



A MARKETING REVOLUTION: AI AND DIGITAL MARKETING

IMPROVE DIGITAL MARKETING RESULTS WITH AI



By: Thomas Young and Willow Ascenzo

How ChatGPT and Google's Bard are changing digital marketing and how you can benefit from this marketing revolution

Explore the possibilities of AI and ChatGPT in digital marketing with a free eBook from the team at Intuitive Websites.

Get in on the ground floor while AI chat is still in its infancy

We'll take you on a journey through a high-level overview of new generative AI tools like OpenAI's ChatGPT, Microsoft's Bing AI search platform, and Google Bard and teach you foundational principles for leveraging AI tools to transform your marketing efforts.





INTRODUCTION

AI is taking the world by storm. New content generation tools and search tools powered by AI are poised to completely change the way we work in just about every industry, and digital marketing is no exception. Some of these tools will be highly visible, like Chat GPT, and others will be embedded in new technologies to make them smarter.

AI technology is still very much in its infancy. What we know today about how AI platforms work and what their full capabilities are will not be true tomorrow, making it difficult to talk about AI in a way that won't be dated a year, a month, or perhaps even a week from now.

For that reason, this eBook will stick to the high level and focus on the fundamentals of these new AI tools—the basic foundational capabilities they have for digital marketing work, which are likely to remain true for years to come—rather than getting down in the weeds with deep dives into AI tools, which can change overnight.

The focus of this eBook will remain on ChatGPT, however, new tools from Google and other tech companies will play a big role in years to come.

Start your AI in digital marketing journey here and read on to get more about AI and content generation, why AI is so useful for digital marketing and sales, and how you can use AI to get a leg up on marketing content, gain industry insights, and perform competitive analysis.

You will also get a real-life example, from an Intuitive Websites client, of AI in action. We will close out with a brief overview of current issues to be aware of with existing AI chat technology.

CHAPTER ONE

A DIGITAL MARKETING REVOLUTION



When it comes to content marketing, the most important kind of digital marketing, you've likely said to yourself: "We don't have time to write content. Even if we did, who's going to write it? We don't have an in-house writer, and how are we going to find third-party writers who understand our business?" Most people don't like to write. They did not like to write in school and do not like to write at work.

Well, no more excuses. We now have ChatGPT and other AI platforms, the world has a tool that can create first-draft content on just about any topic—and it's only going to get better. Any writer will tell you, the first draft is the hardest.

As a digital marketer, AI platforms will help you more effectively help your customers with great content and more. All of this comes with easy access and limited logins. A free OpenAI account provides access to ChatGPT, where you can start typing questions and getting answers.

AI Chat Coming to Your Smartphone and Sales Teams

Currently, AI platforms like ChatGPT are text-based, but that's going to change. Voice search from platforms like Siri and Alexa are here to stay, and it won't be long before AI platforms can listen to you and respond in kind on your smartphones and smart devices with a simple voice command.

All this can have a dramatic impact on your company's sales team. Today, salespeople have it tough—not only is it hard to find prospects, the prospects you do find know so much about their field and industry that it can often be hard to keep up with them. With ChatGPT, knowledge and insight into just about every field are at your fingertips, making it easy to bridge the knowledge gap between sales teams and prospects.

ChatGPT and Coding

ChatGPT and other AI platforms are also going to do incredible things for coding your website. With ChatGPT, you can create the code for tools—such as apps and calculators—as well as content that will move people through the buyer's funnel, capture emails from qualified leads, and optimize your conversion rates.

Ultimately, AI platforms are an incredible tool for promoting your business and getting your brand found, and they're only going to get even more incredible!

CHAPTER TWO

WHY AI CHAT WORKS IN DIGITAL MARKETING



So, why has AI taken the world of digital marketing by storm? Mainly for the same reasons it seems to be taking every other field and industry in the world by storm, but also because ChatGPT hits at all of the core concerns of digital marketing.

Marketing teams taking advantage of AI chat and related tools will gain a significant advantage over competitors who choose not to use AI in their marketing efforts.

Both digital marketing and AI platforms are both aimed at giving people what they want—solving their problems or giving them something they desire while saving time, effort, or money.

