

# AI-powered Marketing Content: Can It Be Useful in Your Business?



In the last issue of *Groundwork*, we looked at how artificial intelligence (AI) tools can be used to provide agronomic support on the farm. In this article, we'll look specifically at AI content generation and how it can be helpful in business marketing.

## A quick intro to content-generating AI

The term AI refers to any kind of machine learning. When it comes to generating words, what we're talking about specifically is natural language generation (NLG) AI, which draws on a data set to produce very human-sounding speech and text. ChatGPT is the NLG AI tool you're probably most familiar with. Type in a prompt and ChatGPT magically fills the screen with content — some of which is incredibly accurate and some that leaves you scratching your head. That's because ChatGPT (and other tools like it) are still learning. ChatGPT is just one of many applications out there that use similar functions to produce content. They can be highly useful in your marketing efforts, with a few caveats.

## What can an AI content generator help you do?

### Develop more content, more quickly.

Make a mental list of all the marketing channels your business uses: website, social media, blog, email, direct mail, text — there are probably a lot more than you realize. And every single one of those channels requires content — timely, relevant, business-boosting content. It's a big job, and if your business has been struggling to keep up with it, you're certainly not alone. Ever visit someone's website and realize their blog hasn't been updated in several months (or years)? It's not because they don't have anything important to say. It's because they haven't had time to write about it.

NLG AI tools help you develop content quickly and easily adapt it to multiple platforms. A first draft that used to take hours or days can be produced in seconds, then polished up by a person to create a final version. AI can also help you summarize that content, so you can quickly produce a social media post or website blurb to promote it.

### Overcome writer's block.

A blank screen is daunting! Content-generating AI programs can help get you started. Type in your prompt and see what you get in just the first few lines or paragraph. This may be just what you need to inspire direction. Some tools, such as [rytr.me](https://rytr.me) also offer an outline generator. And you don't need to use AI only for long content. These tools also work well for generating ideas for headlines, captions and posts.

### Revise your content.

Content generators can also help with copy editing. Quillbot.com, for example, lets you put in a chunk of content and paraphrase it. This can be a great way to make writing more succinct or identify a better word or phrase to use. You could

also take a first draft written in-house and compare it to AI-generated content on the same topic. Is there anything the AI tool suggested that your piece doesn't cover? Any concepts the program explained in a way you prefer? Use the best from both drafts to create the most effective final piece. Many tools can also assist with SEO optimization of your content, helping to incorporate key words and develop meta descriptions.

## What are some of the limitations of AI content generation?

### It doesn't eliminate the need for people to develop content.

At its best, these AI tools can make the writing process more efficient and targeted, but it doesn't eliminate the need to have a person revise and tailor any AI-generated content so that it actually works for your business and customers.

### It's not always accurate.

Ag is a highly technical business, and AI content generators don't always get the details right, or tell you where the information came from. In fact, OpenAI, the makers of ChatGPT, states, "We'd recommend checking whether responses from the model are accurate or not."<sup>1</sup> So, if you're working with any AI-generated content that includes facts, stats and data, have a person — preferably one who understands your brand and customers — double-check it for accuracy.

### It's not personal.

AI can do some amazing things but it doesn't know your business and your brand the way you do. You've worked hard to build a personal relationship with your customers and to develop a distinct brand personality. Think of the content produced by AI as a guide, and then put those messages in your own words so they'll be relevant and meaningful to the farmers you serve.

There's no question that AI capabilities are rapidly changing our business — and everyone else's! But like any technological revolution, it's all in how we use it. Put AI content generation to work for your brand in ways that balance getting more done with doing it correctly and you'll likely find it helps you reach more customers more often and with a little more ease. By this time next year, you may be wondering how you ever did your marketing without it.

<sup>1</sup> "What is ChatGPT?" OpenAI. Accessed July 21, 2023. <https://help.openai.com/en/articles/6783457-what-is-chatgpt>.

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