

Orchard.

CIM
The Chartered
Institute of Marketing



Kerry Harrison

AI trainer, speaker & copywriter

AI as your Marketing Sidekick

QR Code for
Questions for Panel
Discussion:



QR Code for event
feedback:



AI as Your Marketing Sidekick

Kerry Harrison



Image generated on Midjourney

How you do feel about AI?



Like it



Still working
it out



Not a fan



Kerry Harrison

AI Educator & Practitioner | Copywriter | Yoga Teacher



Kerryharrison



www.kerryharrison.io



mindsandmachinesnews.substack.com

Highlights from the last 6 years

- Creating an AI curator for Cheltenham Science Festival - and taking her onto BBC radio
- Creating the world's first AI gin
- Two DMA Awards for Best use of AI
- Speaking nationally and internationally
- AI trainer:
 - Course Director of AI Copywriting Masterclass and AI-Enabled Content Production course at CIM.
 - Tutor on AI Marketing Masterclass at DMA.
 - AI Trainer on Google Digital Garage.
 - Independent courses



An abstract painting featuring a central bright yellow and orange sun-like glow. Numerous hands of various colors (red, orange, yellow, green, blue, purple) are reaching upwards towards this central light. The background is composed of large, overlapping, leaf-like shapes in similar colors, creating a sense of organic growth and collective aspiration. The overall mood is hopeful and collaborative.

What is AI + current landscape

The AI landscape



→ **Three out of five workers (61%) currently use** or plan to use generative AI. ([Salesforce](#))

→ **69% of global CEOs anticipate** that AI will necessitate most of their workforce to develop new skills. ([PwC](#))

→ **71% of leaders say they'd rather hire a less experienced candidate with AI skills** than a more experienced candidate without them. ([Microsoft](#))

→ **25% drop in search engine traffic by 2026** due to AI chatbots and virtual agents. ([Gartner](#))

“ AI won't take your job, people who know how to use AI will ”

How AI is revolutionising marketing



Visual content

Generate, edit and repurpose your images and videos



Turn data into insights

Create reports + surface insights in minutes



Personalise Content

Adapt messages for different platforms and audiences



Beat the Blank Page

Generate fresh ideas instantly



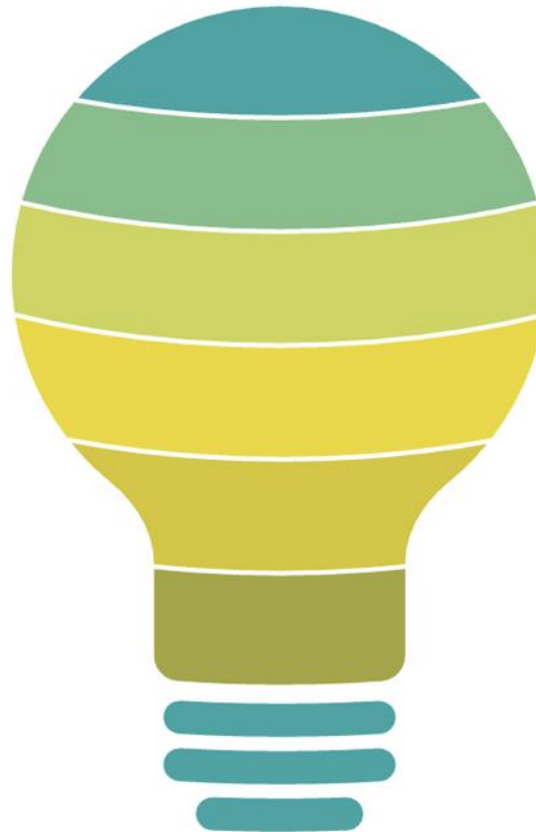
Automate Simple Tasks

Manage inbox, pre-qualify leads + more



Faster First Drafts

Get to higher quality first drafts + edit your work



An abstract painting featuring a central, bright yellow and orange circular light source. Numerous hands, rendered in various colors including red, orange, yellow, green, and blue, are reaching upwards towards the center. The background is composed of large, overlapping, leaf-like shapes in similar color tones, creating a sense of depth and movement. The overall composition suggests themes of unity, aspiration, and collective effort.

Reality check

5 considerations

1. **AI hallucinations** – fact check what you generate



5 considerations

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2. **Privacy** - nothing private, confidential or proprietary in free



5 considerations

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4. **Consider the environment** - use AI efficiently



5 considerations

1. **AI hallucinations** – fact check what you generate
2. **Privacy** - nothing private, confidential or proprietary in free
3. **Trust** - create an AI Policy. Be transparent.
4. **Consider the environment** - use AI efficiently
5. **Upskill yourself/your teams** – so everyone is using it wisely



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The big players

The key players

- **ChatGPT** - Good all-rounder | GPT store | Build GPTs | Canvas for editing
- **Claude** – Great for writing | Integration with Google Workspace | Trained to align with constitutional AI document
- **Copilot** – All-round assistant | Extra elements within Edge browser | Integrated with Word
- **Gemini** – Features that support long-form writing | Ability to check



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Generate + stress test ideas

Please create a month of themes for my weekly newsletter. My newsletter is about AI and content creation.

Target audience: Copywriters, content creators and founders and entrepreneurs who write for their business.

Please reply with a short outline of each theme.

Week 1: The Evolution of AI in Content Creation

- **Introduction to AI in Content Creation:** A brief history of AI development and its growing role in content creation.
- **Current State of AI Tools:** Overview of leading AI content creation tools and their capabilities.
- **AI Impact Stories:** Success stories of businesses and content creators who effectively use AI.
- **Future Trends:** Expert predictions on how AI will further transform content creation.

