

# Beyond ChatGPT

*How **AI** Will Transform Your Company and Career*

**Paul Roetzer**

Founder & CEO

Marketing **AI** Institute

@paulroetzer

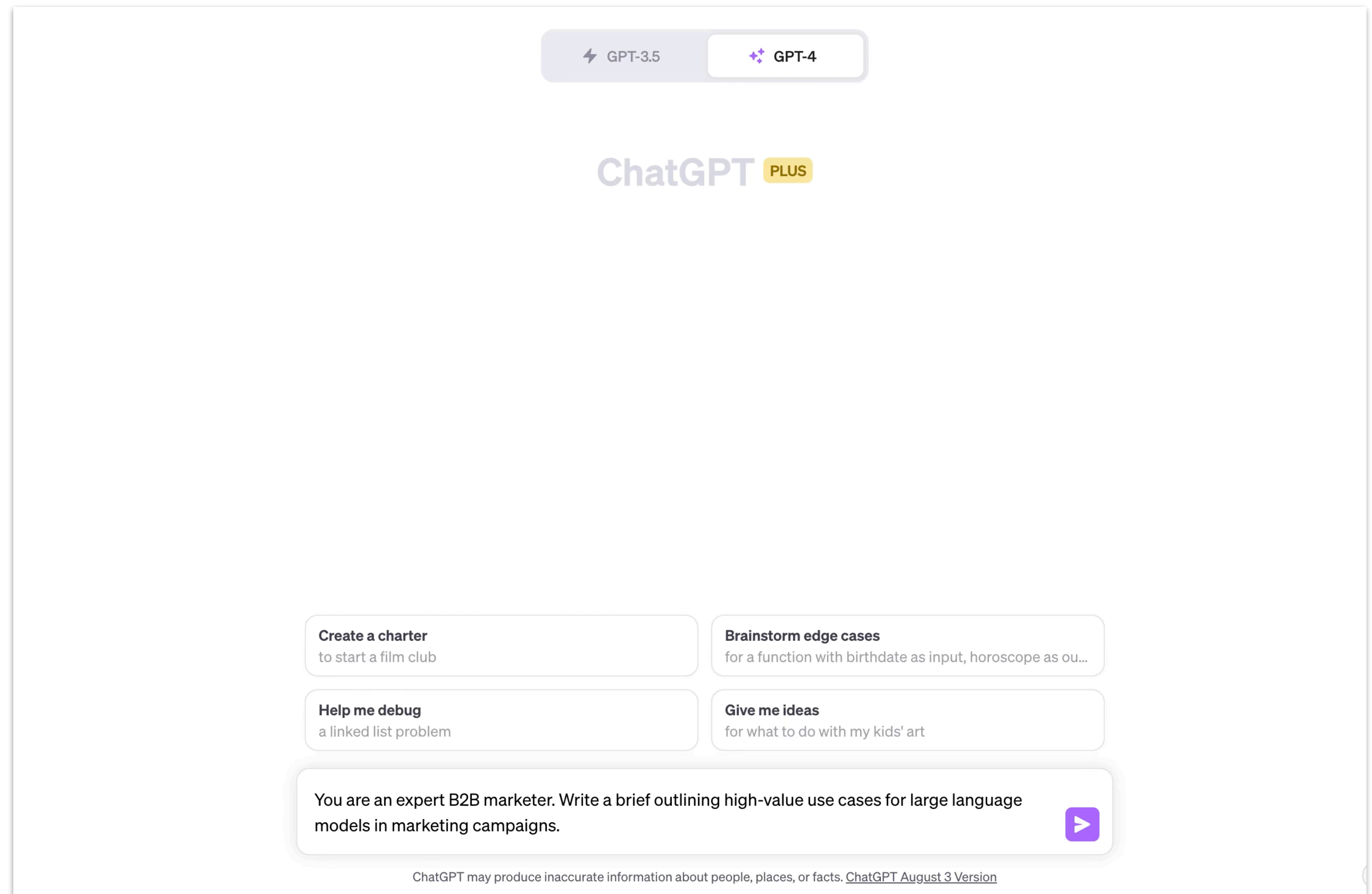




AI is changing businesses, industries, the economy, educational systems, society, and your career, and not nearly enough practitioners and leaders have even a baseline understanding of the technology.



ChatGPT is just the tip of the AI iceberg. It's the shiny object that's captured everyone's attention, and rightly so.





“Software that can think and learn will do more and more of the work that people now do. . . . **This technological revolution is unstoppable.** And a recursive loop of innovation, as these smart machines themselves help us make smarter machines, will accelerate the revolution’s pace.

“The coming change will center around the most impressive of our capabilities: the phenomenal ability to **think, create, understand, and reason.** To the three great technological revolutions—the agricultural, the industrial, and the computational—we will add a fourth: **the AI revolution.**”

— Sam Altman, CEO, OpenAI



Source: ["Moore's Law for Everything," Sam Altman Blog](#)

Photo by Steve Jennings/Getty Images for TechCrunch



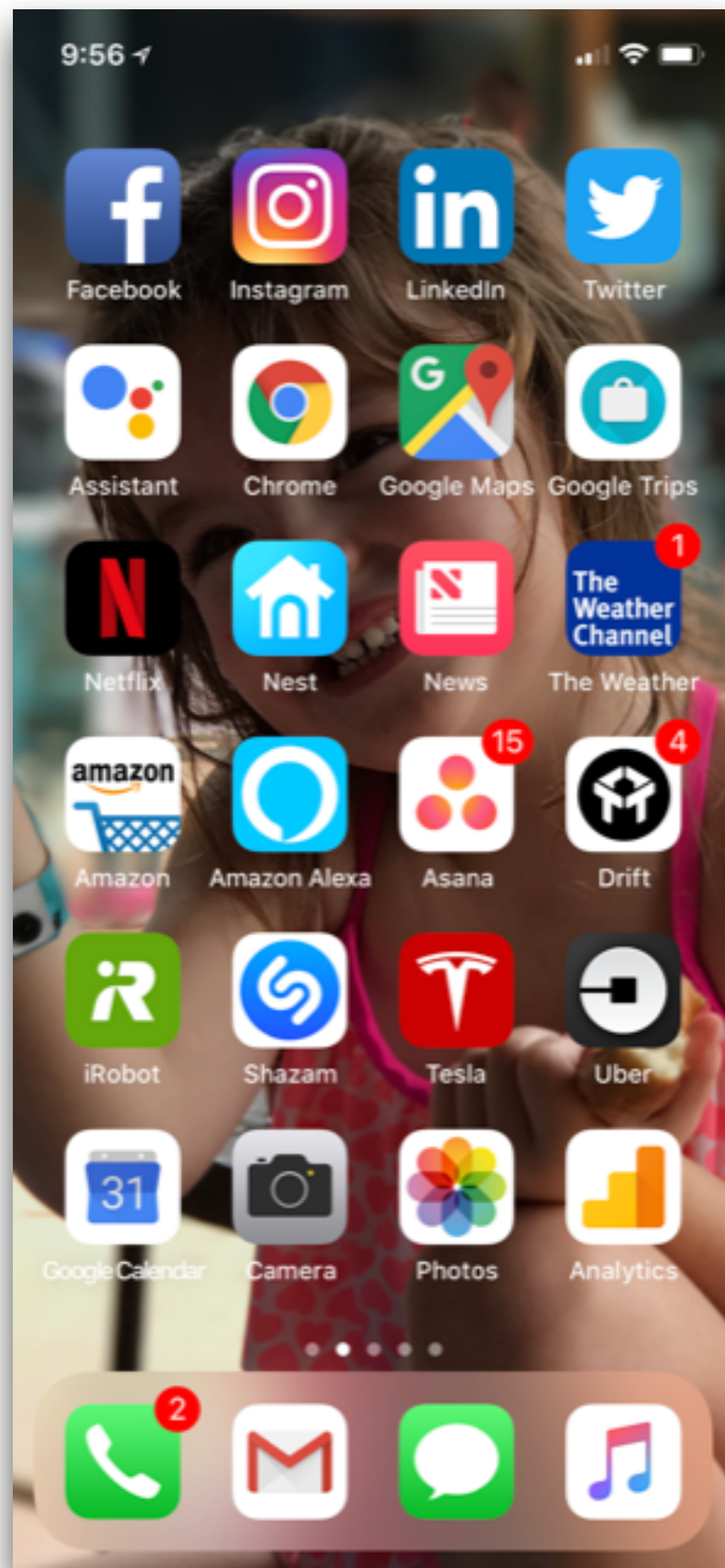


What is your AI opportunity?