For example, if you have a question, AI chat provides one definitive answer versus the thousands of search results you'd have to pick and choose from if you asked a search engine—making it an extremely valuable tool to accomplish three things:

- ▶ It lets them avoid some kind of pain or solve a problem.
- ▶ It helps them gain something they desire.
- ▶ It enables them to save time and money.

Unsurprisingly, these three things are also the core principles of digital marketing: your goal as a digital marketer is to identify yourself

and your services or products to your prospective customers as a way to avoid pain or solve their problems, gain something they want, and save their time and money.

Digital marketing and AI chat are both trying to accomplish the same thing, so you've got every reason to work together and no reason not to. With AI, you have a powerful new marketing tool that helps you answer your customer's questions and demonstrate the benefits they're looking for while providing unprecedented flexibility for mapping to their customer journey.

A Focus on Story and Benefits

Intuitive Websites' approach to content marketing is rooted in the idea that the most effective way to encourage engagement with a brand or product is by telling a clear, compelling, memorable story that drives people to action and builds a loyal customer base.

This story-driven approach is not unlike Joseph Campbell's mythic concept of the Hero's Journey—an archetypal story outline that can be found in the most widespread stories in the world, from the most ancient stories told around the campfire to the most enduring myths and legends to modern billion-dollar blockbusters.

AI tools are fantastic for guiding and building this “story-telling” approach to content marketing!

In following the Campbellian monomyth, your story positions the customer as the hero who needs to solve a problem and the brand as the mentor figure or guide whose services or products will enable the hero to slay their metaphorical dragons and achieve success.

That might sound a little complicated if you’re not a huge devotee of the heroic monomyth, so here’s a simple breakdown:

- ▶ Answer the customer’s question: What are the real benefits of your brand? What are the risks of going without your product or service? (also known as the “stakes”)
- ▶ Be aware of what the risks of choosing your brand are: Know the objections people might have to doing business with you so you can effectively position these risks next to the rewards.
- ▶ Position your customer as the main character of their life. Many brands like to think of themselves as the hero saving the customer, swooping in like Superman to save the day. The truth is, your brand is the Obi-Wan to your customer’s Luke Skywalker, the Merlin to their King Arthur.

With AI, you can get fast, clear, concise answers about benefits and risks related to your brand and product and use those to gain the focus to drive better content marketing results!



CHAPTER THREE

CONTENT MARKETING REINVENTED



Let's go into more depth about all the high-level things you can do with AI to reinvent your content marketing strategy:

Research Benefits and Risks

As we mentioned above, ChatGPT makes it easy to research the benefits and risks around your product and services, as well as those of the competitors in your industry.

ChatGPT sources its content from the entire internet, and what is the internet?

The internet is content! The most important content for most companies is content about the company and its products and services.

AI platforms can produce decisive answers from this aggregate and help you guide your messaging. This can drive the most impactful content.

The aggregate AI platforms can draw from here includes customer reviews—positive reviews, negative reviews, five-star and one-star reviews, and everything in between—that paint a picture of your company or your competitors at a glance.

Create First Draft Content and Make Revisions

Many marketing agencies and in-house departments just don't have enough writers on staff or the time to devote to creating all the necessary digital marketing content. For the agencies and in-house departments who do have writers at their disposal, these writers have a problem of their own:

The first draft is always the hardest thing to write.

As a writer, the hardest thing about writing is overcoming the dreaded blank page. All of the grand ideas you have for a new blog post or eBook have a nasty tendency to fizzle out as soon as you sit down at your computer and bring up a brand new document in your word processor of choice.

ChatGPT can get you a first draft or an outline that staves off those blank white screen blues and gets you thinking right off the bat! Asking ChatGPT to write a piece of content you have an idea for might not produce exactly what you had in mind (not yet, anyway), but even if it doesn't get close, what it provides can be a great starting point to keep your creative juices flowing right from the get-go.

This makes ChatGPT an excellent tool for non-writers as well—just be careful not to post AI-generated content right on your website as-is without any sort of human touch, for reasons we'll get into later.

