

MARKETING WEBINAR SERIES

Writing content with artificial intelligence

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apîro
MARKETING

Hey, Im Andrew Montesi.

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Here's what we're covering today ...

- Understanding the true impact of AI on written content
- Chat GPT and other key tools
- Connecting AI with your brand and your audience
- Mastering the power of the prompt and re-defining your writing process
- Avoiding the generic and mundane
- Ethical considerations
- And more!

GOT QUESTIONS? YOU CAN EMAIL ME: HELLO@MONTESI.CO

AI's influence on written content

WHAT IMPACT IS AI REALLY MAKING?

AI has changed the content game forever

- Led by OpenAI's Chat GPT, AI has become a disruptive force, threatening the biggest industries and companies
- Enable machines to learn from data, reason, understand natural language, perceive their environment, and make decisions or take actions
- AI is transforming the way we create all forms of content
- AI can produce all forms of written content including emails, blogs, newsletters, social posts, reports etc.



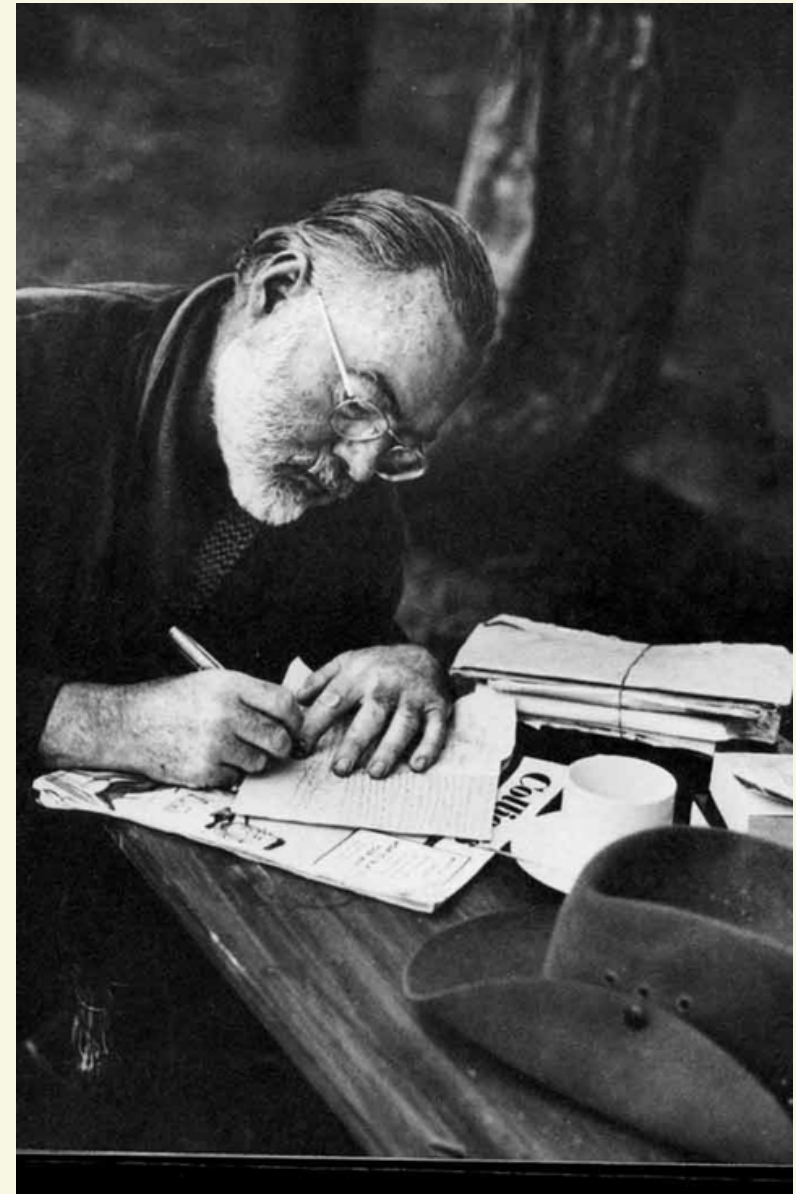
Why use AI for writing content?