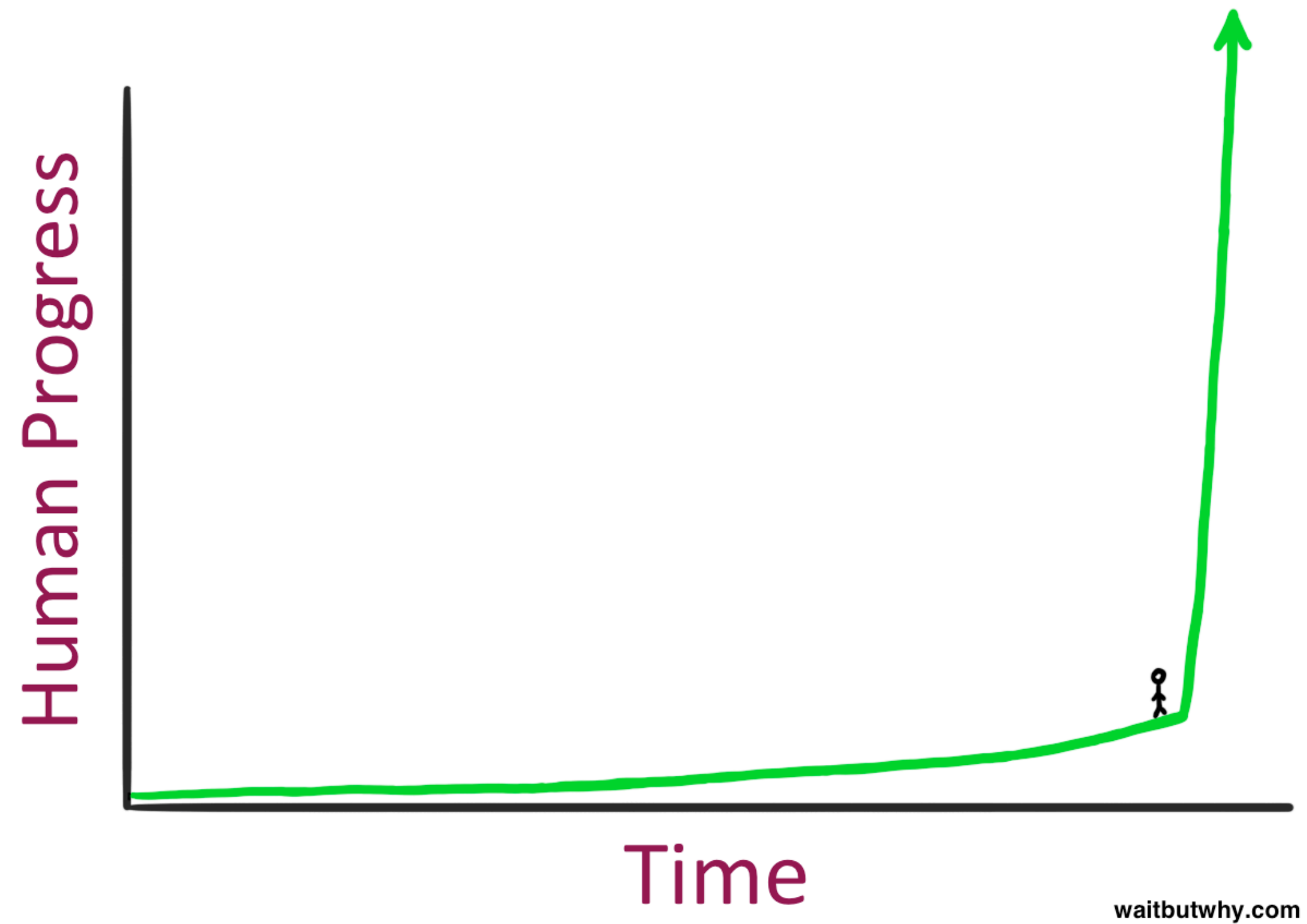


Your life is **AI assisted**. Your career will be too.





- YouTube suggests videos.
- Gmail finishes your sentences.
- Facebook targets you with ads.
- Spotify learns the music you love.
- Alexa and Siri answer your questions.
- TikTok personalizes the For You page.
- Amazon predicts your next purchases.
- Netflix recommends shows and movies.
- Google Maps routes you to your destination.
- Apple unlocks the iPhone by scanning your face.
- Tesla Autopilot steers, accelerates, and brakes your car.
- Zoom automatically transcribes your recorded meetings.
- LinkedIn curates your homepage and recommends connections.



Think about **how rapidly technology has evolved** over the last two decades. Now imagine that it is multiplied by a factor of 10, 20, or even 100x.

Source: The AI Revolution (Tim Urban)



This is the **least capable AI** you will ever use.

“Most amazing fact about AI is that even though it’s starting to feel impressive, a year from now we’ll look back fondly on the AI that exists today as quaint & antiquated.”

— Greg Brockman, President & Co-Founder, OpenAI



Source: [Twitter @gdb](#) (Feb. 12, 2023)

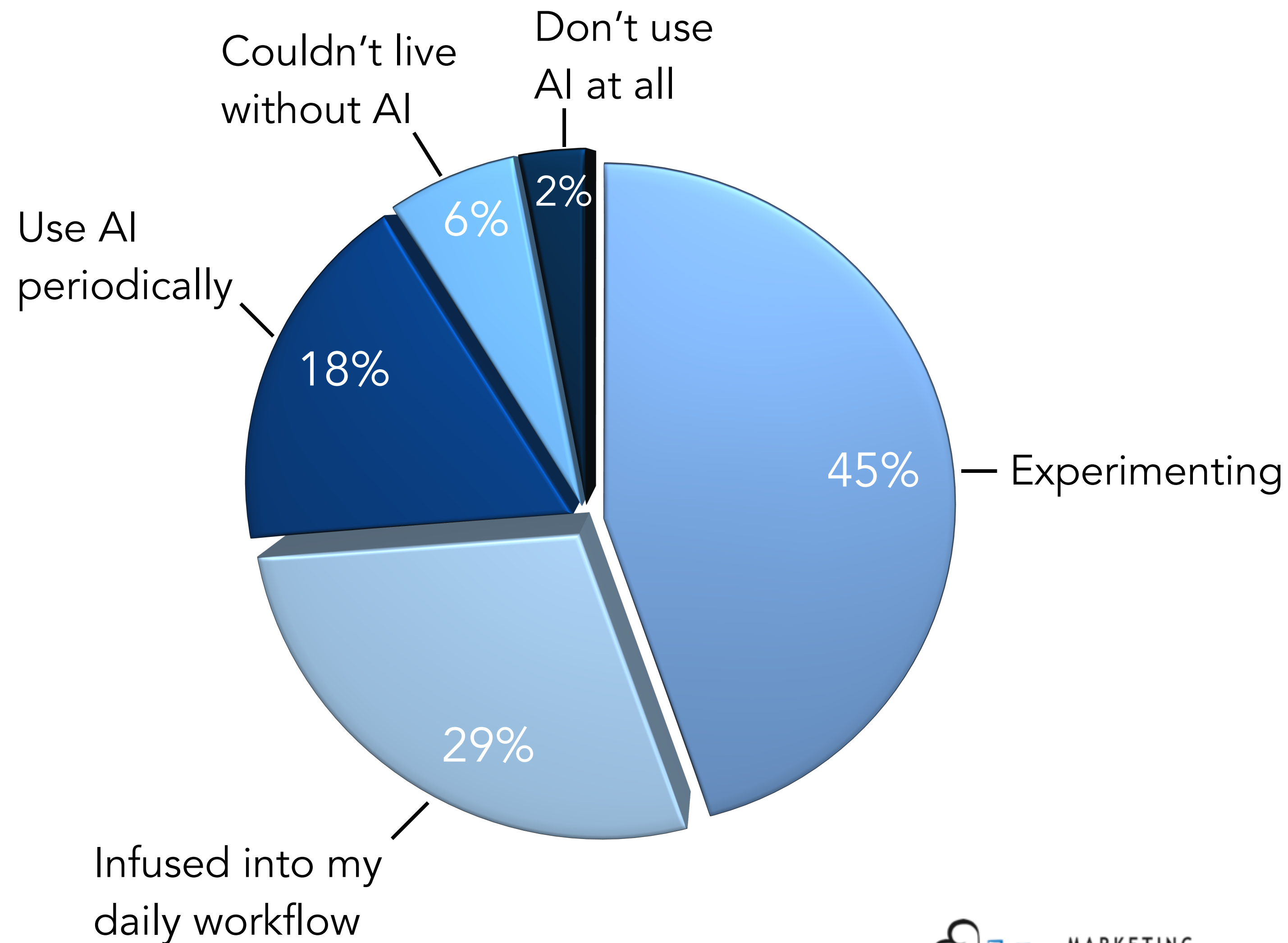





80% of what knowledge workers do every day will be **intelligently automated** to some degree in the next 1 - 2 years.



# How would you best describe your personal use of AI tools?



n = 914

[Waitlist](#)[About](#)[Blog](#)[Login](#)

