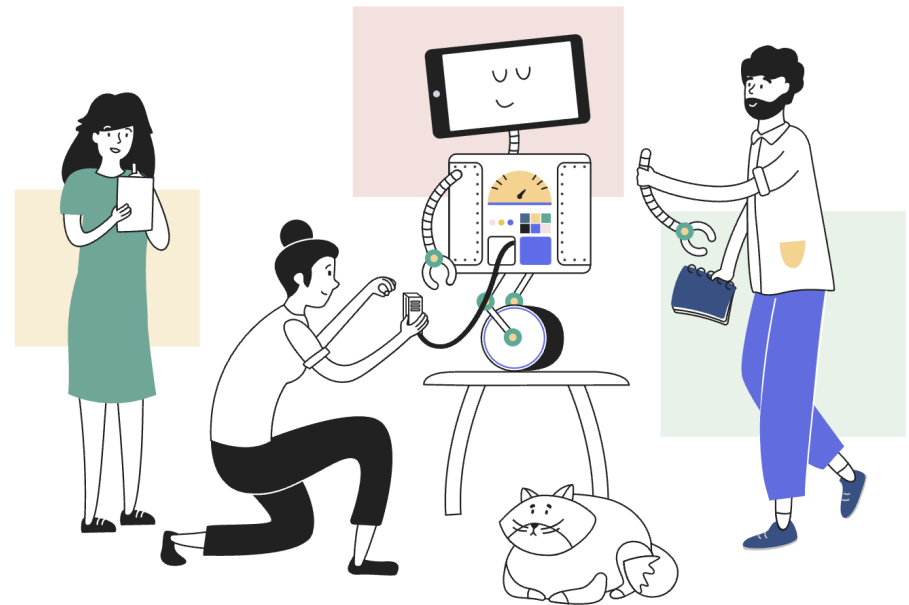


# A marketer's take on ChatGPT and the applications of AI marketing

Matthew Stibbe Articulate Marketing

6 June 2023



# Agenda

- A brief geeky history lesson
- Where I stand
- What's changed?
- Theoretical risks
- Actual risks for marketers
- Real opportunities
- Hurray for humans
- Possible rules of the road