- Produce high quality written content almost instantly
- Accelerate production: brainstorming, drafting and editing processes
- Scale your content strategy
- It is conversational, easy, accessible
- Strategist, copywriter and editor all in one



Write and thrive in the age of AI

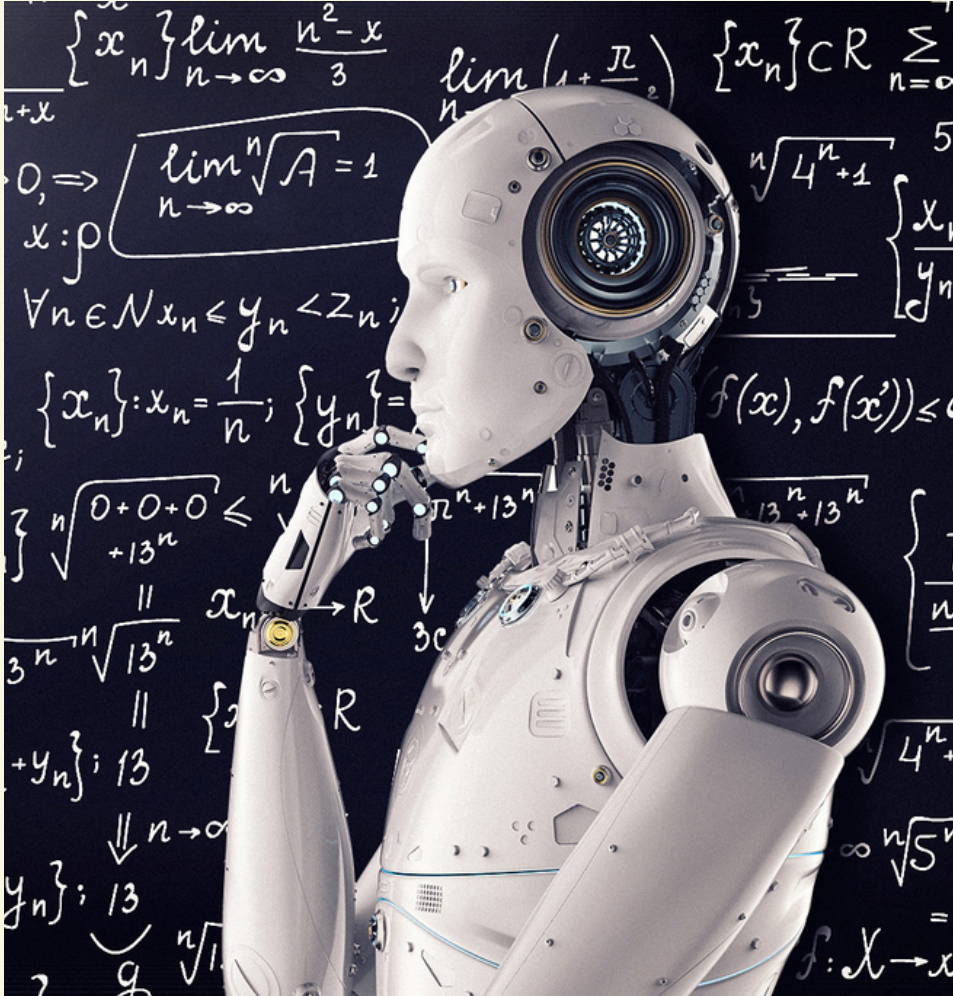
- Despite the impact of AI, it hasn't killed writing (or writers), and it doesn't mean you can just hand it all over to the 'machine'
- There's no point in having the best tools in the world if you don't know how to use them
- We need to adapt: Become content strategists, not just producers
- Your brand, personalisation and connection with audience is now more important than ever



How to partner with AI to
write great content

A NEW ERA IN CONTENT CREATION

AI tools for writing content



- ChatGPT is the go-to, and is plugged in to a huge ecosystem of tools and apps
- Other options:
 - Jasper: Top AI writing assistant
 - Copy.ai: SEO focus
 - Anyword: Includes data and insights
 - Sudowrite: Stories and screenplays
- Most tools are accessible for people at all levels of experience
- Already, these tools are in use across every industry ... there are no exceptions!