Week 2: Ethical Considerations and Creativity

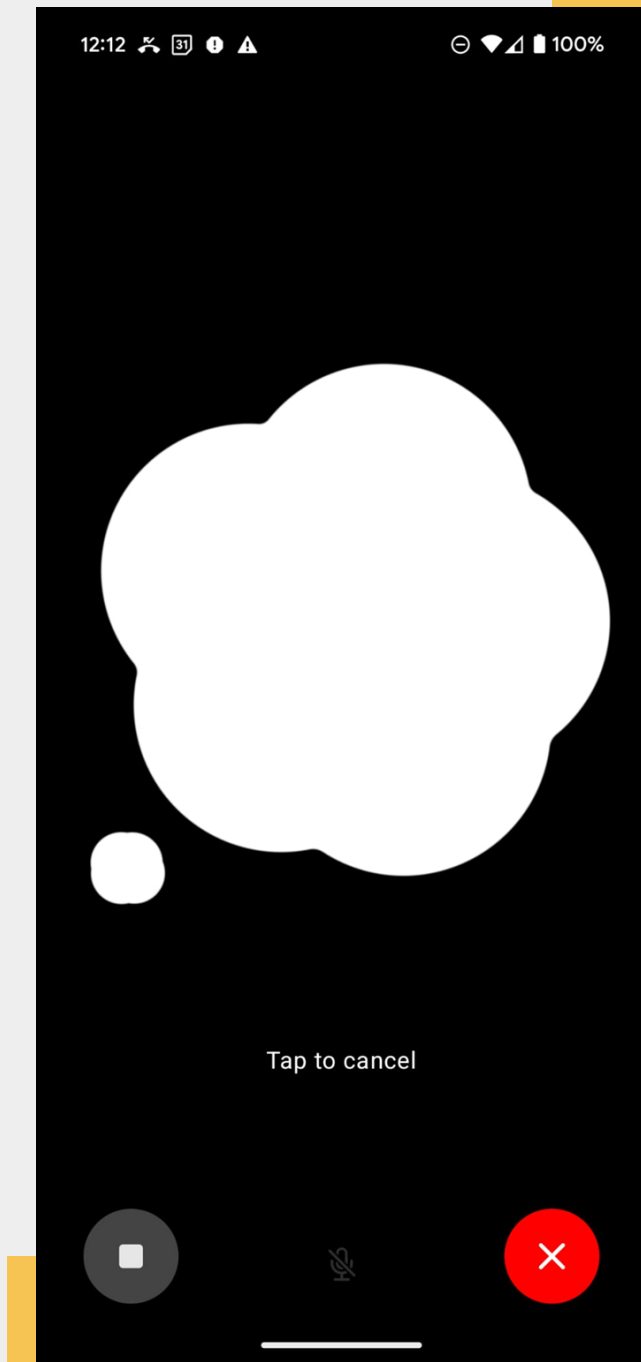
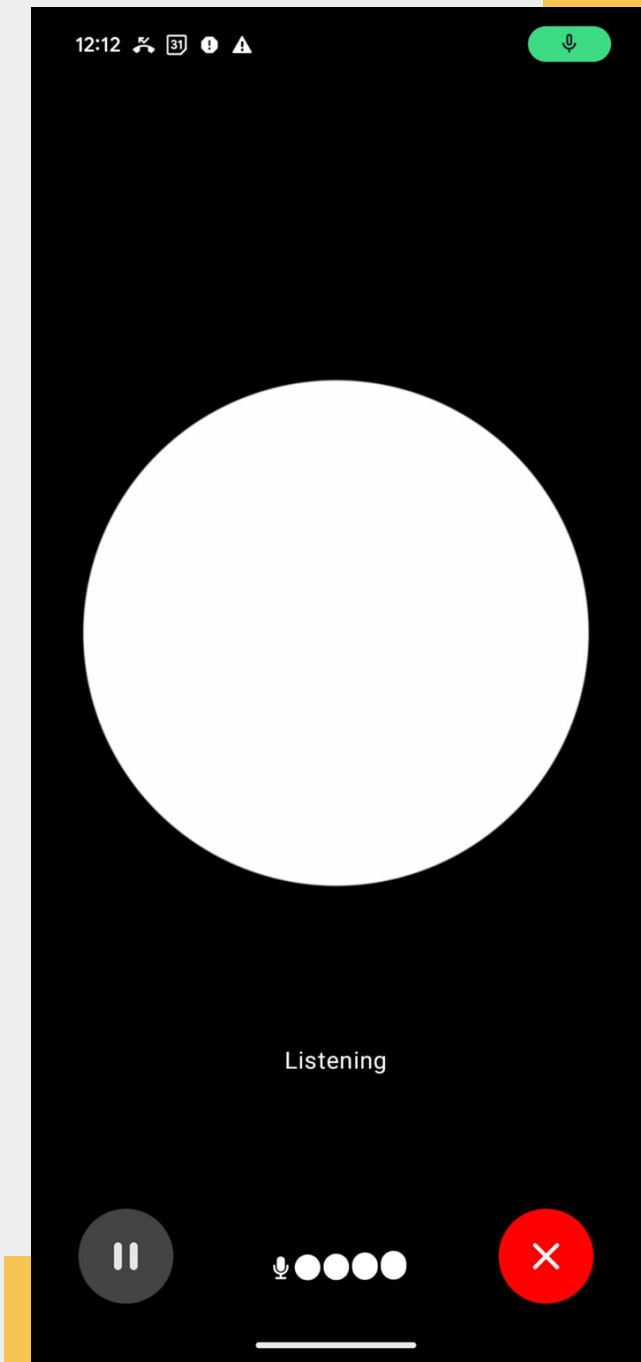
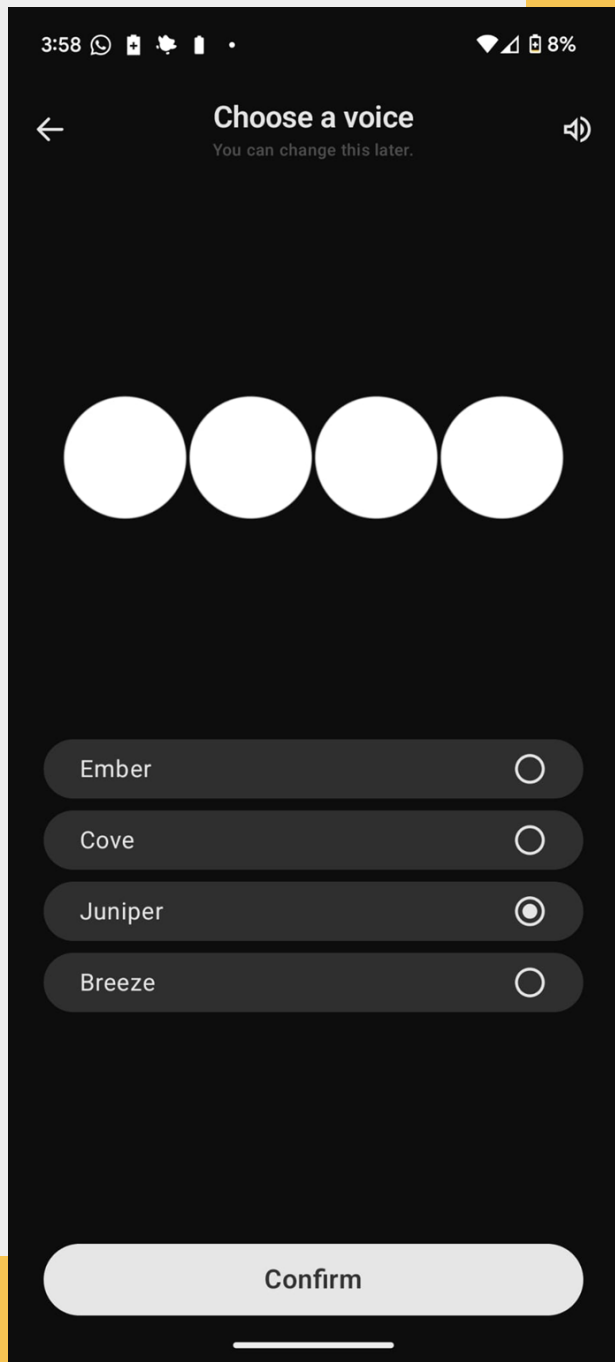
- **AI and Ethics:** Discussing the ethical implications of using AI in content creation.
- **Balancing AI and Human Creativity:** Strategies for integrating AI tools without losing the human touch in content.
- **Protecting Copyright and Intellectual Property:** How to use AI responsibly and avoid plagiarism.
- **Case Studies:** Examples of ethical dilemmas resolved by businesses and creators.

