

Demystifying AI:

Simple Techniques for Using AI for Marketing



McCord & Cargile
Marketing Resources

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Demystifying AI: Simple Techniques for Using AI for Marketing

Featuring Aisha Cargile & DJ McCord with McCord & Cargile

- Transform your marketing game with AI-powered tools. This session is tailored for entrepreneurs, small business owners, and nonprofit marketers looking to leverage AI for generating captivating content and enhancing audience engagement.
- Ideal for newcomers to AI in marketing, this presentation will equip you with actionable insights to kickstart your journey towards marketing success.

Agenda

- Introduction

- Definitions

- AI Programs

- Uses for AI in Marketing

- Prompting

- Practice

- Questions & Answers

- Wrap-Up & Upcoming Workshops

DJ McCord



Aisha Cargile

About the Company

▶ McCord and Cargile Marketing Resources [MCMR] is a full-service marketing agency, focused on marketing services for entrepreneurs, small businesses, and non-profit organizations.

▶ At MCMR, we believe in the idea of helping organizations become self-sufficient in their marketing efforts . . . with our assistance.

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What is AI?

“Artificial Intelligence” that can help with many tasks.

AI is the capability of computers to learn, reason, and solve problems by mimicking human intelligence and improving with data.

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At a high-level Artificial Intelligence (AI) refers to the capability of machines or computer programs to mimic human intelligence, performing tasks that typically require human thinking. This includes learning, reasoning, problem-solving, understanding language, and recognizing patterns.

AI enables machines to improve their performance over time as they are exposed to more data. The goal of AI research and development is the creation of smart technologies that can undertake complex activities, make decisions, or solve problems similar to how a human might.

AI Options

Most Common AI Programs



ChatGPT

from OpenAI



Gemini
(Formerly Bard)

from Google



Copilot
(Formerly Bing Chat)

from Microsoft

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At this time, March 2024, ChatGPT, Gemini and Copilot are three of the best known AI Programs.

ChatGPT because it provided direct access to AI to the larger population. Gemini and Copilot due to both the capabilities of their AI platforms and the familiarity and trust their existing audience has with the Google and Microsoft brands.

While not identical, these three programs are very similar in how they are used in the context of marketing.

Key differences between them include:

- functionality at different pricing levels
- integration with various apps. For example Copilot integrates directly with some Microsoft products
- ability to customize how and what it is used for.

Marketing with AI

Uses for AI in Marketing

- **Idea Generation**
- **Identifying Opportunities**
- **Customizing Content**
- **Hyperlocal Outreach**
- **Content Idea Generation**
- **SEO & Keyword Research**
- **Market Segmentation**
- **Survey & Poll Creation**
- **Content Summarization**
- **Social Content Creation**
- **Editing & Proofreading**
- **Image Generation**

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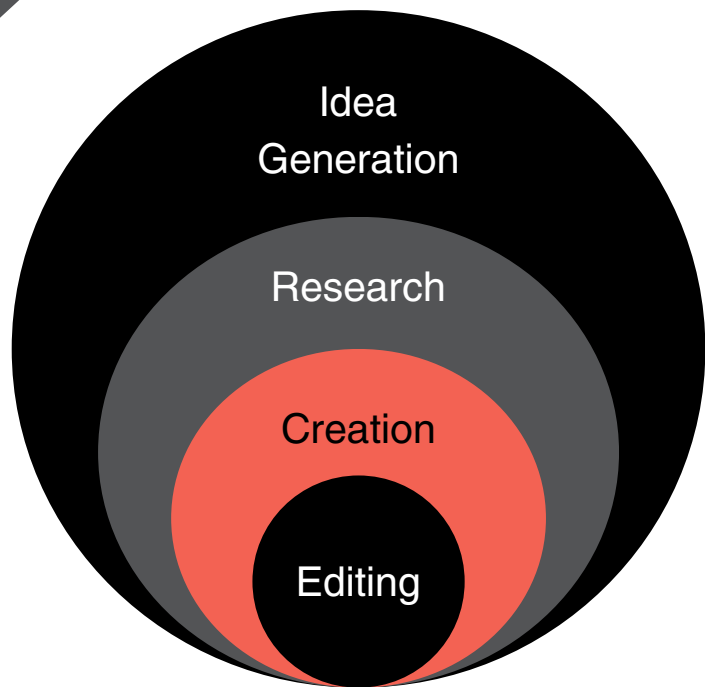
Marketing with AI.