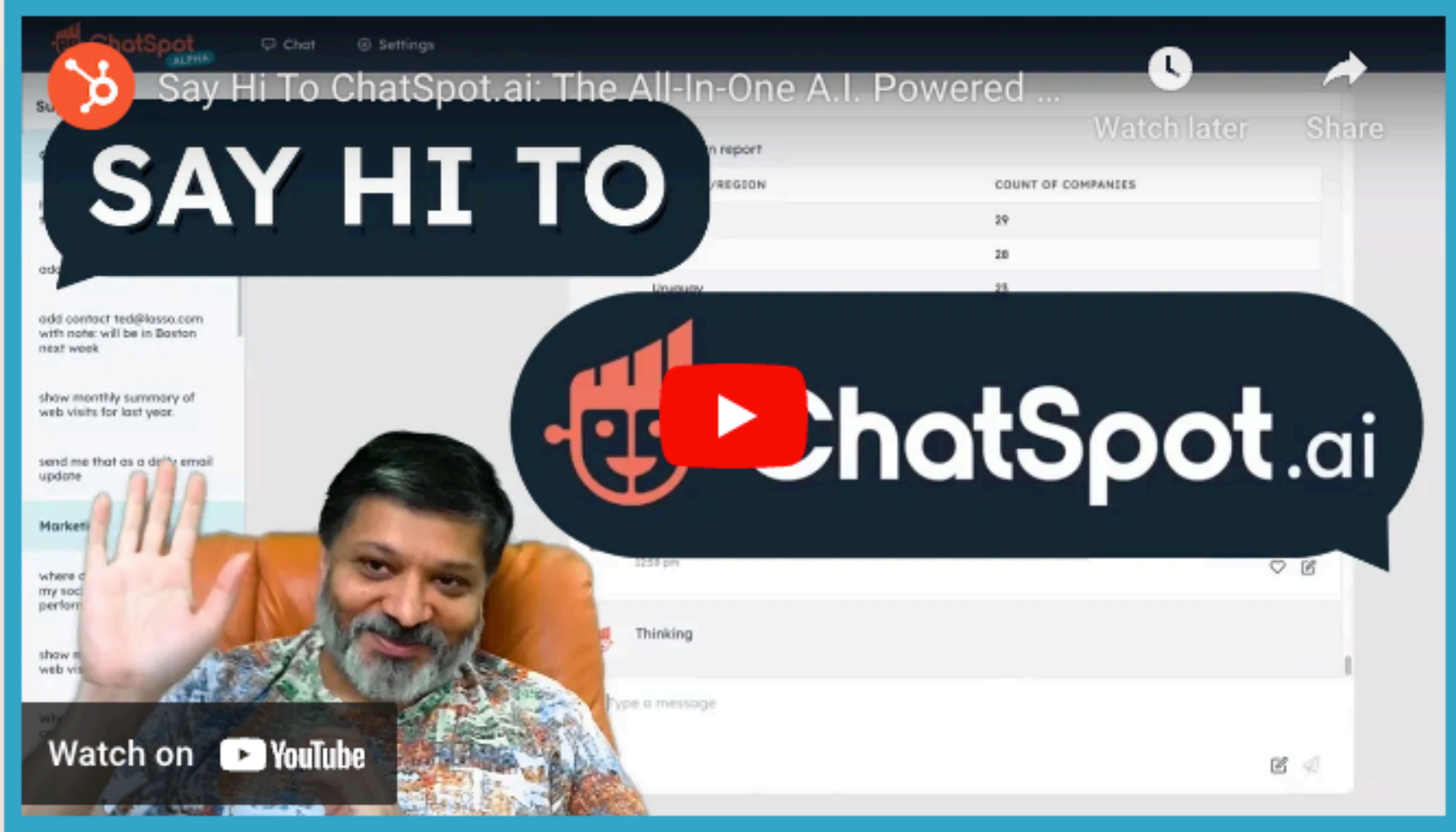
# ChatSpot = ChatGPT + the power of HubSpot CRM

Be first in line for the public alpha by signing up below.

[Sign Up With Google](#)

OR

Send an email to [join@chatspot.ai](mailto:join@chatspot.ai) with the subject "Join"



SAY HI TO ChatSpot.ai

Watch on YouTube

ChatGPT + HubSpot CRM + DALL-E + Stable Diffusion + Google Docs / Sheets

Source: [ChatSpot](#)

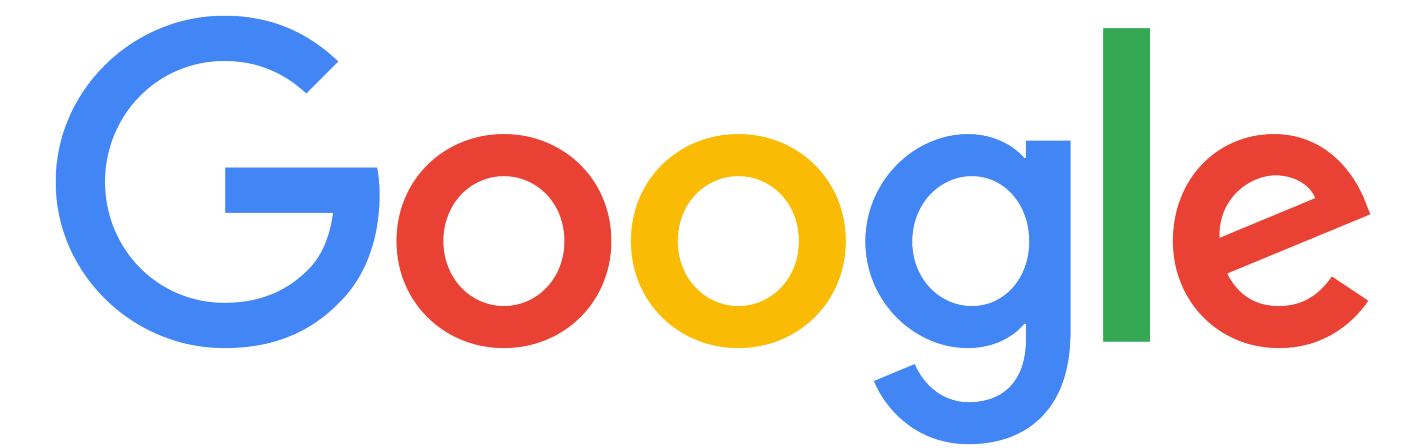


- Sales GPT
- Service GPT
- Marketing GPT
- Commerce GPT
- Slack GPT
- Tableau GPT



Source: [Salesforce](#)



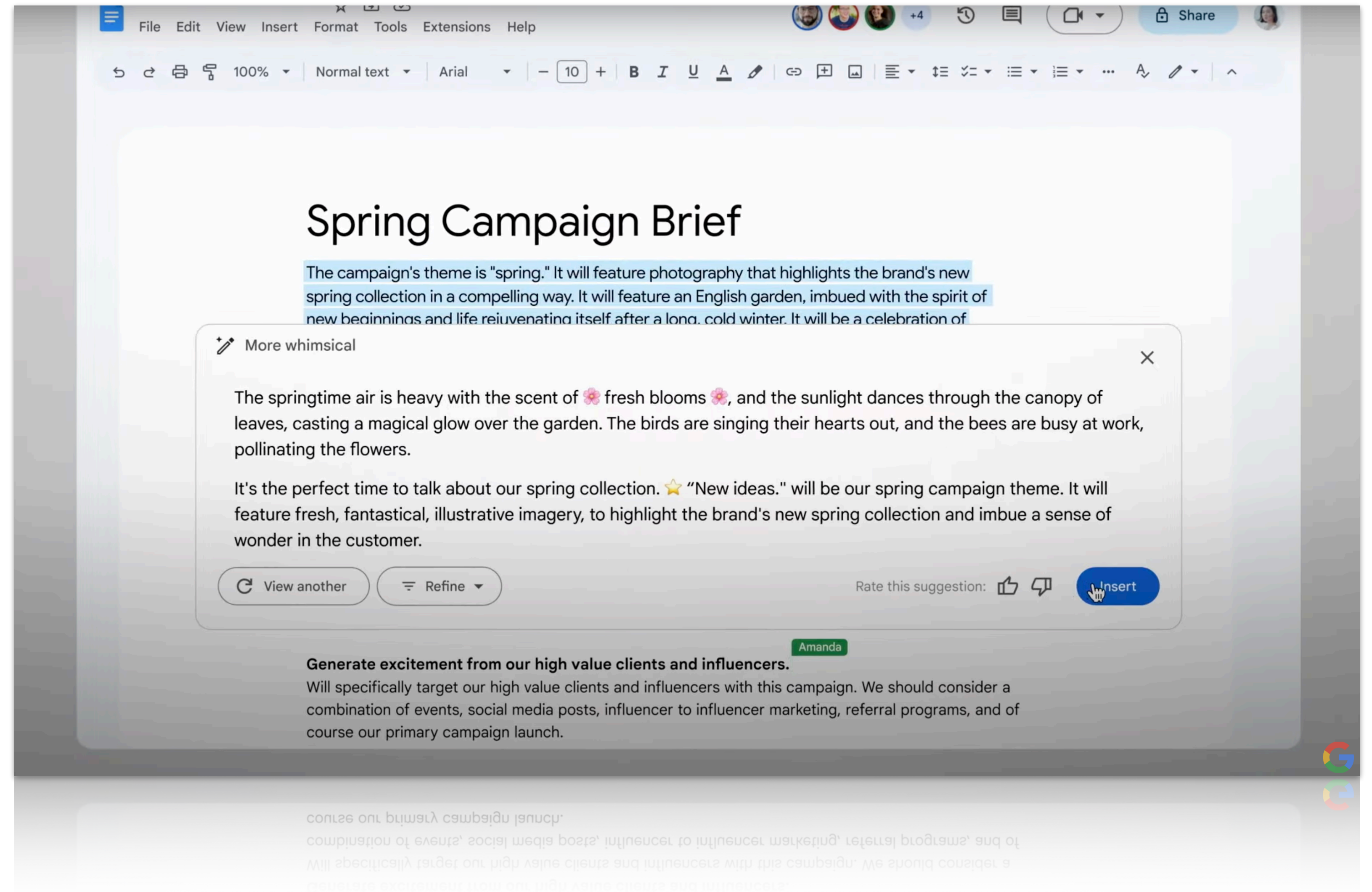


“AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than **electricity or fire.**”

— Sundar Pichai, Alphabet & Google CEO

Source: [World Economic Forum](#)





Source: [A new era for AI and Google Workspace](#)





Microsoft CEO, Satya Nadella, has called AI the, “[defining technology of our times](#),” and stated that Microsoft’s objective is to be able to turn every industry into an AI-first industry by enabling companies to convert data into AI capabilities that [generate real business returns and drive digital transformations](#).

Source: [Microsoft CEO Satya Nadella on the rise of A.I.](#), CNBC









As AI advances what's possible with technology, a  
next generation of knowledge workers is emerging.

These professionals aren't defined as next-gen because of age, but rather their approach to embracing change and applying smarter technologies.



