



Maximizing AI in Your Marketing

Heather Pressler, PhD
CEO of BlueHuki Group

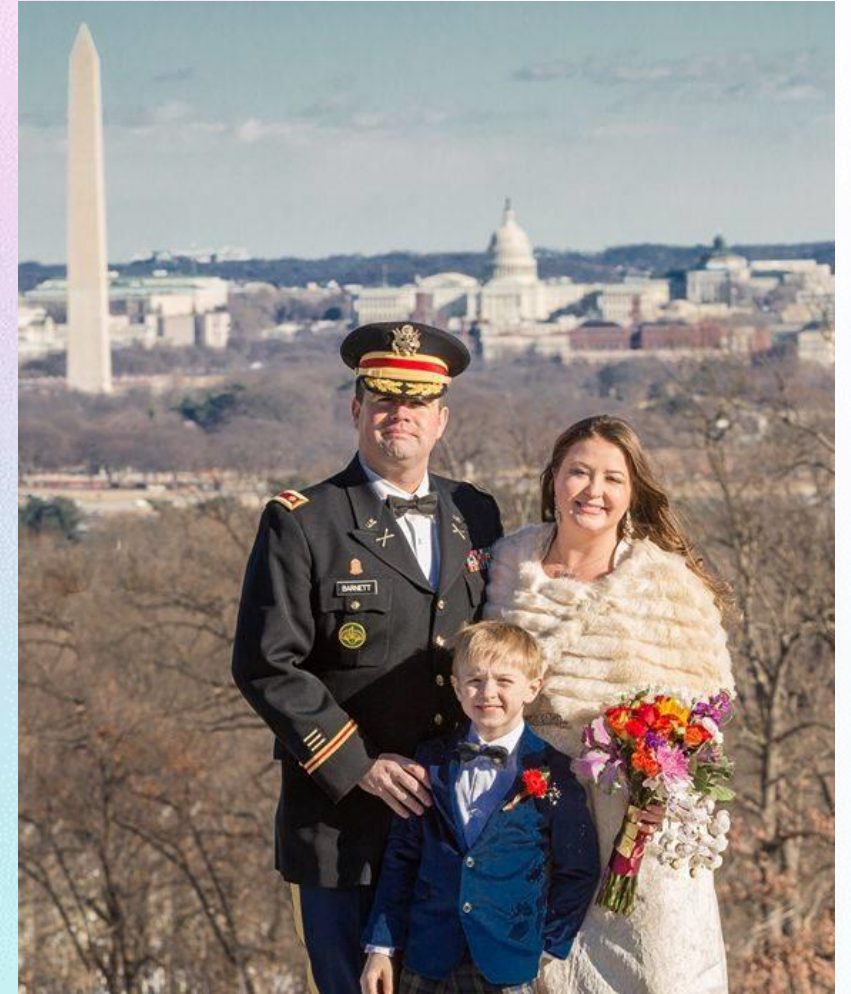
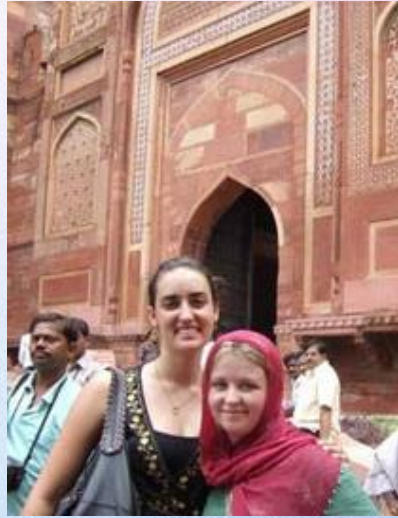


Agenda

- ✓ Who is Heather?
- ✓ Pain Points
- ✓ Getting Started
- ✓ Example Applications
- ✓ Measuring results
- ✓ Do's & Don'ts
- ✓ Ethical considerations
- ✓ Case studies
- ✓ What's Next?



Who is Heather?



Poll

Put Your hand up if one is true for you...

01.

Not sure what to do
online

02.

Dred figuring out
topics to post
about

03.

Want to get more
leads from online

04.