There are many uses for AI in marketing. Here we've listed just a few.

However, because there are so many different things you can do with AI. And so many sources out there telling you what you should be doing with AI, it can get a little confusing. And a lot overwhelming.

Where to Start?

Simplifying AI Usage for Marketing.



Here is where we recommend anyone new to AI, just starting with their AI strategy or overwhelmed with the options should start, and bring it back to basics.

This slide shows 4 stages. Pretty much everything you're going to do with AI for marketing, at least in the beginning, falls into these 4 stages.

- Idea Generation (What to do and why)
- Research (How to do what you have chosen, and: Is it worth your time?)
- Creation (Development of content, images, assets, etc.)
- Editing (Editing what you've created to ensure it looks good, sounds good and presents you and your brand well)

Prompting

“Conversations with a Stranger”

What are you looking to create
- in general?

How do you want this to be
expressed - what style?

It's about letting the AI 'get to
know you'.

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Prompts are what you use to communicate with AI.

Think of it as a conversation. You are prompting the other person for a response. The more clear your prompt is, the more understandable, useable and relevant the response will be.

We're going to discuss prompting in terms everyone here is likely to be familiar with, Mission and Vision.

For your organization, you have a mission and a vision.

Ideally for important conversations with people you have a mission and a vision as well. You know going into an important conversation, what you want to accomplish and your vision of how the conversation will go.

Prompt Examples

Idea Generation

Tellis Executive Search

Prompt for Idea Generation:

“Generate a list of innovative themes for a LinkedIn campaign aimed at attracting top executives in the technology sector.”



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Future of Tech Leadership: Focus on how technology executives can shape the future of innovation, leadership in the digital era, and the evolution of tech roles at the executive level.

Sustainability and Tech: Highlight the intersection of technology and sustainability, showcasing how executives can drive eco-friendly initiatives and digital transformation in a way that benefits the planet.

Work-Life Harmony in Tech: Tackle the challenge of achieving work-life balance in the demanding tech industry, showcasing how top executives manage this balance and promote a healthy work culture.

The AI Revolution: Dive into how AI is reshaping industries and what it means for future leadership. Discuss ethical AI, innovation, and how executives can navigate the AI landscape.

HealthTech and Wellbeing: Examine how technology is transforming healthcare and wellness, emphasizing the role of executives in pioneering health tech innovations and promoting employee wellbeing.

Tech for Good: Showcase how technology can be used to address social issues, from education to healthcare, and how executives are leading these purpose-driven initiatives.

Prompt Examples

Research

Indiana Diaper Bank

Prompt for Research:

"List potential local businesses, non-profits, and community organizations that could be approached for partnerships or sponsorships, detailing how such collaborations could benefit both parties."



indiana diaper bank

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Local Businesses

Retail Chains (e.g., Kroger, Meijer, and Walmart)

- **Collaboration:** Retailers can host in-store diaper drives, offer space for donation bins, or provide a percentage of sales on certain items as donations.
- **Benefits:** Increases community engagement for the retailer and provides them with positive publicity, while the diaper bank receives essential resources and increased visibility.

Restaurants and Cafés

- **Collaboration:** Establishments can host themed dining events where a portion of the proceeds goes to the diaper bank or encourage patrons to bring diaper donations for a discount.
- **Benefits:** Restaurants gain local goodwill and potentially higher patronage, while the diaper bank benefits from both financial support and donations.

Corporate Sector

Local Corporations

- **Collaboration:** Corporations can offer financial sponsorships, match employee donations, or engage in team-building volunteer days at the diaper bank.
- **Benefits:** Enhances corporate social responsibility efforts and team cohesion, while significantly benefiting the diaper bank's operational and financial needs.

Educational Institutions

Local Schools and Universities

- **Collaboration:** Schools can host diaper drives, engage students in volunteer activities, and integrate service learning into their curriculum.
- **Benefits:** Fosters a sense of community service among students, while the diaper bank benefits from increased donations and volunteer support.

Non-Profits and Community Organizations

Local Churches and Faith-Based Organizations

- **Collaboration:** These groups can organize community diaper drives, dedicate offerings to the diaper bank, or volunteer manpower for sorting and distribution.
- **Benefits:** Faith-based organizations deepen their community service and outreach, and the diaper bank gains resources and volunteers.