How ChatGPT works

- ChatGPT is powered by a deep learning model called 'The Transformer'
- Uses a huge training data set from the internet to learn patterns and associations between words
- Recently released GPT-4 language technology
- When prompted, ChatGPT uses this learned knowledge to give relevant responses in context
- Conversational engagement
- Similar platforms inc. Google's Bard

Re-define your writing process

- Writing isn't dead, it is just different
- AI isn't a magic wand, to get the best results it needs to be stewarded well
- To partner with AI tools effectively, you need to start with strategy - know your brand, your audience and what you're trying to achieve
- Then you need to work on your content in 3 separate stages:
 - Brainstorming
 - Drafting
 - Editing



Strategy

- You can't maximise AI for producing content without a detailed strategy
- Brand identity inc. values, story, voice etc.: This makes your content 'you', builds authenticity and fosters connection
- Your 'why' and objectives for your written content: This aligns your content with results
- Audience segments inc. pain points and problem-solving messaging: This connects your content with your customers/stakeholders
- Execution plan for your content: This builds consistency and momentum





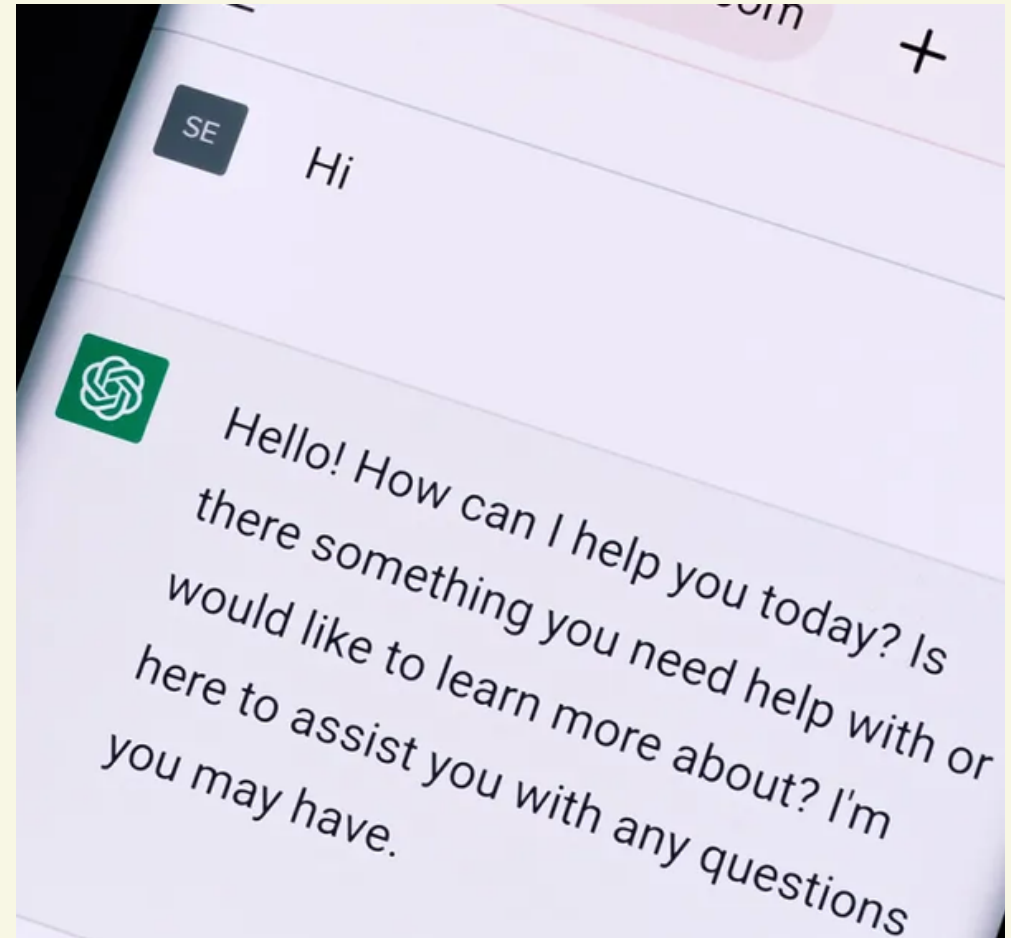
Stage 1: Brainstorming

- Work with Chat GPT/AI tools to define and refine your focus themes and keywords
- Use these themes and keywords to build a list of topics for your written content
- Refine and prioritise topics and integrate with your execution plan, based on your objectives

Stage 2: Drafting

THE POWER OF PROMPTS

- 'Prompt engineering': Your content is only as good as your prompts
- Leverage your strategy for context and personalisation
- Keep working and refining with the system (be patient and persistent)
- Stick to the topic, and don't confuse it
- Access prompt tools / resources
- Build a bank of prompt templates