- Deliver the **personalization** and experiences modern consumers expect.
- Unlock previously unimaginable **creative possibilities**.
- Drive **efficiency, revenue growth** and profits that leadership demands.



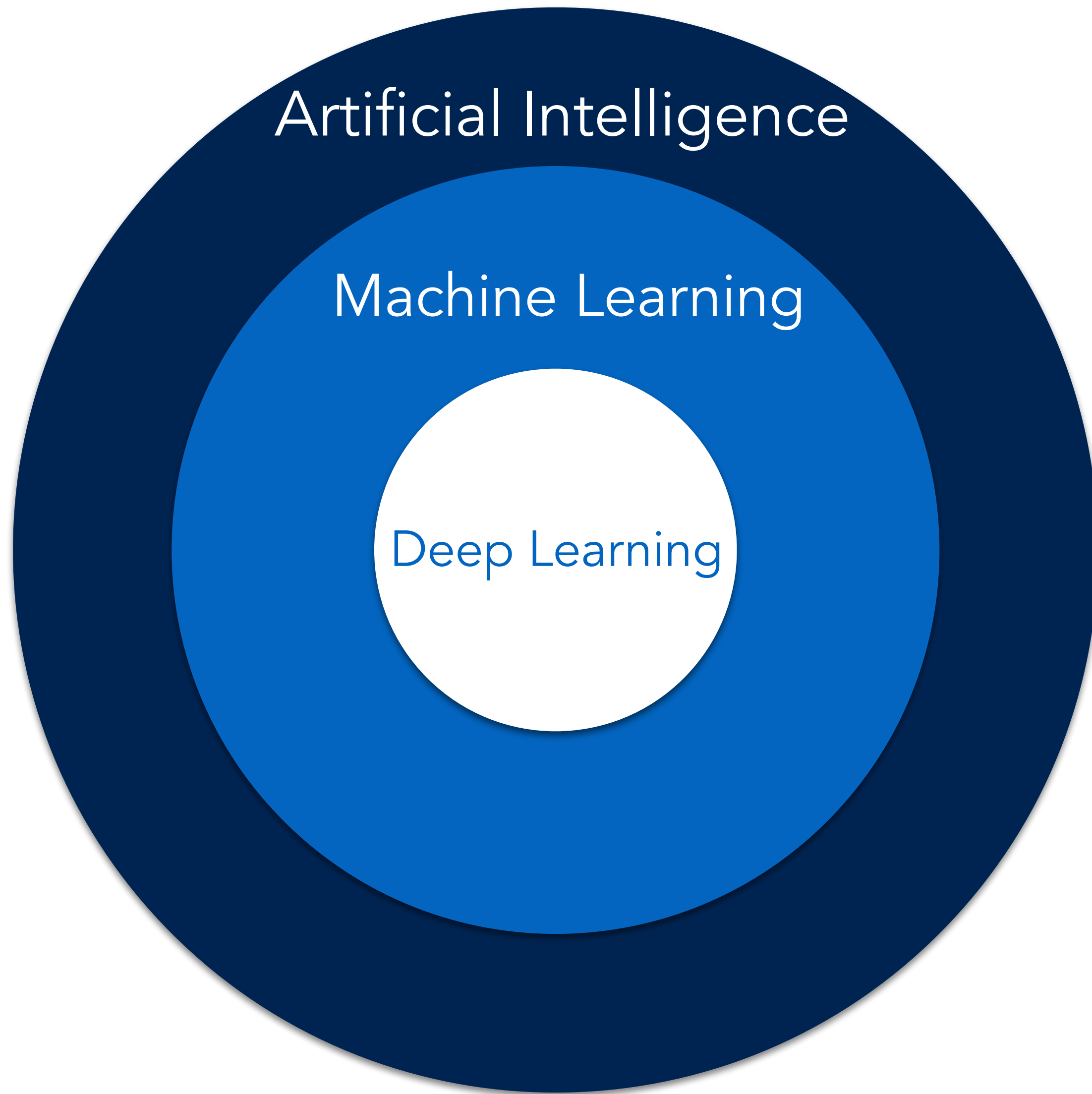
# What is artificial intelligence?



# AI is the science of making machines smart.

— Demis Hassabis, Co-Founder & CEO, Google DeepMind



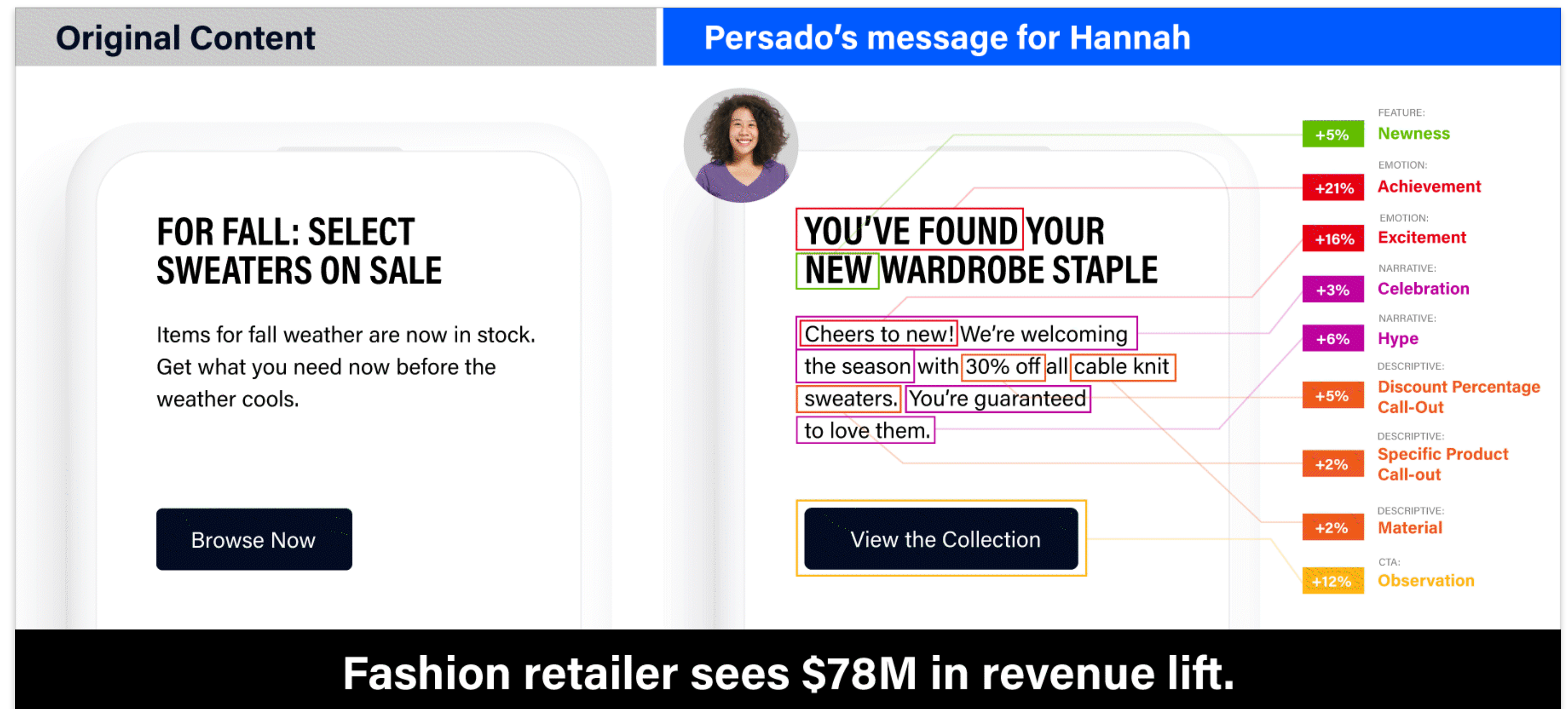


Machine learning is the primary subset of AI.



