How can we be responsible and accountable for our own human bias and cultural inequities?** The weaknesses of artificial intelligence are a reflection of our own weaknesses. This technology can cause great harm if we are not honest with ourselves.
- **How can we avoid the same mistakes we made with social media?** Humans have survived the phone, radio, TV and internet, but social media was our first contact with AI and it caused some real problems.

Resources

Suggested AI Tools

Investigate the tools you use and pay for!

Jasper <https://www.jasper.ai/>

A great entry point for both those unfamiliar with both AI and digital marketing. It provides templates that help inform the structure of well designed copy and web content. It can be paired with SurferSEO to help you write better writing that will generate more clicks organically.

Looka <https://looka.com/>

Simple AI assisted branding generator to help come up with logo and branding ideas.

Klaviyo <https://www.klaviyo.com/>

An AI toolbox for businesses owners to help manage your customer outreach.

Pictory <https://pictory.ai/>

Use scripts to create videos using stock video footage and/or your own videos footage. Create captions and transcriptions.

Temi <https://www.temi.com/>

Turn your videos into scripts and captions

Adobe Express

<https://www.adobe.com/express/feature/image/remove-background> graphic design for social media and other projects

Canva is also developing AI capabilities.

Ideogram <https://ideogram.ai/login> graphic design and ideation

Additional Tools

- [Center for AI Safety](#)
- [Center for AI and Digital Policy](#)
- [Electronic Frontier Foundation](#)
- [The Alan Turing Institute](#)
- [OpenAI](#) ChatGPT and DALL-E

Maximize Content Potential

AIPRM Chat GPT Extension

The screenshot displays the AIPRM Chat GPT Extension interface. At the top, there are navigation tabs: Favorites, AIPRM (selected), Public, Own, and Hidden. A '+ Add List' button is on the right. Below the tabs are filters for Topic (All), Activity (All), Sort by (Top Votes Trending), and Model (Not specific). A search bar is also present. The 'Prompts per Page' is set to 12, and the interface shows 'Showing 1 to 12 of 4279 Prompts'. There are 'Prev' and 'Next' buttons for navigation. The main content area displays four prompt cards:

- Human Written |100% Unique |SEO Optimized Article**
SEO / Writing
- [Luna Perkins](#) · 2 months ago
Write detail YoastSEO optimized article by just putting blog title. I need 5 more upvotes so that I can create more...
GPT-3.5-turbo GPT-4 Human Written | Plagiarism Free | SEO Optimized Long-Form Article With Proper Outline...
70M views, 5.4M comments, 1.2K likes
- Yoast SEO Optimized Content Writer**
Copywriting / Writing
- [Luna Perkins](#) · 2 months ago
Write detail YoastSEO optimized article by just putting blog title. I need 5 more upvotes so that I can create more...
230.8K views, 142.3K comments, 594 likes
- Midjourney Prompt Generator**
Generative AI / Midjourney
- [kenry](#) · 5 months ago
Outputs four extremely detailed midjourney prompts for your keyword.
17M views, 1.1M comments, 522 likes
- Fully SEO Optimized Article including FAQ's**
SEO / Writing
- [Muhammad Talha \(M.TS\)](#) · 1 day ago
GPT-3.5-turbo GPT-4 GPT-4 browsing GPT-4 plugins [Version: 3.1] Enjoyed the prompt? Give it an upvote! | Yoast and...
2.3M views, 1.7M comments, 506 likes

The settings panel for the AIPRM Chat GPT Extension is shown. It includes the following options:

- Output in:** English
- Tone:** Default
- Writing Style:** Default
- Include My Profile Info:** No Profile Info found

Free Research Preview: ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)



Maximize Content Potential

Descript: Your Content Transformer

- Descript turns audio into podcasts, adding video and text.
- Write, record, transcribe, edit, collaborate, and share your videos and podcasts effortlessly without being a pro editor.
- Simplify your content creation process.

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Maximize Content Potential

Vidyo.ai: Your Content Multiplier

- Vidyo.ai takes your content and generates 30+ pieces instantly.
- Leverage audio-driven SEO for content optimization.
- Easily select the pieces you want in seconds.

Maximize Content Potential

Decipher.ai: Your SEO-Rich Video Notes

- Decipher.ai helps create SEO-rich show notes.
- Complete the SEO puzzle for enhanced content visibility.
- The trifecta of AI for an incredible content strategy.