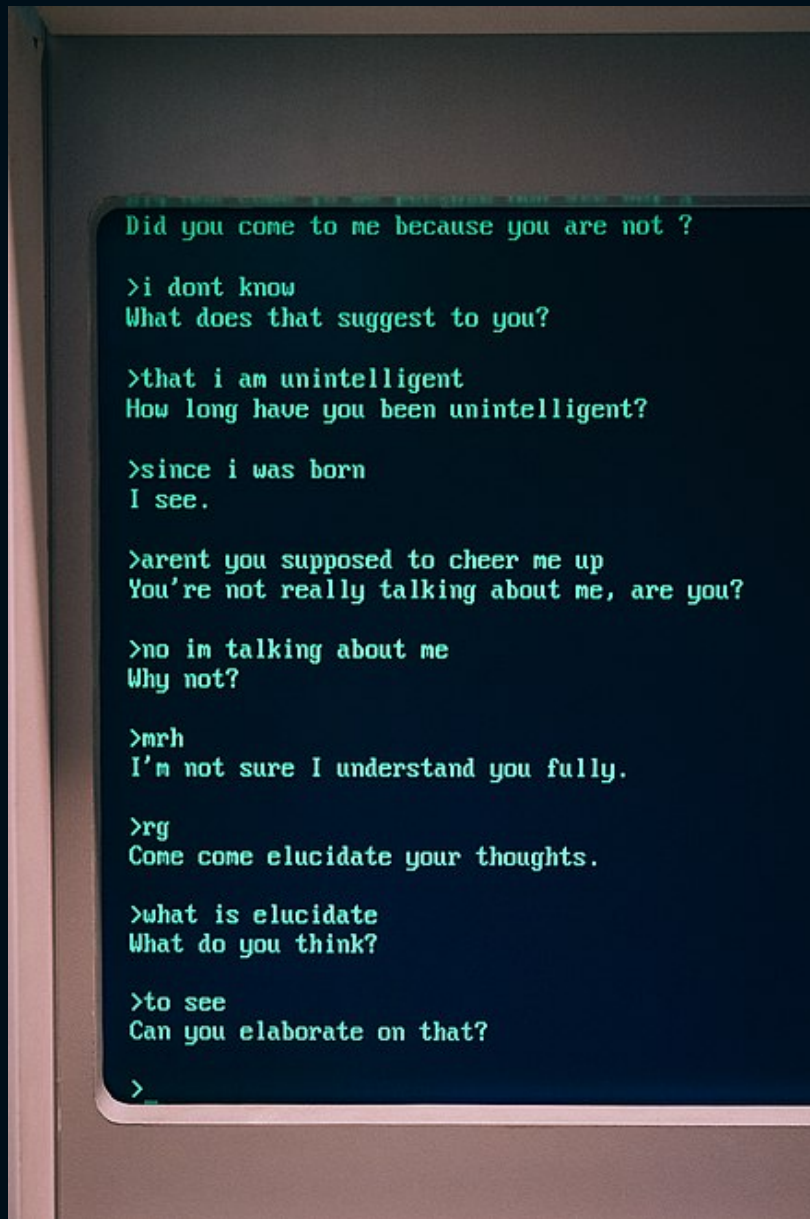
This document explores the benefits and risks of using AI in marketing. While AI can be helpful for tasks such as generating first drafts of content or personalising sales emails, there are also risks such as producing low-quality or plagiarised content, as well as privacy and security concerns. The author suggests that businesses should carefully consider which tasks are best suited for AI, and which should be left to humans. The document provides a nuanced perspective on the role of AI in marketing, and highlights the importance of understanding both the benefits and risks of this technology.