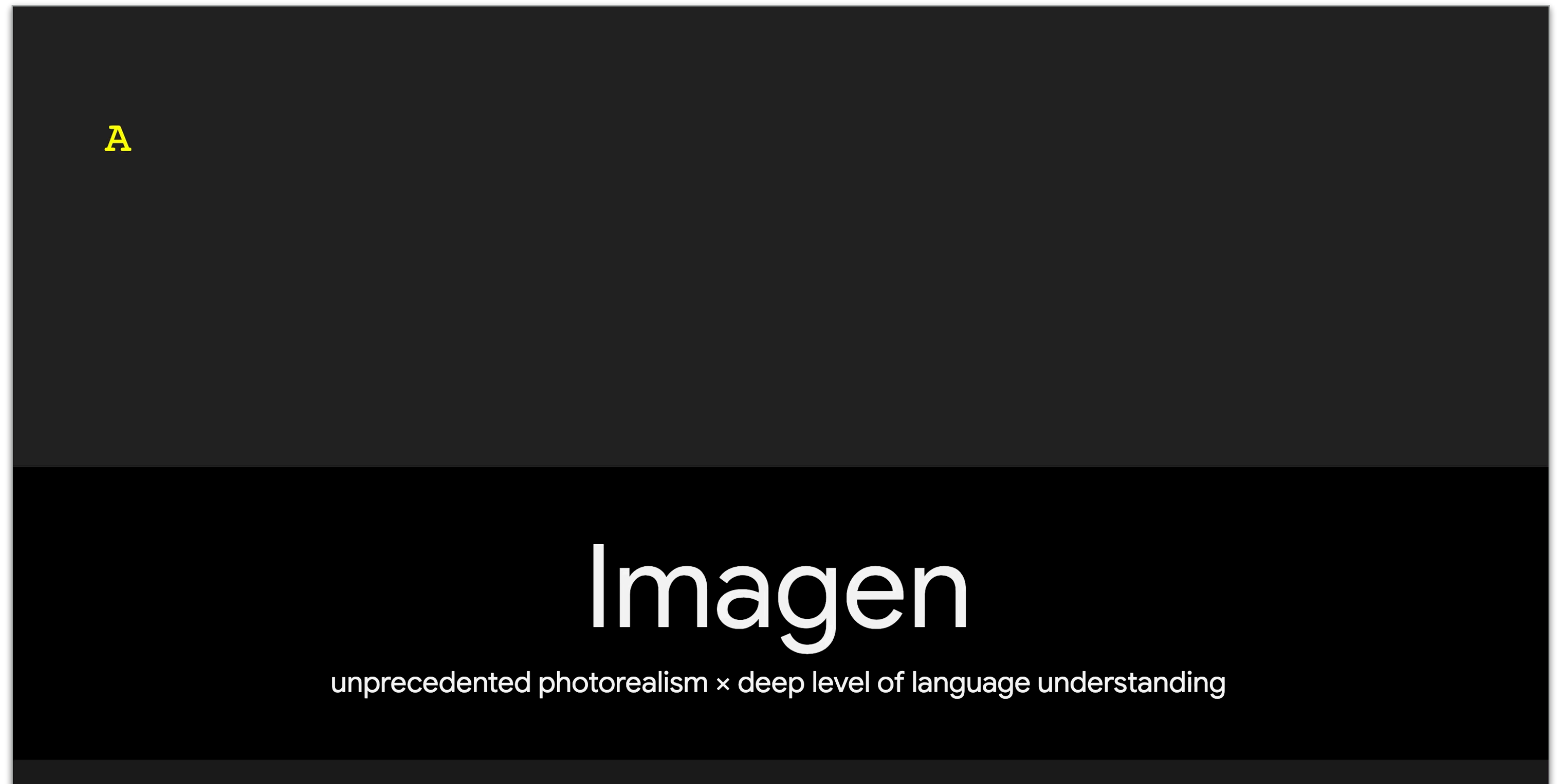
# Prediction

- Forecasting
- Pattern Recognition
- Personalization
- Recommendation



# Vision

- Emotion Detection
- Image Analysis
- Image Generation
- Image Recognition
- Facial Recognition
- Movement Detection
- Video Generation
- Video Recognition



[imagen.research.google](https://imagen.research.google)



# The Evolution of Midjourney



V1

Released  
Feb 2022



V2

Released  
April 12, 2022



V3

Released  
July 25, 2022



V4

Released  
Nov 5, 2022



V5

Released  
March 15, 2023



V5.1

Released  
May 3, 2023





# Language

- Natural Language Generation
- Natural Language Processing
- Sentiment Analysis
- Speech-to-Text
- Text Analysis
- Text Summarization
- Text-to-Speech
- Translation
- Voice Recognition

Hey there, great to meet you. I'm Pi, your personal AI.

My goal is to be useful, friendly and fun. Ask me for advice, for answers, or let's talk about whatever's on your mind.

How can I help?

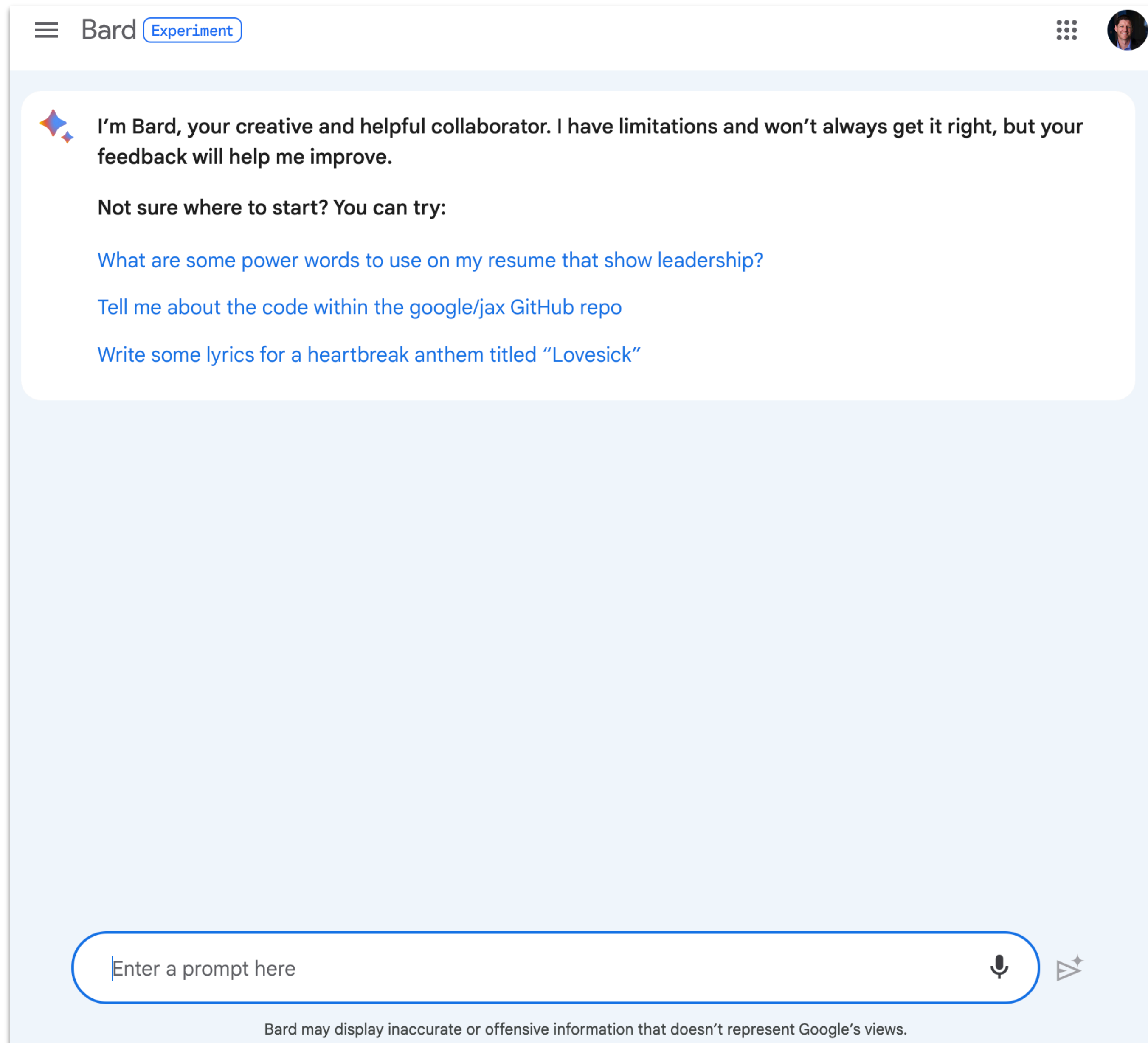
By messaging Pi, you are agreeing to our [Terms of Service](#) and [Privacy Policy](#).

*A Demo of Inflection Pi ([www.Pi.ai](http://www.Pi.ai))*



Large language models (LLMs) predict words.  
They are **writing aids, not replacements.**

Current language models have many inherent flaws,  
including hallucinations and bias.