Week 3: Enhancing Productivity with AI

- **AI Tools for Productivity:** Introduction to AI tools that enhance writing speed, research, and SEO optimization.
- **Workflow Integration:** Tips for integrating AI tools into existing content creation workflows to maximize efficiency.
- **Time Management:** How AI can help manage time better for content creators and entrepreneurs.
- **Real-life Examples:** Sharing stories of individuals and businesses achieving significant productivity gains with AI.

Week 4: The Future of Content Marketing with AI

- **Trends in AI-driven Content Marketing:** Exploration of how AI is shaping content marketing strategies.
- **Personalization and AI:** How AI is used to personalize content at scale for different audience segments.
- **AI in Analytics and Decision Making:** Utilizing AI for better understanding content performance and making informed decisions.
- **Preparing for the Future:** Skills and knowledge content creators need to stay ahead in the rapidly evolving landscape of AI-driven content marketing. ↓



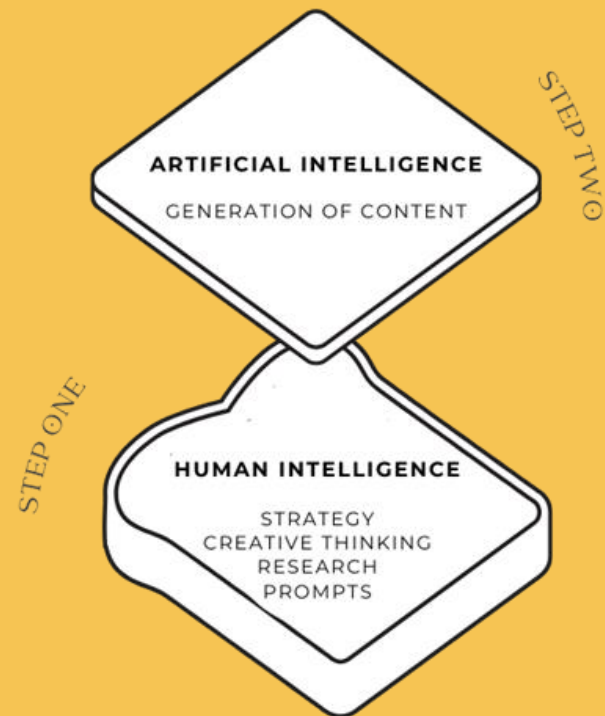
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Get to a first draft faster