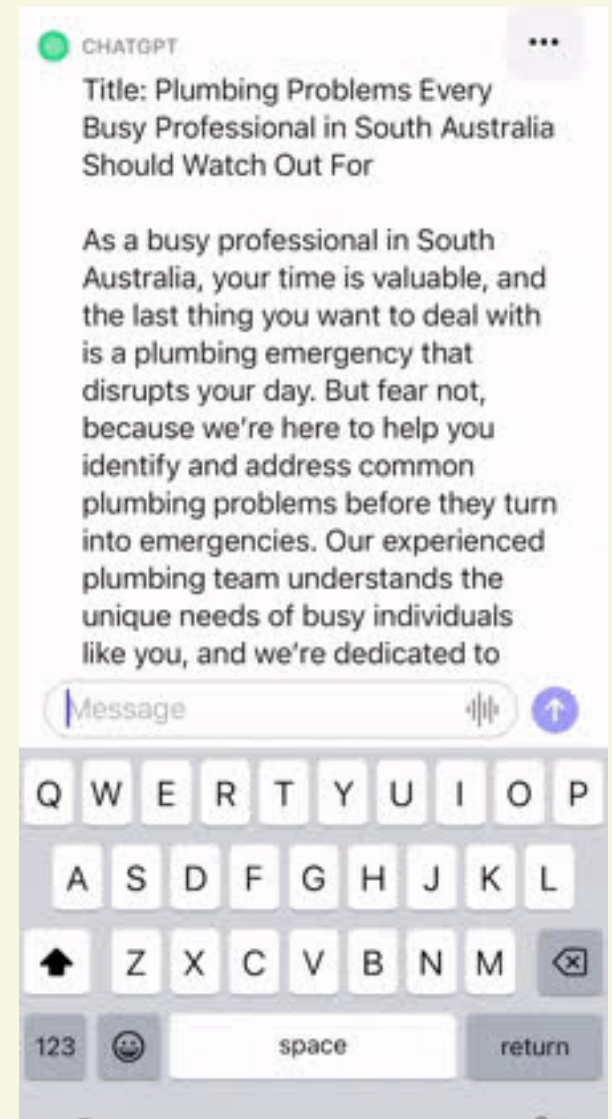
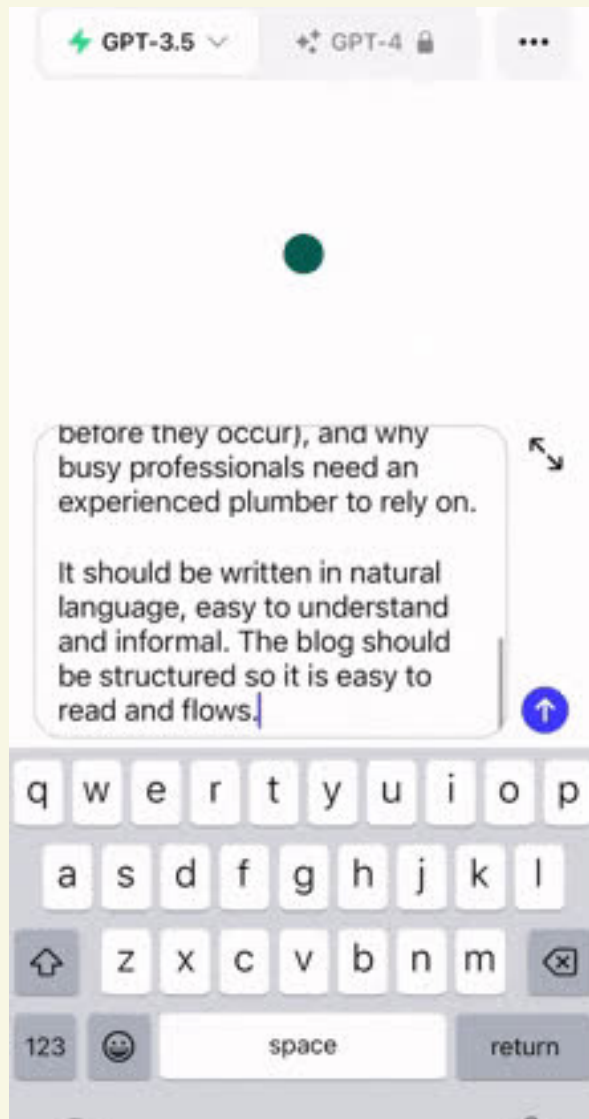