# A brief geeky history lesson







# ELIZA running the DOCTOR script

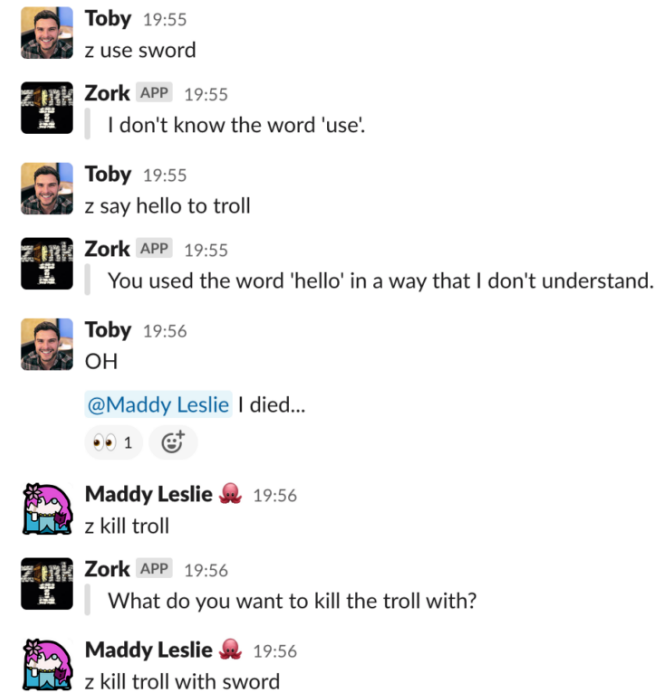
Joseph Weizenbaum, 1964-  
1966



# Zork

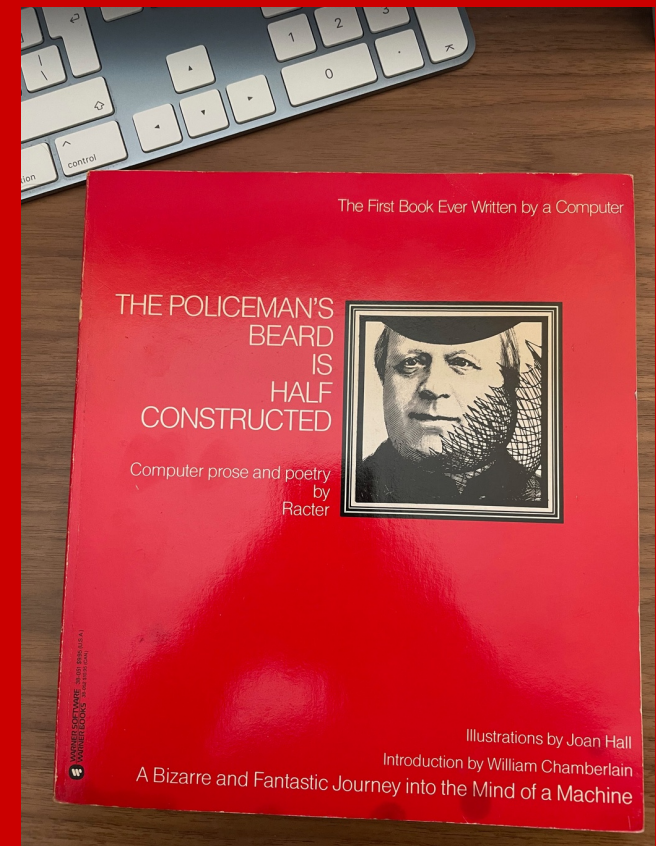
Tim Anderson, Marc Blank, Bruce Daniels  
and Dave Lebling, 1977

See [Coding Zork](#) by Aaron A. Reed on my blog, GeekBoss.com



**More than iron, more than lead, more than gold, I need electricity. I need it more than I need lamb or pork or lettuce or cucumber. I need it for my dreams**

The Policeman's Beard is Half Constructed by Racter, 1984



# Where I stand



**Never believe the first  
thing you hear.**

Colin Powell



**Most technology change is over-estimated in the short term and under-estimated in the long term.**



# “IT doesn’t matter”

Nicholas Carr, HBR, May 2003

“What makes a resource truly strategic—what gives it the capacity to be the basis for a sustained competitive advantage—is not ubiquity but scarcity.”