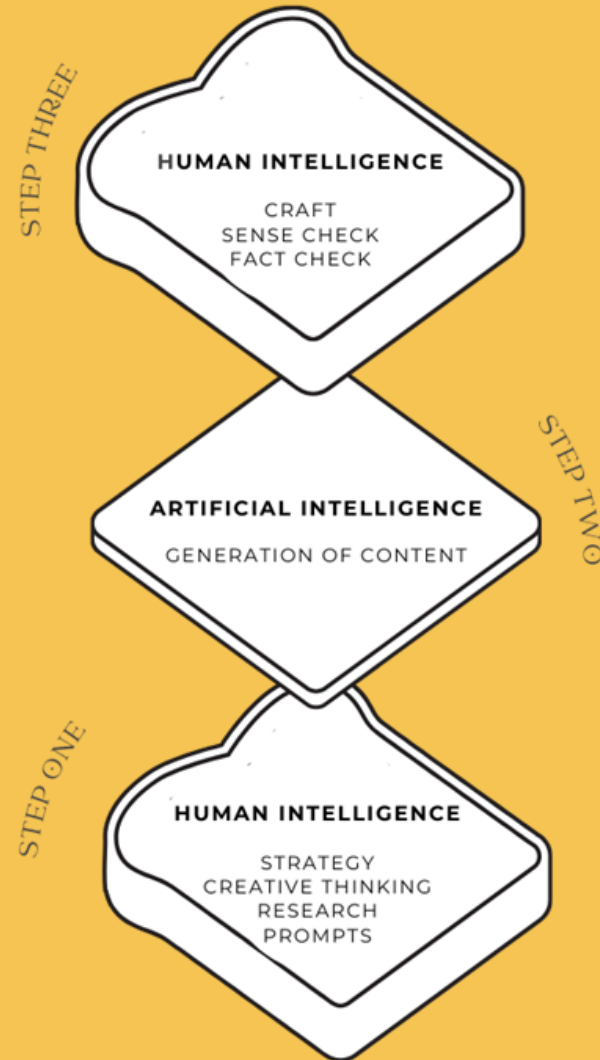
AI SANDWICH




AI SANDWICH



AI SANDWICH



Case Study




[Home](#) [Marketplace](#) [Resources](#) [Community](#) [Help Hub](#)

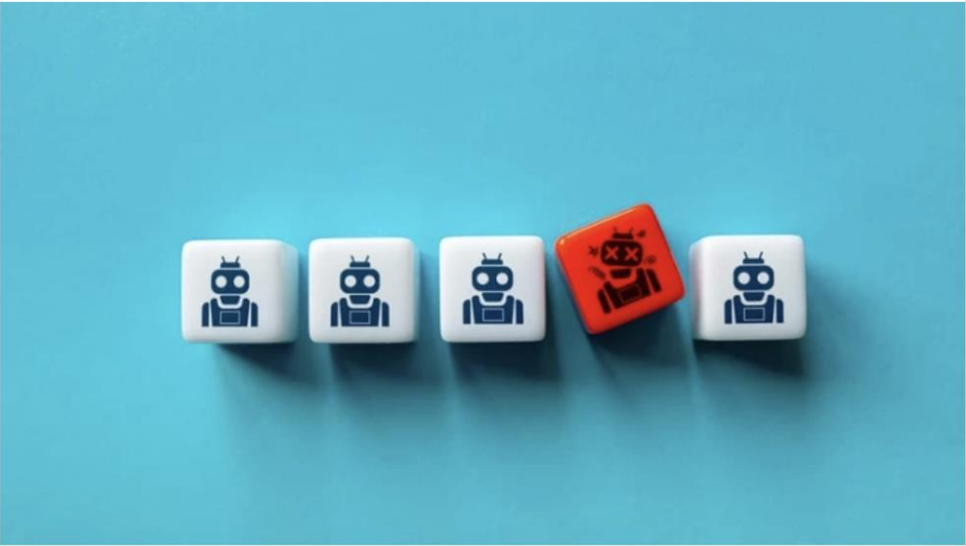
[Home](#) / [Learn something](#) / [How to use generative AI responsibly: Key considerations for small businesses](#)


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BLOG



How to use generative AI responsibly: Key considerations for small businesses





Kerry Harrison

Unclouded

Take
rele
reco

KE

You

Please write a detailed structure for a blog for small business owners about the considerations and problems when using generative AI tools.

I'd like to include the following points:

1. Environmental concerns - the use of water and power when training models
2. Hallucinations – how these can create incorrect information
3. Data privacy - don't put confidential or proprietary information into LLMs
4. Over reliance - it's important to keep using our brains and to avoid deskilling

Plus any considerations you suggest. The blog should be around 700 - 900 words. The tone is conversational but professional.

Do you need any further information to generate this structure?

an additional consideration for a balanced view. This structure aims for a conversational yet professional tone, making complex concepts accessible and actionable for your audience.

Blog Structure

Introduction (100-150 words)

- Briefly introduce the emergence of generative AI tools and their potential for small businesses.
- Highlight the importance of understanding both the opportunities and challenges these tools bring.
- State the purpose of the blog: to explore key considerations and problems small business owners may face when integrating generative AI into their operations.

1. Environmental Concerns (150-200 words)

- **Overview of Resource Usage:** Explain how training large AI models requires significant computational power and, consequently, substantial amounts of electricity and water, contributing to a larger carbon footprint.
- **Impact on Small Businesses:** Discuss the indirect impact on small businesses, such as the ethical considerations of using technology with high environmental costs and potential future regulations affecting operational costs.
- **Mitigation Strategies:** Offer practical tips for small businesses to minimize their environmental impact, such as choosing AI service providers committed to sustainability.

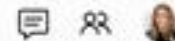
2. AI Hallucinations (150-200 words)

- **Understanding Hallucinations:** Define AI hallucinations as instances where AI generates false or



Message ChatGPT...





Go back

BLOG

How to use generative AI responsibly: Key considerations for small businesses



Kerry Harrison
Unclouded

Posted: Thu 21st Sep 2023

Generative AI tools are making waves across the business world. They're helping us to **create content**, support design work - and even shape customer experiences.

But as we think about **integrating these tools into our operations**, it's wise to take stock of the potential pitfalls. Let's look at some of the key considerations here.

AI hallucinations

Take a free tool to find technology that's relevant to your business and get support recommendations based on your goals.