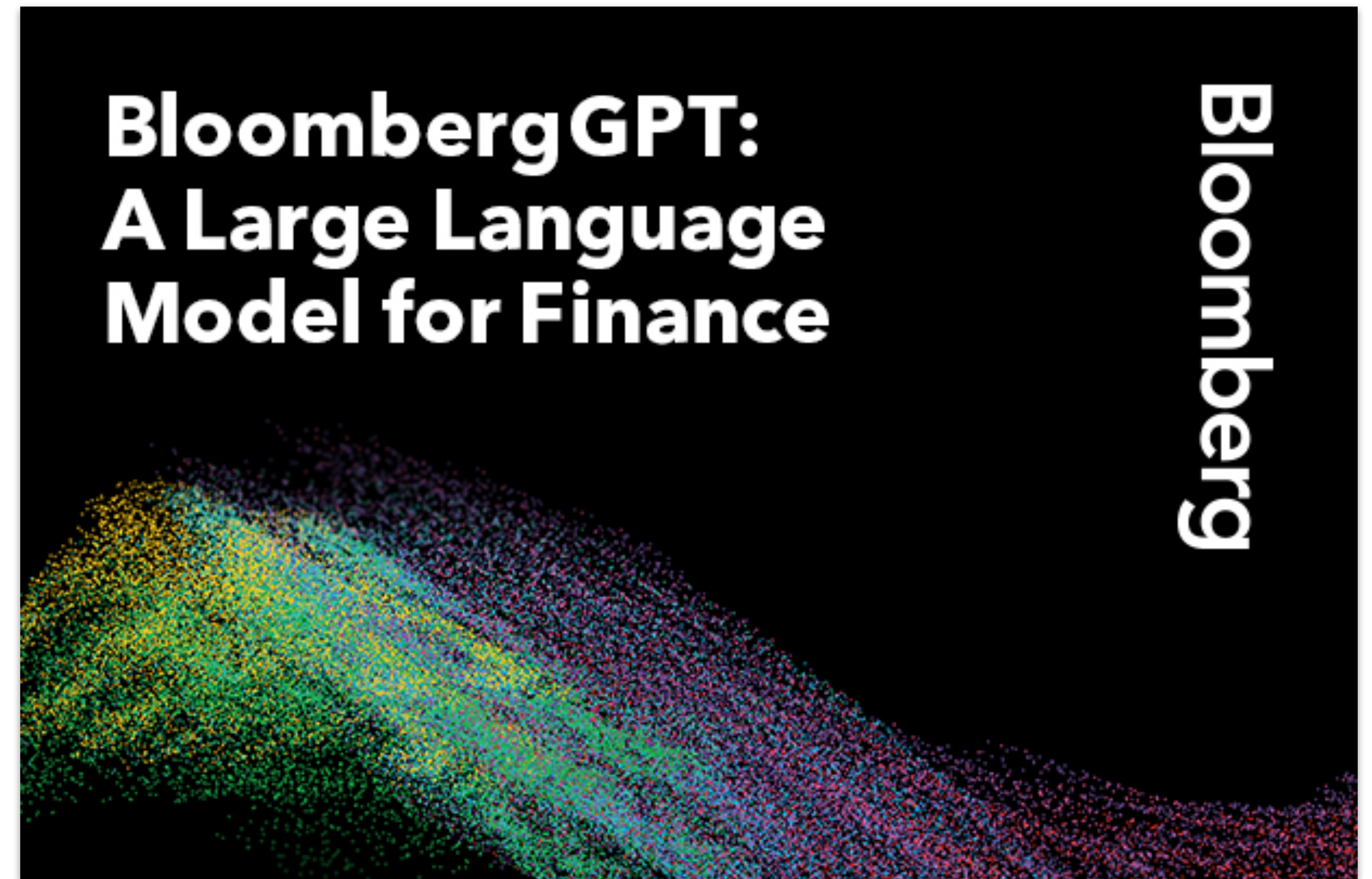


AI writing tools can deliver value through a **collection of use cases**:

- Classifying
- Drafting
- Editing
- Ideating
- Optimizing
- Outlining
- Personalizing
- Planning
- Simplifying
- Summarizing
- Transcribing
- Translating



The real power of AI writing tools will be realized when they are **customized and trained** on your company's data, principles and policies.



# AI Language Model and App Companies

amazon

Inflection

ANTHROPIC

Meta

cohere

OpenAI

Google

stability.ai

AI21labs



HyperWrite

copy.ai



Jasper

descript



wordtune



grammarly

**WRITER**

# How do you get started?



There are two primary ways to **get started**:

1. **Problem-Based Model**
2. **Use Case Model**

# The Problem-Based Model

In the **problem-based model**, you have a known pain point, a challenge that may be solved more efficiently, and at scale, with AI.

# Sample Problem Statement

**PROBLEM:** We fell short of our sales qualified lead (SQL) goal for the 3rd straight quarter.

**VALUE:** Hitting our SQL goal is forecasted to produce \$250,000 in revenue per quarter.



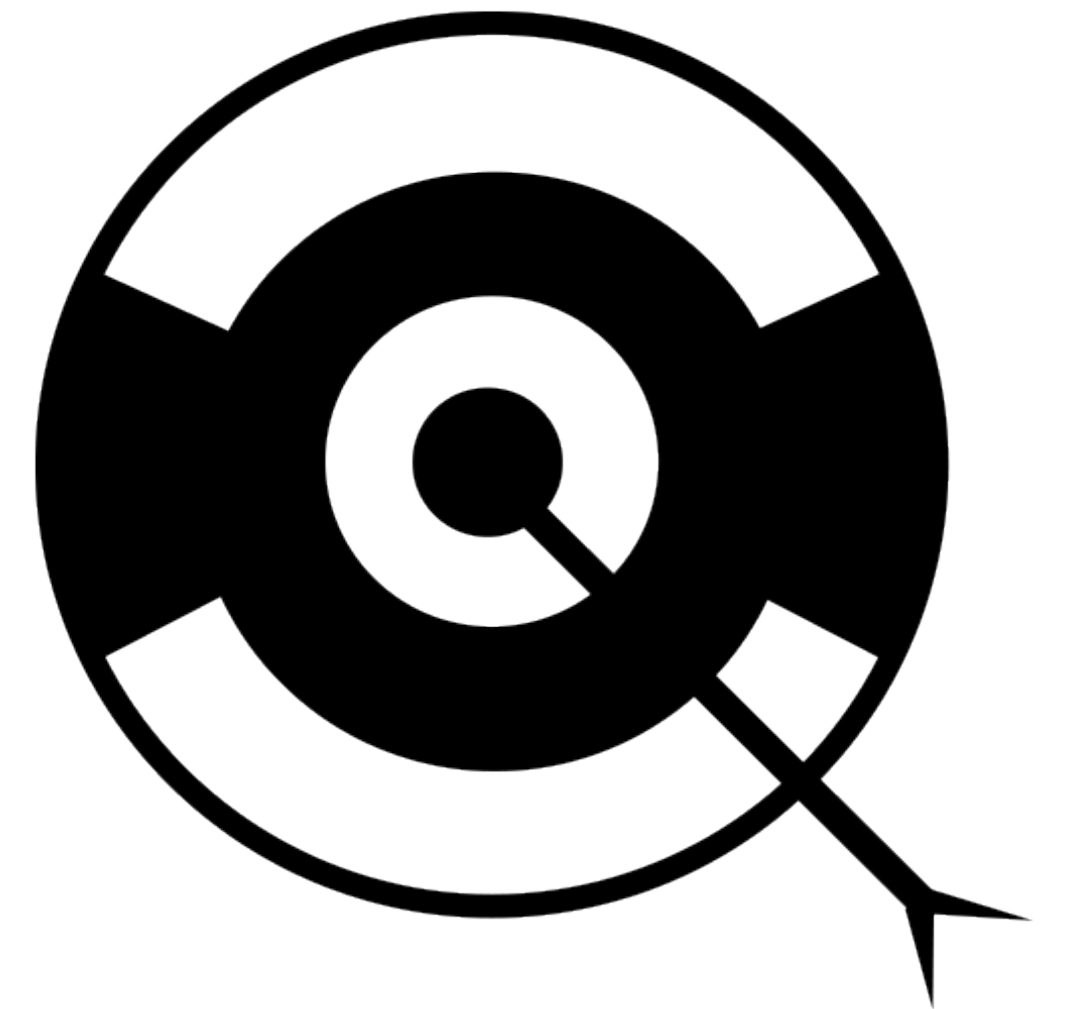
# Sample Business Challenges

- Create personalized experiences.
- Enhance decision making.
- Generate more/better leads.
- Grow audience
- Improve efficiency.
- Increase revenue.
- Optimize pricing.
- Predict outcomes.
- Reduce churn.
- Strengthen customer loyalty.



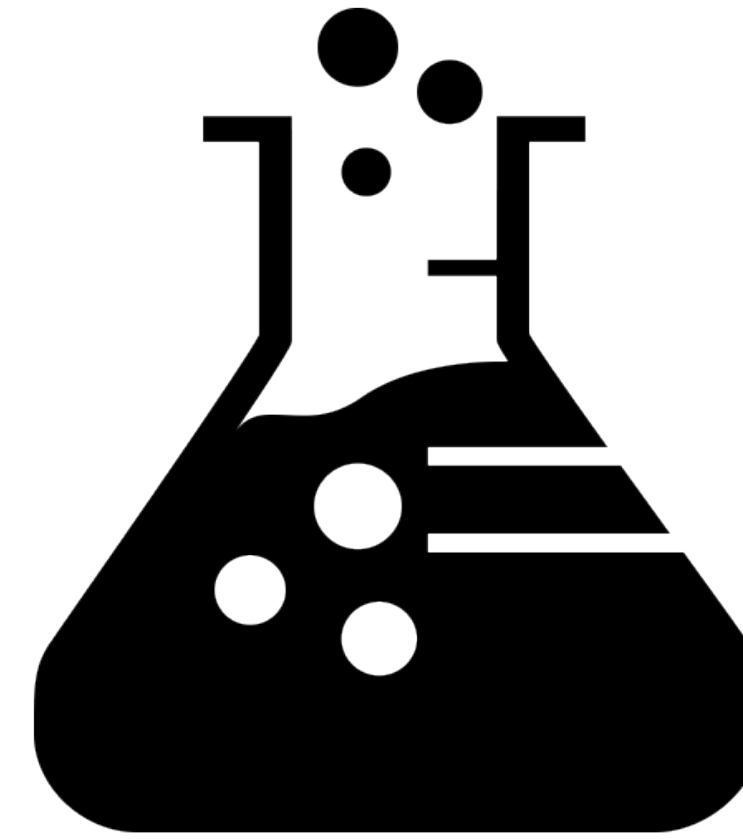
# The Use Case Model

For most organizations, the best way to get started with AI will be **quick-win pilot projects** with narrowly defined use cases and high probabilities of success.



# How to Identify an AI Use Case

- Is it data driven?
- Is it repetitive?
- Is it predictive?
- Is it generative?








Assuming AI technology could be applied, how valuable would it be for your team to **intelligently automate** each use case?