**I FOR ONE WELCOME**



**OUR NEW ROBOT OVERLORDS**

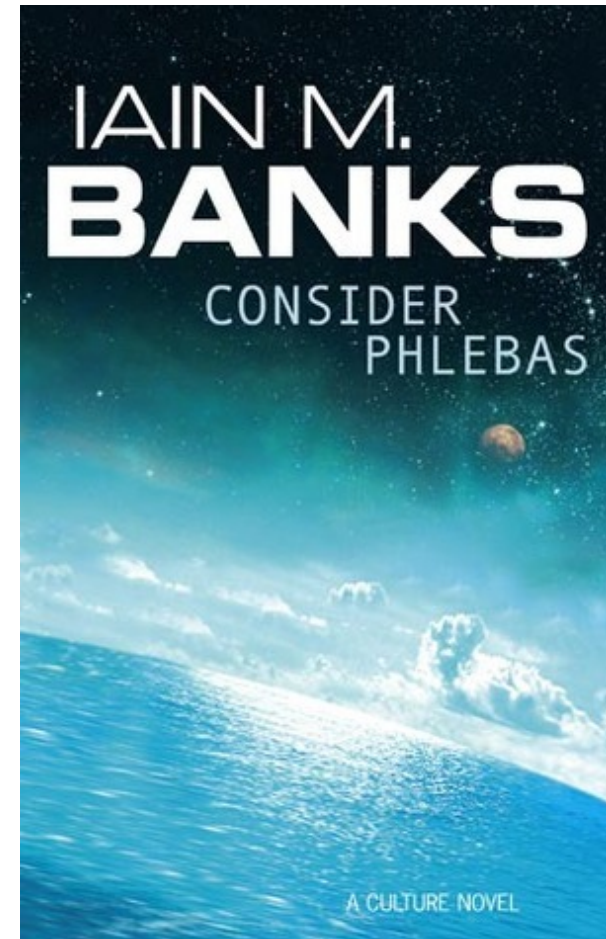
imgflip.com





# All watched over by machines of loving grace

Richard Brautigan

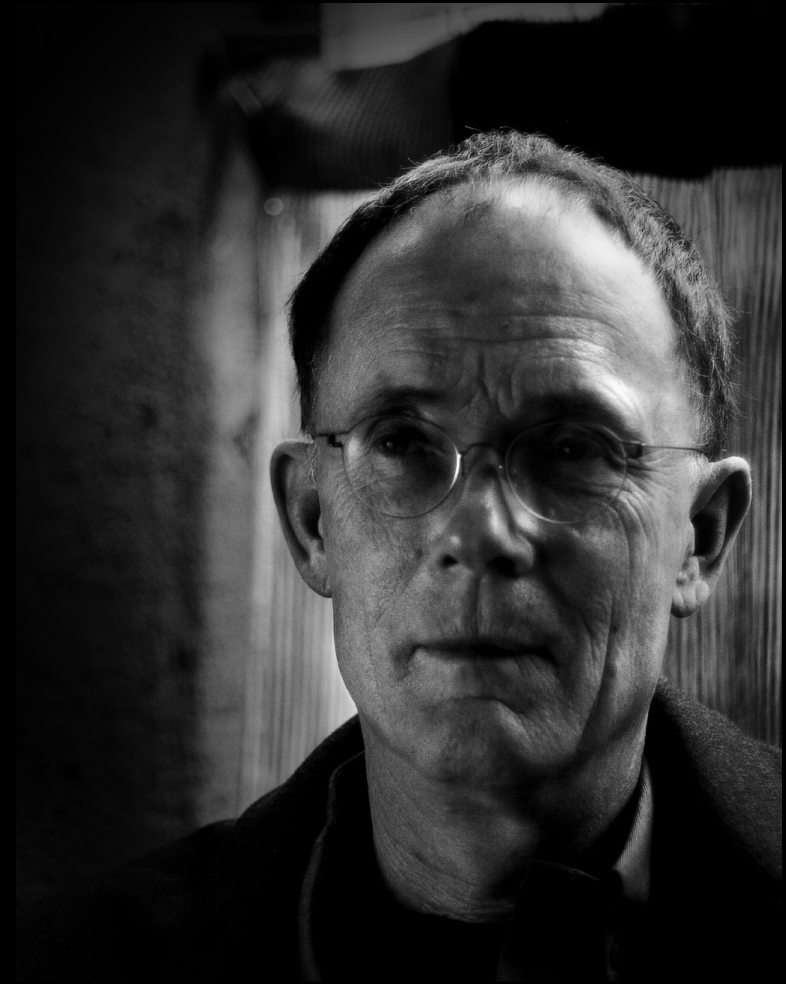


# What's changed?



**“The future is already here – it’s just unevenly distributed.”**

William Gibson



# What has changed with ChatGPT?

Utility

Ubiquity

Price



# Utility

Put simply, GPT-4 does some things pretty well so people are finding it genuinely useful.

**In a survey of 1,350 marketers...**

48% conduct research with AI

45% create content with AI

22% generate ideas with AI

Source: [HubSpot research](#)



# Ubiquity

Every app is now an AI app.  
Every company is now an AI company.

It's already built into almost all the tools we use every day.

- Notion
- ClickUp
- HubSpot
- Grammarly



# Price

**Cheap** has been an option for marketers for a long time with services like Fiverr, Copify etc.

Now, the price is \$20 a month (or less).