Aren't passionate
about marketing

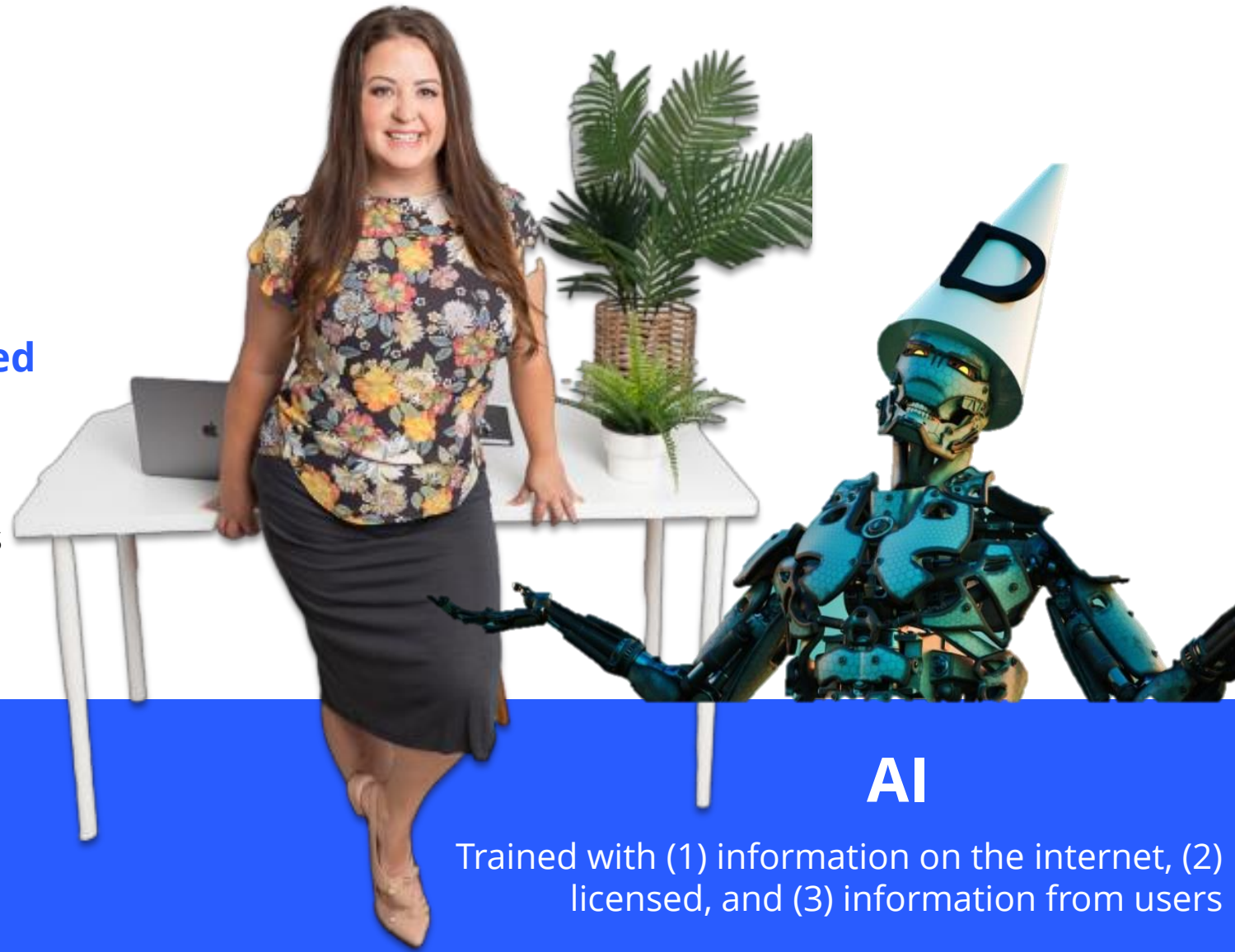
Human vs. AI

The BlueHuki Story: Unmet Market Need

01. Lack of Trusted Partners
02. Need for Content and Business Experts
03. Need for Comprehensive Marketing

Heather Pressler, PhD

10+ years of Sales, Training, Digital Marketing, Data Analysis & Web Design experience



AI

Trained with (1) information on the internet, (2) licensed, and (3) information from users