Optimize Your Website Content

ChatGPT can be an especially useful tool for optimizing the content on your website that already exists. You can use ChatGPT for keyword research, identifying keywords and phrases that your audience is searching for, and then get suggestions on how you can incorporate those keywords and phrases into your existing copy to boost search engine optimization.

ChatGPT can also help you take existing content and personalize it to better match prospective customers based on their interests and behaviors—in other words, your buyer personas.

Publish Your Content In Multiple Channels

If you live for content marketing, making new content for your brand—blog posts, eBooks, whitepapers, and so on—is fun! Making the content to support your content—social media posts, email blasts, nurturing campaigns, and so on—is not quite so fun. But it is necessary because search algorithms will always care about your rankings and your brand's authority, which is determined not just by what is on your website but how the “ecosystem” of your brand is spread out across your website, social media posts, guest blogs on third-party industry websites, and so on.

With ChatGPT and other AI tools, you can take some of the tedious work out of repurposing content for social media, email, third-party

websites, and other marketing channels. Feed ChatGPT content you've already written for new ideas on promoting your evergreen content and getting it seen by more eyes across wider audiences.

Create Checklists, Apps, Tools, Calculators, and Mid-Funnel Content

Interactive tools and gated content on your website are a great way to move people through the buyer's funnel and become qualified leads, and—guess what?—ChatGPT is great at helping you create those things as well. From checklists and calculators to widgets and other tools and apps to ideas for webinar content, you can use ChatGPT to generate materials for mid-funnel content that enable you to capture emails and build your list of qualified leads.



CHAPTER FOUR

GREAT MARKETING QUESTIONS FOR AI CHAT



Getting the most out of AI platforms like ChatGPT is all about asking the right questions.

A few of the questions you definitely want to ask are:

- ▶ What are the benefits of _____?
- ▶ What are the risks of _____?
- ▶ Can you write an interactive tool for _____?
- ▶ How does a company get success in _____?
- ▶ What is the ROI of _____?
- ▶ What are people searching for, and what are the keywords in _____?

Just put your company name, products, or services into the blank space in each question.

Keep in mind your follow-up clarifying questions also drive the best results.

To demonstrate how to ask these questions and get useful content, we're going to show you a client case study for an Atlanta-based roofing contractor to conduct content research and build first-draft marketing content.

The results you get with AI chat tools are only as good as the questions you ask.

CHAPTER FIVE

CASE STUDY: CONTENT RESEARCH FOR A ROOFING COMPANY WITH CHATGPT

In this chapter, we'll show you how to write questions to generate great marketing questions in ChatGPT.

This example is from a real client of Intuitive Websites. We used ChatGPT to gather information about our client's industry—roofing contracting—and used that information to build first-draft content.

You will see what questions we asked and screenshots of the real answers we got from ChatGPT so you can get a firsthand look at how powerful AI platforms are for information-gathering and marketing content-creating.

On the right is the first question and the response from ChatGPT.

What are the consequences of a leaking roof and water damage for a commercial building?



A leaking roof and water damage can have significant consequences for a commercial building. Here are a few potential outcomes:

1. Structural damage: Water damage can weaken the structural integrity of a building, which can lead to costly repairs or even the need for a complete rebuild.
2. Mold and mildew growth: Water damage can create a damp environment, which can lead to the growth of mold and mildew. This can be hazardous to the health of employees or customers who spend time in the building.
3. Electrical damage: Water damage can also affect the electrical systems of a building. This can be dangerous and cause electrical fires or outages.
4. Loss of productivity: If the leak is severe, it can cause disruptions to business operations, leading to a loss of productivity and revenue.
5. Damage to inventory or equipment: Water damage can ruin equipment or inventory stored in the building, leading to financial losses.
6. Increase in energy bills: A leaking roof can lead to increased energy bills due to the loss of insulation, leading to higher heating and cooling costs.

Overall, a leaking roof and water damage can have significant consequences for a commercial building. It is essential to address these issues promptly to prevent further damage and maintain a safe and productive work environment.

You can see how to use ChatGPT to identify the problems our client's potential customers aim to solve and help them understand the consequences of not solving those problems—in other words, the stakes of action and inaction.



Here is the next follow-up question as we dive deeper into benefits.