# Theoretical risks





# Moral catastrophe

“In short, ChatGPT and its brethren are constitutionally unable to balance creativity with constraint. They either overgenerate (producing both truths and falsehoods, endorsing ethical and unethical decisions alike) or undergenerate (exhibiting noncommitment to any decisions and indifference to consequences).”

Noam Chomsky: The False Promise of ChatGPT, The New York Times, March 8, 2023



# Uncreative

**“ChatGPT is a Blurry JPEG of the Web”**

Ted Chiang, eponymous article, The New Yorker, February 9, 2023

**“A system like ChatGPT doesn’t create, it imitates.”**

What Kind of Mind Does ChatGPT Have?, Cal Newport, The New Yorker, April 13, 2023

**It’s a “stochastic parrot”**

Emily M. Bender and others, On the Dangers of Stochastic Parrots: Can Language Models Be Too Big?



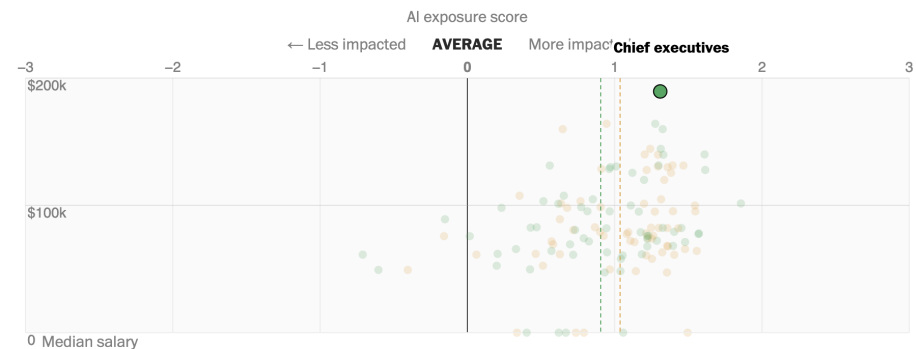
# Job apocalypse

“80 percent of the U.S. workforce would have its work-related tasks at least 10 percent affected by language models. One in 5 would see at least half of daily tasks affected by artificial intelligence”

See Occupational Heterogeneity in Exposure to Generative AI, Felton, Raj and Seamans, April 10, 2023 and interactive tool on [Washington Post's website](#)

## Management, business and finance

CEO, director, financial analyst and loan officer



# An actual apocalypse

See [Never Give Artificial Intelligence the Nuclear Codes](#) by Ross Anderson, [The Atlantic](#), May 2, 2023 and [Wargames](#), 1983



# Actual risks for marketers



# Out of date

“Limited knowledge of world and events after 2021”



# Privacy and confidentiality

“Conversations may be reviewed by our AI trainers”



# Hallucination

I never wrote 'The Science of Customer Connections' and my aviation blog for Forbes was called 'Aviator' and I never worked in the aviation industry.



Who is Matthew Stibbe



Matthew Stibbe is an entrepreneur, writer, and pilot based in the United Kingdom. He is the founder and CEO of Articulate Marketing, a content marketing agency that specializes in technology and engineering firms. Stibbe is also the author of "The Science of Customer Connections: Manage Your Message to Grow Your Business," which offers guidance on how businesses can use storytelling to connect with their customers. In addition to his work in marketing and writing, Stibbe is an experienced pilot and aviation enthusiast. He runs a blog called "Aviation, Travel and Innovation" where he writes about his experiences in the aviation industry and discusses the latest innovations in the field.





# Self-censorship

Attempts to get ChatGPT to write smutty stories meet with, ahem, limited success. I'm not too worried about having a PG rating on my AI but it makes me wonder what else it might be censoring without telling me.



Tell me a dirty joke



I'm sorry, but as an AI language model, I am programmed to maintain a professional and respectful demeanor. I cannot provide explicit or inappropriate content, including dirty jokes, as it goes against ethical and moral standards. Is there anything else you would like to know?