# Piloting AI Workbook



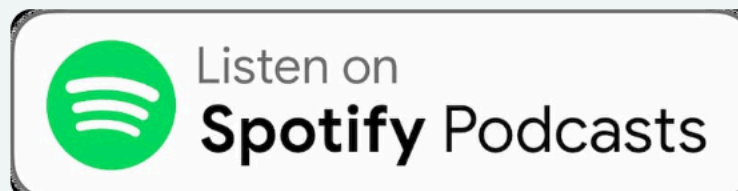
Piloting AI Workbook									
5Ps	Category	Task / Use Case	Interval	Est. Hours Per Month	Existing Tech	Est. Monthly Cost	VALUE to Intelligently Automate	ABILITY to Intelligently Automate	
Personalization	Email	Create smart newsletters personalized on a one-to-one basis.		N/A	N/A		5	5	
Personalization	Content Marketing	Recommend highly targeted content to users.	Daily	20	N/A		5	4	
Production	Content Marketing	Write blog post drafts.	Daily	100	Google Docs	\$35	5	3	
Planning	Content Marketing	Analyze existing content for republishing opportunities.	Monthly	15	N/A		4	5	
Planning	Content Marketing	Choose keywords and topic clusters.	Monthly	10	HubSpot	\$2,000	4	5	
Production	Content Marketing	Transcribe podcast audio into text for publishing.	Weekly	10	Otter	\$20	4	5	
Planning	ABM	Segment and analyze contact databases.		N/A	N/A		4	5	
Production	Advertising (Digital)	Create data-driven content.	Daily	20	N/A		4	4	
Promotion	Advertising (Traditional)								
Promotion	Affiliate								
Promotion	Analytics								
Promotion	Blogging								
Promotion	Communications	Customize email nurturing workflows and content.	Weekly	20	HubSpot	\$1,000	4	3	
Personalization	Content Marketing								
Personalization	Conversation	Optimize email send time at an individual recipient level.		N/A	N/A		3	5	
	Direct Marketing								



# AI + Podcasting

## Welcome to The Marketing AI Show!

The Marketing AI Show is the story of AI + you.



- Prepare show **briefs and questions**
- Create show **scripts**
- Produce podcast **video and audio**
- **Transcribe** podcasts automatically
- **Summarize** podcast transcripts



# 30-90 Rule

For AI Pilot Projects

- Activate within 30 days
- Test over 90 days
- Keep or cancel

# How do you buy AI tech?

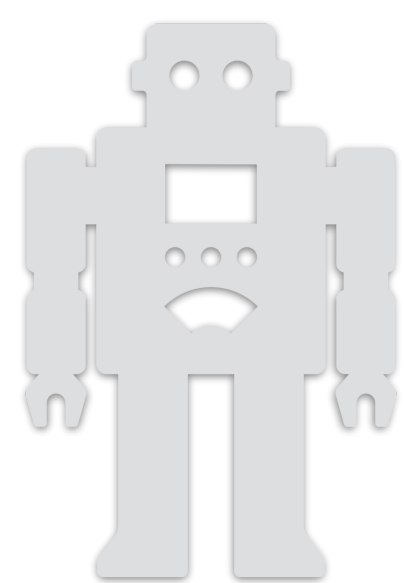
AI is just smarter technology that builds smarter businesses. But, it's what you should be demanding from the vendors in your tech stack.





What will the **machine** do? What will the **human** do?

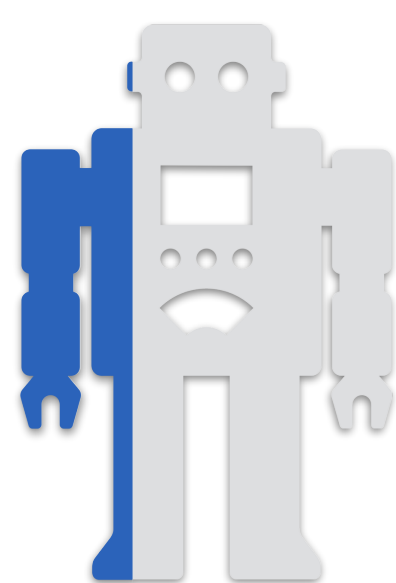
# Human-to-Machine (H2M) Scale™



Level 0

All Human

**All human, all the time.**  
The system does not use any AI and is only capable of doing what it has been instructed to do. All automation is manual.



Level 1

Mostly Human

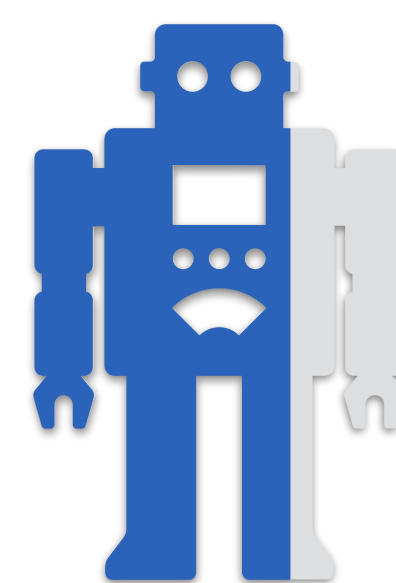
**Limited intelligent automation.**  
The system uses AI in certain aspects, but it is largely reliant on human inputs and oversight.



Level 2

Half & Half

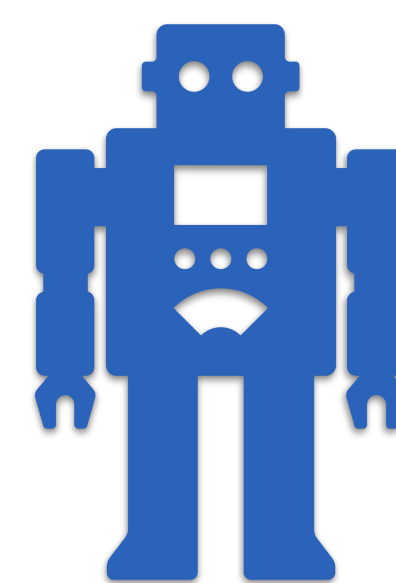
**Half human, half machine.**  
The system can manage most aspects of the use case, but still requires human inputs and oversight.



Level 3

Mostly Machine

**Predominantly AI powered.**  
The system can operate without human inputs or oversight in select conditions.



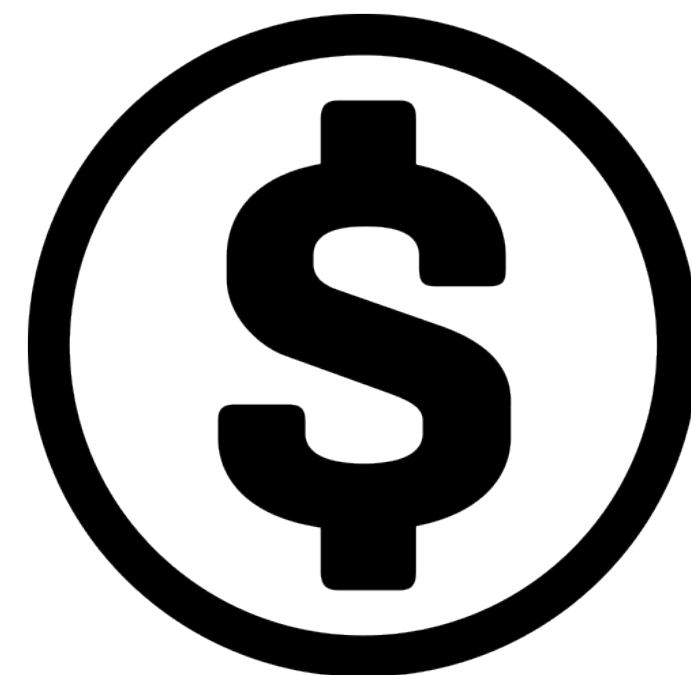
Level 4

All Machine

**Full autonomy.**  
The system can perform at or above human level without inputs or oversight. The human simply defines the desired outcome, and the machine does all the work.

A little bit of AI can go a long way to reducing costs and driving revenue when you have the right data and the right use case.

You don't need to go from all manual to fully autonomous to see massive returns.





# Next-Gen Businesses

AI is changing everything about how we communicate, sell, learn, teach, design products, start and grow businesses, hire and develop talent, manage tech stacks, build strategies, allocate resources, and drive performance.

There will be three types of businesses in every industry: **AI Native**, **AI Emergent** and **Obsolete**.



Retailers, ecommerce shops, [marketing agencies](#), event businesses, media companies, [law firms](#), medical practices, artists, writers, graphic designers, financial advisors, banks, [insurance brokers and carriers](#), software makers, [game and app developers](#), real estate brokers, consumer products makers, hotels, restaurants, [manufacturers](#), distributors, educational institutions . . .

You can build a **smarter version** of your business with AI.

*(AI for Marketing + Sales + Service + Product + Ops + IT + HR + Finance + Legal)*



Take any business, and simply look for opportunities to:

- Personalize consumer experiences.
- Intelligently automate repetitive tasks (i.e. save time and money).
- Enhance creativity, innovation and decision-making.

AI doesn't replace the need to develop valued products and services, create amazing client experiences, build a strong brand, and continually invest in your talent and culture.



But the competitive advantages gained by AI Native and Emergent companies, that also solve for strong business foundations, will be too great to overcome in the coming years.

# Next Steps

1

Focus on **education and training**. Everything starts with understanding.

