

How Artificial Intelligence Is Revolutionising Content Marketing

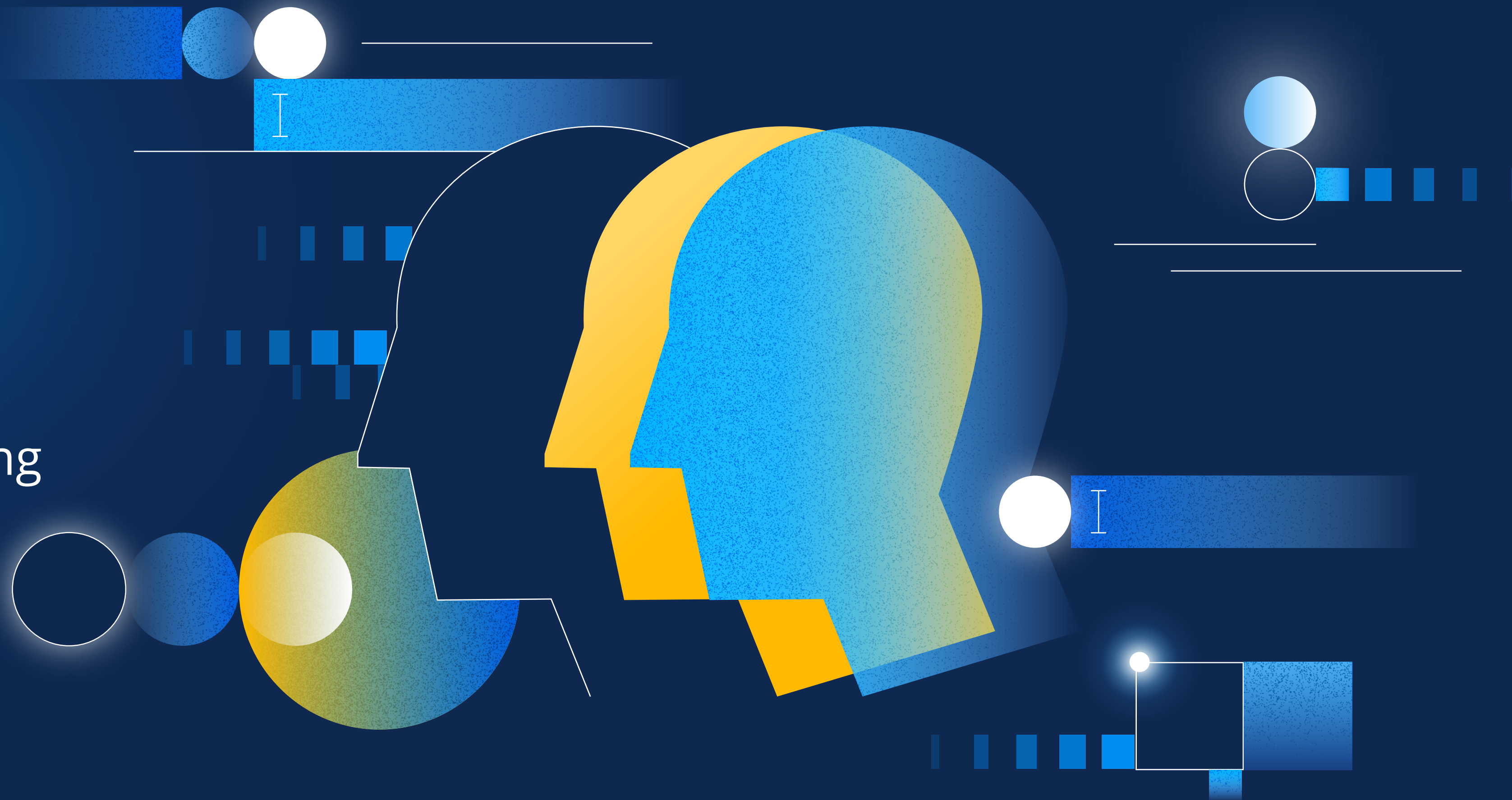




TABLE OF CONTENT

FOREWORD	
Artificial intelligence in focus	3
What you can expect: guidance and specific usage tips	3
01 CHATGPT AND THE LIKE – HERE TO STAY	4
Definition and narrowing down of the topic to AI in marketing.....	5
Use of AI: reality yet to catch up with the hype	5
But ChatGPT and the like are still some way from achieving universal reach	6
The potential opportunities far outweigh the risks	6
Companies are just getting started; investments will only be ramped up significantly in 2024	7
AI opens up huge potential savings across all sectors and areas of business	8
02 CURRENT USAGE OF GENERATIVE AI IN MARKETING	9
Generative AI: potential and use cases still focused on marketing and IT	10
SRH studies highlight the future areas of application of AI in marketing	11
AI in marketing: here too, a gap between importance and reality	11
Implementation and use of AI will increase more rapidly than in previous years	12
Reassuringly, an international comparison indicates that actual use of AI still at a low level	12
The range of SaaS and AI-based tools is growing, driving the use of AI	13
Main obstacles to the use of AI	13
Risk awareness: data protection, liability and IT are sensitive areas	14
Knowledge transfer represents the key to increasing the use of AI	15
A positive mindset gives the topic additional momentum	15
03 SIX AREAS OF APPLICATION OF AI IN MARKETING	16
Support for both internal and external functions	17
1 Efficient and effective content creation	18
2 Personalised emails and newsletters	18
3 Forecasting customer lifetime value (CLV)	18
4 Sentiment analysis	18
5 Better overall use of data	18
6 Search engine optimization (SEO)	18
04 PROMPTS AND RECOMMENDED TOOLS FOR AI IN MARKETING	19
The most common use cases of AI for marketing professionals	20
The right prompts: ideas that guide the technology	20
The structure of good prompts	20
How to create accompanying image material	21
Eight useful ChatGPT prompts for your content marketing and SEO, plus a cheat sheet	22
Five recommended AI tools for SMEs	23
1 Guidde	23
2 OpusClip	23
3 WebWhiz.....	23
4 Gamma App	23
5 HeyGen.....	23
The next steps: how to successfully introduce AI within your marketing team	24
05 STRATEGIC OUTLOOK AND NEW MARKETING IN CHINA	25
Keep in mind the limitations and risks of generative AI	26
How to prepare for an unforeseeable AI future – a strategic outlook	27
An examination of China: what does ‘new marketing’ mean? And will China be the global market leader in AI by 2030?	28
AI tools	30
Newsletters and podcasts	30
Further seminar programmes (both free of charge and premium)	30

Welcome to this Content Marketing Compass dedicated to the topic of AI

ARTIFICIAL INTELLIGENCE IN FOCUS

Artificial intelligence (AI) is a polarising subject. If it hadn't already, it has definitely made the leap from a niche topic to the day-to-day reality of marketing professionals – in the B2B and B2C segments alike – since the launch of ChatGPT in late 2022. Many marketers use AI-based tools to analyse customer data, draw connections and predict buying habits as accurately as possible. The pace at which these tools are being developed is increasing exponentially, meaning that the trend towards more AI in marketing has become much more prominent of late.

After all, the opportunities made possible by the use of AI, in marketing alone, are huge. The use cases include, for example, personalised emails. AI tools are becoming ever more important for content creation and customer communication and are revolutionising content marketing. If used correctly, AI holds the promise of achieving more results in a less time-consuming and resource-intensive way and taking productivity to a new level. McKinsey, for example, estimates that generative AI can boost the productivity of marketing functions by between five and 15 per cent of total marketing expenditure (*cf. McKinsey 2023, page 18a*).

But will AI really consign a lack of ideas, writer's block, inappropriate customer communication and too many content channels for too few resources to the dustbin of history? What form does the application of AI in content marketing take in concrete terms? Where does it make sense to use it? And how is AI already being used by other companies?

WHAT YOU CAN EXPECT: GUIDANCE AND SPECIFIC USAGE TIPS

With this compact Compass format, we aim to provide you with data-driven facts on a specific topic and, based on key AI studies, offer you guidance as to how AI is being used at your companies. On the following pages, we have, as usual, compiled a series of specific usage tips (think 'prompts') and further educational resources, including recommended tools for SMEs, so that you can put AI to optimum use for the purpose of supporting your (content) marketing. This enables you to develop your own AI strategy and put your newly acquired in-depth knowledge into practice straight away.