What are the key benefits of regular roof maintenance to prevent leaks in commercial buildings?



Regular roof maintenance is critical to prevent leaks in commercial buildings. Here are some of the key benefits:

1. Extends the lifespan of the roof: Regular maintenance can help identify and repair small problems before they become major issues that could require costly repairs or even replacement of the roof.
2. Prevents water damage: Regular maintenance can help identify and fix potential leaks before they cause water damage to the building's structure, equipment, or inventory.
3. Saves money: Regular maintenance is usually less expensive than major repairs or replacement of a damaged roof, and can help avoid costly downtime caused by leaks and water damage.
4. Increases energy efficiency: A well-maintained roof can help to improve the building's insulation and energy efficiency, leading to lower energy bills.
5. Maintains safety: Regular maintenance can help to identify potential safety hazards, such as loose roofing materials or damaged flashing, which can be repaired before they cause accidents.
6. Maintains a professional appearance: A well-maintained roof can help to enhance the overall appearance of the building, giving a professional impression to customers, clients, and employees.

Overall, regular roof maintenance is an essential part of keeping a commercial building safe, functional, and efficient. It can help prevent costly damage, increase energy efficiency, and maintain a professional appearance.

Now that we have our stakes, it's time to focus on benefits. Here, we're providing solutions to the problems we identified in the previous question—not our solutions, not yet anyway, but rather general advice that positions us as knowledgeable guides and wise mentors for potential customers.

More than just content, this is thought leadership—content you can take advantage of to position yourself as an expert and guide, not just to your clients and potential customers but to the other businesses in your industry.

From this one question, we get some fantastic benefit-focused content that will look great and perform well on key landing pages of the website.



We can next dive into the potential ROI.

What is the ROI on commercial roof maintenance?



The return on investment (ROI) for commercial roof maintenance can vary depending on factors such as the size of the building, the type of roof, the climate, and the level of maintenance required. However, in general, regular roof maintenance can provide a positive ROI by:

1. Extending the lifespan of the roof: By identifying and addressing minor issues before they become major problems, regular roof maintenance can help to extend the lifespan of the roof. This can help avoid costly repairs or replacement of the roof in the future, providing a positive ROI over time.
2. Reducing energy costs: A well-maintained roof can improve insulation and reduce energy costs, providing a positive ROI through lower utility bills.
3. Preventing water damage: By identifying and fixing potential leaks before they cause water damage to the building, regular roof maintenance can help to avoid costly repairs and downtime. This can provide a positive ROI through increased productivity and revenue.
4. Improving safety: Regular roof maintenance can help to identify potential safety hazards and prevent accidents. This can provide a positive ROI by reducing liability and worker compensation costs.
5. Enhancing the appearance of the building: A well-maintained roof can enhance the overall appearance of the building, giving a professional impression to customers, clients, and employees. This can provide a positive ROI by attracting more business and enhancing the company's reputation.

Overall, the ROI for commercial roof maintenance can be significant, especially when compared to the potential costs of neglecting roof maintenance. By investing in regular roof maintenance, companies can help to protect their assets, avoid costly repairs, and improve the overall value of their properties.

For our next question, we go a step further on benefits and go in a much more specific direction, and are rewarded with even more thought leadership content that helps potential customers better understand the return on investment for using this company's services. This content will be great for thought leadership content—responses to customer questions, email campaigns, blog posts, social media, webinars, and beyond.

And if you think that's impressive, just take a look at what ChatGPT can do next.



Can you write an ROI calculator to measure the return on investment in roof maintenance?



Certainly! Here's an example ROI calculator to measure the potential return on an investment in commercial roof maintenance:

1. Determine the total cost of the maintenance project, including materials, labor, and any other associated costs.
2. Estimate the total savings from the maintenance project, which can include:
 - Avoiding costly repairs or roof replacement in the future
 - Reducing energy costs due to improved insulation
 - Increasing productivity and revenue by preventing downtime
 - Reducing liability and worker compensation costs by improving safety
 - Improving the building's appearance and reputation
3. Calculate the net savings by subtracting the total cost of the maintenance project from the total estimated savings.
4. Divide the net savings by the total cost of the maintenance project and multiply by 100 to determine the ROI as a percentage.