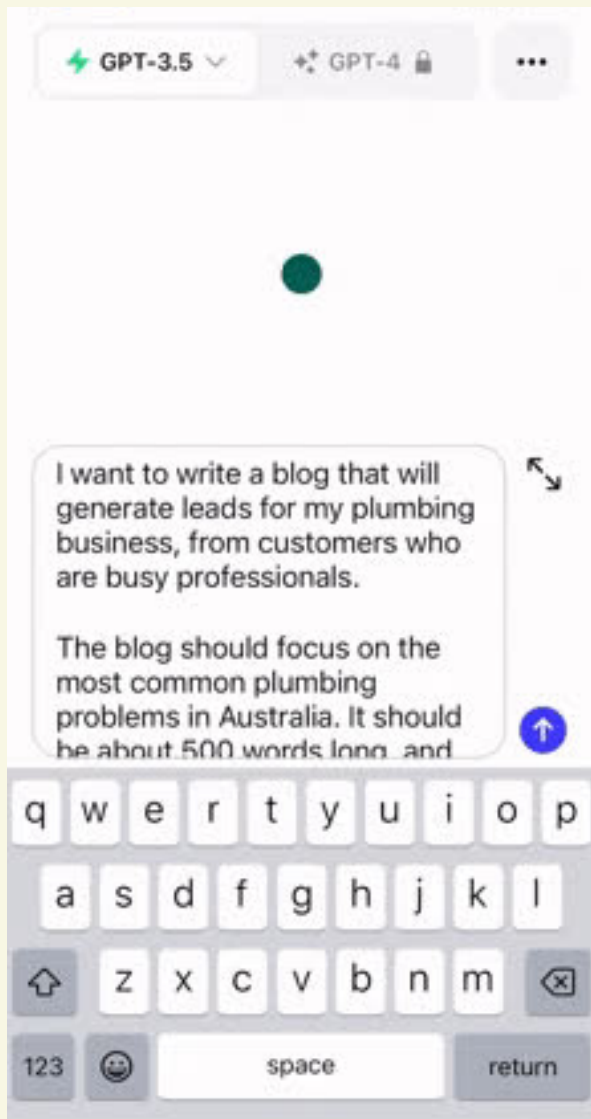




