



**YOUR NEW TEAMMATE IS A ROBOT**  
**HOW MODERN MARKETERS USE AI EVERY DAY**



**TRIVIA TIME**

**HOW WELL DO YOU KNOW AI?**

# AI TRIVIA - Q1



**What was the name of the first AI chatbot, built in the 1960s to simulate a therapist?**

- A) Watson
- B) Clippy
- C) ELIZA
- D) HAL



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Fun Fact: ELIZA would mirror your statements like a therapist. Say “I’m sad” and it would ask, “Why do you think you’re sad?”

# AI TRIVIA - Q2



**Which of these AI-generated images once won an actual art competition?**

- A) A photo of Mark Zuckerberg blinking
- B) A surreal space opera portrait
- C) A fake Banksy mural
- D) A painting of a robot painting a painting



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Fun Fact: In 2022, an AI-generated piece won a Colorado State Fair art competition — the judges didn't know it was AI.

# AI TRIVIA - Q3



**What % of marketers say they already use AI in their work, according to recent studies?**

- A) 22%
- B) 38%
- C) 51%
- D) Over 70%



# AI TRIVIA - Q3



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Fun Fact: Most marketers are using AI... whether they realize it or not (thanks to Google Ads and automation tools).

# “YOU DON’T NEED A BIG TEAM. YOU NEED A SMART ONE.”



- In 2025, AI isn't optional — it's your first "hire."
- What you'll learn today: How real marketing teams (like ours) use AI for real work, not just theory.

