

MARKETING MATTERS

Outsmart A.I.

By STACIE ZINN ROBERTS



Artificial Intelligence, otherwise known as A.I., is all the rage right now. Everywhere we turn there's another scary story about how A.I. is about to overtake humanity much like the Skynet robots did in the Terminator movies. And while the prospect of a maniacal Arnold Schwarzenegger-look-alike murder machine is terrifying, the truth is that A.I. is already here. And you're most likely already using it. Yes, really.

Case in point: If you run spellcheck in Microsoft Word or use texting prompts on your phone, guess what? You're using A.I. If you've typed questions into a customer service chatbot on a website, yup, you're using A.I. If you talk to Alexa or Siri on your phone or digital assistant to look up facts or play music, right, that's A.I., too.

Rather than fearing the android apocalypse, let's outsmart A.I. and use it to our marketing advantage.

ChatGBT <https://chat.openai.com/>

ChatGBT is a free service that allows you to write content, conduct research, and generate ideas. For marketing, you can utilize ChatGBT to write first drafts of blog posts, come up with campaign ideas, and write emails. For the most part, ChatGBT is a good place to start when you're having trouble creating new content. However, because it's a bot, not a person, in order to get really useful content out of ChatGBT, you have to enter in succinct prompts.

I typed in: "Help me write an article about how to use A.I. in marketing for sod farms."

Most of what I got back was generic or went off-topic about using A.I. for precision agriculture and GPS. But this one paragraph was actually pretty good:

Chatbots for Customer Interaction:

Implementing AI-powered chatbots on websites and social media platforms can significantly improve customer interaction for sod farms. These chatbots can efficiently handle customer queries, provide product information, and even assist with the

purchasing process. This not only enhances customer satisfaction but also frees up human resources for more complex tasks, ultimately increasing operational efficiency.

Anytime you utilize ChatGBT, consider that the A.I. does not know your brand story, history, or customer. It is a tool best used as a starting point that you'll then edit and refine. Think of it as a way to begin a project or campaign without staring at an intimidating blank screen.

The ChatGBT website recommends:

1. ChatGPT can answer questions, help you learn, write code, brainstorm together, and much more.
2. Don't share sensitive info. Chat history may be reviewed or used to improve our services.
3. Check your facts. While we have safeguards, ChatGPT may give you inaccurate information. It's not intended to give advice.

Social Media & Email Blasts

Some social media scheduling software, such as Sprout Social and Later, among others, offer options to use A.I. to craft social media posts and research hashtags. I've used both of these programs and find them good idea generators that need a human touch before posting.

I've mentioned MailChimp in other columns because I use this software to create email campaigns. One of the cool new A.I. features of MailChimp, available on certain levels of paid plans (not the free one), can tap into your website to select your color palette and photos to create on-brand graphic design elements that you can customize.

While A.I. should not replace your marketing team, it can help save time and generate a new perspective on your marketing efforts. Don't fear the robots. At least, not yet.

Stacie Zinn Roberts is an award-winning turfgrass marketing expert and founder of What's Your Avocado? Marketing & PR. Contact her at whatsyouravocado.com