As always, we hope you discover many useful insights and practical flashes of inspiration, coupled with a substantial motivational boost, to allow you to put many aspects into practice in a pragmatic manner. Believe in yourself and get the ball rolling – we wish you every success and hope you enjoy the journey!

Yours sincerely,



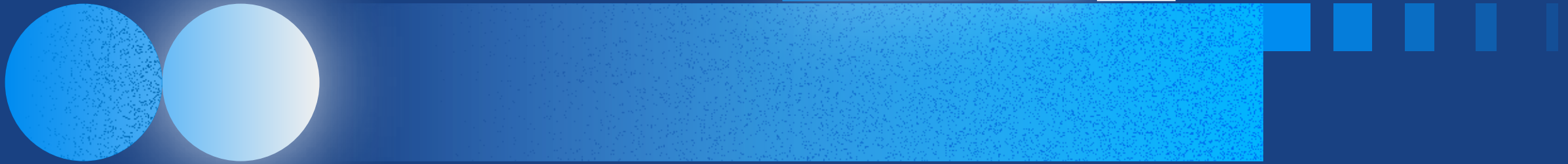
Dr. Sandra Gärtner

Research and Consulting | mediaresearch42



Sebastian Schurz

Vice President | Statista Content & Design



CHATGPT AND THE LIKE – HERE TO STAY

If they hadn't been doing so already, everybody started using generative AI – or at least started having an opinion about it – with the launch of ChatGPT. And as the topic has not only garnered considerable attention in the industry press, but also in the media in general, this raises the question of how much of a foothold generative AI tools will gain on the market and how widely they will be used. This chapter puts you in the picture.

DEFINITION AND NARROWING DOWN OF THE TOPIC TO AI IN MARKETING

In simple terms, artificial intelligence means the recreation of human thinking and action by a computer. AI in marketing, particularly generative AI, relates to the use of artificial intelligence to optimise and automate marketing activities. This encompasses the use of generative AI-based models to support customer communication and interaction, to generate copy and creative content and to automate marketing and sales workflows.

For many people, the launch of ChatGPT (Generative Pre-trained Transformer) at the end of 2022 was an eye-opener, prompting a wave of interest in, and intensive debate about the use of, generative AI in business. There are, however, many other generative AI-based applications in existence, such as Google

Bard and DALL-E. Generative AI-based solutions permit the generation of customised copy, programming codes and even images using so-called prompts. This Compass explores these solutions, especially those relevant to marketing.

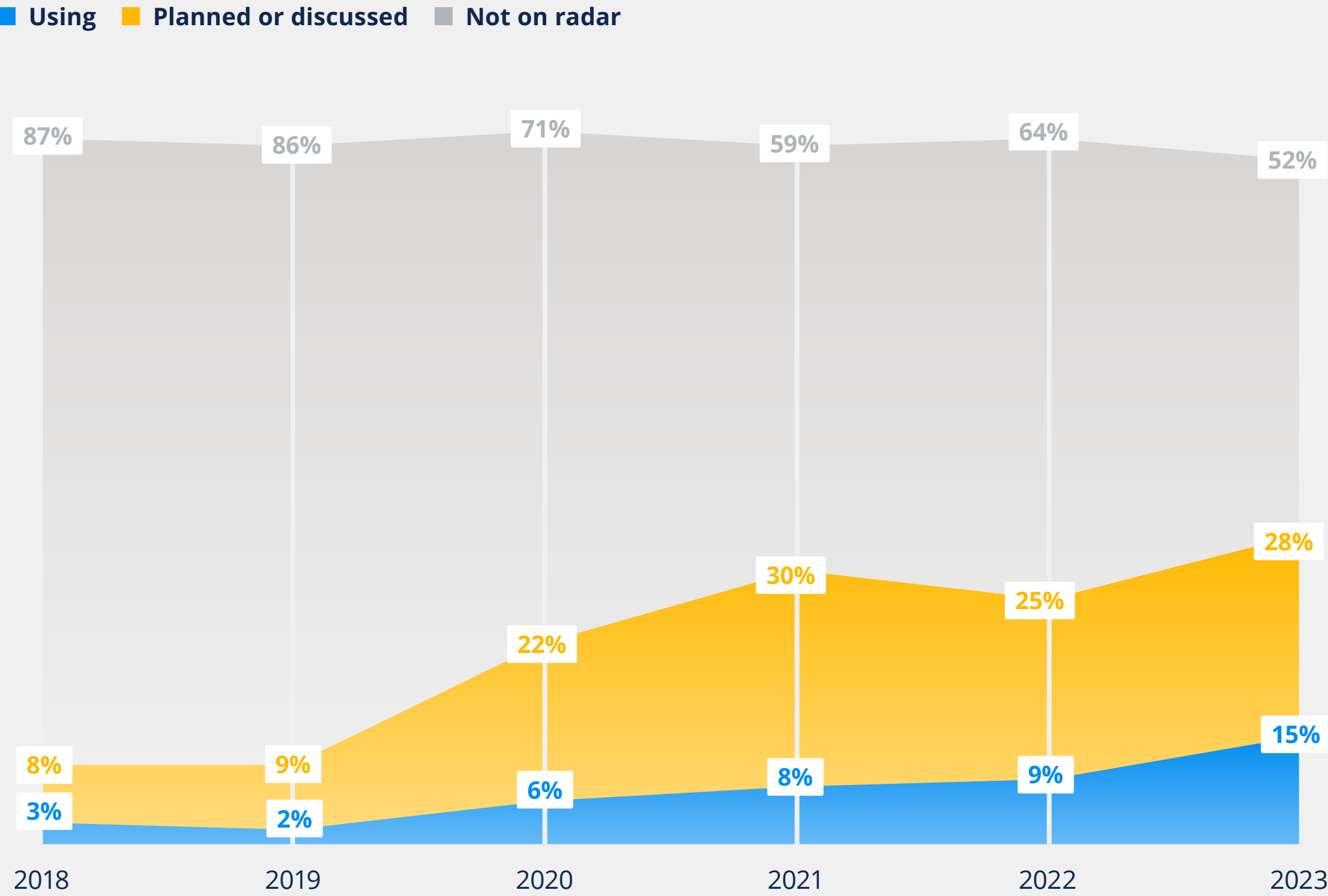
- TIPP
- The current Periodic Table of AI, by computer scientist Kristian Hammond (cf. Bitkom, 2018), still offers valuable guidance in terms of a useful definition of AI and an understanding of the big picture.

USE OF AI: REALITY YET TO CATCH UP WITH THE HYPE

The study on digitalisation in the German economy, conducted annually since 2018 by the German IT and telecommunications association Bitkom, sheds light on the status of artificial intelligence in Germany and where you stand in relation to other companies.

The results indicate clear upward trends: the number of companies using AI has risen from three per cent in 2018 to 15 per cent in 2023. As of this year, 28 per cent of companies surveyed are either planning to use it or are discussing the possibility (cf. fig. 1).

FIG. 1. TO WHAT EXTENT DOES YOUR COMPANY USE AI, IS PLANNING TO USE IT OR IS DISCUSSING THE POSSIBILITY?