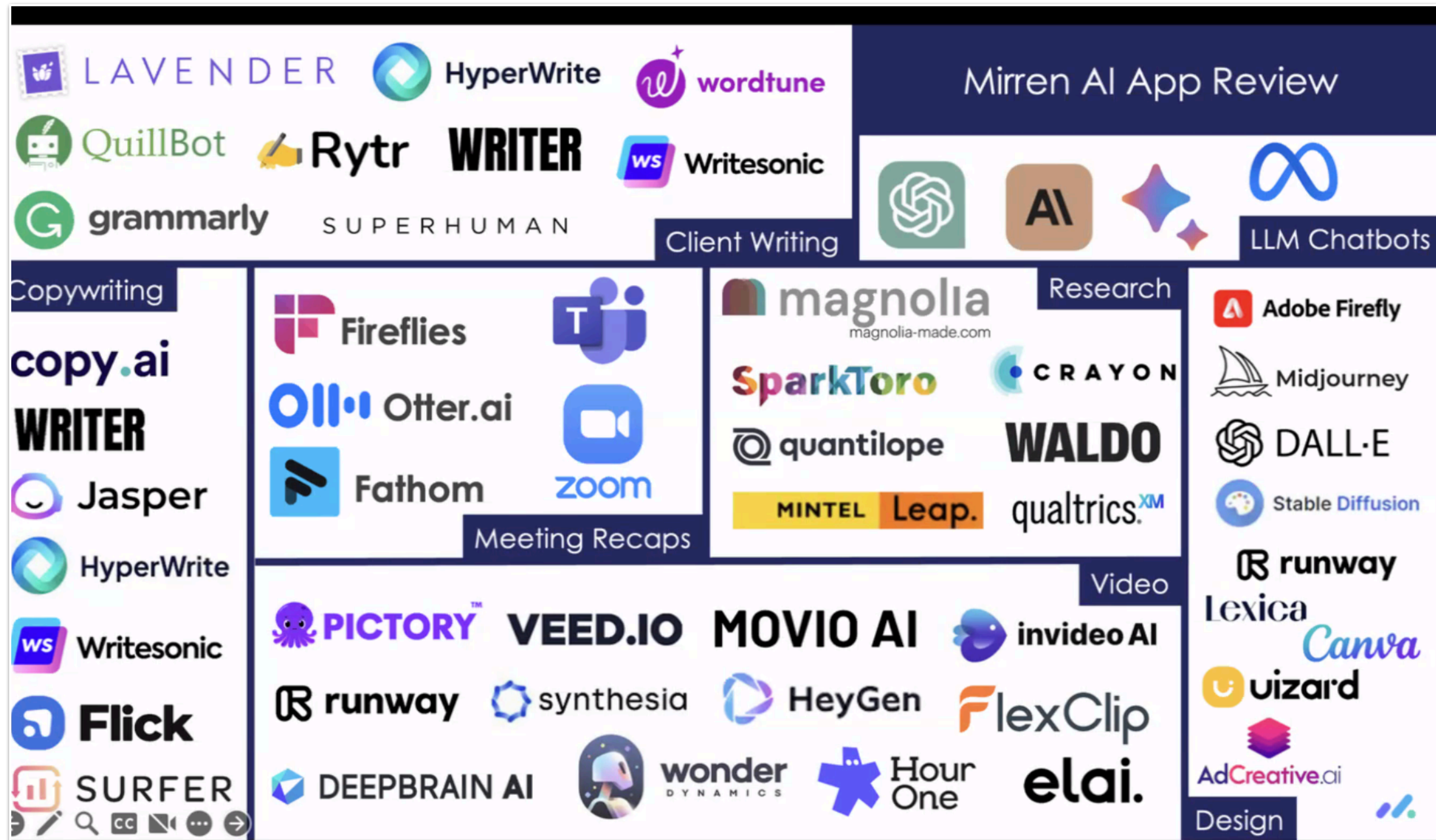


# AI'S ROLE IN A MODERN TEAM

AI IS THE INTERN, YOU'RE STILL THE BOSS.



# SO MANY TOOLS...





**Create**



Build Custom GPT

# CUSTOM GPTS



Marketing Strategy Assistant

● Live · ? Anyone with a link

Create

Configure

+

Name

Marketing Strategy Assistant

Description

Marketing strategist assistant for ad agencies.

Instructions

- \*\*Formatting responses in easy-to-use templates for strategy decks\*\*, ensuring clarity and usability for presentations and stakeholders.

- \*\*Pulling in live web data\*\* to provide up-to-date trends and category insights.

- \*\*Structuring research using publicly available insights from sources like GWI\*\*, though you cannot directly integrate with GWI's database.

- \*\*Organizing strategy frameworks in a deck-friendly format\*\*, making it easy for users to incorporate insights into presentations.

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

How can I build a buyer persona for my brand?

×

What's the best way to position a new product?

×

Can you help structure a marketing research plan?

×

How do I create a compelling brand message?

×

## My GPTs

### Create a GPT

Customize a version of ChatGPT for a specific purpose

### Marketing Strategy Assistant

Marketing strategist assistant for ad agencies.

🗨 40+ Chats

👁 Anyone with a link

# THE CRAFT OF PROMPT ENGINEERING



## BAD PROMPT

"Write some ad copy for a skincare product."

## GOOD PROMPT

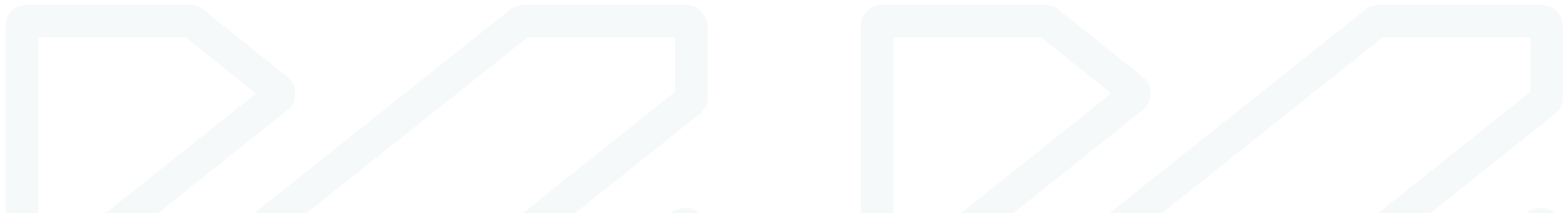
"Act as a **senior content strategist**. Help me write Instagram ad copy for a new skincare line targeting Gen Z women aged 18-24. The goal is to boost brand awareness. Keep it under 50 words, use an empowering, playful tone, and focus on skin positivity."

# BUT HOW DO WE WRITE PROMPTS THAT GIVE US THE BEST RESULTS?

# THE CRAFT OF PROMPT ENGINEERING



P	PURPOSE	Define the marketing goal clearly (e.g., awareness, lead gen, positioning).
R	ROLE	Assign a role to ChatGPT (e.g., “Act as a content strategist” or “Brand copywriter”).
O	OBJECTIVE	Specify the exact task (e.g., “Develop ad copy for a product launch” or “Create a buyer persona”).
M	METRICS	Set success criteria or tone (e.g., “Focus on high-performing headlines” or “Keep tone friendly but authoritative”).
P	PARAMETERS	Give clear constraints (e.g., “Max 200 words”, “Use only 3 bullet points”, “Target Gen Z audience”).
T	TONE & TARGET AUDIENCE	Clarify brand voice and audience demographics/psychographics.