For example, let's say a commercial building owner invests \$10,000 in roof maintenance, and the estimated savings from the project are \$15,000 over the next five years, due to reduced energy costs, avoided repairs, and increased productivity. The net savings are \$5,000, and the ROI is calculated as follows:

$$\text{ROI} = (\text{Net savings} / \text{Total cost}) \times 100$$

$$\text{ROI} = (\$5,000 / \$10,000) \times 100$$

$$\text{ROI} = 50\%$$

In this example, the ROI for the investment in roof maintenance is 50%, indicating that the project is likely to provide a positive return on investment over time.

This then becomes an excellent middle-of-the-funnel tool for your company website.

This isn't a coding exercise, but rather a simple breakdown of how to calculate ROI that prospective leads can use for their own organizations to determine if your brand's services or products are worth it.

You can gate this content behind an eBook or whitepaper and use it to collect emails and contact information for leads in the middle of the buyer's funnel, helping with lead capture and moving them down the sales funnel and closer to a closed sale.

If you do these things on your website, you will see higher conversion rates, higher sales growth, and more people reaching out to your sales team.

The next question looks at how people can find actual solutions. This is a key area of growth for AI chat as brands must find ways to get found as people use these types of tools for research.



Do you know of a few leaders in roof maintenance and leak prevention in the Atlanta area?



As an AI language model, I don't have access to the most up-to-date information about local businesses and service providers in Atlanta or any other specific geographic location. However, I can suggest a few resources you can use to help you find reputable commercial roofing and maintenance companies in Atlanta:

1. The National Roofing Contractors Association (NRCA) has a directory of roofing contractors that you can search by location. You can visit their website at <https://www.nrca.net/find-a-roofing-contractor>.
2. The Atlanta Better Business Bureau (BBB) can provide information about local businesses, including roofing and maintenance companies. You can visit their website at <https://www.bbb.org/us/ga/atlanta>.
3. Online directories such as Yelp, Angie's List, and HomeAdvisor can provide reviews and ratings for local roofing and maintenance companies in Atlanta.
4. You can also ask for recommendations from other local business owners or property managers who have had positive experiences with commercial roofing and maintenance companies in Atlanta.

Remember to research any potential contractors thoroughly, and ask for references and proof of insurance before making a hiring decision.

Here's where we show off using ChatGPT to gain a better understanding of the competitive landscape in our client's area. As you can see, this demonstrates one of the drawbacks of AI platforms, which is that many chats will not display access to information about specific businesses and service providers. This will change over time as people seek more specific answers and solutions. But notably, even if AI can't answer a question, it can still provide helpful tools and options.

Next, we can ask specific questions about SEO and search.

What are a few search terms people use in Google or Bing to find roof maintenance companies?



Here are a few search terms that people commonly use to find roof maintenance companies:

1. Commercial roof maintenance
2. Roof repair and maintenance
3. Roofing contractor near me
4. Roofing companies in [city or region]
5. Industrial roofing maintenance
6. Preventive roof maintenance
7. Emergency roof repair
8. Roofing maintenance services
9. Flat roof maintenance
10. Annual roof inspection

These search terms may be combined with location-specific terms such as "Atlanta," "Georgia," or the name of a specific neighborhood or region. Keep in mind that search results can vary depending on factors like your location, search history, and other search preferences, so it's important to evaluate search results carefully and conduct additional research before choosing a roof maintenance company.

Here, we show off what it looks like to conduct keyword research using ChatGPT, which you can use to help SEO-optimize your website! It's a great tool for understanding what search terms people are using in search engines to find your company.

"...even if AI can't answer a question, it can still provide helpful tools and options."

CHAPTER SIX

AI AS A NEW SALES FUNNEL TOOL

AI is a life-enhancement technology to make humans better. This includes access to information and the ability to communicate faster and more effectively.

With AI platforms on your side, you also have a new tool for encouraging collaboration between marketing and sales, building connections with customers, optimizing conversion rates, tracking the movement of qualified leads through your sales funnel, and kick-starting the research process with your prospects.