Basis: n = 605 companies in Germany with at least 20 employees | Source: Bitkom Research, 2023, page 4

BUT CHATGPT AND THE LIKE ARE STILL SOME WAY FROM ACHIEVING UNIVERSAL REACH

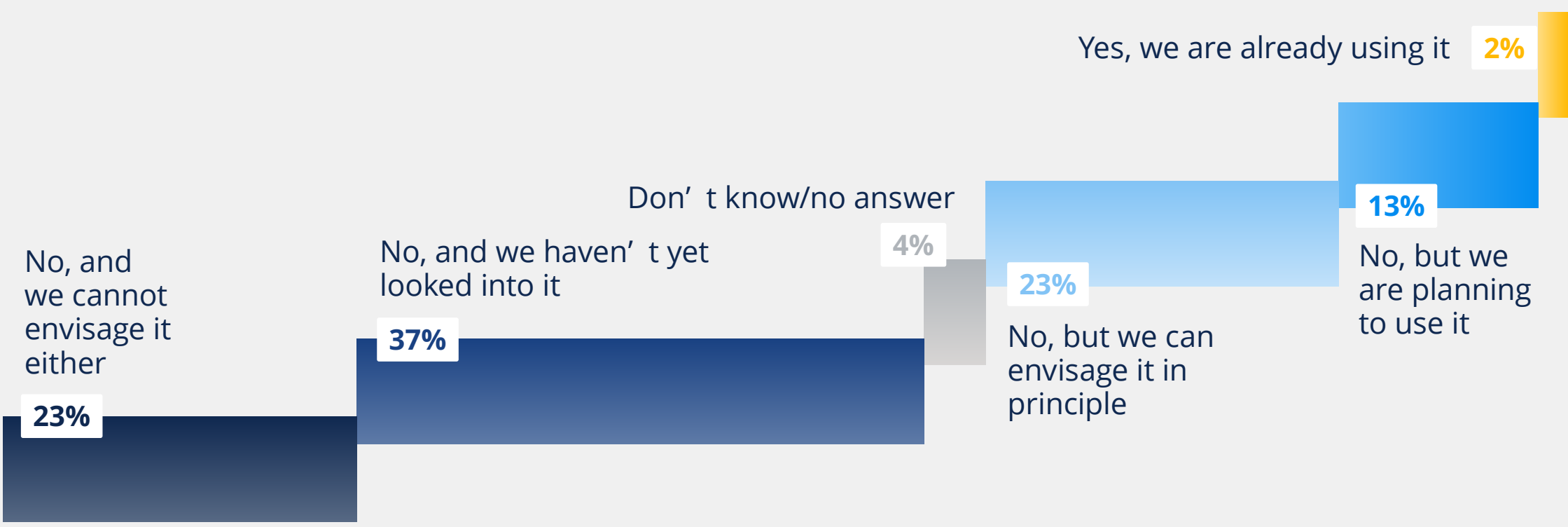
However, the absolute values also show that the majority of firms are not (yet) actively using, talking about and planning AI. More than half of all companies (52 per cent) still do not have artificial intelligence on their radar; they are passive observers of the hype.

While more than two thirds (68 per cent) regard AI as the most important future technology, 29 per cent still see AI as a massively inflated hype.

Recognition of the importance of generative AI is therefore considerable and rapidly increasing, but it is not yet reflected across the board in its usage at companies.

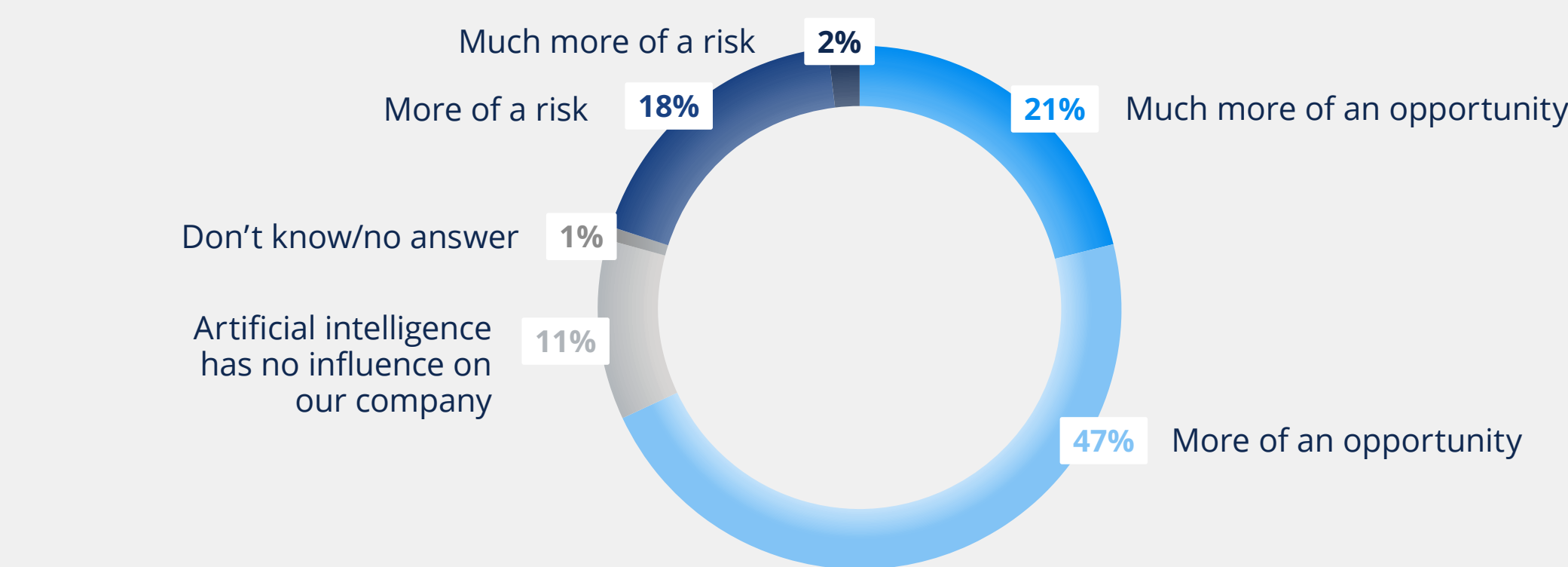
Currently, only two per cent are using generative AI centrally at their companies, with a further 13 per cent planning to do so. Roughly a quarter (23 per cent) do not yet have any plans for using generative AI, but can envisage doing so in principle (cf. fig. 2).

FIG 2. IS GENERATIVE AI ALREADY BEING USED CENTRALLY AT YOUR COMPANY?



Basis: n = 605 companies in Germany with at least 20 employees, figures in per cent | Source: Bitkom Research, 2023, page 6

FIG. 3. DO YOU SEE ARTIFICIAL INTELLIGENCE AS MORE OF AN OPPORTUNITY OR MORE OF A RISK FOR YOUR COMPANY?



Basis: n = 605 companies in Germany with at least 20 employees, figures in per cent | Source: Bitkom Research, 2023, page 3

'We need to keep working on the discrepancy between knowledge and actions. [...] If Germany is to pick up the pace in terms of AI, companies need to further ramp up their efforts and investment,' explained Bitkom President Ralf Wintergerst on 14 September 2023

THE POTENTIAL OPPORTUNITIES FAR OUTWEIGH THE RISKS

Therefore, the Bitkom findings clearly indicate a trend towards AI. They also demonstrate, however, that the technology has not yet caught on and achieved acceptance everywhere. Any company that wishes to remain competitive in the medium to long term should definitely review the opportunities and risks of AI for their own business and seize the opportunities on offer.

COMPANIES ARE JUST GETTING STARTED; INVESTMENTS WILL ONLY BE RAMPED UP SIGNIFICANTLY IN 2024

If you have the feeling that you are a late adopter when it comes to using AI or even fear that you have missed the boat, you are not alone!