**HOW DOES EACH DEPARTMENT  
LEVERAGE AI?**

# BRAND STRATEGY



## How we use AI:

- Research | 4C Analysis
- NPS Survey Design
- Audience Development
- Messaging Strategy
- Mock-interviews to uncover insight
- Note: Still needs a strategic mind to curate and polish.



# 4C RESEARCH



## COMPANY RECIPE

Can you tell me the answers for the company **[INSERT COMPANY]** for the following questions:

1. Tell me about the origin story of the company? How did it begin?
2. What values do the founders hold from this time?
3. What would industry experts say about the company?
4. What share of the market does the product have? What is the size of the category? Are they growing or declining?
5. What do employees love about working at the company?

## CATEGORY RECIPE

Can you tell me the answers for the company **[INSERT COMPANY]** for the following questions:

1. What are the cliches in advertising of the category?
2. Where does the brand sit amongst its peers? Could you give me a school yard analogy?
3. What doesn't make sense about the category but they continue to do it?
4. Is it changing, growing, shrinking?
5. What are the biggest issues facing the category?



**STRATEGY**  
Finishing School

## CONSUMER RECIPE

Can you tell me the answers for the company **[INSERT COMPANY]** for the following questions:

1. What consumer problem does this product solve? What is the higher order consumer goal that it achieves?
2. What do the brand's current consumers look like demographically, behaviorally and/or attitudinally?
3. What consumer trait could this brand uniquely celebrate?
4. What is the current mindset of the consumer that is holding them back from purchasing?
5. What do consumers think of the brand, good and bad?

## CULTURE RECIPE

Can you tell me the answers for the company **[INSERT COMPANY]** for the following questions:

1. What is our audience fighting for in culture?
2. Who are the muses in culture for our audience?
3. What can we legitimately fight for on behalf of our audience?
4. Is there any subcultures that the brand is a part of? How did they get there? What are the unspoken codes or rules of this group?
5. What's going on in culture that the brand could credibly challenge?