Stage 2: Drafting

PROMPT TEMPLATE / GUIDE

- Provide purpose / objective: *'Write a blog that will generate leads for (my business / product), from customers who are (audience type) for etc.'*
- Provide specific instructions: *'The blog should focus on (specific topic), it must be about (#) words, focused on (keywords) etc.'*
- Provide context: *'Tailor the blog to (audience/info) focusing on (pain points / key messages), in (X) style etc.'*
- Refine: Use open ended questions / conversations to edit/update



Title: Plumbing Problems Every Busy Professional in South Australia Should Watch Out For

As a busy professional in South Australia, your time is valuable, and the last thing you want to deal with is a plumbing emergency that disrupts your day. But fear not, because we're here to help you identify and address common plumbing problems before they turn into emergencies. Our experienced plumbing team understands the unique needs of busy individuals like you, and we're dedicated to keeping your plumbing in top shape.

****1. Leaky Faucets: The Silent Money Dripper****

That persistent drip from your faucet might seem harmless, but it's not just annoying – it's wasting water and money. Don't ignore it; get it fixed promptly to save both resources and your hard-earned cash.

****2. Clogged Drains: A Recipe for Disaster****

A slow-draining sink or shower might seem like a minor inconvenience, but it could lead to a major backup down the line. Hair, soap scum, and debris can accumulate over time, causing a clog that's best tackled early to prevent a messy and costly plumbing emergency.

****3. Running Toilets: The Sneaky Water Waster****

A running toilet might not be on your radar, but it's another hidden water waster. Ignoring it can significantly increase your water bill. Our plumbing experts can quickly diagnose and fix the issue, helping you save money and conserve water.

****4. Water Heater Woes: No More Cold Showers****

Imagine stepping into a cold shower on a chilly morning – not a pleasant thought, right? Sediment buildup can affect your water heater's performance, leading to insufficient hot water. Regular maintenance by our skilled plumbers can keep your showers comfortably warm.

****5. Burst Pipes: The Nightmare You Want to Avoid****

Burst pipes can cause extensive damage to your property and disrupt your daily routine. South Australia's fluctuating temperatures can put stress on your plumbing. Identifying weak spots and addressing them before they turn into emergencies is crucial.

****Why You Need Us: Your Reliable Plumbing Partner****

We get it – your time is limited, and plumbing problems are the last thing you want to deal with. Our experienced plumbers are your go-to solution for all your plumbing needs. We understand the importance of preemptive action, saving you time, money, and stress.

****Early Identification Saves Time and Money****

By addressing plumbing issues early on, you can prevent emergencies that could lead to costly repairs and inconveniences. Our expert team can provide regular maintenance checks to catch problems before they escalate.

****Trust in Experience****

As busy professionals ourselves, we know the value of reliability. Our experienced plumbers have a deep understanding of South Australia's plumbing challenges and can offer tailored solutions that suit your schedule.

****Conclusion: Your Plumbing Peace of Mind****

Busy professionals in South Australia deserve hassle-free plumbing. Leaky faucets, clogged drains, running toilets, water heater troubles, and burst pipes are common issues that shouldn't disrupt your life. With our skilled plumbing team, you can enjoy peace of mind, knowing that your plumbing is in capable hands. Don't wait for a plumbing emergency – reach out to us today to keep your plumbing in top shape.

Remember, a stitch in time saves nine – the same goes for plumbing! Contact us to ensure a smoothly flowing life without plumbing hiccups.