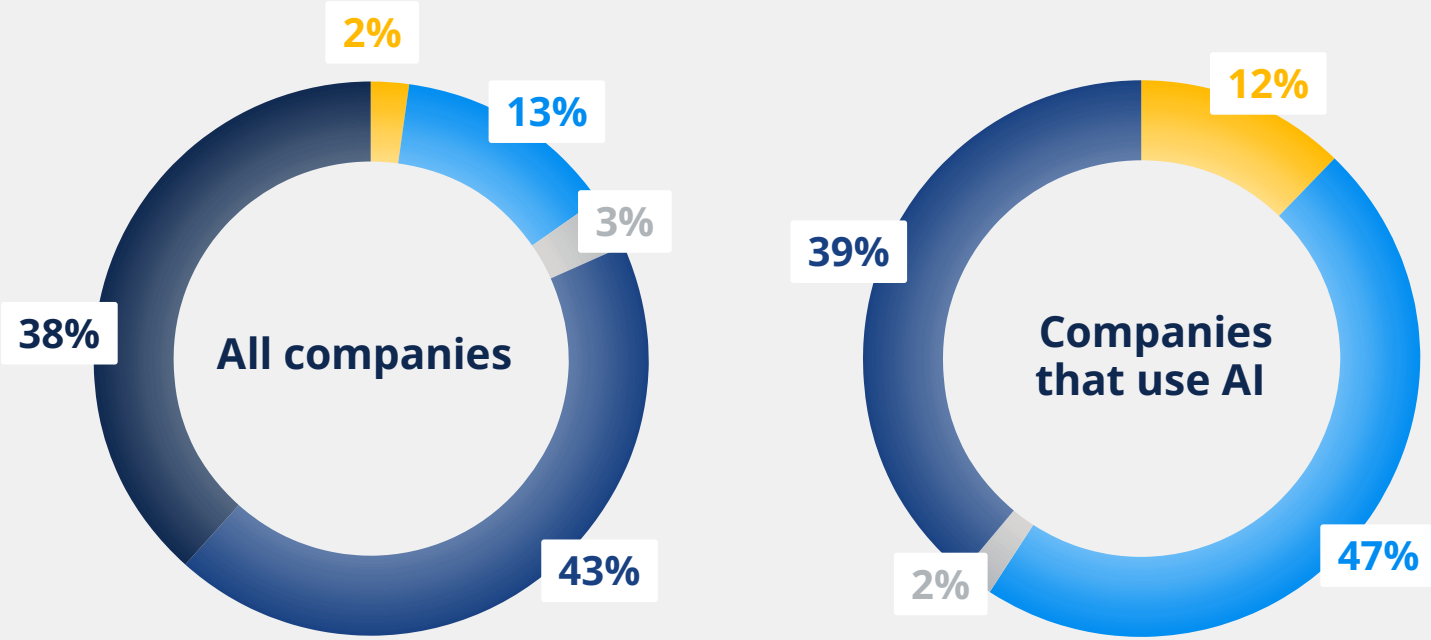
Only 15 per cent of all German companies believe that they are in the vanguard/at the cutting edge of AI. The overwhelming majority regard themselves as late adopters, with four out of ten companies feeling left behind in terms of AI (cf. fig. 4).

These figures reflect the typical innovation adoption life cycle, a sociological model that frequently takes the form of a bell curve or classical normal distribution

FIG. 4. WHERE IS YOUR COMPANY POSITIONED WHEN IT COMES TO ARTIFICIAL INTELLIGENCE IN GENERAL?

- At the cutting edge
- In the vanguard
- Don't know/no answer
- Among the late adopters
- Missed the boat

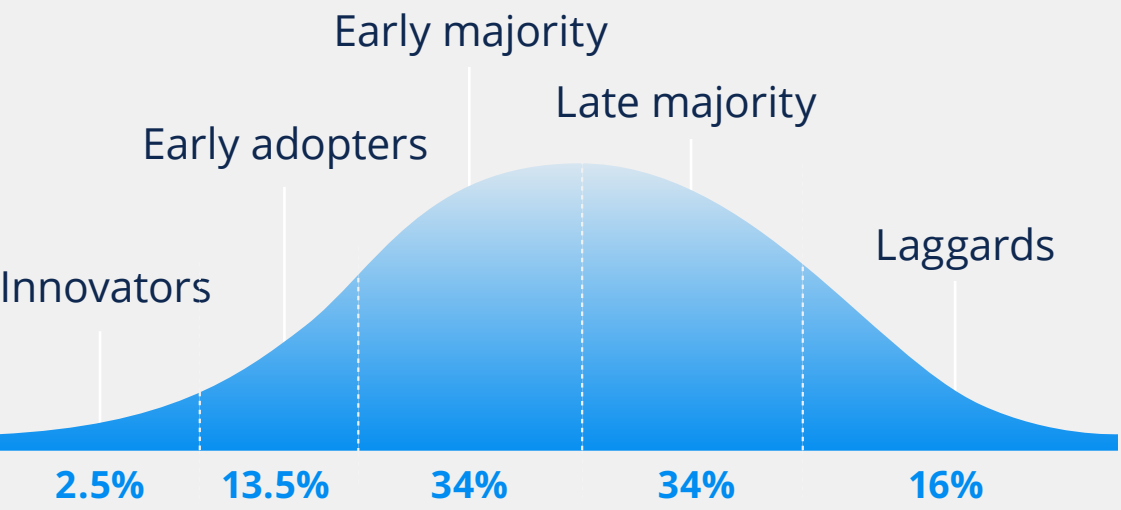
Basis: n = 605 companies in Germany with at least 20 employees; basis (right): n = 90 companies that use AI (for rounding reasons, the sum total of percentages may not equal 100) | Source: Bitkom Research, 2023, page 11



to describe the adoption or acceptance of a new product/innovation according to the demographic or psychological characteristics of specific user groups. This model indicates that the first group of people to use a new product are called 'innovators' (approx. 2.5 per cent), followed by 'early adopters' (approx. 13.5 per cent). Next come the 'early majority' and 'late majority', and the last group to eventually adopt a product are called 'laggards' or 'phobics'. A phobic may, for example, only use a cloud-based service when it is the only remaining method of performing a required task, but the phobic may not have an in-depth technical knowledge of how to use the service (Wikipedia).

Therefore, if you have not (yet) invested in AI and have not yet started using it, you still have a good chance of being able to join the early majority. Generally

FIG. 5. THE INNOVATION ADOPTION LIFE CYCLE MODEL (THE ADOPTION OF TECHNICAL INNOVATIONS)

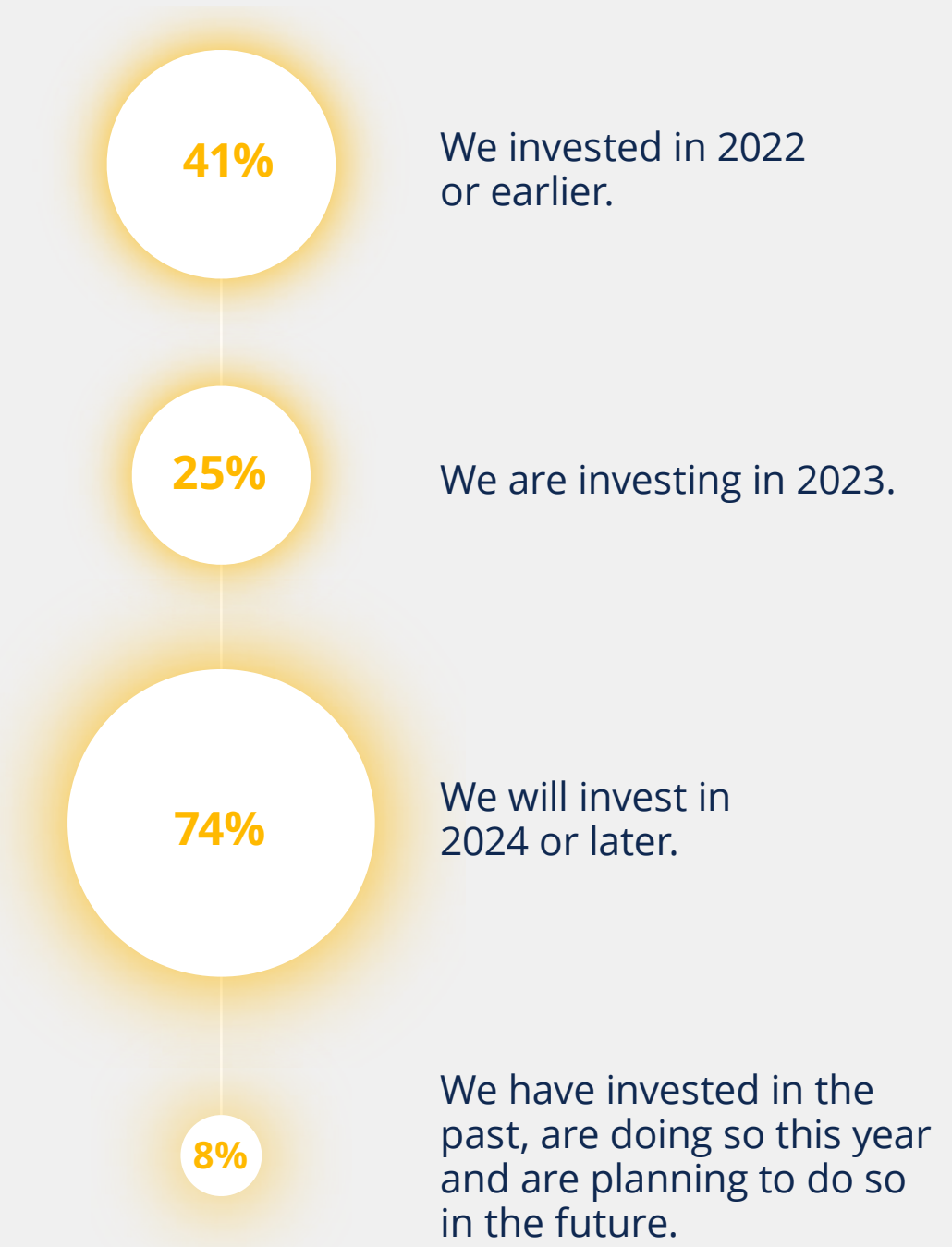


Source: Wikipedia: technology adoption life cycle

speaking, it is worth building up AI expertise, following the innovators and benefiting from their experience.