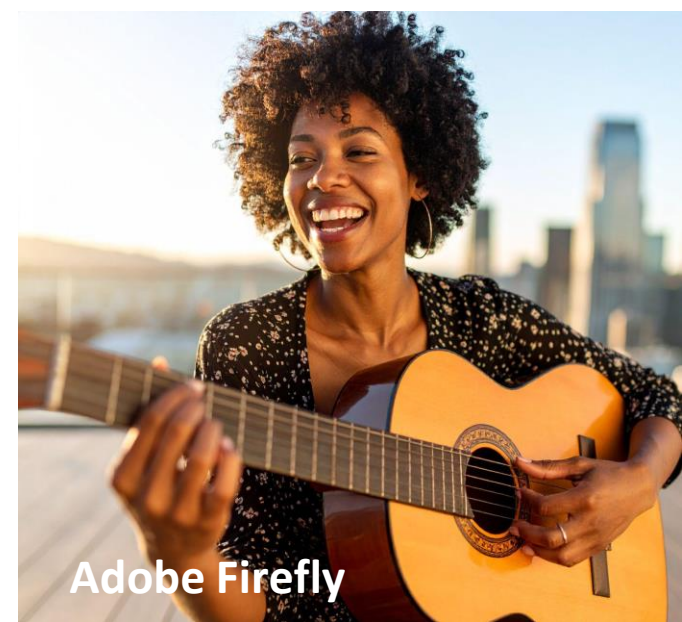
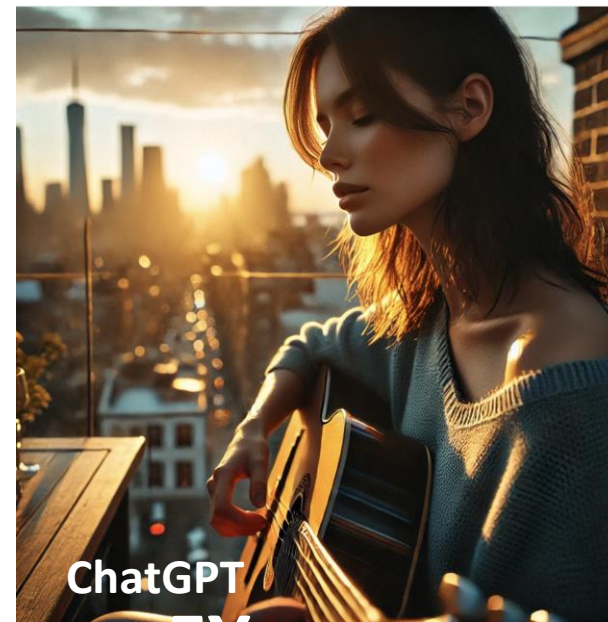
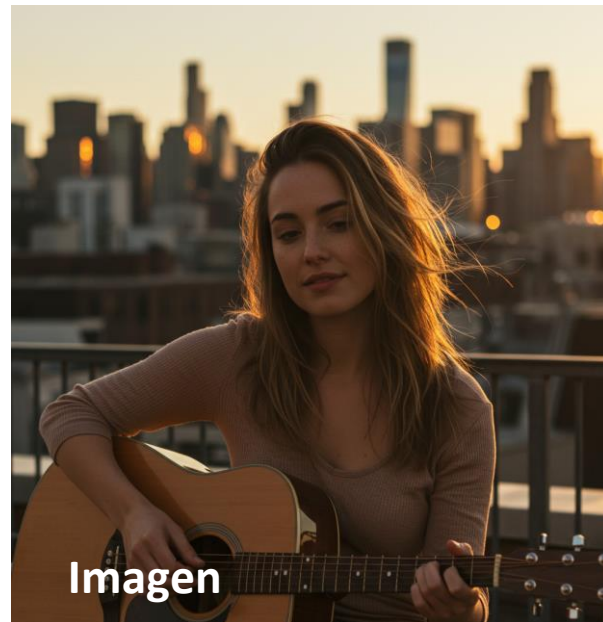
Go to diagnostic tool

An abstract painting featuring numerous hands of various colors (red, orange, yellow, green, blue, purple) reaching upwards towards a bright, glowing yellow and orange circular light source at the top center. The background is filled with large, overlapping, leaf-like shapes in similar colors, creating a sense of movement and energy. The overall style is expressive and vibrant.