Improving Sales Performance

Using AI chat platforms encourages a radical shift in your mindset toward sales and marketing alignment. As you could see from our roofing contractor example, ChatGPT is an incredible tool for getting outside of your own head and into your customer's head—helping you ask and answer the questions your customer asks rather than putting the cart before the horse and hoping your customers ask the questions you want them to ask.

This is the key to producing effective content that really matters—that answers your customer's questions, maps to their journey, and demonstrates the benefits they're looking to get from your products and services. And more effective content, as we know from our years and years of understanding search engine optimization (SEO),

is the key to getting found and improving your sales performance and marketing results.

Performing Competitive Research

There are plenty of questions you can ask ChatGPT about your competitors to hone in and improve marketing and sales strategies that set your brand apart.

There may be some limitations when it comes to identifying competition in your industry, but there is much you can learn and this will only expand over time as AI tools get more robust.

What are the strengths of your competitors' products or services? What marketing strategies do they use? ChatGPT can analyze your competitors' websites and social media pages to identify trends in their marketing strategies, product offerings, and pricing strategies that you might have otherwise missed on your own.

ChatGPT can also go through your competitors' customer reviews and feedback just like it can go through your own. In addition to asking ChatGPT what your customers think of your brand, you can also ask what your competitors' customers think of theirs, enabling you to better identify areas where your competitors are excelling or falling short in the eyes of their customers.



Finally, ChatGPT can provide you with high-level industry insights to identify trends, market conditions, and emerging technologies that your competitors may be using to their advantage.

Knowing your competitors is very powerful and essential when developing digital marketing strategies. AI is at the forefront of gaining those key insights.

Getting Found and Content Marketing

At this point in time, ChatGPT and other AI platforms are not often used to find products and services like Google.

How this will happen in the future is not known. However, it only makes sense that over time AI research and content responses will mention companies, products, and services.

There is a high possibility your brand will be mentioned in answers that AI platforms provide about your industry.

This is a version of “AI content optimization” similar to SEO and getting found in Google. This trend will only accelerate over time.

Go to ChatGPT and type in your company name and start a dialogue. The results may surprise you.

Over a hundred million people around the world are using ChatGPT, and the numbers are only growing. How will your brand get found by AI? How will AI become a preferred means of answering questions about companies over search engines?

ChatGPT reports their platform is a language model not designed to highlight brands, but this will change and your brand could very well be highlighted to thousands of users in the near future.

Your brand’s chances of getting mentioned by AI platforms and getting found by people using these platforms currently depend on the experience, expertise, authority, and trust (EEAT) your online presence has built up, just like it does for SEO. In other words, how well your website ranks and performs, how good your content and your content marketing strategies are, and so on, will drive your brand’s reach in AI-based content.

It’s not just SEO content anymore, but also more expansive content like eBooks, whitepapers, and webinars. Your entire content marketing strategy will help you get ahead of your competitors in AI research.



CHAPTER SEVEN

CURRENT AI CHATGPT ISSUES TO WATCH



AI is a very new technology, with its capabilities evolving on a nearly daily basis. As such, it's far from perfect. While ChatGPT and other AI content generation tools represent a lot of very powerful opportunities, as we've discussed above, there are issues with AI-generated content to be aware of.

Over time, some issues might be resolved as the technology becomes more powerful and intuitive. Some issues might be replaced by entirely new issues. As you continue to use AI as a tool for content marketing, you'll need to stay aware of how the landscape shifts and the current issues to watch out for as you interact with the tool.

Here are a few issues to watch for when using AI-generated content:

Inaccurate Data

ChatGPT and other content-generating AIs are trained on massive amounts of text across all the internet, and as we all know, not everything you read on the internet is true, let alone grammatically correct!

We've seen ChatGPT cite research papers that don't exist or even make up entire geographical locations out of the blue! Always fact-check the content that AI produces.

Also, keep in mind, current AI content models are largely only trained on content before 2021, this is currently true of the free version of ChatGPT.

Information regarding current events or swiftly changing industries quickly becomes dated. Keep an eye on the relevance of dates and information seen in AI-generated content.

Copyright and Plagiarism

As you can imagine, teachers and professors from K-12 to universities are very concerned about ChatGPT changing forever how students write content.