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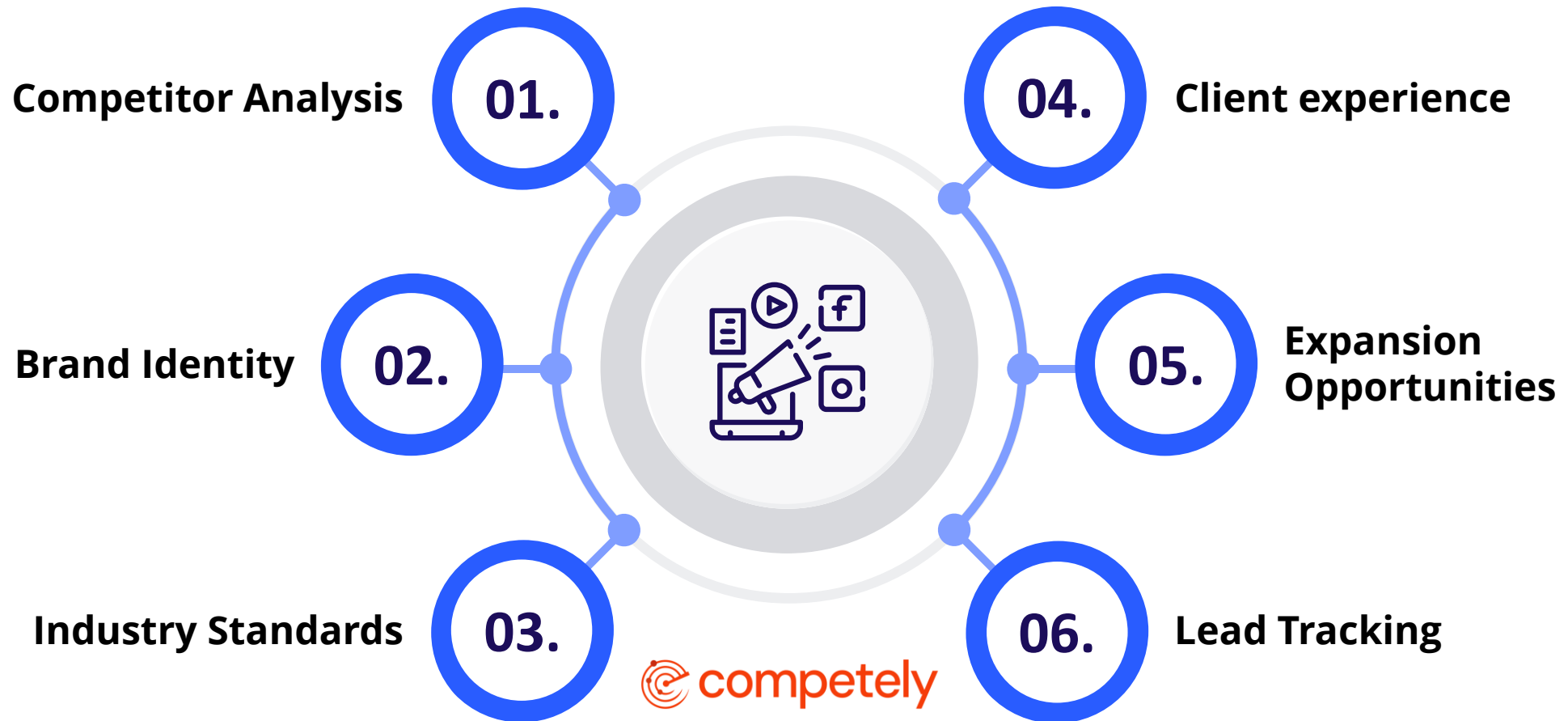
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Evaluating & Goal-Setting For Your Marketing



