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TTS eGuide to Using AI to help your Marketing Campaigns

An Introduction

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Introduction

The AI service that has had the most exposure in the less than a year that it has been generally available is ChatGPT. This eGuide has been prepared to outline how you can get the best out of ChatGPT and to point the significant pitfalls that you should avoid.

Think Before You Ask

As a tool for preparing the first draft for any written content, it can be a significant time saver. However, it will not "think" for you – if you ask a vague question, you will get a vague response.

The more information and guidance that you provide, especially regarding the draft that you are looking for, the better the response.

It can also provide you with considerations that you should take into account e.g tell it what you want to write, describe your audience and ask what points it suggests that you cover.

If you have a lot of information and want it summarised in a particular way, then upload the information and explain how you want it summarised. However, be very careful not to upload confidential information as this would now be available to any ChatGPT user.

Fact Check and Check Again

ChatGPT is perfectly capable of inventing "facts" – it "hallucinates". Therefore, should the content it produces include any facts and references – then you must check these with the source. If you cannot find a supporting source, we would strongly advise you not to use. Ask ChatGPT to redraft the text without reference to any dubious facts.

To reduce the risk of hallucination, try creating an outline of what you want and ask ChatGPT so provide answers one section at a time – and then review and fact check the output, section by section.

Old Data

ChatGPT works (for the moment) of a relatively old data set, therefore if you need content based on recent events, you will run into problems.

ChatGPT - Other Services Out There

Before you decide on solely using ChatGPT you search for and try out other AI options for your specific requirements. Feel free to request product demos and\or trial them against tools that offer similar functions. (Websites like Capterra let you quickly compare multiple AI platforms.)

Don't Let the AI Takeover

Once you find the right AI tool kit, use it to help you – and don't let it take over. The final content must reflect you and your company not the AI tool. AI tools lack the nuance to create truly subtle content and can appear robotic. It's you that brings the "flair" and creative engagement.

AI is great at digesting, combining, and reconfiguring what's already been created. It's not great at creating something that stands out against existing content.

By all means, use AI content as a starting point to help kickstart your creativity and research. But always add your own personal touch.

Beware of Legal Challenges

Given that ChatGPT creates output from content it has found elsewhere, that content (text, images etc.) may be protected by copyright. Although copyright issues are still to be fully resolved in court, it's probably best to avoid the risk of copyright infringement. (This goes back to the earlier point about Fact Checking – and when there's any doubt, make sure you get legal advice.)

This also works the other way. Content that you use generate by using AI may not be protected by copyright – unless you've carried out considerable work to edit it. Again, when in doubt, get legal advice.

Advertising Bias

AI bias is a common problem. AI Tools rely on algorithms that may be skewed by the data source(s) they use. In these cases, any output will be biased according to the relevant data "skew"; not because of any inbuilt prejudices. (AI Tools have no "opinions" of their own.) For example, ChatGPT's documentation even warned that their algorithm may associate "negative stereotypes with black women."

Therefore, when asking an AI tool to produce output intended for a market audience, be aware that the potential market may well be different or more inclusive than that suggested by the AI tool.

It is particularly important to review the content to ensure that it is free from bias and follows ethical standards.

Security Risks

Be very careful which AI tools you use. There are a number of AI tools out there that are in fact malware. For example, a Chrome extension called "Quick access to Chat GPT" was actually a ruse to steal all of the victim's cookies.

Also, as mentioned above, even with legitimate tools do not give them access to your sensitive information.

If your company does not have policies in place to cover the use of AI, we would suggest that you remedy this as soon as possible.

Conclusions

You can improve your marketing content and avoid some of the most common risks by:

➢ Having all content reviewed by human editors for quality, readability and brand.
➢ Checking each and any tool you use for security and capability before using it "live".
➢ Checking for ad targeting bias.
➢ Checking for potential copyright infringement.
➢ Making sure that the copy reflects you and your company.