AI is undergoing huge leaps in development, and even companies that have previously been hesitant should consider using AI. In 2023, 25 per cent of companies are planning AI investments, whereas 41 per cent already made investments in or before 2022. Even more impressive is the fact that 74 per cent of companies are planning to invest in artificial intelligence in the years ahead (cf. fig. 6).

FIG. 6. WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR COMPANY'S INVESTMENTS IN ARTIFICIAL INTELLIGENCE?



(multiple answers possible) | Basis: n = 261 companies in Germany with at least 20 employees that use AI or are planning/talking about its use | Source: Bitkom Research, 2023, page 12

AI OPENS UP HUGE POTENTIAL SAVINGS ACROSS ALL SECTORS AND AREAS OF BUSINESS

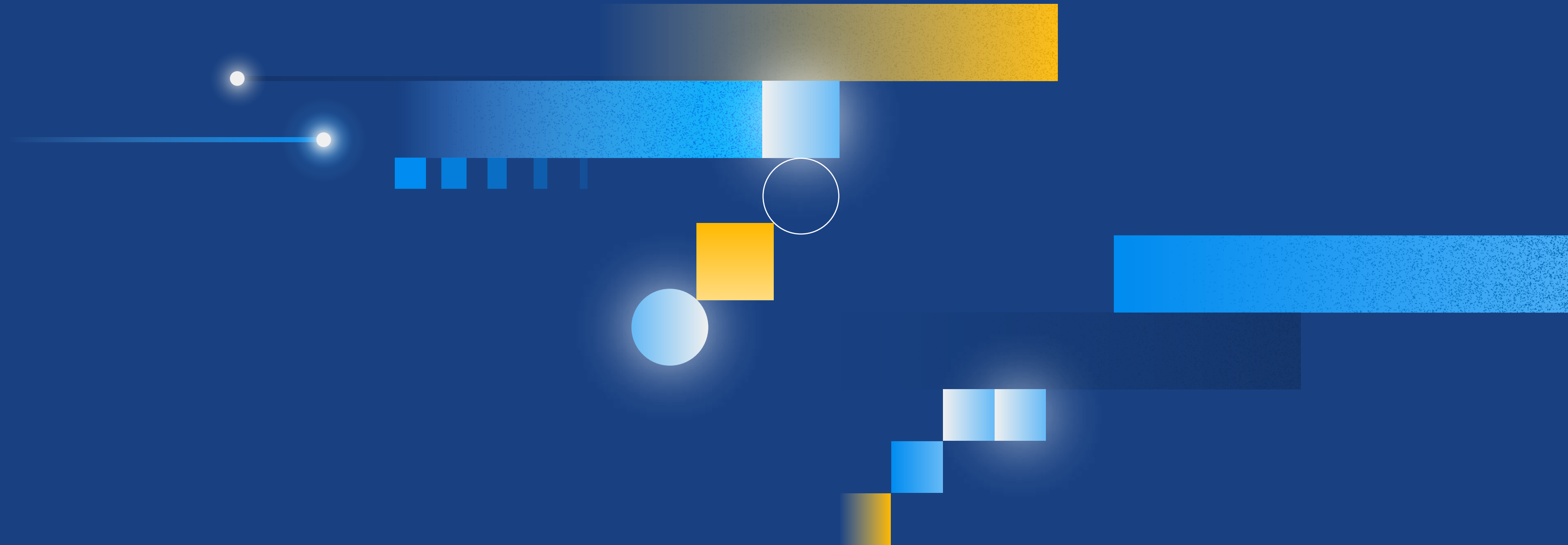
Using complex modelling, management consultancy McKinsey estimates that generative AI can reduce marketing costs by between five and 15 per cent of total marketing expenditure. This is particularly relevant in the strategy phase, e.g. through more efficient use of unstructured data volumes. It also enables more efficient communication with the target group and personalised communication with the customer during the sale process, which, in turn, has a positive impact on customer loyalty (cf. McKinsey 2023a, page 18).

McKinsey also provides a brilliant analysis of the potential productivity improvements offered by generative AI. While it also shows that the effects of the technology vary between sectors, it finds that generative AI offers considerable scope for improvements across all industries in the business functions of marketing, sales, software engineering and IT (cf. fig. 7).

FIG. 7. EFFECTS OF GENERATIVE AI ON PRODUCTIVITY, BY BUSINESS¹

	Total, % of industry revenue	Total, \$ billion	Marketing and sales	Customer operations	Product R&D	Software engineering	Supply chain and operations	Risk and legal	Strategy and finance	Corporate IT ²	Talent and organization
			760–1,200	340–470	230–420	580–1,200	290–550	180–260	120–260	40–50	60–90
Administrative and professional services	0.9–1.4	150–250									
Advanced electronics and semiconductors	1.3–2.3	100–170									
Advanced manufacturing ³	1.4–2.4	170–290									
Agriculture	0.6–1.0	40–70									
Banking	2.8–4.7	200–340									
Basic materials	0.7–1.2	120–200									
Chemical	0.8–1.3	80–140									
Construction	0.7–1.2	90–150									
Consumer packaged goods	1.4–2.3	160–270									
Education	2.2–4.0	120–230									
Energy	1.0–1.6	150–240									
Healthcare	1.8–3.2	150–260									
High tech	4.8–9.3	240–460									
Insurance	1.8–2.8	50–70									
Media and entertainment	1.8–3.1	80–130									
Pharmaceuticals and medical products	2.6–4.5	60–110									
Public and social sector	0.5–0.9	70–110									
Real estate	1.0–1.7	110–180									
Retail ⁴	1.2–1.9	240–390									
Telecommunications	2.3–3.7	60–100									
Travel, transport, and logistics	1.2–2.0	180–300									

Note: Figures may not sum to 100%, because of rounding. ¹Excludes implementation costs (eg, training, licences). ²Excluding software engineering. ³Includes aerospace, defense, and auto manufacturing. ⁴Including auto retail. Source: McKinsey Global Institute, 2023a, page 25



02

CURRENT USAGE OF GENERATIVE AI IN MARKETING

You now hopefully feel encouraged to address the topic of AI at your company (if you have not already done so). In this chapter, you will find out where and how marketing officers believe that AI can be used and where the greatest obstacles lie.

