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Artificial Intelligence

Introduction to AI in GovCon Marketing

98.1% of digital marketers acknowledge that some understanding of AI is important for their jobs.

# Leveraging AI in Marketing: Enhancing Efficiency and Creativity

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Identifying Opportunities for AI

AI Opportunities: Filling Skill Gaps and Automating Tasks

Ask your team: where do you spend most of your time? Where do you see gaps in our skill sets?

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Prompt Engineering: The Key to AI Success

Well-crafted prompts lead to more accurate and useful AI outputs, while poor prompts can result in irrelevant or inaccurate information
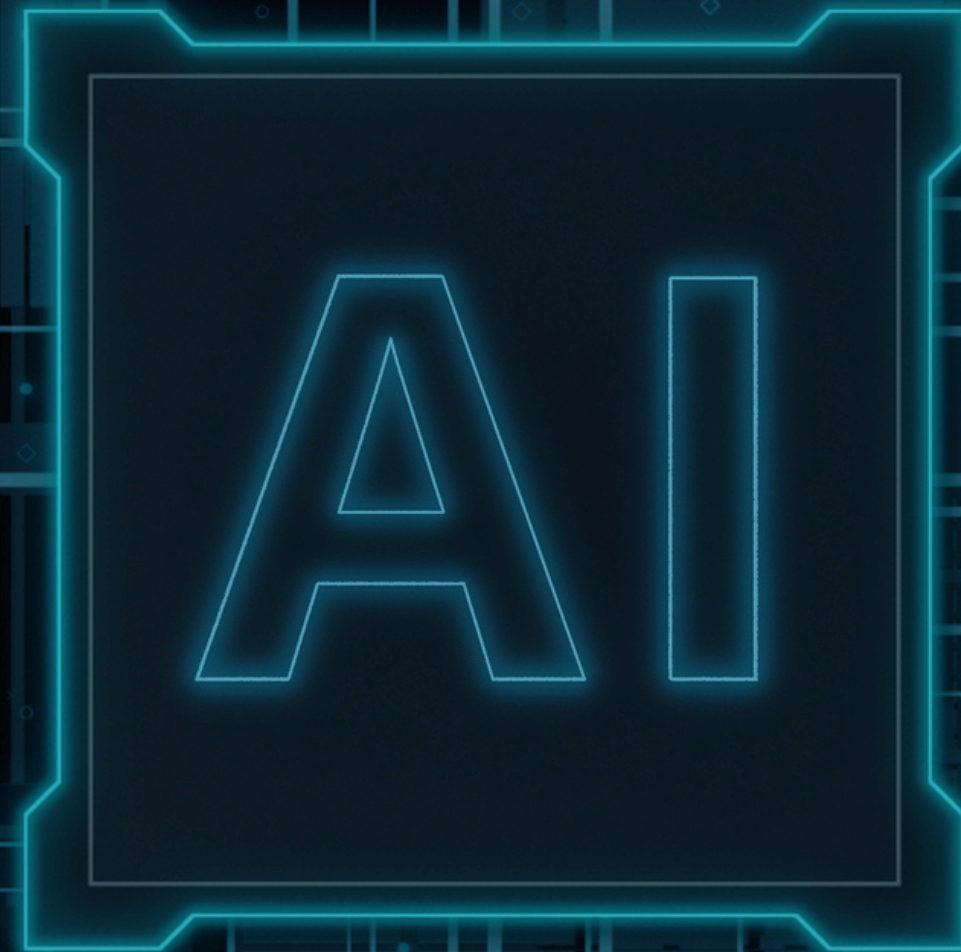
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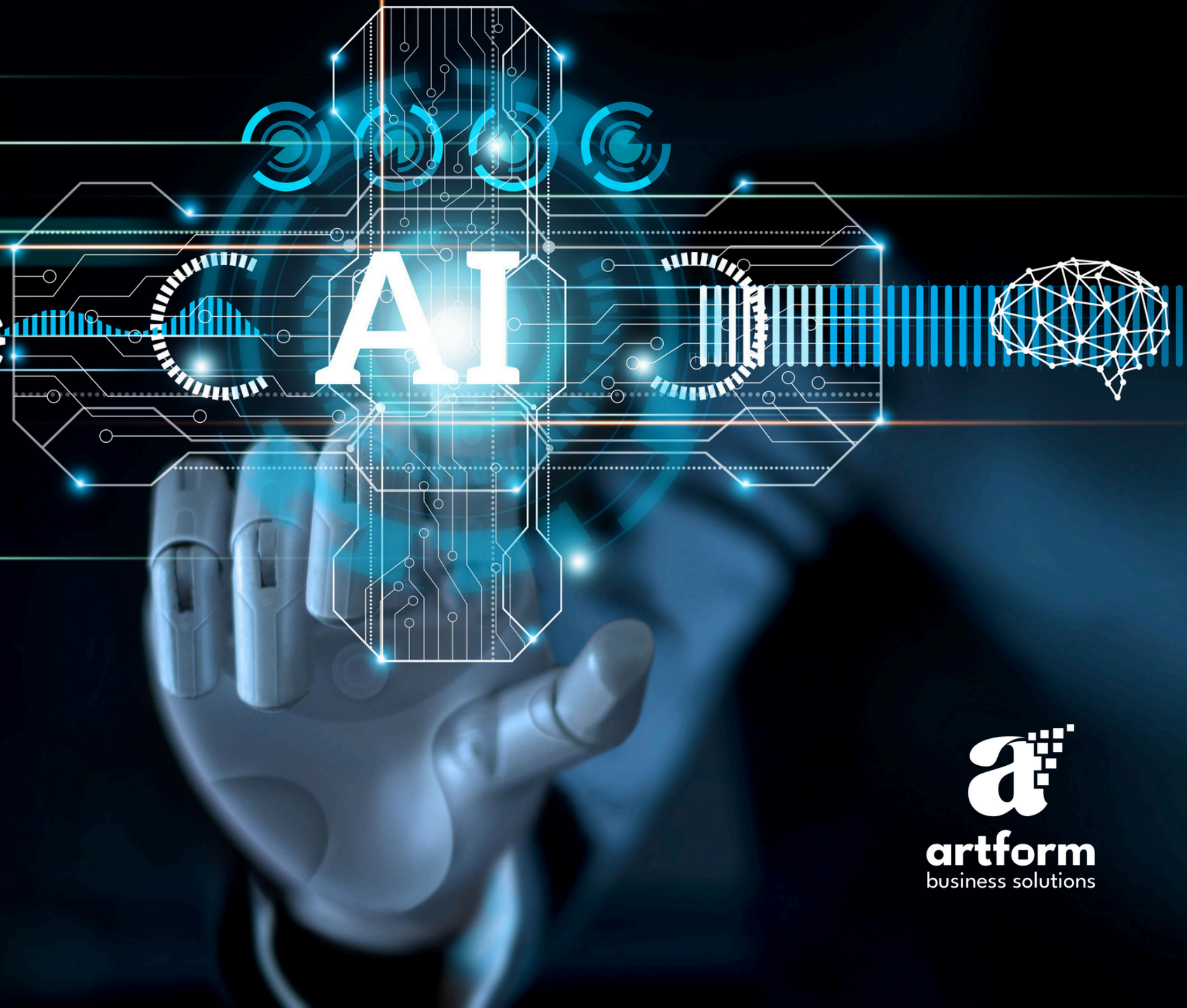
Written Content Creation