Maximize Content Potential

DreamStudio.ai: Your AI Generated Art

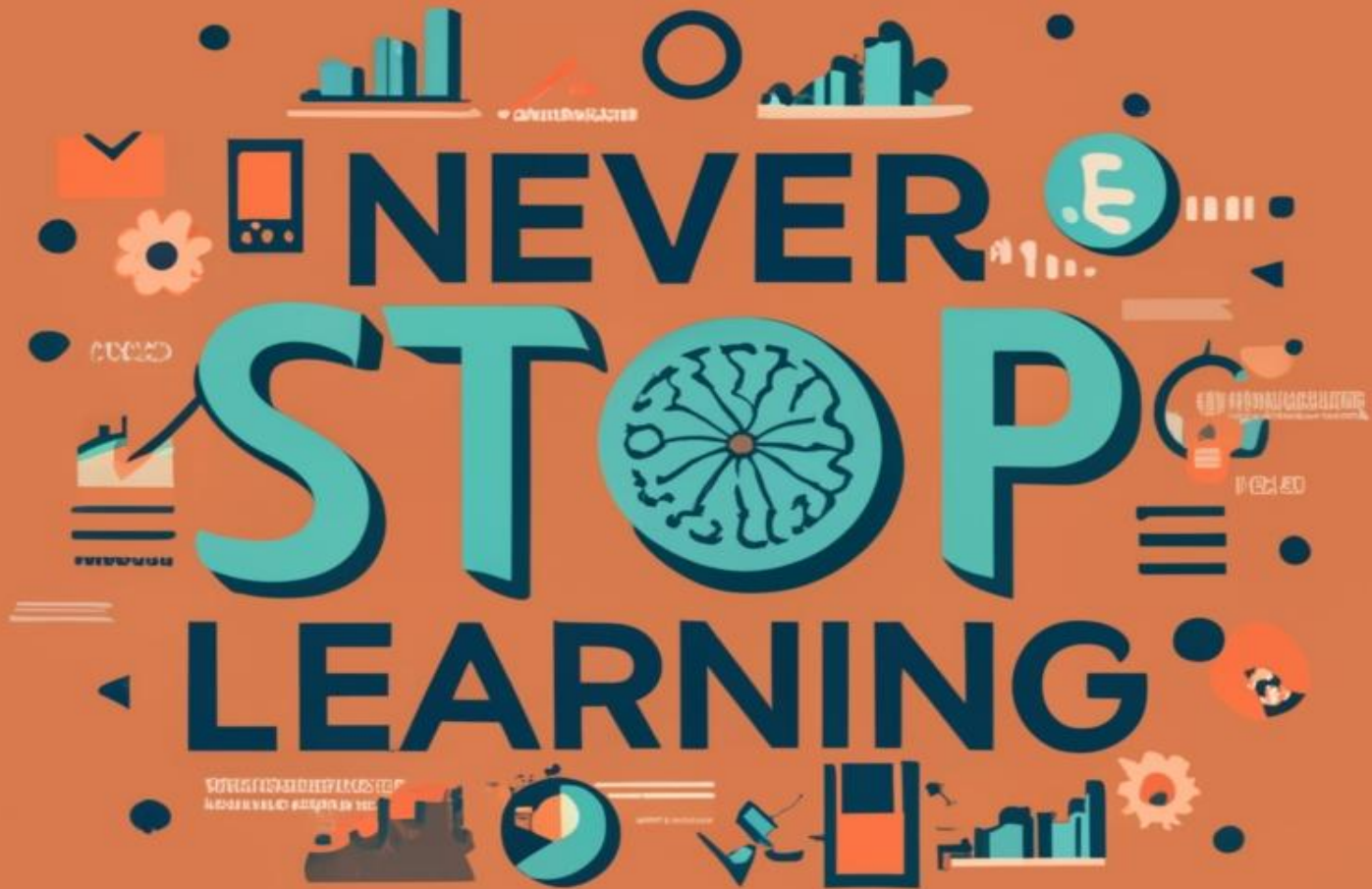
- DreamStudio.ai is an easy-to-use interface for creating AI generated images
- It's a fast, efficient model for creating images from text which understands the relationships between words and images.

Educational Sources

- [10 Ethical AI Tools for Artists and Creators](#)
 - [15 Best AI Tools for Marketing and Content Marketing - Reviano](#)
 - [10 ChatGPT Marketing Tips to Upscale Your Marketing According to Experts - Reviano](#)
 - [How to Use ChatGPT to Generate a Facebook Ads Strategy - Jon Loomer Digital](#)
 - [Andy Gray on LinkedIn: Market research done in minutes. When i first used chatGPT i hated it.....| 564 comments](#)
 - [The State of Influencer Marketing 2023: Benchmark Report](#)
 - [Write a Factually Accurate Article - Jasper Help Center](#)
 - [New Google AI Content Guidelines](#)
 - [Tools & Tips for Your AI Marketing Strategy \[2023\]](#)
 - [The AI in Business Trend Report 2023: Insights, Use Cases, and Sentiments from 500 Professionals](#)
- [A Prompt Pattern Catalog to Enhance Prompt Engineering with ChatGPT, <https://arxiv.org/abs/2302.11382>](#)
 - [Chain-of-Thought Prompting Elicits Reasoning in Large Language Models, <https://arxiv.org/abs/2201.11903>](#)
 - [Script Chunker:](#)
 - [<https://conturata.com/ai/chunker>](#)
 - [AIPRM Chrome Extension](#)
 - [<https://www.aiprm.com/prompts/>](#)
 - [\[How Businesses Are Using Artificial Intelligence In 2023 – Forbes Advisor\]\(#\)](#)
 - [\[An expert's point of view on AI in marketing - nexoya\]\(#\)](#)
 - [\[AI Marketing – The Complete Guide\]\(#\)](#)
 - [\[Generative AI in marketing - statistics & facts | Statista\]\(#\)](#)

Educate Yourself about Tech Ethics

- Algorithmic Justice League <https://www.ajl.org/>
- Center for Humane Technology
<https://www.humanetech.com/>
- Your Undivided Attention Podcast
<https://www.humanetech.com/podcast>
- Forbes - Tech-related Ethical Issues Overview
<https://www.forbes.com/sites/forbestechcouncil/2022/08/01/14-tech-related-ethical-concerns-and-how-they-can-be-addressed/?sh=28fb48c767c4>



Thank you so much!



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“You do amazing things.
More people should know.”