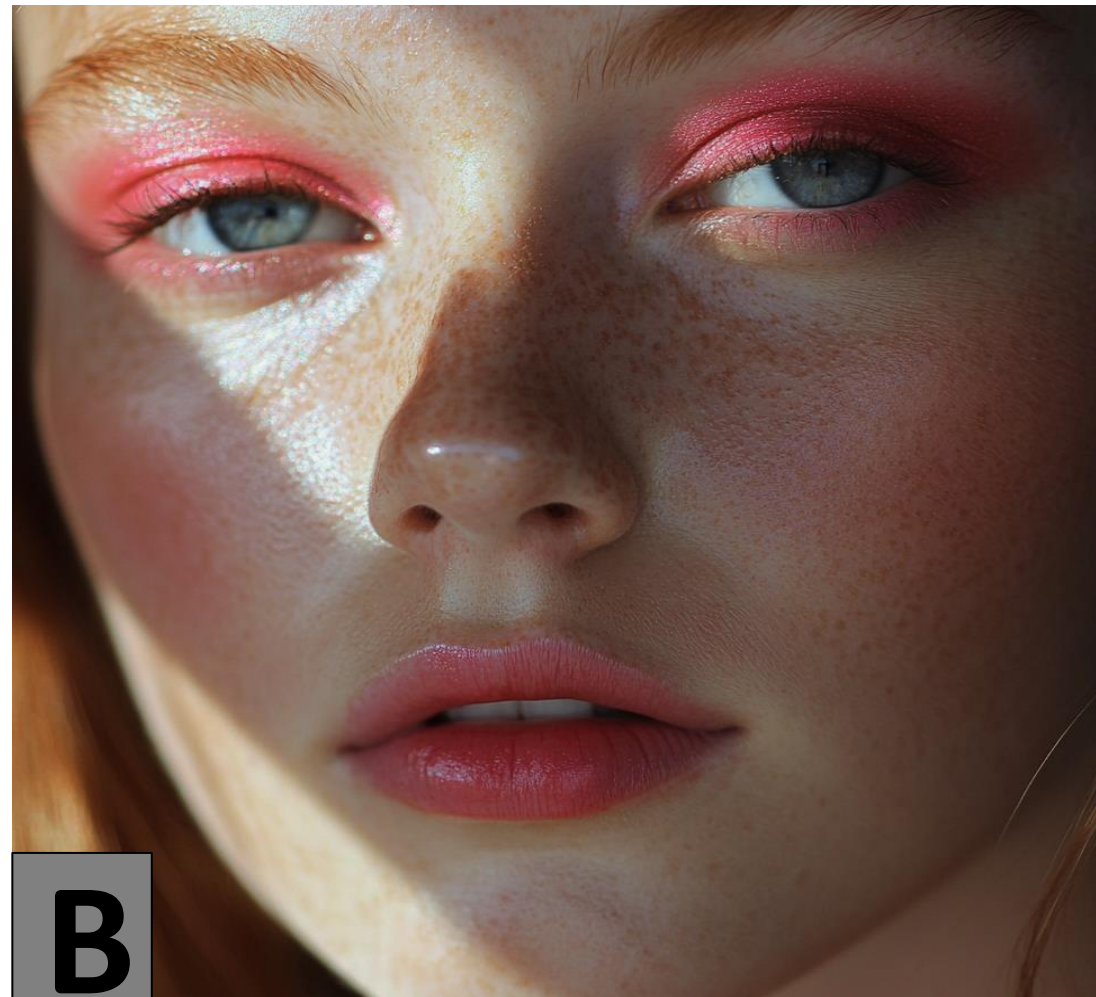
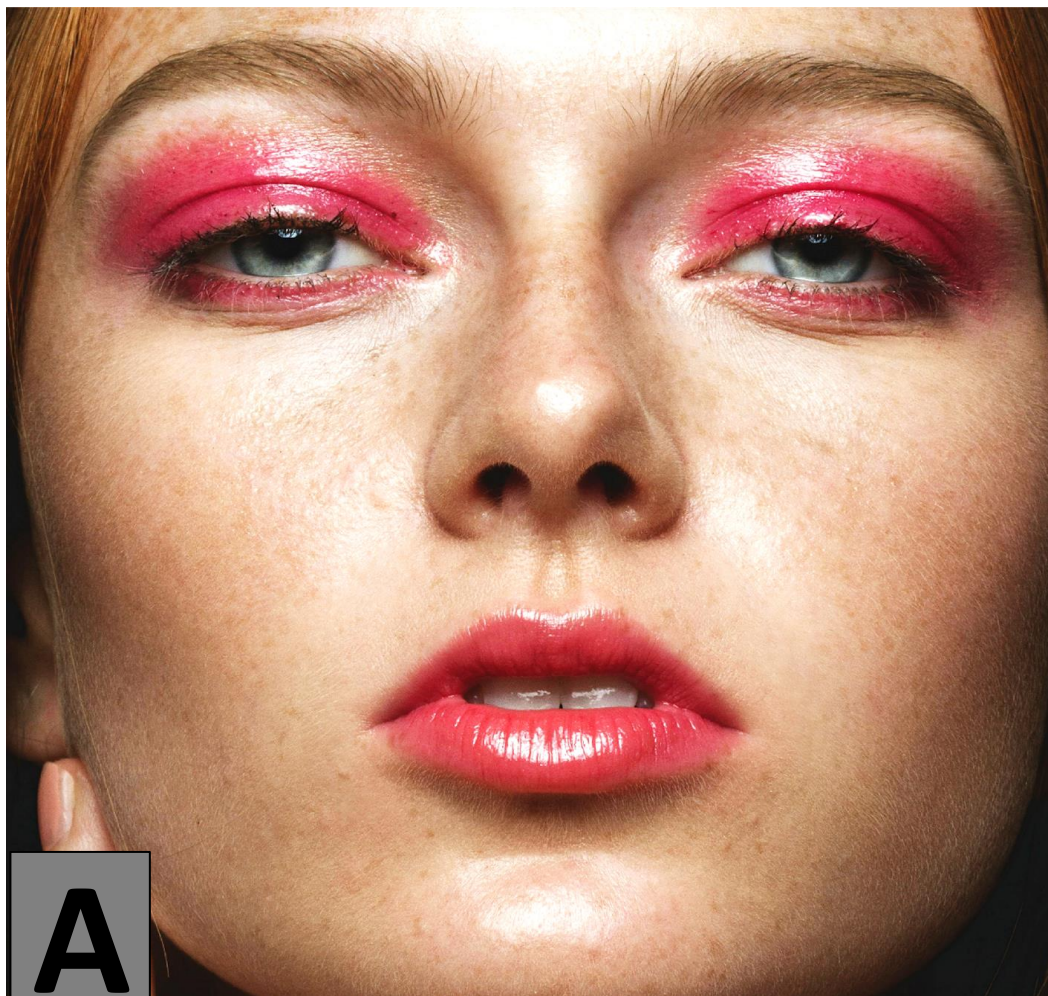
**Generate custom images
in seconds**

Create the images you want in seconds

Prompt: Close-up portrait of a woman playing guitar on a rooftop terrace at golden hour. Her face is softly lit by warm, cinematic sunlight, creating rich shadows and glowing highlights. Behind her, a beautiful city skyline stretches out, artfully blurred, bokeh effect, to enhance depth. Captured with Fujifilm Superia X-TRA 800. Emulates the style of a professional portrait photographer.