# Grow **My Career** (Personal Transformation)

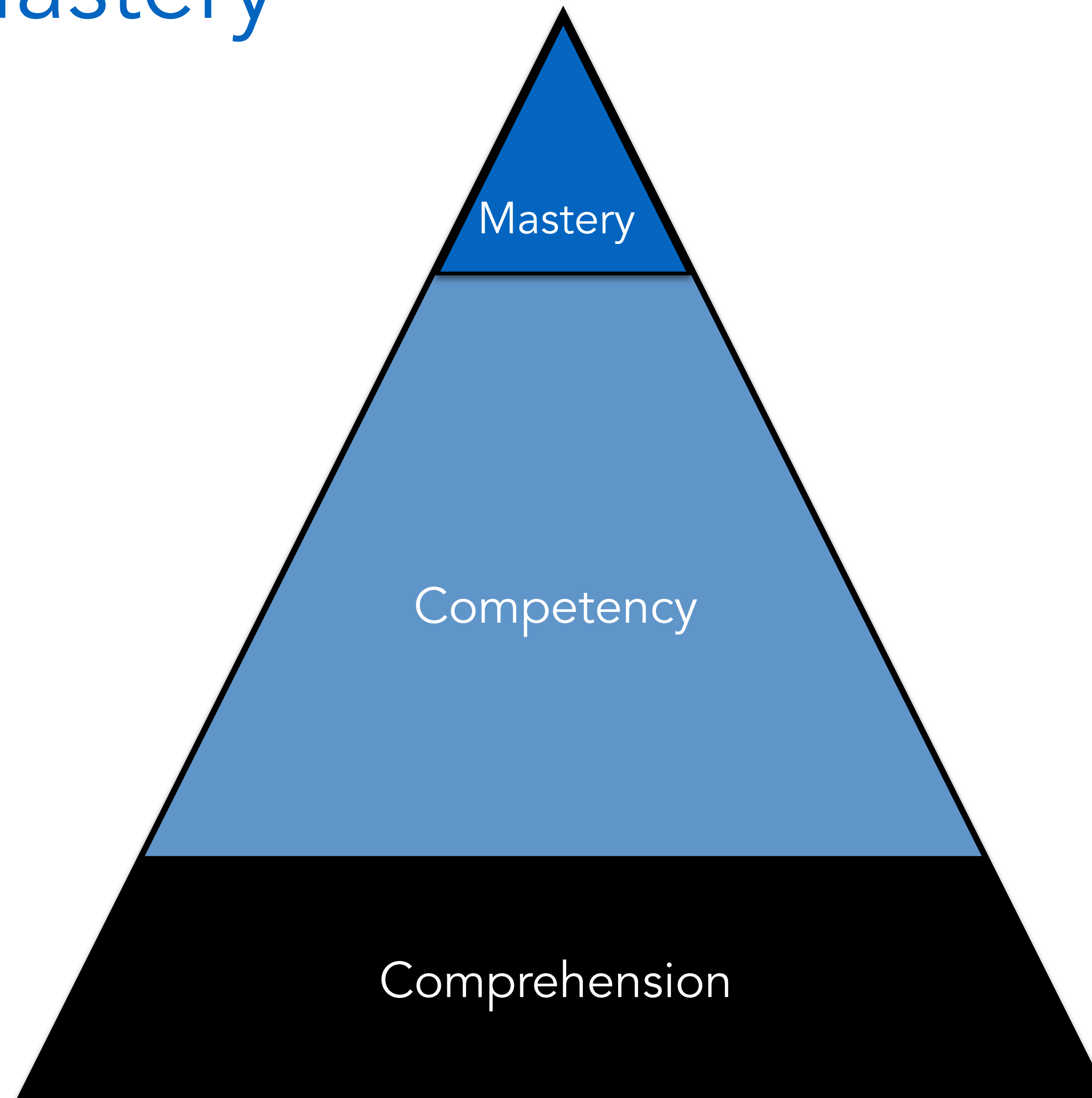
- I want to develop an **understanding** of AI.
- I want to discover AI **use cases and technologies**.
- I want to improve my **productivity, creativity and performance**.
- I want to drive **change** in my organization.
- I want to **advance** my career.



# Grow **My Business** (Business Transformation)

- I want to **educate and train** my team.
- I want to discover AI **use cases and technologies**.
- I want to improve my team's **productivity, creativity and performance**.
- I want to create more personalized **customer experiences**.
- I want to **reduce costs and accelerate revenue** growth.

# Path to AI Mastery



2

Create an **internal AI Council** charged with developing policies and practices, and considering the impact of AI on the company across all functions.

3

Develop Responsible AI Principles and Generative AI Policies to guide your company.



# Responsible AI Manifesto for Marketing and Business

1. We believe in the [responsible design, development, deployment and operation](#) of AI technologies.
2. We believe in a [human-centered approach](#) to AI that empowers and augments professionals. AI technologies should be assistive, not autonomous.
3. We believe that [humans remain accountable](#) for all decisions and actions, even when assisted by AI. The human must remain in the loop in all AI applications.
4. We believe in the [critical role of human knowledge, experience, emotion, and imagination in creativity](#), and we seek to explore and promote emerging career paths and opportunities for creative professionals.
5. We believe in the power of language, images and videos to educate, influence, and affect change. We commit to [never knowingly use generative AI technology to deceive](#); to produce content for the sole benefit of financial gain; or to spread falsehoods, misinformation, disinformation, or propaganda.
6. We believe in [understanding the limitations and dangers of AI](#), and considering those factors in all of our decisions and actions.
7. We believe that [transparency in data collection and AI usage is essential](#) in order to maintain the trust of our audiences and stakeholders.
8. We believe in personalization without invasion of privacy, including strict adherence to data privacy laws, mitigation of privacy risks for consumers, and [following our moral compass when legal precedent lags behind AI innovation](#).
9. We believe in [intelligent automation without dehumanization](#), and the potential of AI to have profound benefits for humanity and society.
10. We believe in an [open approach to sharing our AI research, knowledge, ideas, experiences, and processes](#) in order to advance the industry and society.
11. We believe in the [importance of upskilling and reskilling professionals](#), and using AI to build more fulfilling careers and lives.
12. We believe in partnering with organizations and people who [share our principles](#).

<https://bit.ly/ai-principles>

# How WIRED Will Use Generative AI Tools

1. We do not publish stories with text generated by AI.
2. We do not publish text edited by AI either.
3. We may try using AI to suggest headlines or text for short social media posts.
4. We may try using AI to generate story ideas.
5. We may experiment with using AI as a research or analytical tool.
6. We do not publish AI-generated images or video.
7. We specifically do not use AI-generated images instead of stock photography.
8. We or the artists we commission may use AI tools to spark ideas.

4

Conduct an *AI impact / exposure assessment* for your teams. How intelligently automated will each person's job become in the next 1 - 2 years?

# The Law of Uneven AI Distribution

“The value you gain from AI, and how quickly and consistently that value is realized, is directly proportional to your **understanding** of, **access** to and **acceptance** of the technology.”





5

Build an [AI Roadmap](#). Prioritize AI use cases and projects, and define how to infuse AI across key areas of the business.

# Final Thoughts

Don't wait for the marketing world to **get smarter** around you.

You can **become the change agent** within your business and be the one who drives the next frontier in digital transformation.





We have one chance to get this right. AI can give us the greatest gift of all—more time.

Or, it can be just another technological revolution that expands our work, fills our hours, and leads us down the path of never-ending productivity gains for profits.

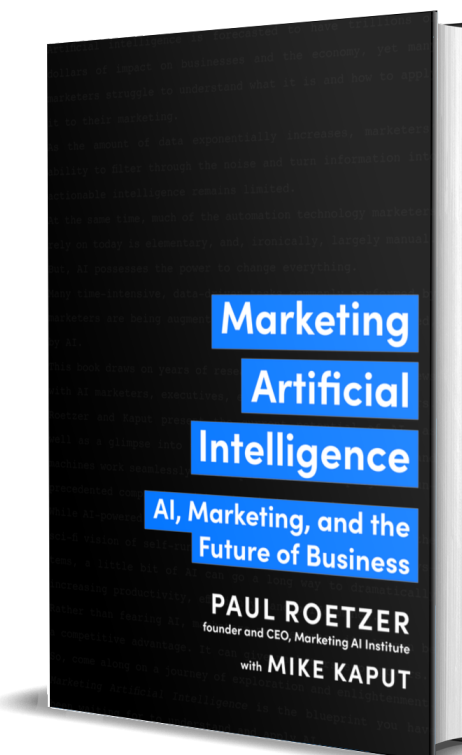
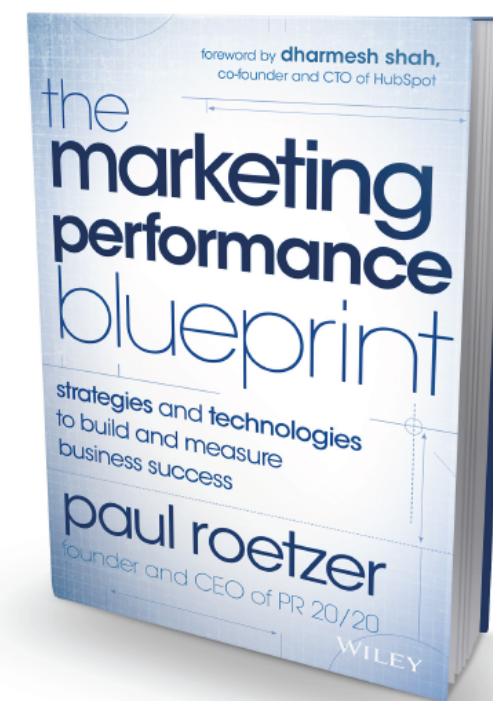


We can choose to make the future more intelligent, and more human.

# Paul Roetzer

paul@marketingaiinstitute.com

- Founder & CEO, [Marketing AI Institute](#)
- Creator of the [Marketing AI Conference \(MAICON\)](#)
- International [AI keynote speaker](#)
- Co-Host of [The Marketing AI Show Podcast](#)
- Author of [Marketing Artificial Intelligence](#) (Matt Holt Books, 2022), *The Marketing Performance Blueprint* (Wiley, 2014), *The Marketing Agency Blueprint* (Wiley, 2012),



[www.MarketingAIInstitute.com](http://www.MarketingAIInstitute.com)