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85.1% of AI users use it for blog content creation.

81.6% of digital marketers think content writers' jobs are at risk because of AI.

AI

- Keyword research
- Topic ideas
- SEO Optimization
- Outlines
- Thought Leadership
- Social Media
- Ad Copy Variations
- A/B Testing

Media Content Creation

The Entertainment and Media sector held the largest market share in 2023, accounting for over 27% of the market.

This industry extensively uses Generative AI for script generation and animation automation

- Script Writing
- Employee & Client Testimonial Videos
- Creative ideas
- Variant Testing
- Micro Content
- Video
- Podcast
- Demo Reels
- Voice Over

AI & Marketing: From planning to reporting

Marketing Campaign PROCESS

Top of Funnel
01. Content
Ads, social media, Reddit, Video, etc. Think long term and focs on organic ranking and evergraeen content

Get your audiences's attention

HOOK

Middle of the Funnel
02. Lead Magnet
E books, checklists, free consulton, free trial, whtie paper, webinars

Earn trust, be the expert

STORY

Middle of the Funnel
03. Landing Page
Optimized for conversion. Engaging call to action

OFFER

Bottom of the Funnel
04. Thank you page
Sign up for mailing list, drip campaigns, triggered emails, workflows

ENGAGE

Analytics
05. Results
Gain insights from your data! What were the KPIs and metrics agreed upon? Measure what aligns to the campaign goals. Control the narrative!

REPORT

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A Video Walk Through on how to us AI in Marketing Campaigns.

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AI in Communication and Organization

AI-generated summaries, transcripts, playback, and highlights to make your meetings more efficient and effective

- Read.ai
- Fireflies
- Otter
- others?

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Streamlining Recruitment

- Write job descriptions
- Social media post copy
- Social media creatives
- Evaluate applicants
- Reporting

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