GENERATIVE AI: POTENTIAL AND USE CASES STILL FOCUSED ON MARKETING AND IT

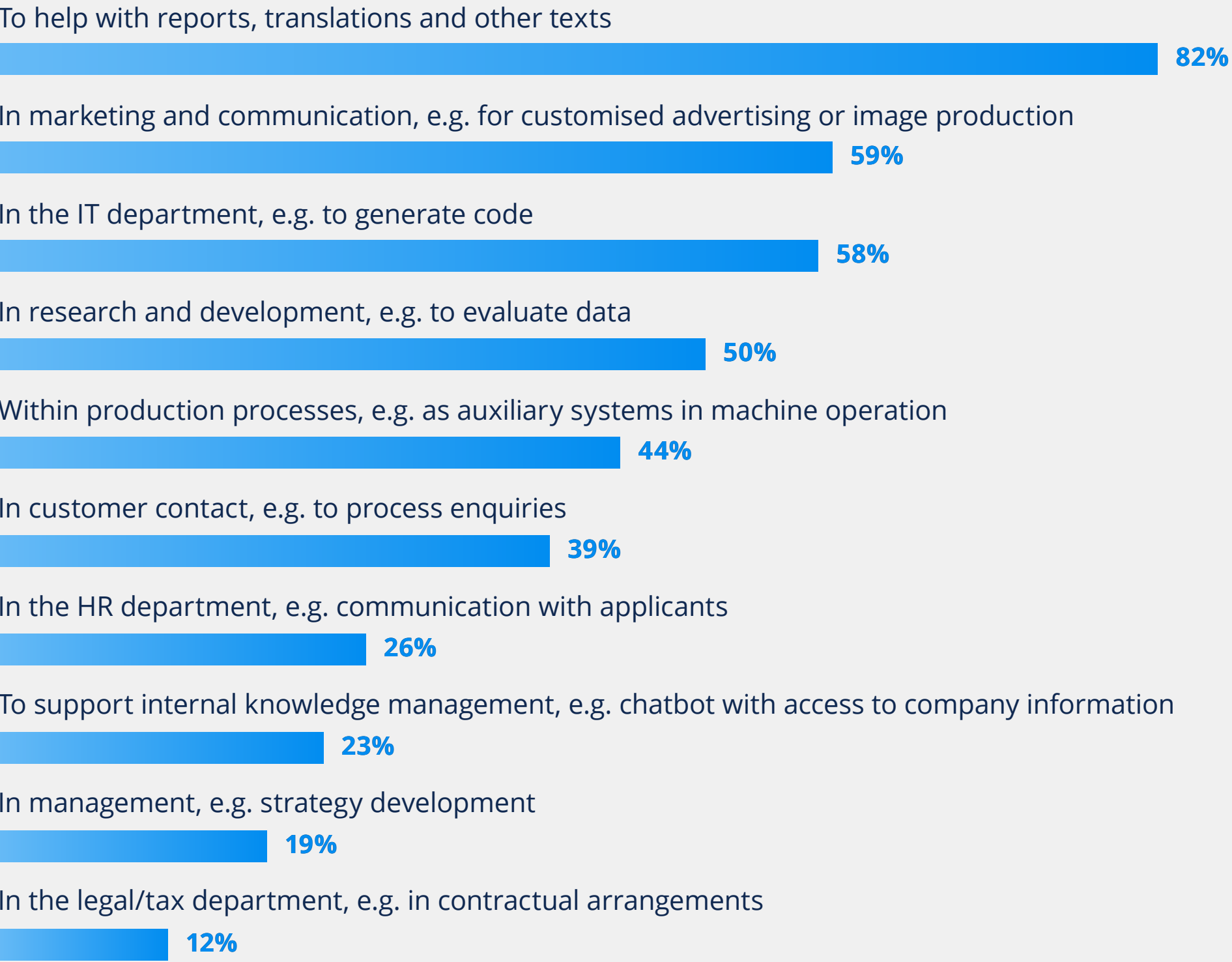
The greatest potential of generative AI lies in assisting with reports, translations and other text-related tasks, which is regarded as significant by 82 per cent of respondents in the Bitkom study. Marketing and communication tasks take second place with 59 per cent, particularly in connection with producing image material. 58 per cent use generative AI in the IT department, particularly for the purpose of automated code generation. It is used by 50 per cent of respondents in research and development, e.g. for data analysis (cf. fig. 8).

Compared with the previous year, companies have more faith in AI in the area of text and language. 84 per cent feel that AI has very great or great potential with regard to text analysis and comprehension at their own company (+10 percentage points on the previous year). 74 per cent feel that AI offers great potential for voice recognition (2022: 66 per cent), whereas 70 per cent believe this to be the case for the generation of text, images or music.

Further potential applications are identified in production (44 per cent), e.g. as auxiliary systems in machine operation, in the efficient processing of customer enquiries (39 per cent) and in communication with applicants in HR (26 per cent) . Generative AI also serves to support internal knowledge management (23 per cent), e.g. as a chatbot with access to company information, and is used in management (19 per cent), particularly in strategy development.

The legal and tax department brings up the rear, with a usage rate of just twelve per cent (cf. fig. 8).

FIG. 8. HOW DO YOU EVALUATE THE POTENTIAL OF GENERATIVE AI IN THESE COMPANY FUNCTIONS?



(Top 2 values, 'very great/great potential', in per cent) | Basis: n = 605 companies in Germany with at least 20 employees | Source: Bitkom Research, 2023, page 8

SRH STUDIES HIGHLIGHT THE FUTURE AREAS OF APPLICATION OF AI IN MARKETING

One of the best sources for assessing the current perception and future areas of application of AI in marketing is the study Künstliche Intelligenz – die Zukunft des Marketings 2023 ('Artificial Intelligence – the Future of Marketing 2023') conducted by SRH Berlin University of Applied Sciences and Kaiserscholle GmbH. In the fourth round of the study, Professor Claudia Bünthe and her team explore the status quo of the topic and compare it with half a decade's worth of findings.

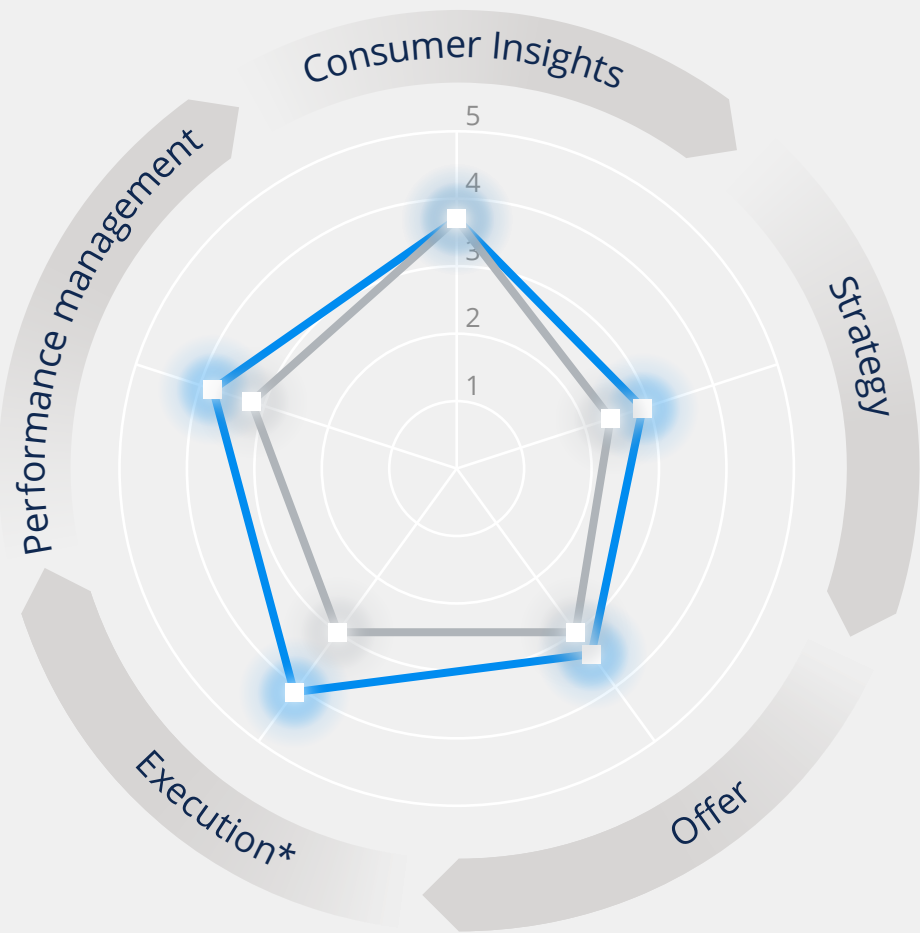
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- The SRH studies are among four elements that – along with an AI knowledge website (www.KIRevolution.com), a digital toolbox and other resources – build on each other to form 'AI in Marketing'. This includes 50 AI use cases spanning the marketing cycle. All cases include descriptions of the situation and solution, as well as impact figures that provide an insight as to how AI can be deployed efficiently and effectively in marketing.

FIG. 9. TO WHAT EXTENT DO THE FOLLOWING STATEMENTS APPLY TO YOUR MARKETING DEPARTMENT?

