



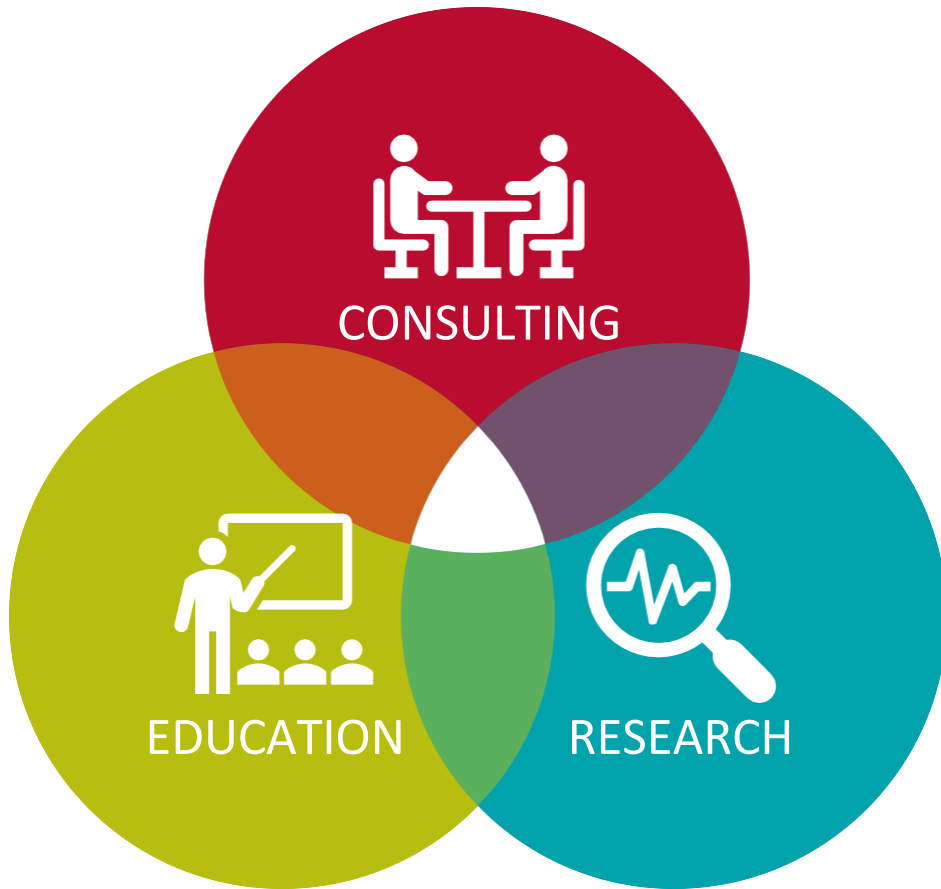
Use AI to Be a Marketing Hero!

Continuing Education



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Development Center
UNIVERSITY OF GEORGIA

ABOUT THE UGA SBDC



40+ years of
helping businesses

18 locations
across Georgia

Long-term UGA
assistance =
24.1%
business growth

7 partner
universities

Committed to Growing Georgia's Businesses.



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Motivators on AI



AI won't replace humans. But humans who use AI will replace those who don't".

Sam Altman, CEO of Open AI



Welcome! Objectives and Introductions

Learning Objectives (Key Takeaways)

- General Understanding On The Power, Dynamism And Risks Of AI
- **Understand Three of the Four Major Types of AI,**
 - Their Benefits and Drawbacks
 - Common Marketing **Use Cases**
 - Highly Rated AI Platforms
- Understand and Find Fun Ways To Try AI and Share (Adoption!)