Which is the AI-generated image?

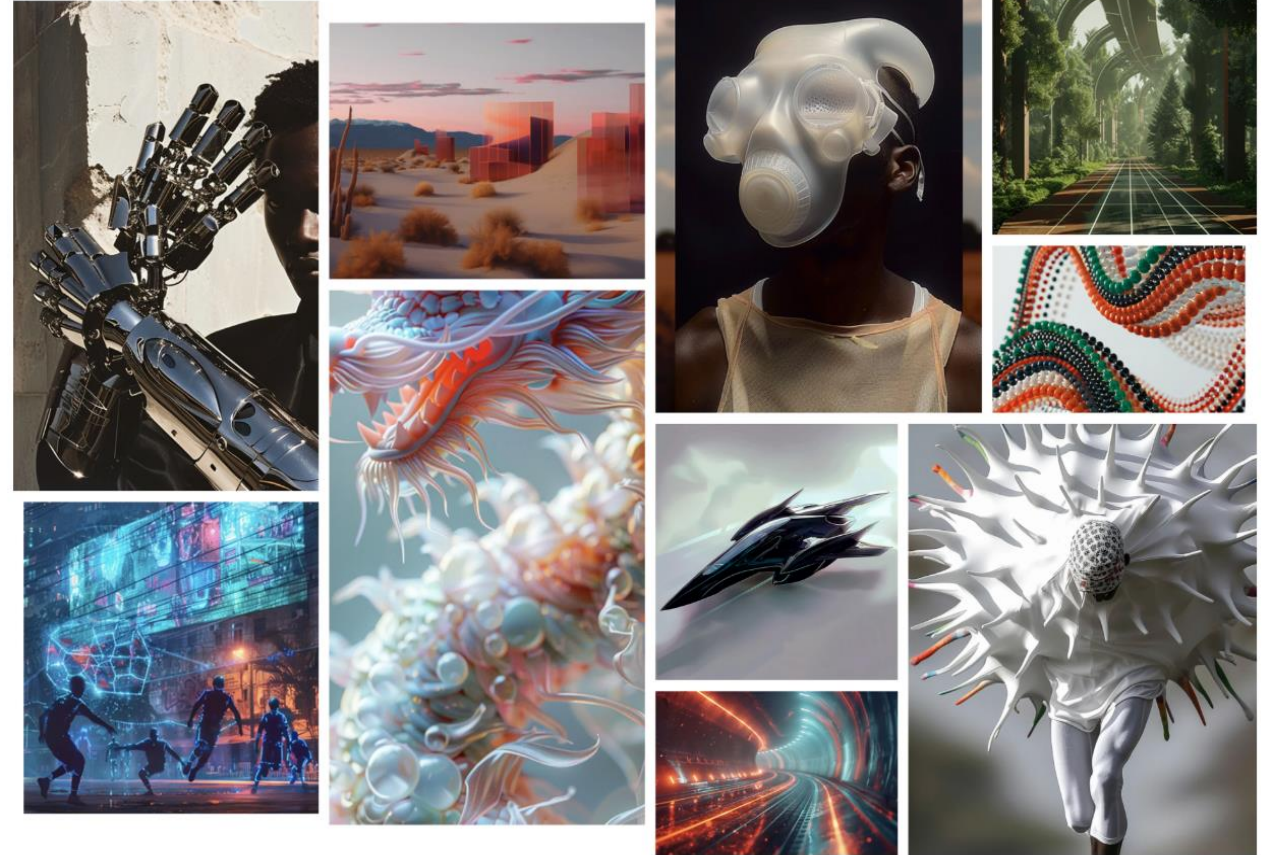


Innovating for athletes Feature

Creating the unreal: how Nike made its wildest Air footwear yet



Nike Air



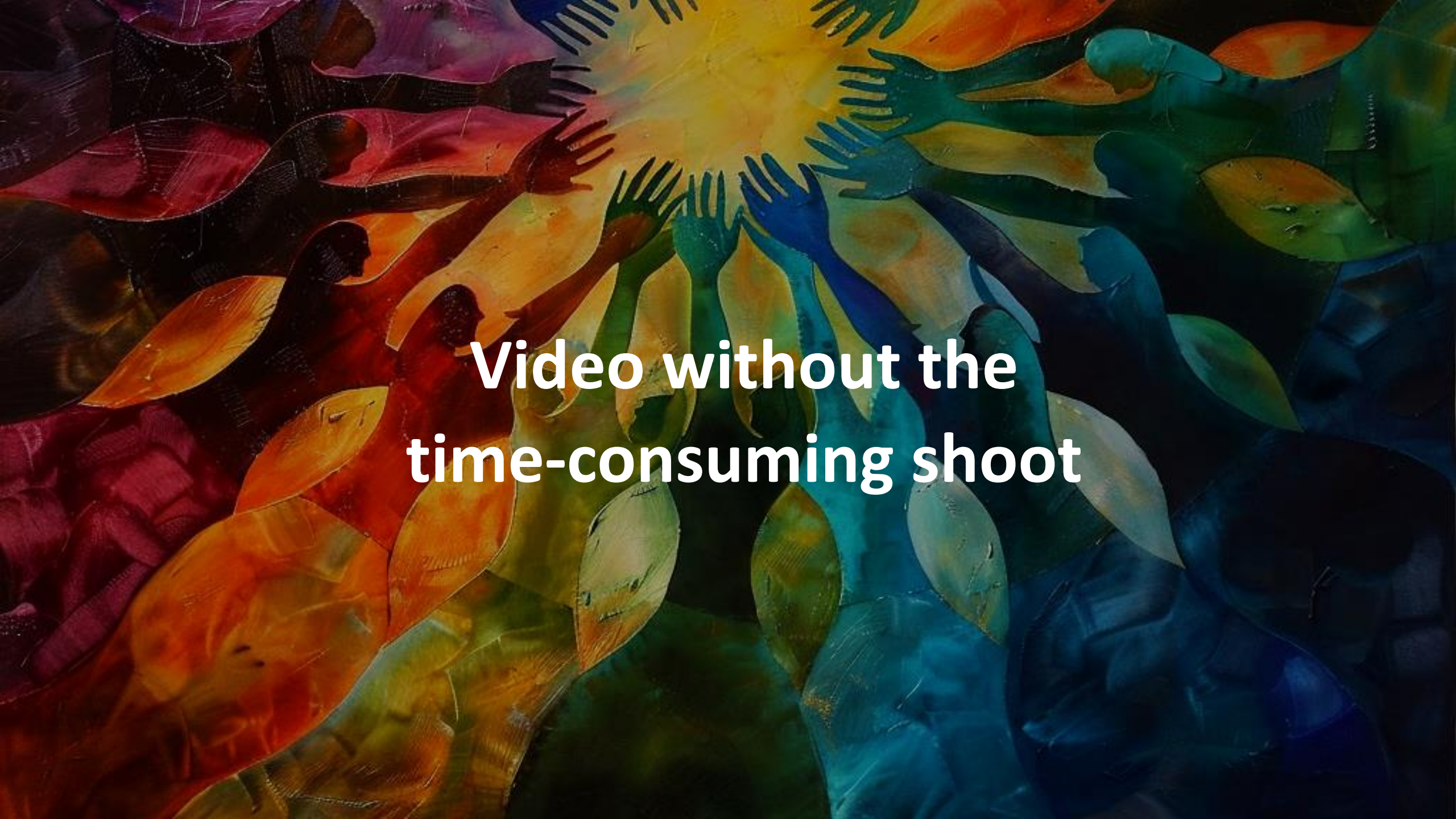
A small sampling of the hundreds of concepts created by a layered range of generative tools—all in a single afternoon.