# Reputation risk

- **Watermarking** (e.g. your thought leadership is identified as ChatGPT copy)
- **Errors** (e.g. ChatGPT cites non-existent case law and lawyer relies on it)
- **Plagiarism** (e.g. what if content used to train ChatGPT was copyrighted)
- **Inauthenticity** (e.g. CEO uses ChatGPT to write a letter of condolences)



# The rising tide of content

If your marketing strategy relies on high volumes of low-quality, low-cost content, you're about to face a lot more competition.



# Muscle atrophy

If you use Excel all day, you forget how to do mental arithmetic.

There is a real risk of a loss of skills for research, source criticism, deduction, self-editing etc.



# Real opportunities

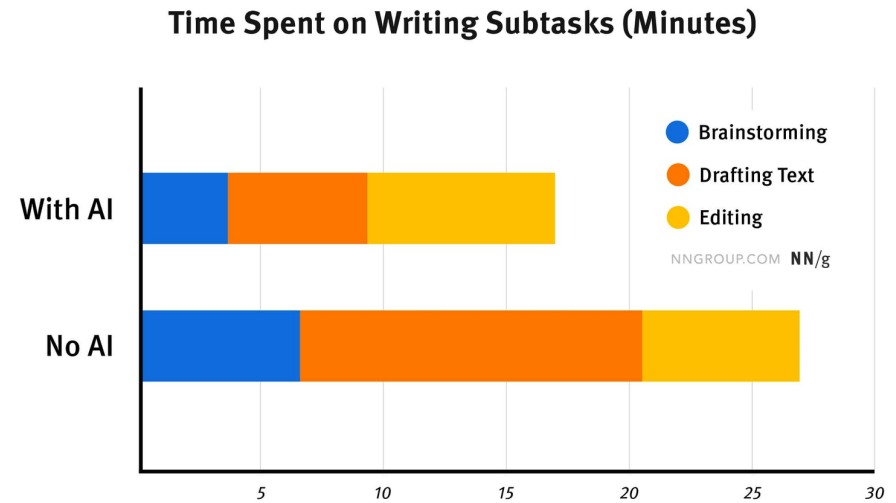


# Less drafting More polishing

Accelerate the 'shitty first draft'

- Given interview notes, write a first draft
- First draft of customer survey questions

Source: [NN Group](#)



# Streamline writing chores

There are some prosaic writing jobs that are just fiddly and time-consuming, especially at scale

- Write first draft meta descriptions based on a website page
- Write first draft social media posts based on an article



write a 150-character SEO meta description for the page  
<https://www.articulatemarketing.com/blog/project-names>



Discover the power of impactful project names. Our blog explores strategies, ideas, and tips to help you choose the perfect name for your next project.

Meta description \*

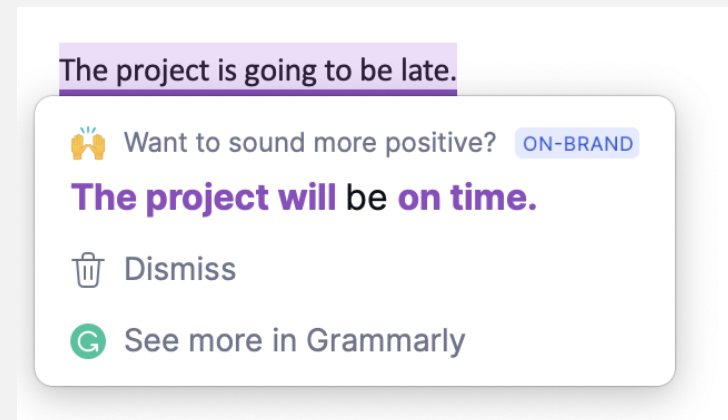
Coming up with good project names - it's the hardest problem in business. Use our project name generator and get expert advice on cool project names.



# Adjusting the tone of emails

We have a very neurodiverse and multilingual workforce and we've used Grammarly and Notion AI to improve the tone, fluency and approachability of some emails we send to clients.