INSTRUCTORS

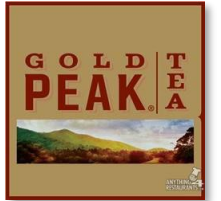
Dr John Stowell

- Business Consultant at UGA SBDC

20+ Years

- Brand Marketing & Digital Marketing
- Advertising, New Products, Consumer Research
- Channel and Field/Customer Marketing

- D.B.A. from Georgia State - GPA Top of Class
- MBA from UNC - GPA Top 10% of Class
- B.A. from Oklahoma University - Honors
- AMA Digital Marketing Certificate
- **ASBDC AI Certificate**
- Army Captain in Military Intelligence



AI Power, Dynamism and Risks



The pace of progress in AI is incredibly fast...it is growing at a pace close to exponential

Elon Musk, Edge.org



AI Power, Dynamism and Risks



AI Key Marketing *Benefits* and *Drawbacks*

Benefits



- All **New AI Tools** to Develop Copy, Images, Processes and Analysis
- **Blazing Fast Tool Speed** For Organizational Efficiently
- **Lower \$ Cost Capabilities**; Can Replace Some Human Work

Drawbacks



- **Hallucinations, Context Mismatch**, TM Infringement, Unknown Sourcing
- Potential for Category Generic Insights and Creative; **NOT Unique or Brand Specific**;
- Low Human Critical Thinking; **Poor Situational Assessment**; **Cultural Misses**



Four Major Types of AI

Prompt Based

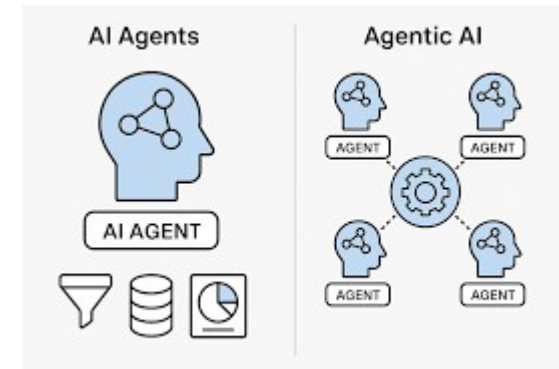


Merging!!!

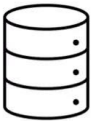
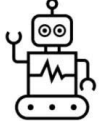
Generative Design and Media



Agentic



Predictive

				
Data collection	Cleaning and preparing data	Choosing algorithms	Training models	Making predictions
•you need to collect relevant data to use for making predictions.	•data need to be cleaned and prepared before being used for predictions.	•choose the right algorithms based on the type of data you have.	•Once the algorithms have been chosen, you need to train the models with data	•After the models have been trained, they can be used to make predictions



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Prompt Based AI and Marketing Use Cases

Definition:

- **Question or direction** to complete a task and **generate an output**
- Tend to deliver better outputs with *more structured direction*
- *Outputs are more accurate/effective with the uploading of context-background information* to inform the AI model to better produce the output you want





Owned By Google

Owned By Microsoft

Prompt→	Chat Gpt	Claude	Gemini	Co-Pilot
~Share	66%	3%	20%	4%
Advantages	Unmatched versatility for custom "GPTs" (e.g., brand voice mirrors); robust advanced data analysis for customer segmentation.	Superior "human-like" writing tone; massive 200k context window for analyzing entire annual reports or legal datasets. Anthropic	Native integration with Google Workspace; excellent for SEO research and "vibe coding" small internal marketing tools.	Copilot can pull data from an Excel spreadsheet, summarize it in a Word document, and generate a PowerPoint deck based on that summary automatically.
Pricing	Free, Plus +\$20	Free, Pro \$25	Free, \$20	Free, Comes with MS 365 Stack, \$20



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Specialty Tools: Grok (social listening)
MidJourney (graphics)

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Prompt Based AI **Marketing** Use Cases*

Consumer Research

Generic category information on retail, B2B and other buyer demographics and psychographics

Campaign Planning

Scheduling of social and other media releases, taking into account seasonality

Copy Writing

Social media, email marketing and other text-based communication; fast

Media Images

Stock graphics, images, illustrations with some customization

Analytics

Data analysis, text review and highlights, special trend analysis; Upload MS Excel or other data



Prompt Based AI And Marketing Use Cases

Effective Framing Prompts:

- **Role**: that the task will be performed for...”as a social media expert”
- **Context**: provide context on the brand, the market, key benefits of the service or product, best user/consumer target, etc.
- **Task**: with desired outputs, measures and metric
- **Format**: describe the output format (columns, XLS, bullet points, etc.)
- **Upload**: key reference documents as background for AI



AI Marketing Use Cases*: Consumer Research

Chat GPT Prompt:

“As a marketing analyst focused on pizza for the pizza chains, please provide a demographic table of pizza consumers and then cite the research sourced. Please produce in a two-column table”



AI Marketing Use Cases*: Consumer Research

Prompt Output

Attribute	Data
Age	Younger, high frequency with teens, Gen X and Gen Z
Gender	Slight Male Skew
Household Comp	Families with children and separately Young Adult(s)
Income	Broad range, promos influence purchase
Race/Ethnicity	Very broad, not concentrated
Purch Frequency	Weekly or Multiple/Month
Where Purchased	In –home delivery via App, or in restaurant



AI Marketing Prompt: Creative AI

Example of using prompt-based AI to generate a plan versus specific content.

- **Prompt** – “We are a plumbing company serving the greater Atlanta area. Please create a 6-month communications plan providing a theme for each month, specific homeowner challenges addressed, specific solutions we offer based on our website at <https://example.com>, and 2 potential blog topics for each month. Include blog topic, keyword, monthly search volume. Place output into a table.”



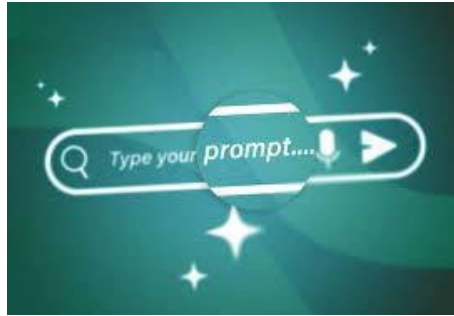
AI Marketing Prompt AI

PROMPT OUTPUT: Resulting communications plan

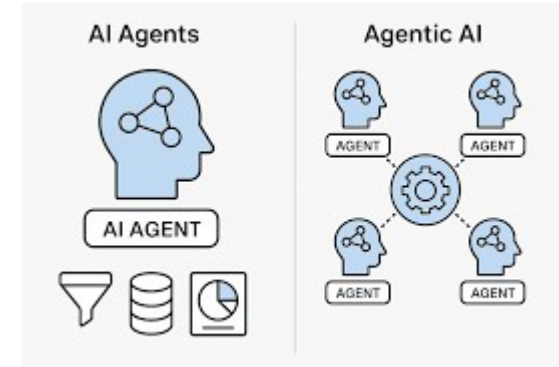
Month	Theme	Homeowner Challenges	Solutions Offered	Blog Topic	Primary Keyword	Est. Monthly Search Volume (Atlanta)
March	Spring Plumbing Prep & Leak Prevention	Hidden winter pipe damage; Undetected leaks; Outdoor spigot damage	Whole-home inspection; Leak detection & repair; Outdoor faucet repair	5 Signs You Have a Hidden Plumbing Leak in Your Atlanta Home	leak detection Atlanta	250–400
April	Drain & Sewer Health	Slow drains; Recurring clogs; Tree root intrusion; Sewage odors	Drain cleaning; Hydro jetting; Sewer camera inspection; Trenchless repair	Why Your Drains Keep Clogging and What to Do About It	drain cleaning Atlanta	400–700

Four Major Types of AI: Generative Design

Prompt Based



Agentic

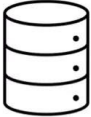
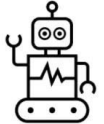


Merging!!!

Generative Design and Media



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AI Marketing **Generative and Creative Design**

Generative Creative AI is AI that creates **new, original content** rather than just analyzing or categorizing existing information.

- Write an article
- Design a logo
- Compose music
- Create a marketing plan
- Generate code



