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REVOLUTIONIZING
MARKETING WITH
GENERATIVE AI **WHAT
DOES THE FUTURE
HOLD?**

CIT: THE BUSINESS MENTOR



Using this tool, Alyssa set up a series of targeted ads to reach her target audience across multiple channels. The AI-based system would automatically optimize the ads to ensure they reached the right people at the right time, and Alyssa could monitor the campaign's performance in real time. By the end of the day,

"Alyssa is a Social Media Manager at a digital marketing agency. She works in a hybrid mode— she spends three days at the office and works from home two days. Monday is her work-from-home day, and today Alyssa must create a series of social media content for an upcoming product launch. First, she reviewed the brief received from the client and started writing prompts for the GenAI software that she will use to complete the task. She started with the text generation software, entered the prompts with written parameters such as the scope of the campaign, tone of message and target audience, and within minutes, it created a range of options for her to choose from. She was happy knowing that the software would generate the content in just a fraction of the time it would take her to do it manually. From the offered options, she picked the ones that she thought were the most effective and then made a few adjustments to customize the content to the campaign's specific needs. Then she moved to visual content. She repeated the same process with image generation AI, and after receiving several visual solutions, she decided on the most optimal ones.

With the content finalized, Alyssa started setting up an automated campaign management system.

Alyssa had completed the content for the social media campaign and set up a fully automated advertising campaign that would run for the next few weeks."

This is how a day in the life of a Social Media Manager could look like a short time from now, thanks to the power of generative AI and automated campaign management. Much attention has recently been given to AI applications in all areas of business and life. With the launch of public testing of Open AI ChatGPT, the AI genie was released from the bottle, and other AI tools followed up. As technology continues to evolve, even more tools will be available to help us in all business areas, including marketing.

AI tools are not new to marketing, and they have been applied for some time now for data analytics, text recognition and sentiment analysis, personalization, campaign optimization and in other areas. Nevertheless, the propulsive development of Generative AI in the past few months has significantly impacted marketing practices and has the potential to completely change the marketing content creation process.

So, what exactly is Generative AI? I decided to ask Chat GPT – a generative AI tool which can generate textual content based on the user prompt.

Prompt used

Write a 50-word paragraph explaining the Generative AI in a formal style for the business magazine.

ChatGPT response

Generative AI is a cutting-edge technology that uses machine learning algorithms to generate new, unique data from existing datasets. This type of AI has the potential to revolutionize the way businesses approach problem-solving, creativity, and innovation. Generative AI can be used for a wide range of applications,

from creating realistic images and videos to developing new products and services. By leveraging the power of generative AI, businesses can gain a competitive edge and drive growth in today's fast-paced digital landscape.

GenAI is a machine learning technology that can create different types of content based on a set of given parameters ("prompts"). For example, it can generate text, images, videos, and other types of content based on the commands assigned in the prompts.

Learning to write GenAI prompts

I cannot emphasize enough the importance of learning prompt writing for future marketers. To create high-quality content with GenAI tools, a key point is writing a good prompt.

And this is exactly where human creativity will play a significant role in generating prompts. The importance of the art and science of prompt writing is already well-known in the communities involved in AI-based arts and using GenAI tools such as Midjourney, where the final output depends exclusively on the written prompt.

The prompts are the starting point for creating content, and parameters need to be specific and informative enough to generate original and engaging content that will capture the audience's attention

The prompt could include many parameters, such as the type of content, the tone, the target audience, and the platform. For example, if we want to create content for Instagram or TikTok, we might prompt the AI to write



in an informal tone, whereas content for LinkedIn may require a more professional tone. We can experiment with different versions of prompts until we find the best one.

Additionally, there are already courses on prompt writing along with several prompt writing communities on Discord, which can provide a plethora of useful information for beginners.

Once we define parameters, the GenAI tool will generate content that meets the criteria. However, to create high-quality content, it is crucial to balance the automation provided by GenAI and the creativity and expertise that only the human touch can provide.

The content created by AI usually will not be ready to be published as it is. It needs additional review, check, and editing by a marketing specialist to ensure that content is well written, well targeted, not offensive and relevant for target audiences. In many cases, the prompt might need to be adjusted, and the response regenerated several times until the final version is created.

How can GenAI benefit marketing practices?

It is clear from the described process how GenAI can benefit marketing practices, especially in content creation. Companies must create large amounts of content to reach their target audience daily to stay on top of social media developments. Nevertheless, as we all know, creating high-quality content can be time-consuming and expensive. Generative AI can make the process of content creation faster and more efficient by generating draft content based on the assigned parameters in a matter of minutes.

Automating various tasks in marketing utilization of GenAI in everyday work can free marketers

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to focus on more strategic activities. GenAI can generate new and innovative ideas for marketing campaigns and products.

By analyzing consumer preferences and behavioural data, GenAI can suggest new approaches that marketers may not have considered. All this can lead to increased productivity and better utilization of resources. Advanced, efficient, and fast GenAI tools can help marketers improve the efficiency and effectiveness of their daily work.

However, it is important to remember that generative AI is not a magic wand that will create solutions for all marketing challenges. Firstly, we must understand that an AI-based tool will be only as good as the data it was fed. Secondly, businesses must deeply understand their target audience's needs, interests, and buying behaviour. Without this understanding, even the most sophisticated GenAI cannot generate effective marketing content.

A major concern related to numerous areas of AI application in business, including marketing, is the potential for generative AI to make human jobs obsolete. As many before have said: AI will not replace you, but the individual who knows how to use AI - will. While AI-based tools can automate many tasks, they cannot replace human

creativity and critical thinking.

Moreover, any AI-generated content must be reviewed, edited, and critically assessed. The key to successful content creation using GenAI is to balance AI-

based tools and human intervention. While GenAI can generate content quickly and efficiently, humans can provide the creativity and expertise to ensure the content meets the required standards.

So, what does the future hold for generative AI in marketing? As this technology continues to evolve, we expect to see more advanced and sophisticated tools which will be able to generate even more personalized and engaging marketing content.

We can also expect more businesses to adopt generative AI in their marketing strategies to stay competitive and improve their work efficiency.

The new workforce will need to adjust to the changed industry needs and develop skills and knowledge relevant to future marketers.