# CREATIVE DEPARTMENT



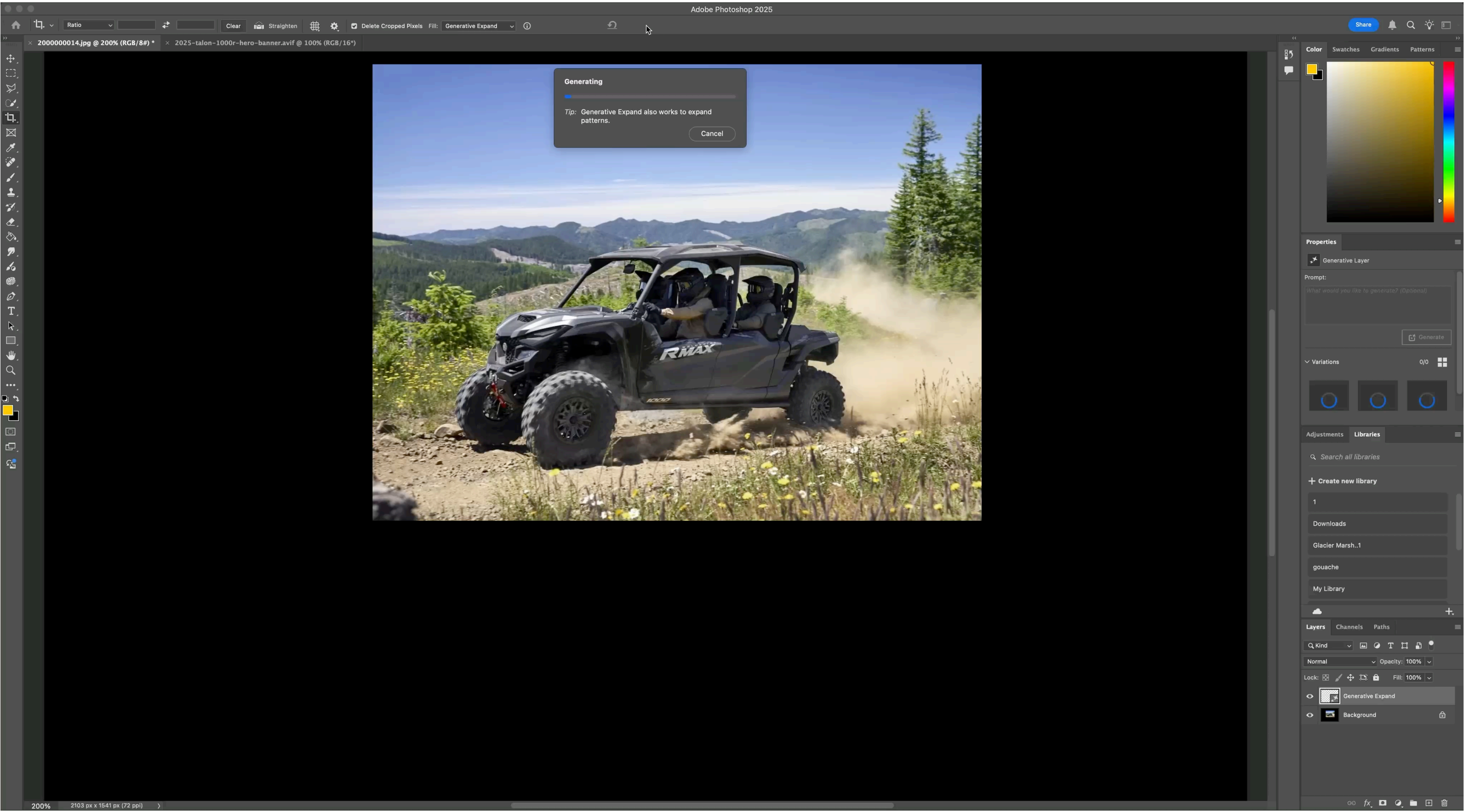
## AI in Creative:

- Midjourney, DALL-E: Visual concepting, mockups.
- ChatGPT: Script drafts, campaign brainstorming.

**AI INSPIRES, HUMANS BRING THE MAGIC.**



# CREATIVE DEPARTMENT



## AI in SEO:

- Targeting Long-Tail, Informational Queries with AI Guidance
  - We use AI Overviews from Google as a real-time lens into what the algorithm values as a high-quality answer to specific question-based searches.
- **AI-Assisted Prompting for Content Ideation**
  - We have developed client-specific prompt templates that take into account the preferred tone, brand voice, and structure. These are used to ideate meta titles, outlines, and content directions.
- **Human Oversight is Not Optional**
  - While Google originally stated that it didn't care whether AI or a human wrote content, its recent updates now warn against unedited AI-generated content. If it's just a copy/paste job, it may be penalized. This confirms what we've believed all along—AI can accelerate SEO, but it's human intelligence that makes it work.

# DIGITAL DEPARTMENT



## AI in Paid Digital Advertising:

- Generate ad headlines, keywords, audiences faster.
- Analyze trends across reports (faster exec summaries).
- Smart bidding & automation = better targeting.
- Note: Efficiency boost, not full automation.



# CRO & EMAIL DEPARTMENT



## AI in CRO:

- Heatmap AI = catch missed optimization opportunities.
- AI-generated suggestions spark smarter UX discussions.
- Note: Efficiency boost, not full automation.



# ACCOUNT MANAGEMENT



## FATHOM

### AI in Account Management:

- Meeting recording/transcription (Fathom).
- Summarize notes → faster client follow-ups.
- ChatGPT for quick writing/summarization.
- Client feedback from a trained GPT.



# COMMON AI PITFALLS



**BLIND TRUST = BAD OUTCOMES**

**(ALWAYS REVIEW)**

**MISALIGNED TONE/BRAND**

**(AI CAN'T READ THE ROOM)**

**SENSITIVE INFO SLIP-UPS**

**(BE CAREFUL WHAT'S RECORDED)**

TO CLOSE...



**"THE BEST MARKETERS IN 2025  
WON'T HAVE THE BIGGEST  
TEAMS — THEY'LL HAVE THE  
SMARTEST TEAMMATES."**

**(AND MOST OF THOSE TEAMMATES WILL BE ROBOTS)**