Service Clubs (e.g., Rotary, Lions Clubs)

- **Collaboration:** These clubs can sponsor diaper collection events, fundraise, or provide grants to the diaper bank.
- **Benefits:** Enhances the clubs' impact and visibility in the community, while providing the diaper bank with financial and material support.

Women's Shelters and Family Services

- **Collaboration:** Partnering for referral programs where families in need can access diapers, and co-hosting informational sessions on family care.
- **Benefits:** Increases support services for vulnerable families, and the diaper bank can reach more families in need through established networks.

Prompt Examples

Creation

Playworks

Prompt for Creation:

“Create a blog post about ways that developmental play has produced positive outcomes in elementary schools. Use a professional, encouraging tone.”



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Title: Unlocking Potential: How Developmental Play Sparks Growth in Elementary Schools

In the vibrant tapestry of education, one thread stands out for its transformative power: developmental play. It's more than just fun and games; it's a cornerstone of early childhood education that fosters holistic growth and unlocks the potential within every child. In elementary schools worldwide, the integration of developmental play has yielded remarkable outcomes, shaping not only academic success but also social-emotional well-being. Let's delve into the ways in which developmental play is paving the path for positive outcomes in elementary education.

- 1. Cognitive Development:** Developmental play provides a fertile ground for cognitive growth. Through activities like building blocks, puzzles, and imaginative play, children engage in problem-solving, spatial awareness, and critical thinking. As they navigate challenges and experiment with ideas, their cognitive abilities flourish, laying a sturdy foundation for future academic pursuits.
- 2. Creativity and Imagination:** Elementary school is a time of boundless imagination, and developmental play fuels this creativity. Whether through storytelling, role-playing, or artistic expression, children explore new worlds, ideas, and perspectives. This imaginative play nurtures innovation, flexible thinking, and a lifelong love for learning.
- 3. Social Skills and Emotional Intelligence:** In the playgrounds and playrooms of elementary schools, children learn valuable lessons in social interaction and emotional regulation. Through cooperative games, group activities, and pretend play, they develop empathy, communication skills, and conflict resolution strategies. These interpersonal skills are essential not only for academic success but also for navigating the complexities of the social world.
- 4. Physical Development:** Play is the natural terrain for physical development, and elementary schools recognize its vital role in promoting health and well-being. From outdoor recess to structured PE classes, children engage in activities that enhance gross motor skills, coordination, and physical fitness. Through active play, they learn the joy of movement and cultivate healthy habits that last a lifetime.
- 5. Confidence and Resilience:** Every triumph and setback in play becomes a lesson in resilience. As children conquer challenges, they gain confidence in their abilities and develop a growth mindset that empowers them to persevere in the face of obstacles. Whether they're building a tower of blocks or navigating a social conflict, each experience builds their resilience muscle, preparing them to tackle future challenges with courage and determination.

The integration of developmental play into elementary education is not just a pedagogical choice; it's a testament to our commitment to nurturing the whole child. By providing opportunities for exploration, creativity, and social connection, we lay the groundwork for a future generation of resilient, empathetic, and empowered individuals.

So, let's celebrate the power of play in elementary schools and continue to foster environments where every child can thrive, learn, and grow to their fullest potential. Together, let's unlock the magic of developmental play and ignite a lifelong passion for learning in the hearts and minds of our students.

Here's to the joy of discovery, the power of imagination, and the transformative journey of childhood education!

Warm regards,

[Your Name]

In the vibrant world of elementary education, the role of developmental play in fostering positive outcomes for young learners cannot be overstated. Through the lens of play-based learning, children discover the joy of exploration, the thrill of creativity, and the strength of collaboration. This innovative approach to education has significantly enhanced the learning experience in elementary schools, producing remarkable outcomes in various aspects of child development.

The Magic of Play-Based Learning

At the heart of play-based learning lies the belief that children learn best through play. This method has been shown to bolster social skills, enhance motivation, and even improve language and numeracy skills. Through play, children take initiative, focus their attention, and engage in deep learning experiences that are both meaningful and enjoyable [[5]

Fostering Holistic Development

Research underscores the importance of play in promoting student engagement, inclusion, and the holistic development of skills that extend beyond academic achievements. Play-based strategies have emerged as crucial in equipping students with the resilience and adaptability needed for success in the 21st century [[3]

Creating Positive Classroom Environments

Teachers play a pivotal role in nurturing the efficacy of play-based learning. Socially and emotionally competent educators create supportive, encouraging relationships with their students, thus setting a positive tone in the classroom. This supportive environment is essential for play-based learning to thrive, as it encourages students to take risks, experiment, and learn from their experiences [[6]

