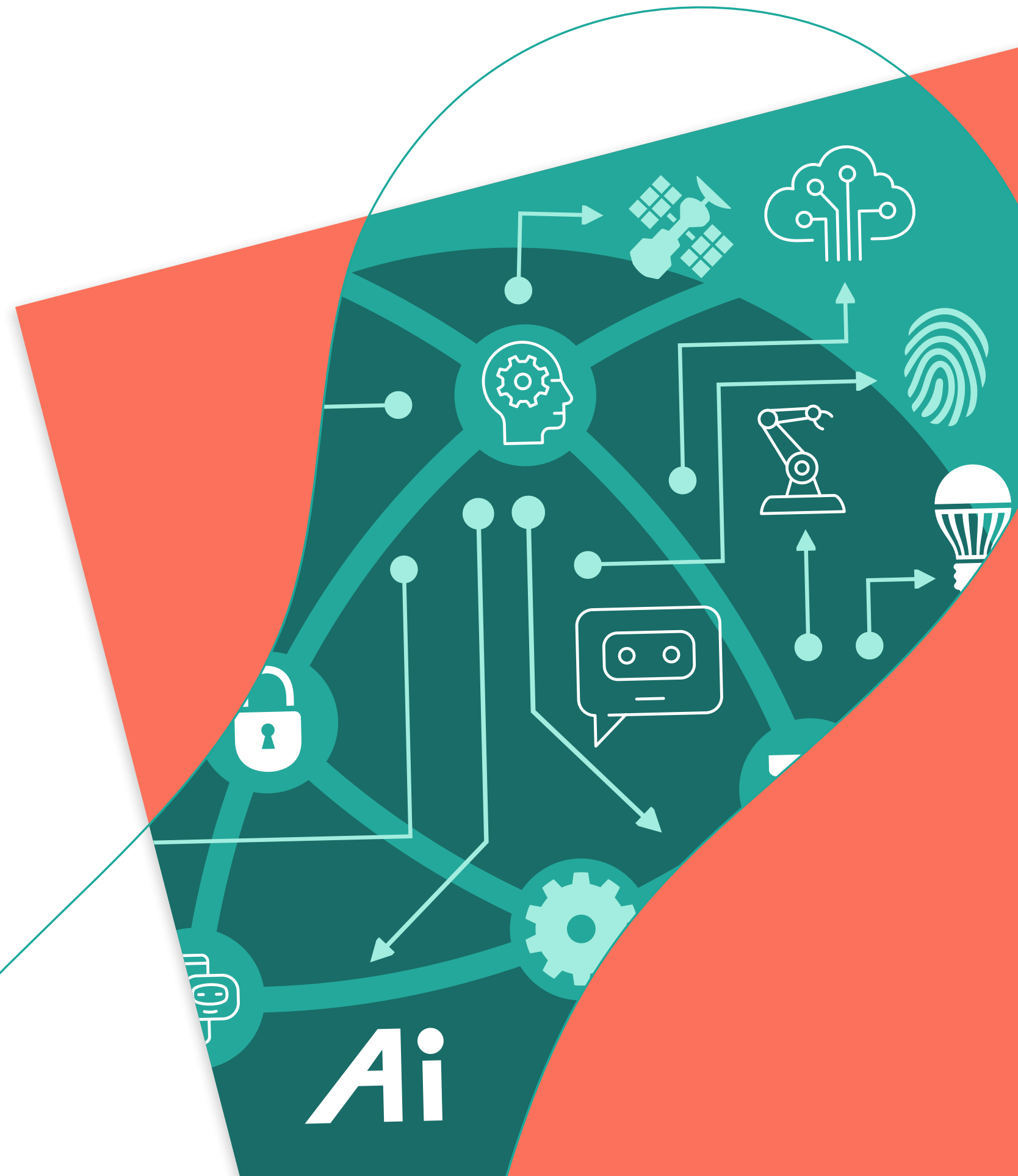# MARIGOLD™

Relationship Marketer's Guide to *Generative AI*

We don't need to tell you at this point that generative AI is here to stay.

It represents the next iteration of "new normal" we are tasked with adapting to. And while its precise capabilities – and accompanying regulations – will continue to evolve, standing idle or being complacent aren't in the playbook of savvy relationship marketers.

It's time to discuss how to practically integrate gen AI into relationship marketing initiatives.