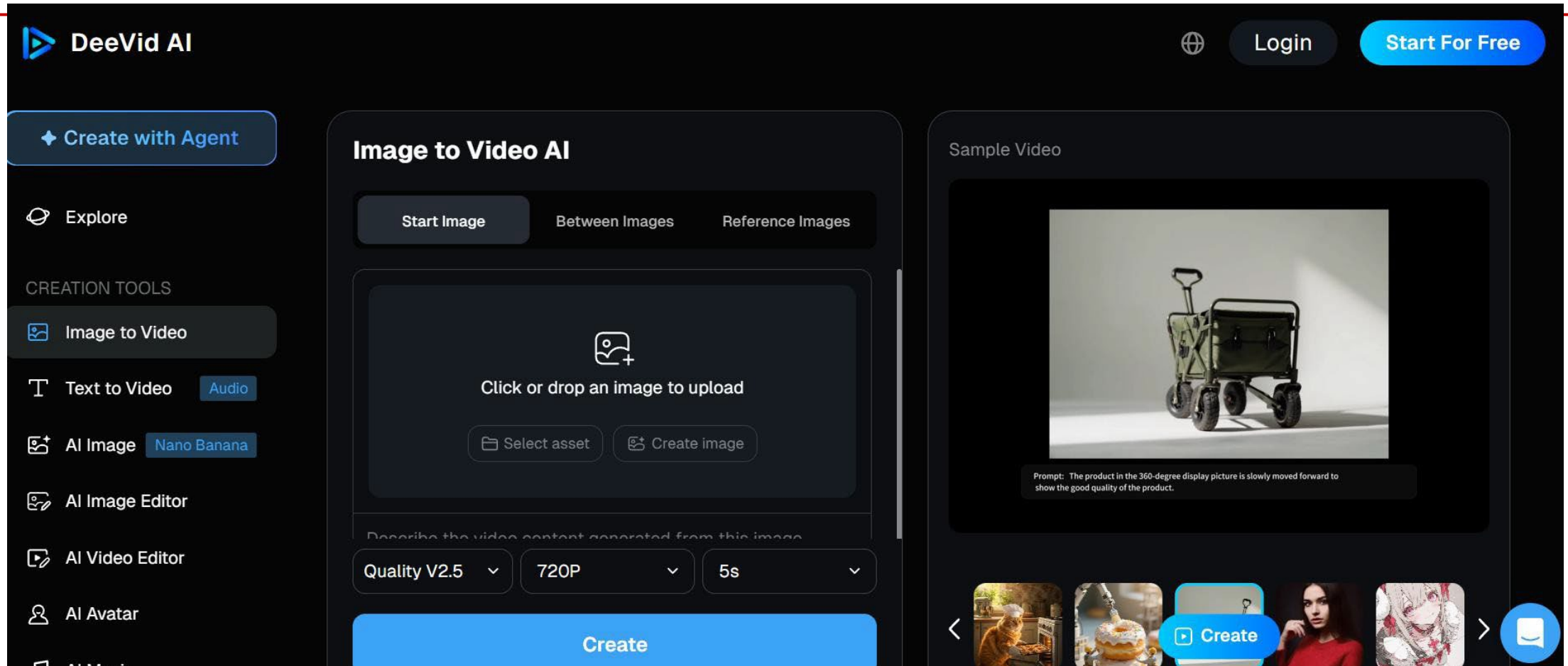
AI Marketing **Generative and Creative Design**

TOP 3 AI WEBSITES FOR THE HIGHEST USED GENERATIVE AI

Logo Design	Social Media Posts/Scheduling	Short Form Video	Copy Writing
			
			
			



Generative Creative AI: Short Form Video AI From An Image and Short Prompt Direction (<60 seconds to do)