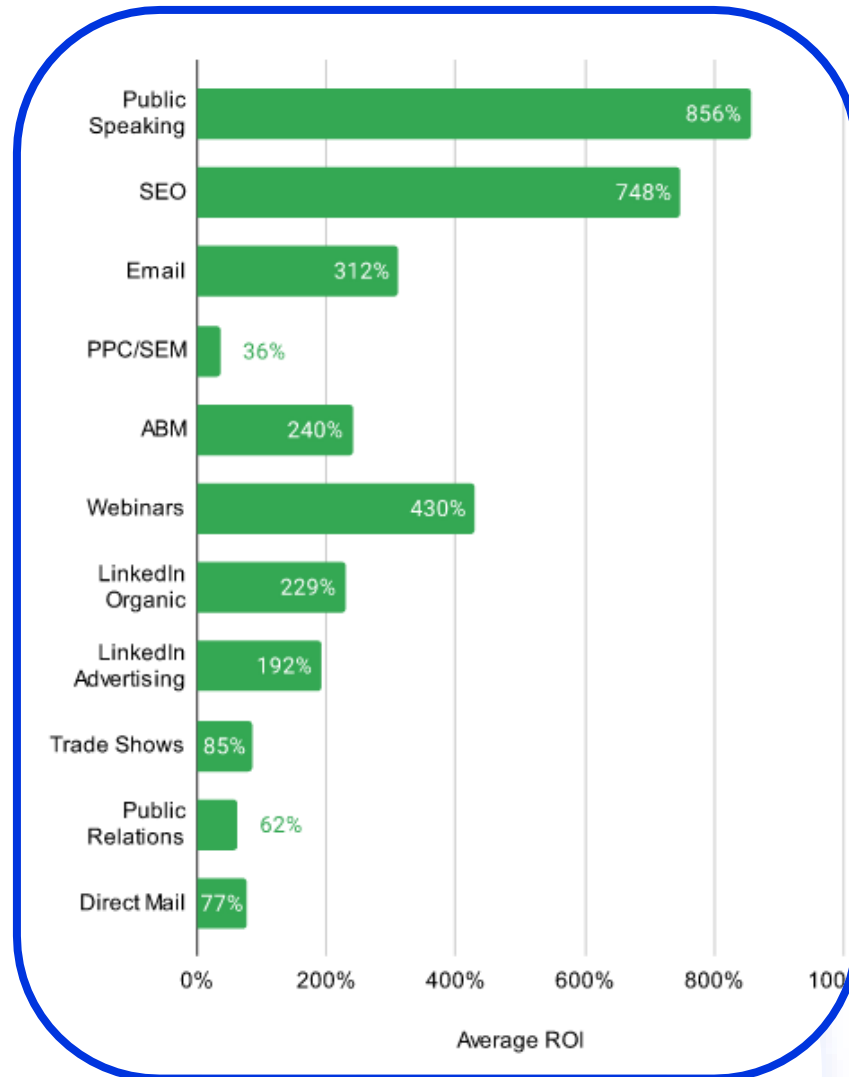
Practical Exercise: Write down 1 task you'd like to automate

AI Competitive Analysis Example

Overview			
Icon			
Name	Notion	Asana	monday.com
Link	https://notion.so/	https://www.asana.com/	https://www.monday.com/
Tagline	A workspace for your notes, tasks, wikis, and databases.	Manage your team's work, projects, & tasks online	Your go-to work platform
Description	Notion is an all-in-one workspace that combines notes, tasks, databases, and collaboration tools for teams and individuals.	Asana is a work management platform that helps teams organize, track, and manage their work efficiently.	monday.com is a work operating system that streamlines workflows and enhances visibility across teams with customizable solutions for various business needs.

Marketing			
Name	Notion	Asana	monday.com
Tagline	One tool for your whole company. Free for teams to try.	Where work connects	Your go-to work platform
Unique Value Proposition	A versatile workspace that combines notes, tasks, databases, and collaboration tools in one platform.	Connect work to goals and automate workflows with AI as your teammate.	Streamline workflows and gain visibility with customizable solutions for projects, CRM, IT, and software development.
Positioning	A collaborative workspace designed for teams and individuals to organize their work and knowledge efficiently.	A leading work management platform designed for teams to manage projects, tasks, and workflows efficiently.	A versatile work operating system designed to enhance team collaboration and project management across various industries.
Marketing Channels	<ul style="list-style-type: none"> • Newsletter • Instagram • Twitter • LinkedIn • Facebook • YouTube • Blog 	<ul style="list-style-type: none"> • Newsletter • Blog • Webinars • Social Media • Events 	<ul style="list-style-type: none"> • Blog • Social Media • Webinars • Email Marketing • Community Events

Where is the best return on investment in 2024?