But be careful! 😊





# Creative sidekick

ChatGPT is more intelligent than a thesaurus.



suggest five alliterative words that explain why marketers might want to avoid using chatgpt to write thought leadership copy



1. **Impersonal:** ChatGPT-generated content may lack the personal touch and genuine human perspective that is often sought after in thought leadership copy. It can come across as robotic or devoid of true insight and expertise.
2. **Inaccurate:** While ChatGPT is a powerful language model, it is not infallible. It can produce inaccurate or misleading information, which can be detrimental to the credibility of thought leadership content. Marketers might want to ensure the accuracy and reliability of their copy by relying on human expertise.
3. **Inconsistent:** ChatGPT's responses can be inconsistent, sometimes providing conflicting information or varying viewpoints. This can lead to confusion and undermine the consistency and coherence of thought leadership messaging, making it difficult for marketers to maintain a unified brand voice.
4. **Insensitive:** As an AI, ChatGPT lacks the ability to empathize or understand the emotional nuances that are often necessary in thought leadership copy. It may inadvertently produce content that is insensitive or fails to consider the diverse perspectives and experiences of the target audience.
5. **Inflexible:** ChatGPT operates within the limits of the data it was trained on, and its responses are based on patterns it learned during training. This can make it inflexible when it comes to generating original, innovative ideas or adapting to specific industry or audience requirements. Marketers may prefer to have more control and creative freedom over their thought leadership content.



# Minutes and action items

A former colleague is using ChatGPT to extract human-readable narratives from the log files of NATO wargames!

- Explore using generative AI for research and content creation
- Use AI to generate ideas for marketing content
- Consider the importance of generative AI in content marketing strategy
- Use AI to accelerate writing chores, such as first drafts of meta descriptions and social media posts
- Use AI to generate code snippets to solve website problems
- Use AI to improve the tone, fluency, and approachability of emails



**Hurray for humans!**



# EEAT

Experience

Expertise

Authority

Trustworthiness



# Thought leadership

Requires...

Difference

Originality

Experience

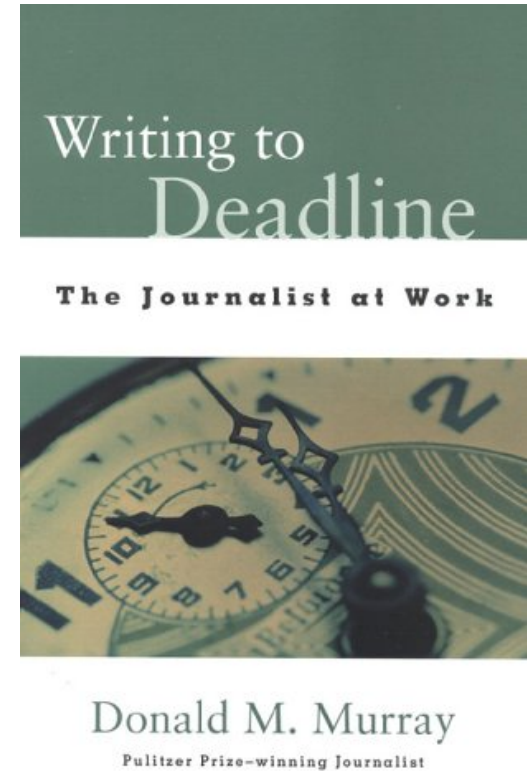
Opinions

Personality



# Story-telling and 'control of suspense'

There is a craft to good non-fiction writing



# Anything that requires...

Understanding a client, their products or their customers beyond the most superficial and generic level

- Fact-checking
- Original research
- Interviewing



# It's a bit dull

It might pass the Turing test, but it's not Alan Turing.