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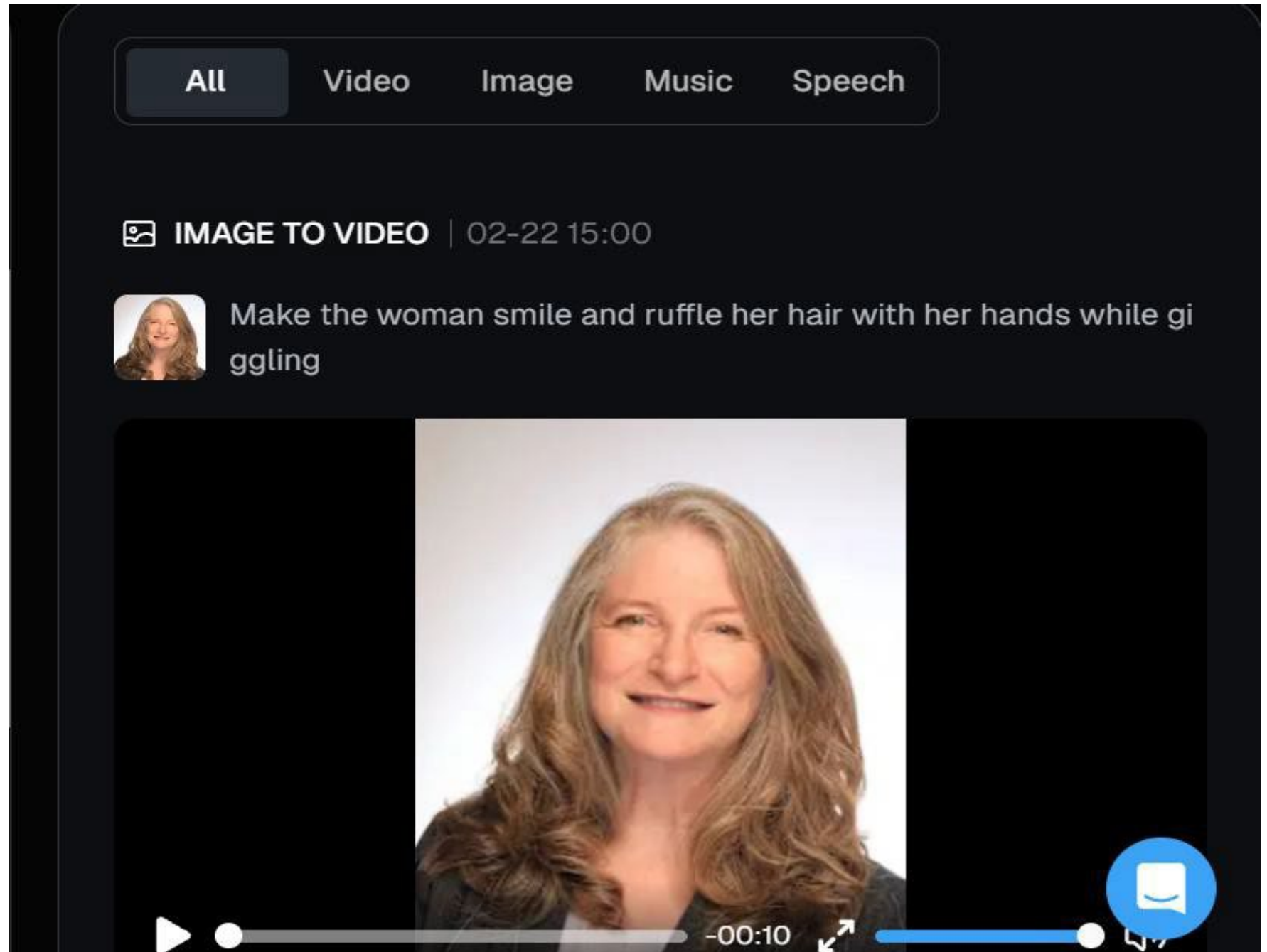
DeeVidAI.com <\$20/month for base
plan

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John's wife
Image
Upload

15 Seconds

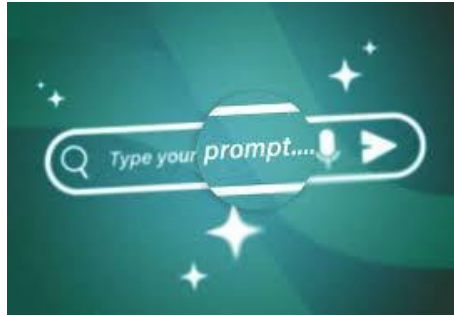
Free Account
for
Two Videos



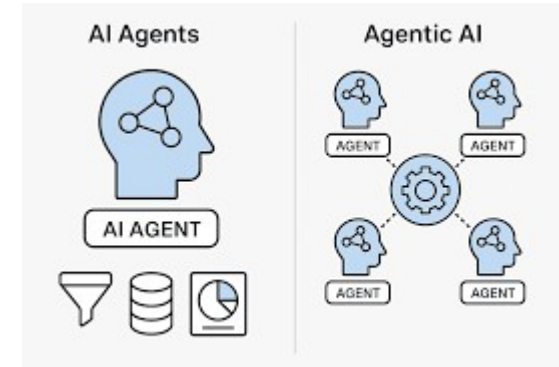
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Four Major Types of AI: Predictive