NEXT:

6 Ways to Use Generative AI for Relationship Marketing

6 Ways to Use Generative AI for Relationship Marketing

IDEATION

Brainstorm and generate ideas when you've hit a creative block

Ex: Prompting AI to generate a list of effective re-engagement email strategies for inactive subscribers

MARKET RESEARCH

Process data from diverse sources to identify patterns and generate insights about trends, consumer behavior and competitors

Ex: Uploading a CSV file containing research data and prompting AI to generate a topline report

COPY ADAPTATIONS
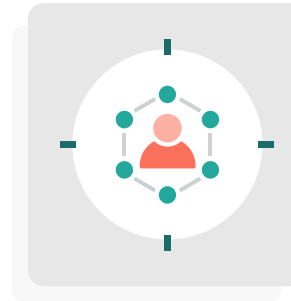
Adapt existing copy to target new audiences

Ex: Uploading existing copy originally written for casual jogging enthusiasts and prompting AI to rewrite it for highly competitive runners

UNIQUE IMAGE GENERATION

Develop images based on prompted parameters or styles

Ex: Uploading copy for a blog post and prompting AI to generate images based on the copy

SUMMARIZATION

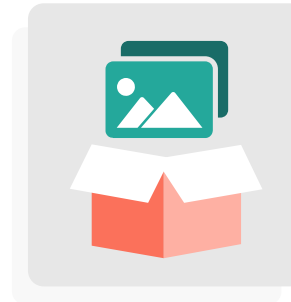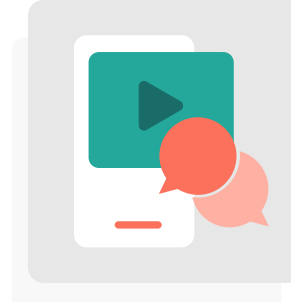**Generate summaries for large volumes of text**

Ex: Uploading a copy of a new industry or consumer trends eBook and prompting AI to summarize the complex changes impacting your industry into an easy-to-understand one-pager

BITE SIZE VIDEO CREATION

Short, engaging videos through suggested prompts, drafting scripts or animation development

Ex: Uploading a two-hour-long podcast and prompting AI to derive from it 20 separate short-form videos optimized for social media feeds
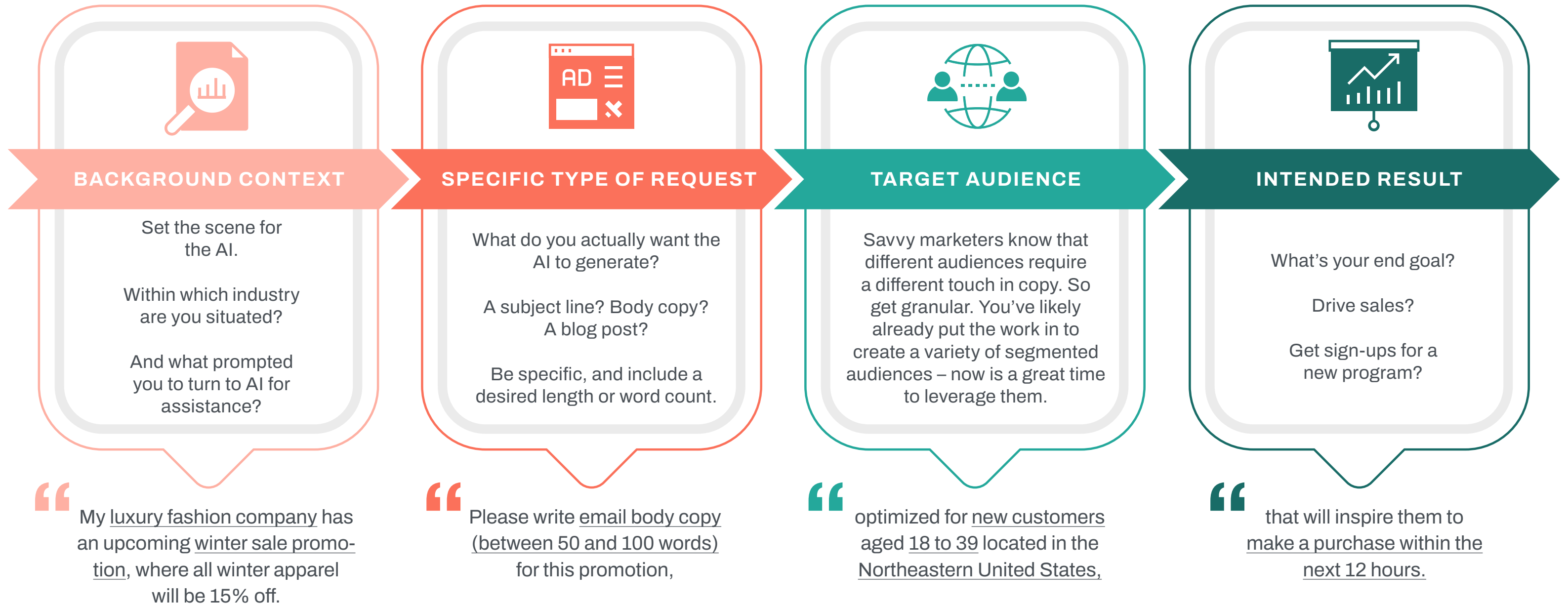
Prompt Engineering: *Practical Advice*

Gen AI platforms are remarkably easy to use – at least, that's how they seem. The interface of text-based gen AI typically resembles a chatbot interaction: type some copy, and boom, you get a near-instantaneous response.