Wir nutzen künstliche Intelligenz im Marketing heute, und zwar hier:

■ 2018 ■ 2023

1 (no use)–7 (intensive use)



(*: answers not directly comparable with 2018/2019, as the question has been modified slightly) (scale of seven) | Basis: n = 208/170 marketing decision-makers in DE, AT and CH, 2018 vs. 2023 | Source: Bünthe, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, page 15

The study breaks down the core areas of application of AI in marketing into the five categories of consumer insights, strategy, product/price, advertising/sales and performance management. Within marketing, AI is used in all five core areas, but is most predominant in terms of 'execution', i.e. in advertising and sales, and its use has risen sharply since 2018 (cf. fig. 9).

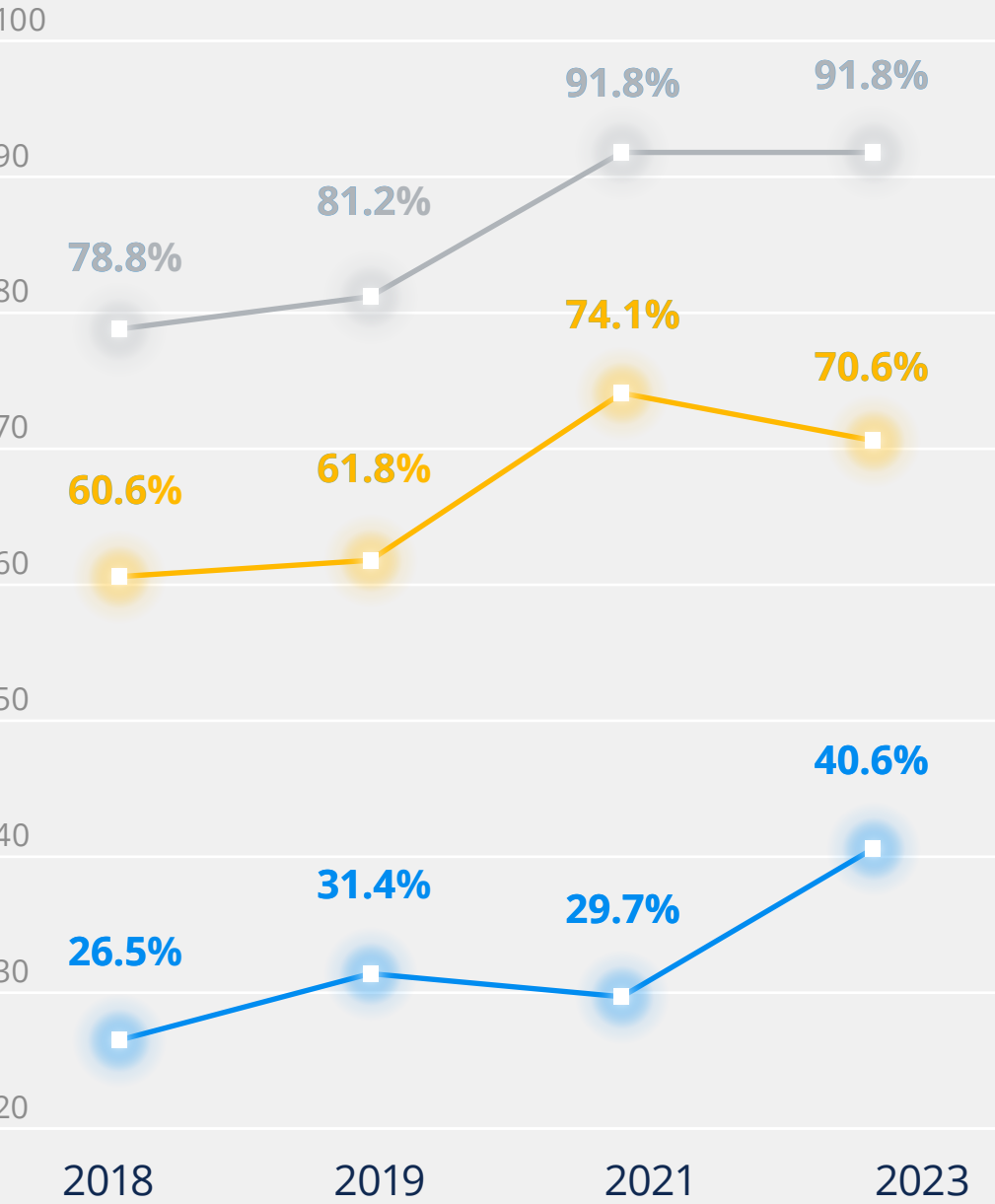
AI IN MARKETING: HERE TOO, A GAP BETWEEN IMPORTANCE AND REALITY

This study also points to a considerable gap between the perceived importance of the topic and the actual use of generative AI: the topic is viewed as incredibly important (92 per cent) for marketing in general, whereas relevance for respondents' own marketing is still high at 71 per cent, but significantly lower. Only 41 per cent of respondents actually use AI in their own marketing activities, with 19 per cent using AI intensively. But this is set to increase sharply.

In summary, the importance of AI in business and marketing has risen significantly in the previous half a decade. In the same period, the use of AI in marketing has also risen considerably by 53 per cent, but – at 41 per cent – still lags well behind the importance of the topic.

FIG. 10. AS THINGS STAND, HOW IMPORTANT DO YOU THINK ARTIFICIAL INTELLIGENCE IS FOR MARKETING IN GENERAL/YOUR OWN MARKETING?

■ Importance of AI for marketing overall
■ Importance of AI for your own marketing
■ Use of AI in marketing



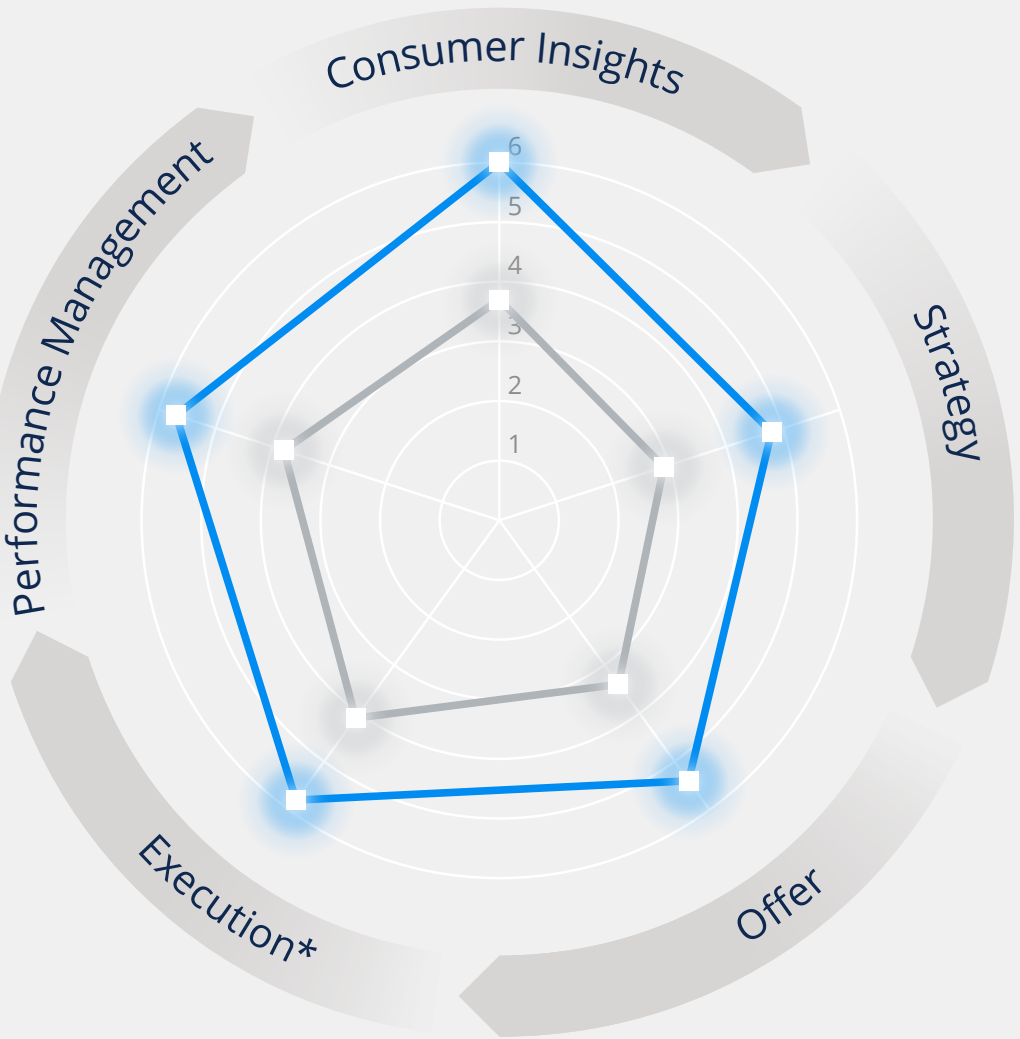
(Top box 5–7) | Do you use AI in your marketing? | Basis: from left to right n = 208/207/158/170 marketing decision-makers in DE, AT and CH, 2018 vs. 2023 | Source: Bünthe, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, pages 10/11

FIG. 11. TO WHAT EXTENT DO THE FOLLOWING STATEMENTS APPLY TO YOUR MARKETING DEPARTMENT?

