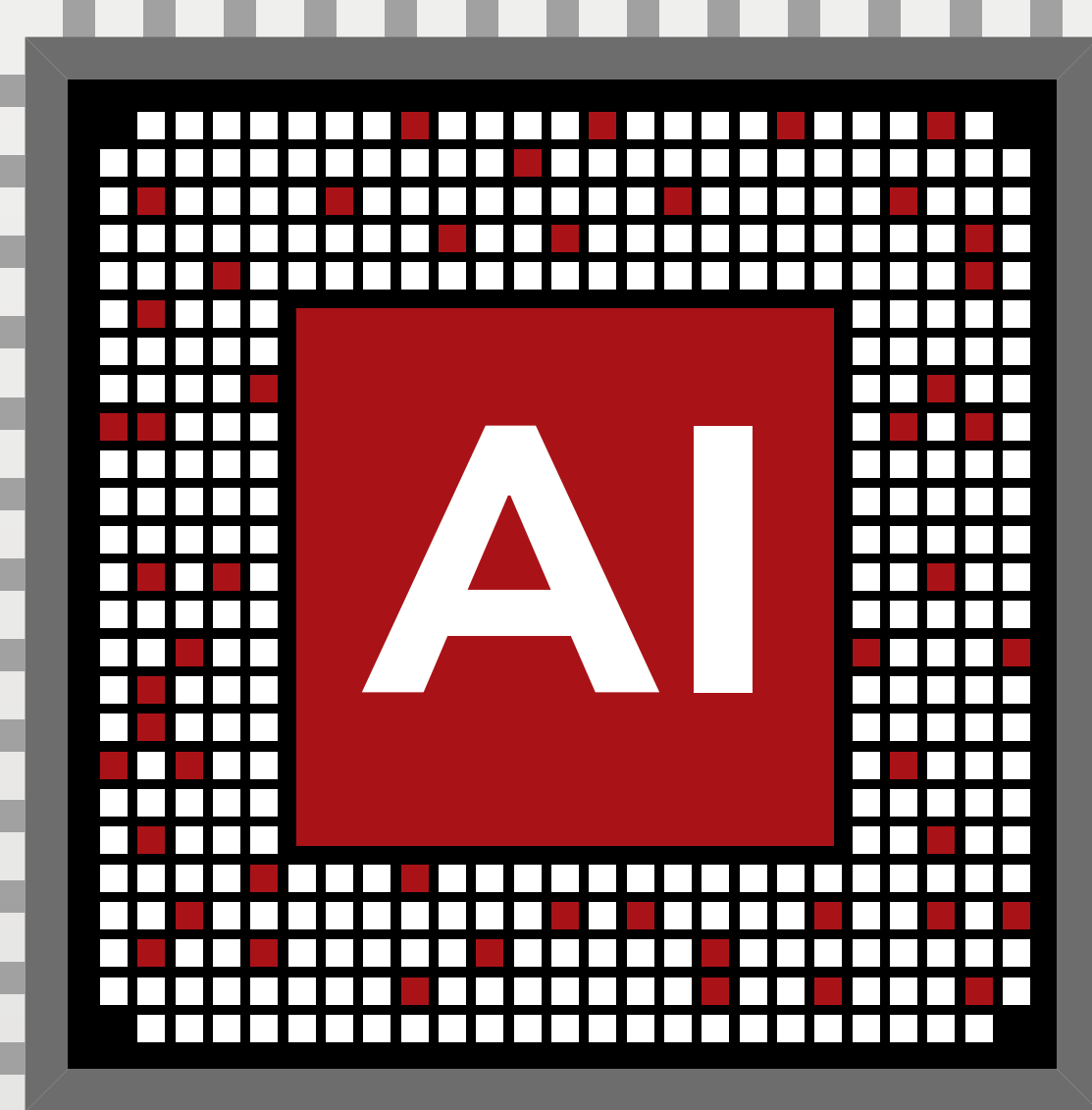


Artificial Intelligence



Artificial intelligence (AI) is making headlines as well as making its way into every industry, including marketing. It offers some fantastic, time-saving benefits to your marketing process, but like in any industry, there are some skills it simply can't replace.

When you need data analysis, automation or transcription, AI is amazing. When you need creativity or a strategic advantage, AI falls flat. That's why there's SJC Marketing. As with every trend, we embrace what's great and skip what isn't. Here's your guide to AI in marketing:

Your Audience

Pro: AI Helps with Knowing Your Audience

- Data analysis and insights
- Behavior patterns and predictions
- Segmentation

Con: AI Can't Know Your Audience

- Making an Emotional Connection
- Reading between the lines of a comment or complaint
- Empathizing with pain points

Pro: AI Helps You Be Creative

- AI can tell you what's been done before, spot trends in creative approaches
- AI may be able to predict what's coming in trends

Con: AI Has No Actual Creativity on its Own

- If everyone starts using AI for creativity, all marketing will start to look similar
- This is the fun part; if you've never done a brainstorming session with SJC, you're missing out!

Pro: Informing Strategy

- Cleaning up data
- Organizing information

Con: Developing Strategy

- You still need marketers to map out a strategic approach
- Sometimes experience is more valuable than data. AI can't replace a gut feeling.

Strategy

Content

Pro: Optimizing Content

- Making sure the right content is sent at the right time
- Matching content to segmented audiences
- Technical tasks, like transcribing video, automating email marketing or scheduling social media posts

Con: Content Itself Is Better With Humans (Humans from SJC, in Particular)

- Writers have a unique voice, and your company does, too
- The content from AI isn't original; it is pulled from data and other sources
- Accuracy—who's checking facts?

Creativity