Stage 3: Editing

BE ORIGINAL AND AUTHENTIC

- The refining process might take some time, but editing doesn't end there ...
- With the growth of AI, original and authentic content is more important than ever
- As you edit, ensure that content follows your strategy, brand and style guidelines
- Add personal stories, brand and audience references/history, case studies, unique insight
- Consider relevance, such as news and trends

Stage 3: Editing

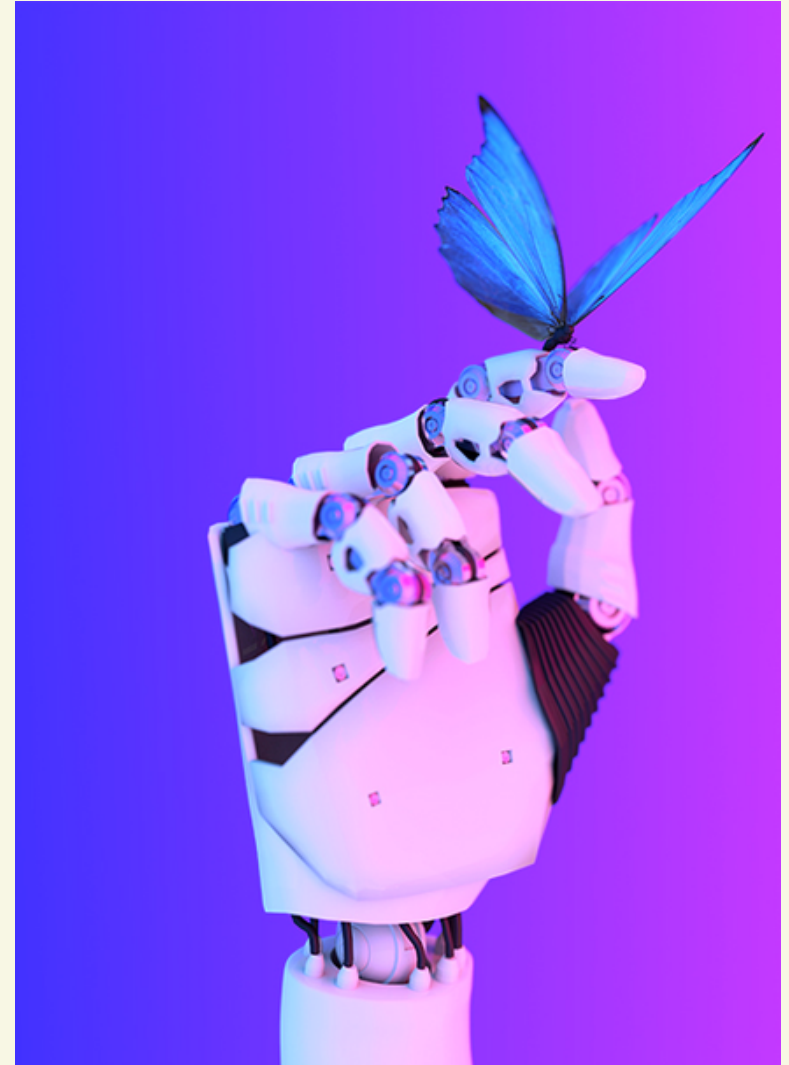
QUALITY CONTROL

- AI is NOT perfect and errors are guaranteed
- Thoroughly proof-read and cross check information, especially stats and info presented as fact, and manually edit as necessary
- Sources of research and information should still be credited
- Finalise (with or without AI assistance)



The ethics of AI writing

- Rules around plagiarism, intellectual property, misuse and misleading content still apply and you are responsible
- Copyright concerns
- Be aware of the risk of AI bias
- Be transparent