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Example Goal & AI

Goal: Be active on my blog

- › AI Partner: ChatGPT
 - Write everything
 - Write based on a prompt
 - Heavy editing
- › Human Partner
 - Keywords to focus on
 - Editing for SEO
 - Measuring success



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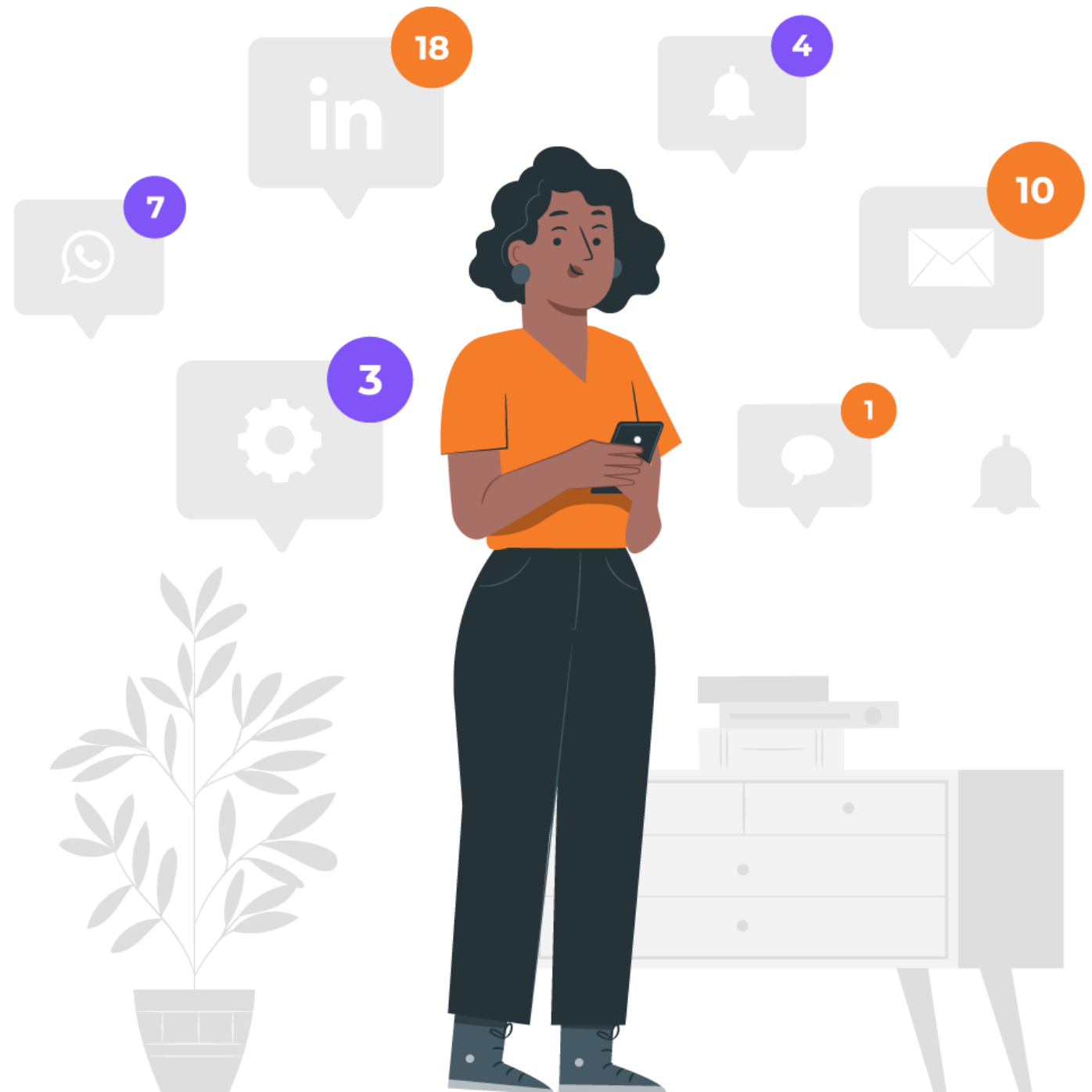
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Example Goal & AI