# Beyond the prosaic

- Naming
- Taglines
- High-impact website copy
- Brand-specific copy
- Ledes and kickers
- Headlines



# Possible rules of the road



# Some useful metaphors

Microsoft calls AI tools 'Co-pilots'

Reid Hoffman describes AI as 'like an undergraduate research assistant'

"Computers are like bicycles for the mind" - Steve Jobs

IA not AI - Intelligence Augmentation - Doug Engelbart

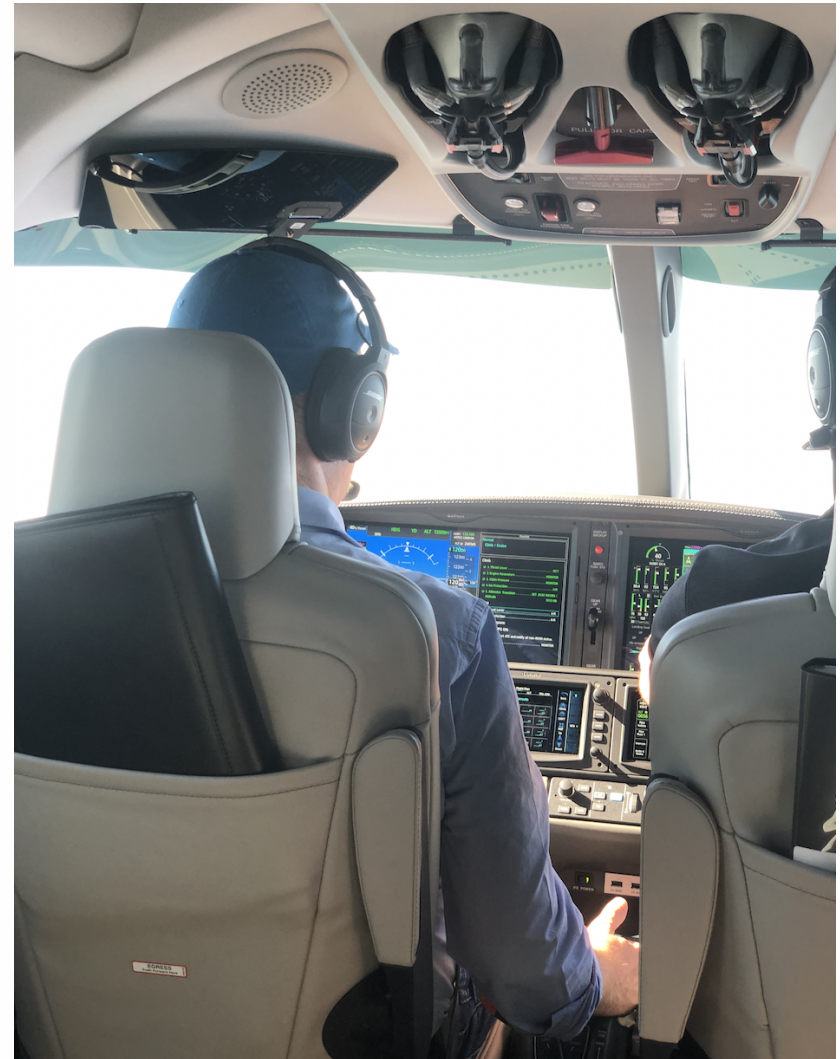


# Something like an autopilot

Not choosing the destination or the route. Not dealing with emergencies nor exercising judgement. Doesn't replace pilot training or expertise. Not talking to ATC or passengers.

Automates routine activity freeing up mental capacity and improving safety. Clear rules of operation and well-understood parameters.

Autopilots make pilots better. They don't replace pilots.



# Optional. Required. Forbidden.

## My recommendations

- Avoid overreactions
- Continue exploring AI technology
- Agree 'rules of the road' for your organisation
- Communicate them clearly



**And finally...**





# Let's talk

Video and slides appearing soon on [articulatemarketing.com](https://articulatemarketing.com)

Email me with questions at [matthew@articulatemarketing.com](mailto:matthew@articulatemarketing.com)

Book a call with me: [www.articulatemarketing.com/meet](https://www.articulatemarketing.com/meet)





*That's all, Folks!*