"AI exponentially increases our creative process ... Creating these starting points used to take us months to do. Now, we can create them in seconds.

We liken AI to a sharper, more intelligent pencil. The designer is still in control."

Roger Chen, Nike VP, NXT, Digital Product Creation



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**Video without the
time-consuming shoot**

Turn a photo into a video



Turn a text prompt into a video



Prompt: Establishing shot, wide angle lens, long golden beach at dusk with palm trees and turquoise sea. Drone view, camera moves gently along the beach. Golden hour, warm natural light. Pastel colours.



Turn text to video, in minutes.

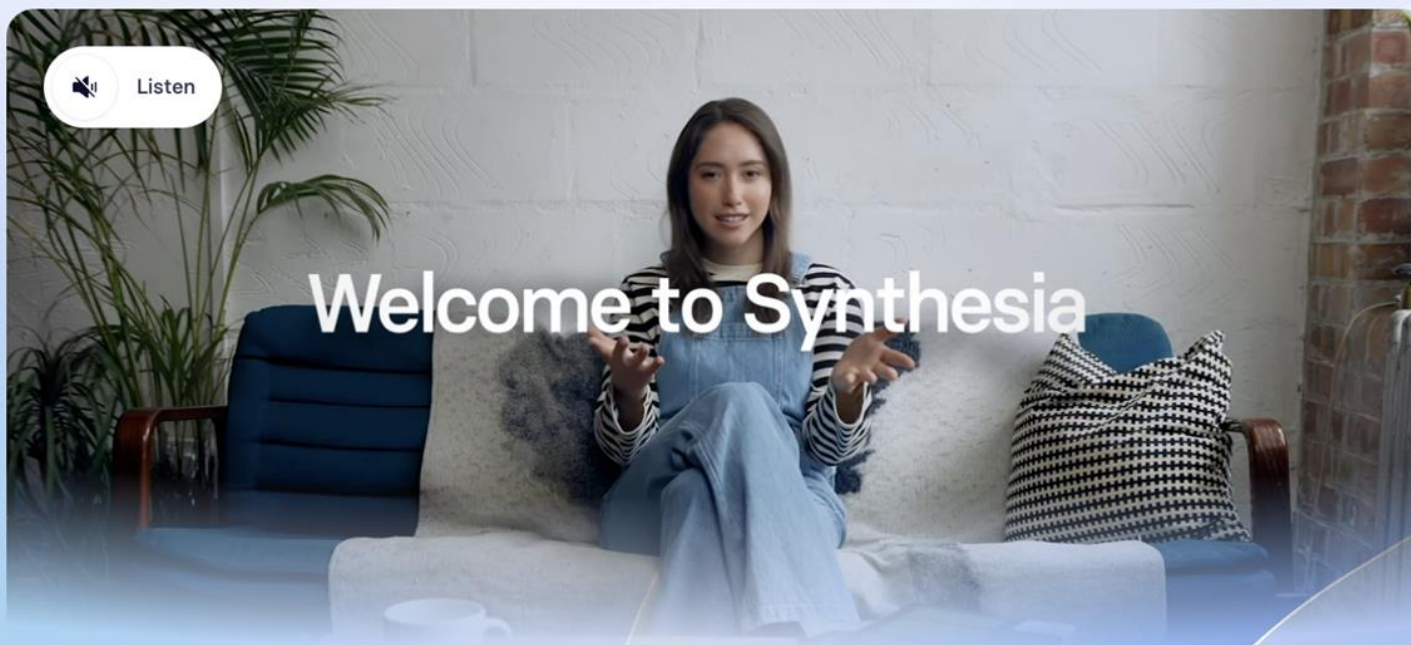
Create studio-quality videos with AI avatars and voiceovers in 140+ languages. It's as easy as making a slide deck.

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Rated 4.7/5 on G2



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zoom

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Clone yourself + personalise like never before



Speak whatever language you want!



HeyGen





Q&A

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