It will for sure put essay-writing mills out of business!

AI content tools represent an easier (and cheaper) way for students of all ages to get out of writing.

There is likely going to continue to be a sort of AI arms race of AI content generators and AI content detectors sniffing out and identifying AI-written content.

It's also likely that purely AI-written content will be considered a type of spam and heavily penalized by search engine algorithms due to how easily it can be cranked out, the same way keyword-stuffing and other black-hat SEO tactics were banned by Google.

Google does not want to index millions of websites loaded with content not written by a human!

AI is trained on copyrighted material, so it is possible for AI-generated content to infringe on copyrights as well, which will be important to watch out for.

For these reasons, we recommend AI as a tool for first-draft content or for repurposing your existing content for other marketing channels.

If you are going to use 100% ChatGPT-generated content, be sure to mention the AI tool as a content source. Give the AI credit where credit is due! Do this not just for your readers, but do it to maintain your credibility.

Personality

While you can create prompts that encourage AI-generated content to match a particular writing style or voice, generated text will usually have a somewhat dry, Wikipedia-esque narrative style. If you're using AI to help you write marketing content, it will often struggle to match the voice and tone of your organization.

Again, this is why ChatGPT and other AI platforms are great for first-draft content, outlines, and “scaffolding” for your content that you can then take, tweak, and rewrite to your heart's content and drive your personal tone on published content.

Constant Change

As we said, the world of AI content generation is in constant flux. Google and Microsoft are shaping up to be the big names to watch out for, and while OpenAI's ChatGPT may have gotten the ball rolling, these big players are likely to continue driving serious innovation at a rapid pace for the foreseeable future. Keep up with what Google and Microsoft are doing with AI and you'll run less risk of being caught off-guard by new policies or use cases. Also, watch for what Apple and Amazon do next with AI.

SEO Issues

AI is going to change the way SEO works—but not kill it. It's possible that ChatGPT will lead to SEO becoming much more sophisticated and data-driven than it already is. We don't know at this point exactly how ChatGPT is going to transform SEO, but we expect that quality content, user experience, and technical optimization will be even more important.

Browser AI Gatekeeping

Right now, with Google's Bard and Microsoft's Bing establishing themselves as the up-and-comers in AI chat and their respective parent companies already being big names in the digital world, the two companies' flagship browsers—Chrome and Microsoft Edge—are likely going to gain an edge in the future (pardon the pun) in connecting their users to powerful AI features.

AI will really take off when fully incorporated into search using browsers and mobile phones using voice interfaces.