One of the great issues with early-gen AI, though, isn't actually with the gen AI platform itself, but with the humans using it.

It's easy for us to *assume* the advanced technology we're using can infer the context of our requests, but we must remember that gen AI cannot read our minds (at least, not yet!). And thus, we arrive at a simple but incredibly important conclusion: Gen AI is only as good as the prompts you provide it and the data fed into it. To really leverage it effectively, you need to create detailed prompts that accurately encapsulate your brand's precise objectives and target audience.

When building out a prompt, consider the following flow:

BACKGROUND CONTEXT

Set the scene for the AI.

Within which industry are you situated?

And what prompted you to turn to AI for assistance?

> My luxury fashion company has an upcoming winter sale promotion, where all winter apparel will be 15% off.

SPECIFIC TYPE OF REQUEST

What do you actually want the AI to generate?

A subject line? Body copy? A blog post?

Be specific, and include a desired length or word count.

> Please write email body copy (between 50 and 100 words) for this promotion,

TARGET AUDIENCE

Savvy marketers know that different audiences require a different touch in copy. So get granular. You've likely already put the work in to create a variety of segmented audiences – now is a great time to leverage them.

> optimized for new customers aged 18 to 39 located in the Northeastern United States,

INTENDED RESULT

What's your end goal?

Drive sales?

Get sign-ups for a new program?

> that will inspire them to make a purchase within the next 12 hours.

So, in our example scenario, the final prompt would read:

"My luxury fashion company has an upcoming winter sale promotion, where all winter apparel will be 15% off. Please write email copy (between 50 and 100 words) for this promotion, optimized for new customers aged 18 to 39 located in the Northeastern United States, that will inspire them to make a purchase within the next 12 hours."

Copy can look dramatically different based on the context you provide. Here, we were detailed and didn't leave too much ambiguity for the AI to navigate.

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AI Challenges to Consider

Creative Constraints

Gen AI is limited to the data it is trained on, and it thus relies heavily on the quality of said data. But even the largest, most well-trained platforms lack the ability to truly conceptualize entirely new ideas. Gen AI can be fantastic for brainstorming, but don't expect it to create something revolutionary.

Brand Voice

Your brand has likely put considerable effort into establishing a cohesive voice. AI won't recognize this by default – it is your responsibility to prompt AI to accurately reflect your brand's tone, industry and target audience.