Goal: Get LinkedIn leads

- › AI Partner: Outreachly
 - Comments / Replies / Messaging
 - Suggestions
 - Automations
- › Human Partner
 - Strategy
 - Audience Targeting
 - Messaging

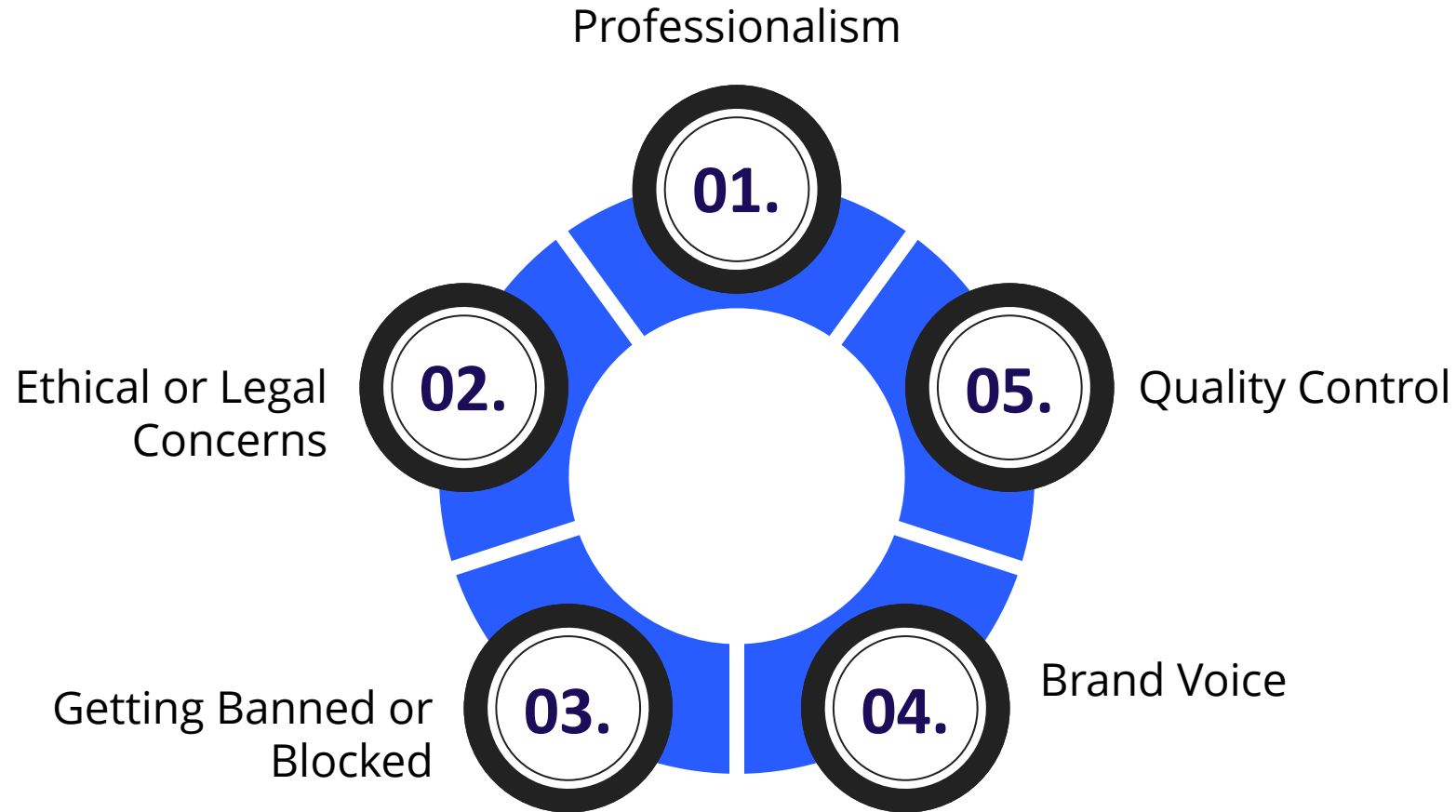


AI Sales Prospecting Example

The screenshot displays the OutReachly dashboard, a tool for sales prospecting. The interface includes a dark sidebar with navigation options like 'Collaboration', 'Productivity', 'Marketing', 'Sales', and 'OutReachly'. The main area shows a 'Dashboard' with tabs for 'Tasks', 'Accounts', 'Prospects', 'Bots', and 'Apps'. A 'Microsoft' project is highlighted, with a modal window open for adding a new project. The modal contains fields for 'Name' (HR), 'Description' (Enter project description), and 'Project Members' (John, Tim). A 'Notes' modal is also open, showing a text input field and a 'SAVE' button. In the background, a table lists prospects with columns for 'PROJECTS', 'STATUS', 'EMAIL ACTIVITY', 'SCORE', and 'LOCATION'. The table shows several rows of data, including one for 'CNN' with a score of 38.

PROJECTS	STATUS	EMAIL ACTIVITY	SCORE	LOCATION
New	0			
New	0			
New	0			
New	0			
New	0			
CNN	1		38	

Practical Considerations with AI



Tip: follow the rules AND be active



Best Uses of AI

- › Idea generation
- › Utilizing data
- › Analyzing data
- › Optimizing delivery
- › Reaching the right audience
- › Creating alternatives
- › Spotting weaknesses
- › Improving creative

Worst Uses of AI

- › Unmonitored generation
- › Unedited content
- › Ads without monitoring
- › Chat bots
- › Automating emails
- › Website content
- › Social media
- › Customer interactions



Practical Exercise: Write down 1 AI application you'd like help with

Quantifying Success Online

01.

Reach

02.

Engagement

03.