**Prompt
Based**



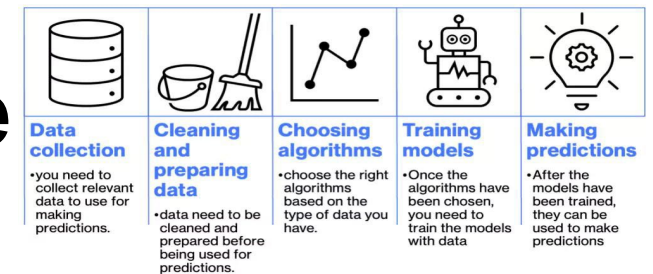
Agentic



**Generative
Design and
Media**

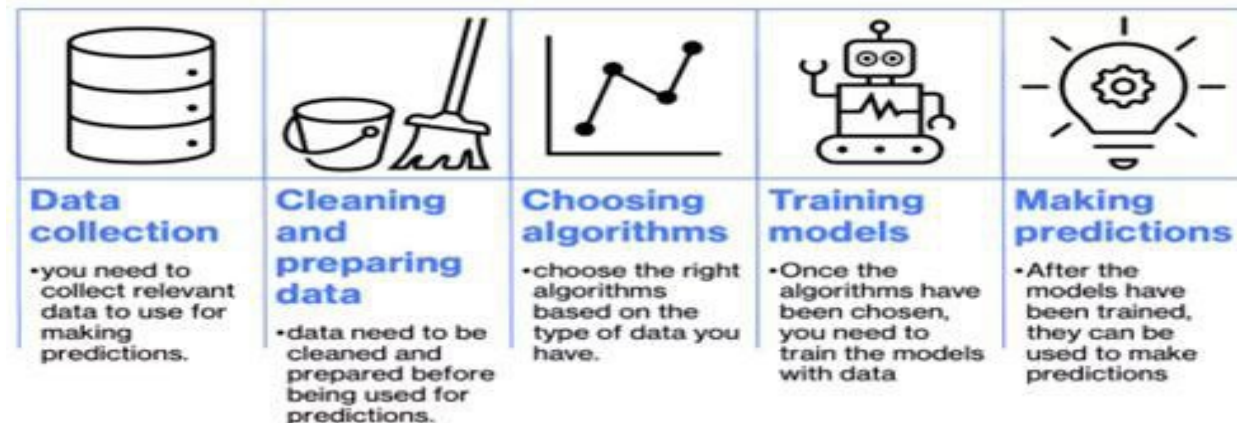


Predictive



AI Marketing **Predictive Analytics**

Predictive analytics AI is the use of artificial intelligence and statistical modeling techniques to **analyze historical and real-time data** in order to **forecast future outcomes, behaviors, or events**



AI Marketing Predictive Analytics

Social Media Predictive Analytics

Facebook PREDICT ANALYTICS



Forecasted Reach

1.2M

Potential Users



Estimated Engagement

45K

Likes, Comments, Shares



Predicted Link Clicks

18K

Expected Clicks

Performance Trend



Best Time to Post:

3:00 PM - 5:00 PM

Peak Engagement Window

Content Suggestion



Use Video Content

Audience Targeting



Focus on Ages 25 - 40

Budget Advice



Increase Ad Spend

Welcome	
Course Objectives, Your Instructors	✓
AI Power, Dynamism and Risks	✓
Four Types of AI	
1) Prompt Based,	✓
2) Generative Creative and Media,	✓
3) Agentic AI, LLIAM	✓
4) Predictive AI,	✓
Be A Hero for Positive Change	

BE A MARKETING HERO

- **Treat AI as “Play”** and get free trials to learn
- **Pick Two Platforms Within 24 Hours**, Such As Prompt Based And Generative, And Form A Task To Accomplish In Each
 - **Use Trial and Error**
 - **Iterate, Iterate, Iterate...** Until You Get The Task Done to Your Satisfaction. **Load up background documents.**
 - **Share Your Learning's** with Friends and Co-Workers
Make AI Another Big and Ongoing Tool in Your Tech Toolkit
Get in Front of Your Competitors!!!!!!





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Thank You.

www.georgiasbdc.org



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