Reinforcing Learning through Positive Reinforcement

Positive reinforcement is another facet of the learning environment that complements play-based learning. By recognizing and celebrating students' efforts and achievements, educators can further motivate children to engage deeply with their learning activities. This approach not only enhances academic outcomes but also supports the emotional well-being of students [[4]

The Outcome: A Brighter Future

The impact of developmental play in elementary schools is profound. It lays the foundation for a lifetime of learning, fostering the development of well-rounded individuals who are curious, empathetic, and resilient. As we embrace the power of play, we open the door to endless possibilities for our young learners, setting them on the path to a bright and promising future.

Embracing play-based learning in elementary schools brings a whirlwind of positive outcomes, fundamentally changing how education is perceived and delivered. By prioritizing the joy, freedom, and creativity of play, we not only enhance academic achievements but also cultivate the social, emotional, and cognitive skills that are vital for our children's success in the ever-evolving world.

🌐 Sources

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Prompt Examples

Editing

Taking existing content and making it better.

Water for Good



water for good

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Radio Water For Good

In the **Central African Republic**, you don't have access to a television or newspapers, but you do have a shortwave radio.

Known as "the people's radio station," we operate a shortwave and FM radio station, broadcasting local information in the local language. With the lack of television and mail service, radio is the most efficient way to reach those living in the CAR.

There are an estimated 100,000 listeners each day, listening to broadcasts about:

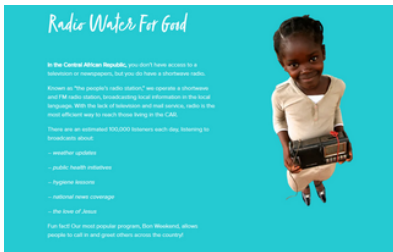
- *weather updates*
- *public health initiatives*
- *hygiene lessons*
- *national news coverage*
- *the love of Jesus*

Fun fact! Our most popular program, *Bon Weekend*, allows people to call in and greet others across the country!



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Prompt Examples: Editing



Please take the following and improve for SEO, grammar and consistency of tone.

“Radio Water For Good

In the Central African Republic, you don't have access to a television or newspapers, but you do have a shortwave radio. Known as “the people's radio station,” we operate a shortwave and FM radio station, broadcasting local information in the local language. With the lack of television and mail service, radio is the most efficient way to reach those living in the CAR. There are an estimated 100,000 listeners each day, listening to broadcasts about: – weather updates – public health initiatives – hygiene lessons – national news coverage – the love of Jesus Fun fact! Our most popular program, Bon Weekend, allows people to call in and greet others across the country!”



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Water for Good Radio: Your Voice in the Central African Republic

In the Central African Republic (CAR), traditional media outlets like television and newspapers are often inaccessible. However, the power of radio bridges this gap, providing vital information and a sense of community. Water for Good Radio, affectionately known as "the people's radio station," stands out by broadcasting essential local information in the local language through both shortwave and FM signals.

Our station is a lifeline in the CAR, offering the most effective way to reach an audience where other forms of communication are scarce. Daily, we connect with an estimated 100,000 listeners, sharing:

- Crucial weather updates
- Public health initiatives
- Valuable hygiene lessons
- Comprehensive national news coverage
- Messages of faith and the love of Jesus
- Highlighting our community spirit, the beloved program "Bon Weekend" allows listeners to call in and send greetings to others across the nation, fostering connections and unity.

Join us on Water for Good Radio, where we unite voices and hearts across the Central African Republic.

Water for Good Radio: Your Voice in the Central African Republic

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Support Water for Good Radio, where we unite voices and hearts across the Central African Republic.
Sponsor Airtime Today! <https://waterforgood.org/radio-programs/>

Marketing with AI

Live Practice

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Marketing with AI.

There are many uses for AI in marketing. Here we've listed just a few.

However, because there are so many different things you can do with AI. And so many sources out there telling you what you should be doing with AI, it can get a little confusing. And a lot overwhelming.

Marketing with AI

Q&A

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Marketing with AI: Next Steps

Learn More about AI at our live and virtual AI workshops.

Individuals or groups may request customized training on using AI to help with their marketing efforts.

Learn more or contact us at mccordandcargile.com

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Connect with us.

Email

info@mccordandcargile.com

Call or Text Us

317-527-6267