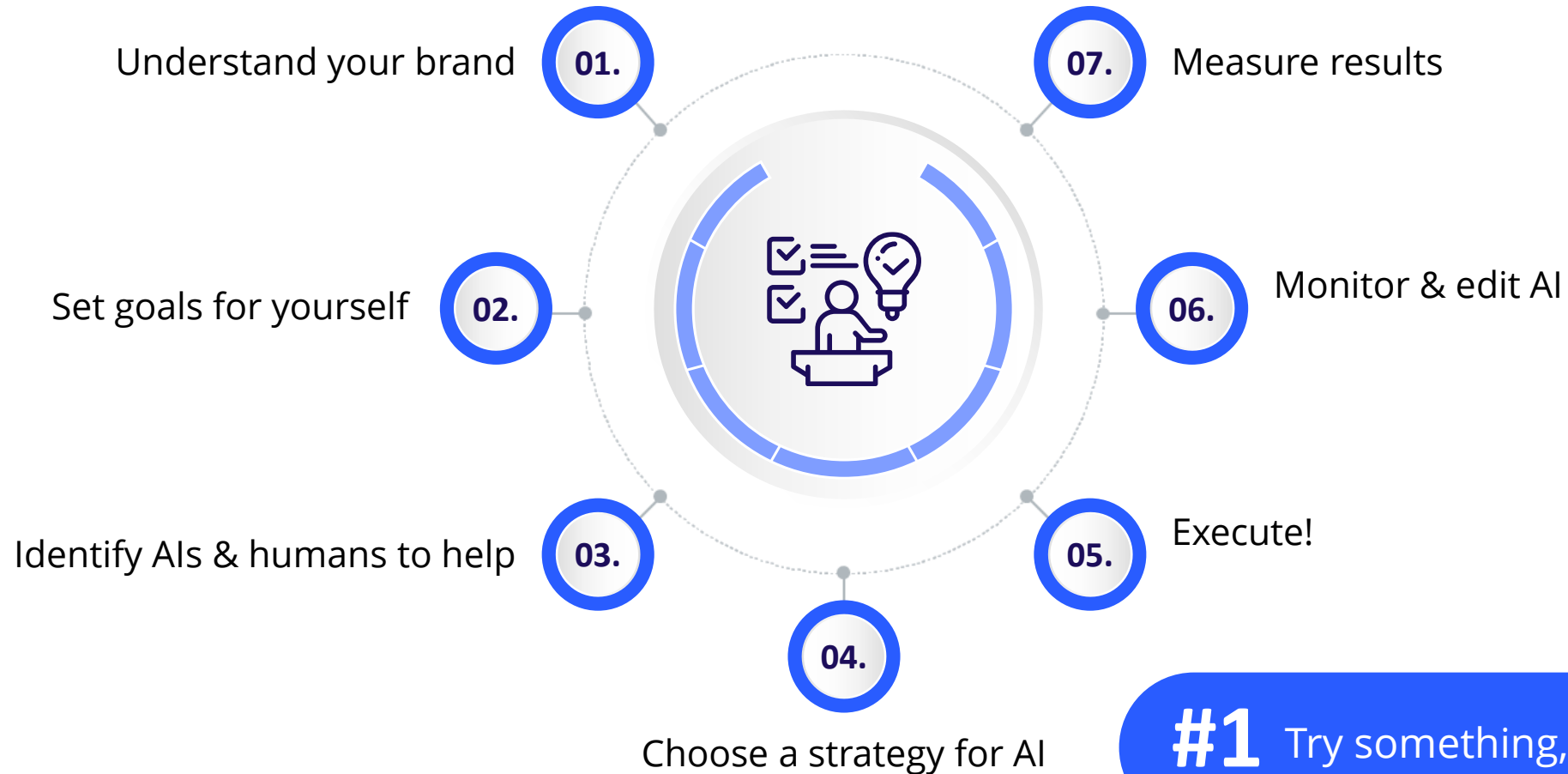
Leads /
Network

04.

Conversion

Practical Exercise: Write down one goal for using AI

Key Takeaways



#1 Try something, anything **NEW**

What is a Winning Strategy Worth?

90%

Reduction
in lead cost

300%

Increase in
web traffic

5x

Local
Rankings

10x

Conversions

Ultimate AI Tech Cheat Sheet!



SCAN ME

AUDIO

AI-powered tools designed to generate audio, either from existing recordings or from scratch.

- Music Generation: Soundraw, Soundation, Soundful
- Text-to-Speech: ElevenLabs, Play.ht, Murf
- Transcription: Otter.ai, Descript, Rev

DESIGN

AI-powered tools used to create and develop interactive graphics and visuals.

- 3D Asset Generation: DALL-E 3, Midjourney, Stable Diffusion
- Interface Design: Uizard, Figma, Axure
- Colors: Adobe Color, Coolors, Color Hunt
- Logo Design: Looka, Brandmark, Logo Maker
- Presentation: Beautiful.AI, Canva, Pitch

IMAGES

AI-powered tools designed to enhance and create images, either from existing photographs or from scratch.

- AI Fashion Models: FashionAI, StyleGAN
- Image Editors: Adobe Photoshop, Canva, Pixlr
- Image Generation: DALL-E 2, Midjourney, Stable Diffusion
- Advertising Generation: AdCreative2, AdEspresso, AdRoll
- Product Photography: Product Hunt, Product Lens, Product Studio
- Image Prompt Search: PromptHero, PromptBase, PromptBase
- Vector Generation: Vecteezy, Shutterstock, Freepress

RESEARCH