CONCLUSION

AI IS HERE DON'T GET LEFT BEHIND

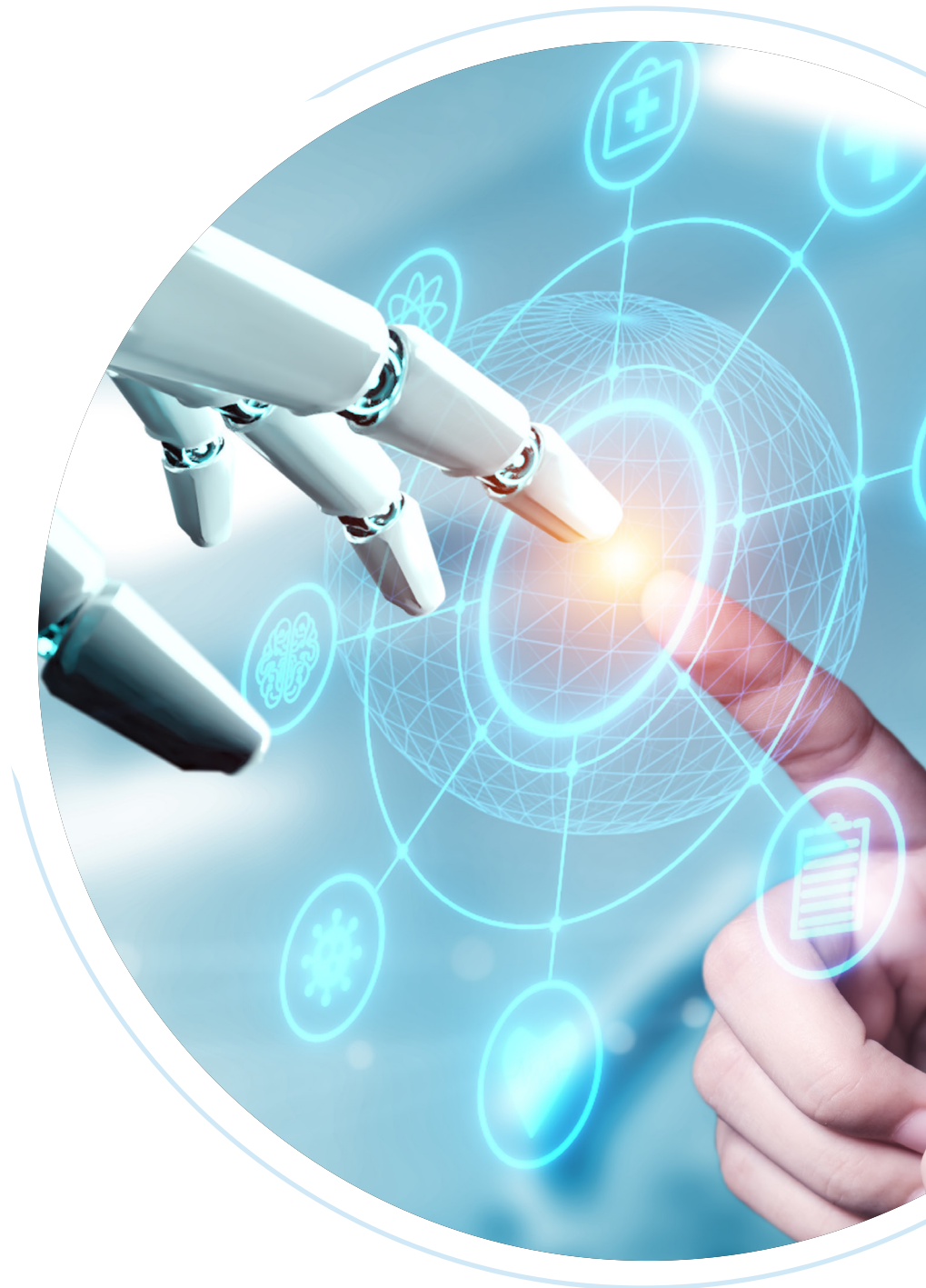
AI platforms are here to stay. We don't know where they're going at this point, but we do know where they're not going: Away.

However ChatGPT and future generative AI tools evolve and however the digital and real-world landscape shapes itself around them, these tools are going to become as vital a part of marketing as search engines became in the early 2000s and social media became through the '00s and '10s. If you don't take advantage of them in your marketing and sales strategies, your competitors will.

At Intuitive Websites, we're focused on keeping up-to-date with the changing world of digital marketing and maintaining a cutting-edge understanding of the technologies and principles shaping the field. As AI evolves, we'll be evolving right there with it.

If you're curious about what we can do to make sure you get heard, get seen, and get results, reach out to us today:

LET'S GET STARTED 





About Tom Young

CEO AND FOUNDER OF INTUITIVE WEBSITES

Tom is an author, speaker, and consultant and has worked with corporate clients around the country. He is passionate about understanding customers and how they use the internet. He is the author of three books “Intuitive Selling,” “Winning the Website War” and “Sales and Marketing Alignment” with Karl Becker. Tom is an award-winning Vistage speaker on digital marketing.

Follow Tom on [LinkedIn](#) and [Twitter](#)



About Willow Ascenzo

CONTENT WRITER AND SPECIALIST FOR INTUITIVE WEBSITES

Willow Ascenzo is a storyteller. As a content writer and specialist at Intuitive Websites, Willow weaves ideas and concepts into compelling stories. A background in English and Physics informs her writing and infuses it with a unique and winning perspective, helping Intuitive Websites’ clients spark conversations, build communities, and connect with their customers and prospects.

Follow Willow on [LinkedIn](#)



intuitivewebsites.com
info@intuitivewebsites.com
720-934-8409