Data Security

As a general rule, err on the side of caution and expect anything you input into a gen AI tool to be stored, and learned from. This means you should be particularly cautious about sharing sensitive information, like company secrets and personal data, with AI.
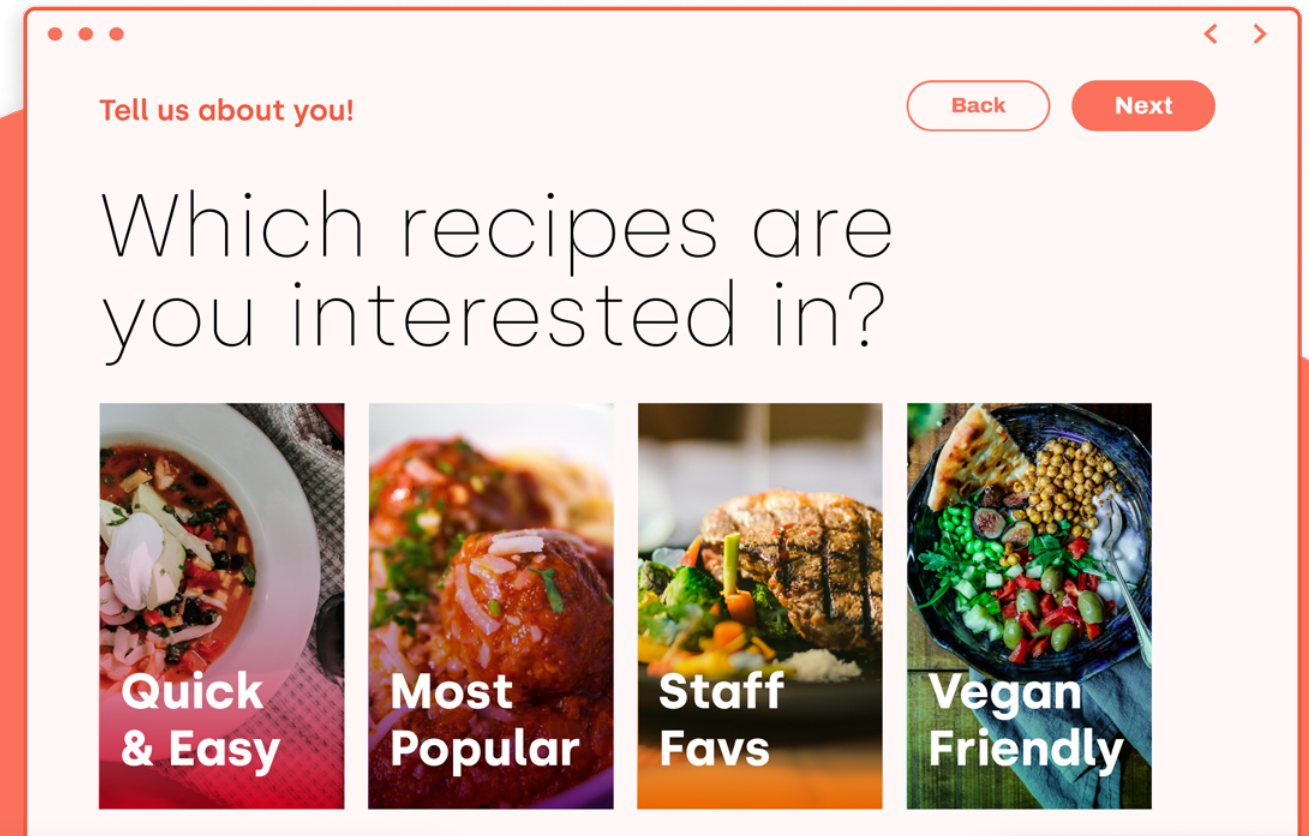
Need for Human Review

AI is entirely capable of generating content that is inaccurate or intelligible. You should have a thorough system of safeguards in place to ensure AI-generated content is subject to human review before being shared publicly.
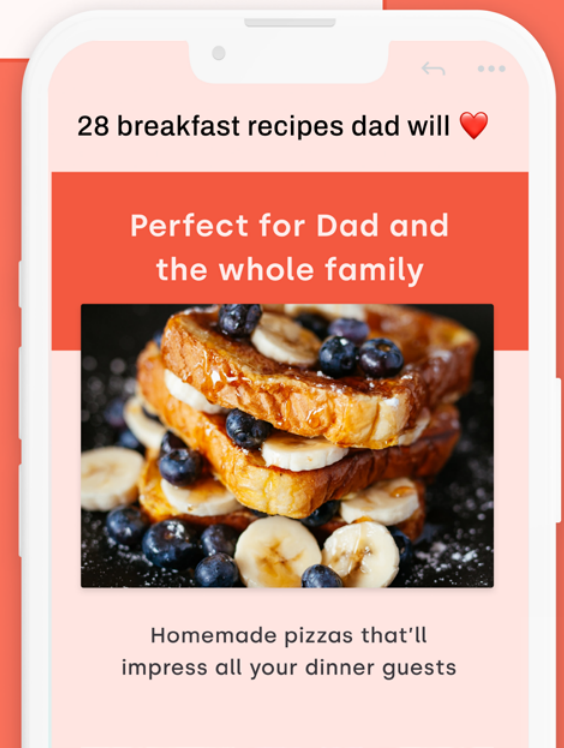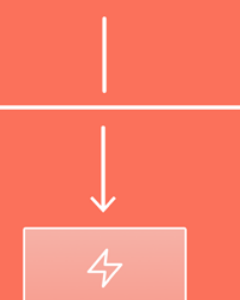
What AI looks like at Marigold

AI isn't new to Marigold. Long before the generative AI boom of 2023, we were using AI via machine learning and send-time optimization to enhance our technology's ability to deliver highly personalized, timely messages to inboxes around the world.

Of course, as marketing trailblazers, we've wasted no time incorporating new generative AI technology into our solutions as well. **Connect with us today**, and learn how we're at the forefront of marrying advanced technology with equally advanced relationship marketing strategies.

Tell us about you!   Back   Next

Which recipes are you interested in?

Quick & Easy

Most Popular

Staff Favs

Vegan Friendly

Recipes for our endless love of summer peaches and our top tips of the week **mari.gold/tips**

28 breakfast recipes dad will ❤️

Perfect for Dad and the whole family

Homemade pizzas that'll impress all your dinner guests

Where *relationships* take root.

Marigold's approach to relationship marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

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