Generative AI tools used to gain insights from customer data.

- Synthetic Research: Synthesia, Synthesia

INFRASTRUCTURE

Tools and technologies designed to make it easier to manage and deploy AI-enabled applications and services.

- LLM App Development: OpenAI, Anthropic, Google
- Large Language Models: GPT-4, Gemini, Claude
- Machine Learning Tools: TensorFlow, PyTorch, Hugging Face
- Vector Databases: Pinecone, Weaviate, Milvus

SERVICES

AI-powered services and consulting to help brands and marketers make the most of AI tools and technologies.

- Consultants: Accenture, Deloitte, PwC

TEXT

AI-powered tools designed to generate natural language content, either from existing text or from scratch.

- Content Generation: Jasper, Copy.ai, Writesonic
- Writing Assistants: Grammarly, ProWritingAid, Grammarly
- Idea Generation: Idea Generator, Idea Generator
- Content Summarization: SummarizeBot, SummarizeBot
- Email Generation: Mailchimp, Mailchimp, Mailchimp
- Social Content Generation: SocialBee, SocialBee, SocialBee

VIDEO

AI-powered tools designed to generate videos, either from existing footage or from scratch.

- Video Editing: Adobe Premiere Pro, Final Cut Pro, iMovie
- Video Generation: Synthesia, Synthesia, Synthesia

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We are!

Drop AI favorite tech in chat



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www.BlueHuki.com

@BlueHuki