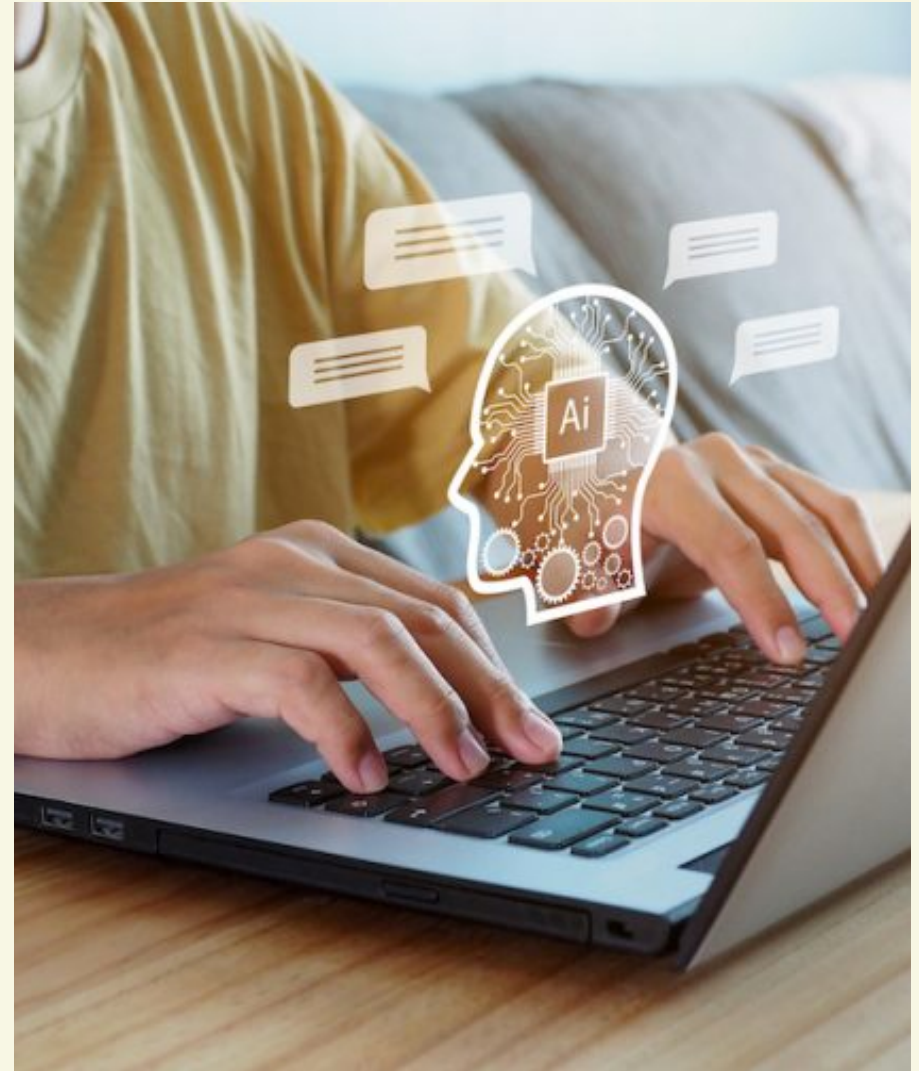


AI writing use cases

- Use AI as a content research assistant, doing the heavy lifting for building out large lists of ideas and topics
- Use AI as an editor, assisting with grammar, spelling
- Use AI for repurposing - take long articles, blogs, transcripts and have AI carve them up into social media content
- Use AI for SEO, generating and extracting keywords
- Use AI to develop templates: Eg emails, sales processes etc.

Wrong ways to use AI for writing

- Producing generic 'copy paste' content (inc. poor prompts)
- Not editing AI content
- Producing content to position yourself as a false expert ... inauthentic brands will still get found out
- Becoming AI dependant
- Trusting AI with sensitive/confidential info



In summary ...

- Writing is not dead (as we know it), it is just different
- Become a strategist, not just a producer
- Your unique brand is everything - it will see you stand out and separate you from the rest
- Becoming a 'prompt master' and saving your prompt templates will yield great results
- Scale and accelerate your capacity
- Test and try, experiment until you find out what works for you

Q and A

- Do I need to pay to use this technology?
- I'm not tech savvy and this overwhelms me, what should I do?
- Will these tools replace me (or my marketing team)?
- What are the biggest risks?
- How will AI content impact SEO?
- **More questions? Email me: andrew@montesi.co**

Thank you for tuning in!

FIND OUT MORE

- [MONTESI.CO](https://montesi.co)
- [APIROMARKETING.COM](https://apiromarketing.com)
- [ACCELERATEDADVISER.COM](https://acceleratedadviser.com)

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