Using AI today and in the future:

■ Today ■ In the future

1 (no use)–7 (intensive use)



We already use artificial intelligence in marketing and do so in the following areas: / Please indicate the extent to which marketing of the future will use artificial intelligence in your opinion (scale of seven) | Basis: n = 170 marketing decision-makers in DE, AT and CH | Source: Bunte, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, page 21

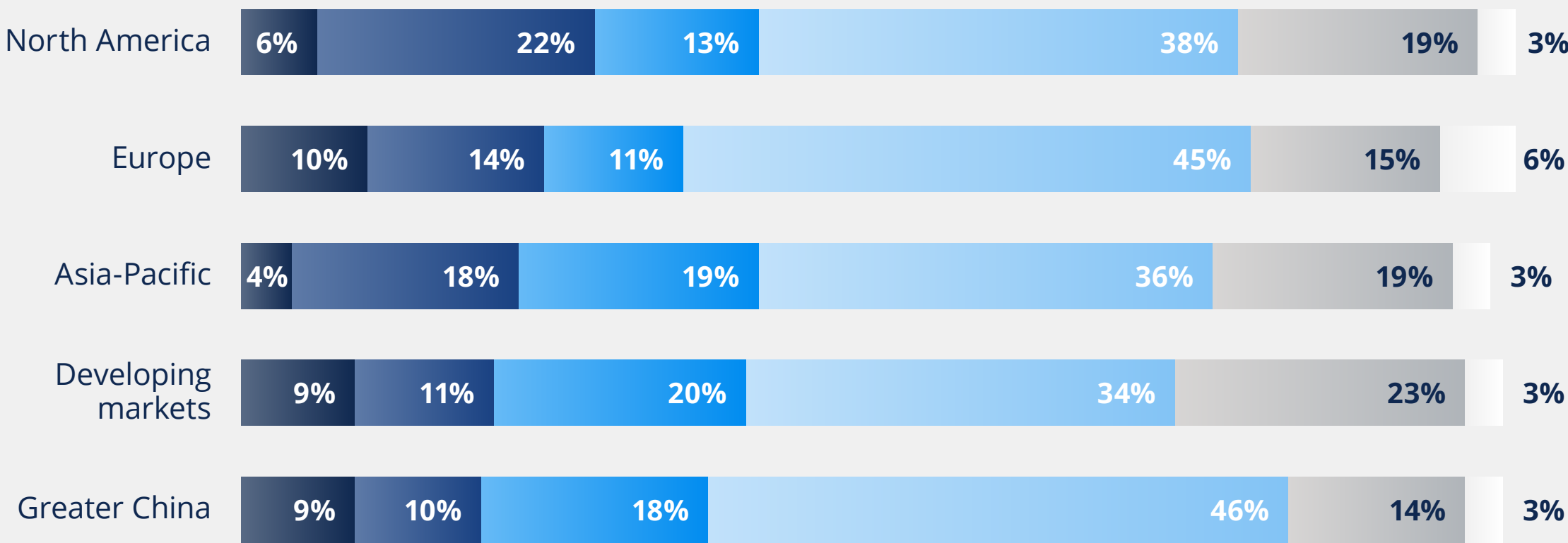
IMPLEMENTATION AND USE OF AI WILL INCREASE MORE RAPIDLY THAN IN PREVIOUS YEARS

Overall, respondents across the board assume that its use will intensify further. This is particularly germane to the areas of consumer insights, execution (advertising and sales) and performance management, which are already making stronger use of AI, i.e. wherever large volumes of data are already available for AI to analyse (cf. fig. 11).

The trend towards more intensive use of AI may well be reflected more clearly in the upcoming round of the study, as the research period for the 2023 study began in September 2022, i.e. prior to the launch of ChatGPT. Watch this space.

FIG. 12. PRIVATE AND/OR WORK USE OF GENERATIVE AI

■ Regularly use for work ■ Regularly use for work and outside of work ■ Regularly use outside of work
■ Have tried at least once ■ No exposure ■ Don't know



Basis: n = 1,684 respondents from companies in April 2023 – interactive graphic for country, industry and hierarchy comparison, figures in per cent | Source: McKinsey Global Institute, 2023b

REASSURINGLY, AN INTERNATIONAL COMPARISON INDICATES THAT ACTUAL USE OF AI STILL AT A LOW LEVEL

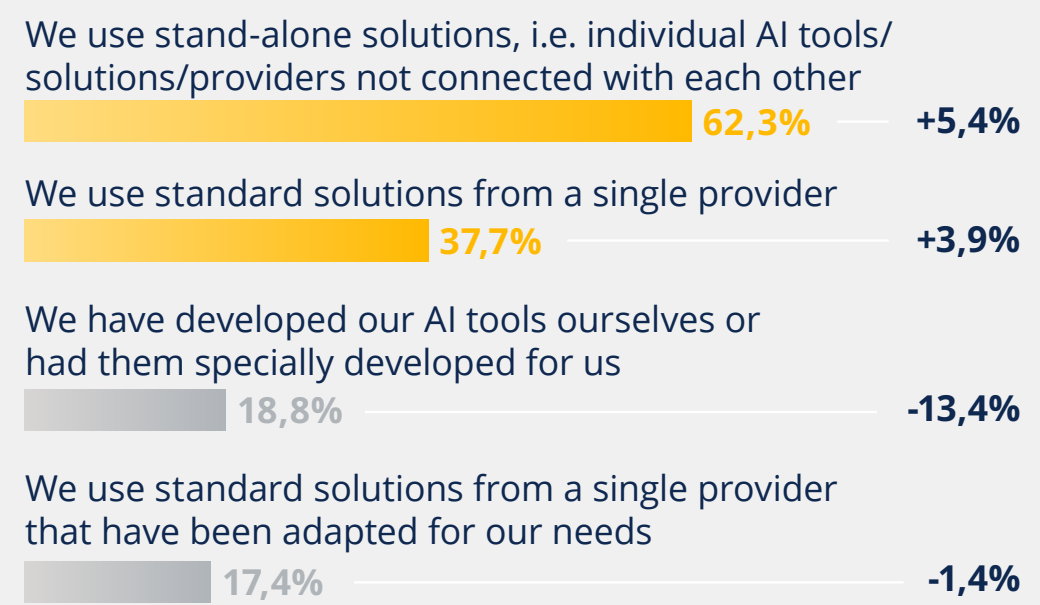
The annual McKinsey report indicates that Europe is in no way lagging behind in terms of the use of generative AI, as some critics claim. The most frequently stated business functions are those in

which AI is most commonly used overall: marketing and sales, because this is where it generates the greatest benefit in a short space of time. With roughly 24 per cent of respondents using generative AI regularly for work/regularly for and outside of work, Europe came in second behind North America (28 per cent) in the data collection period of April 2023 (cf. fig. 12).

THE RANGE OF SAAS AND AI-BASED TOOLS IS GROWING, DRIVING THE USE OF AI

The SRH study also shows that software subscriptions, i.e. SaaS (software-as-a-service) solutions, are now making working life easier for 81 per cent and have increased significantly in the past three years.

FIG. 13. WENN SIE AN DEN AKTUELLEN EINSATZ VON KI IN IHREM MARKETING DENKEN, WELCHE AUSSAGEN TREFFEN DANN ZU?



(multiple answers possible) | Basis: n = 69 marketing decision-makers in DE, AT and CH who use AI in their marketing; the statements of the analysis therefore indicate trends | Source: Bunte, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, page 26

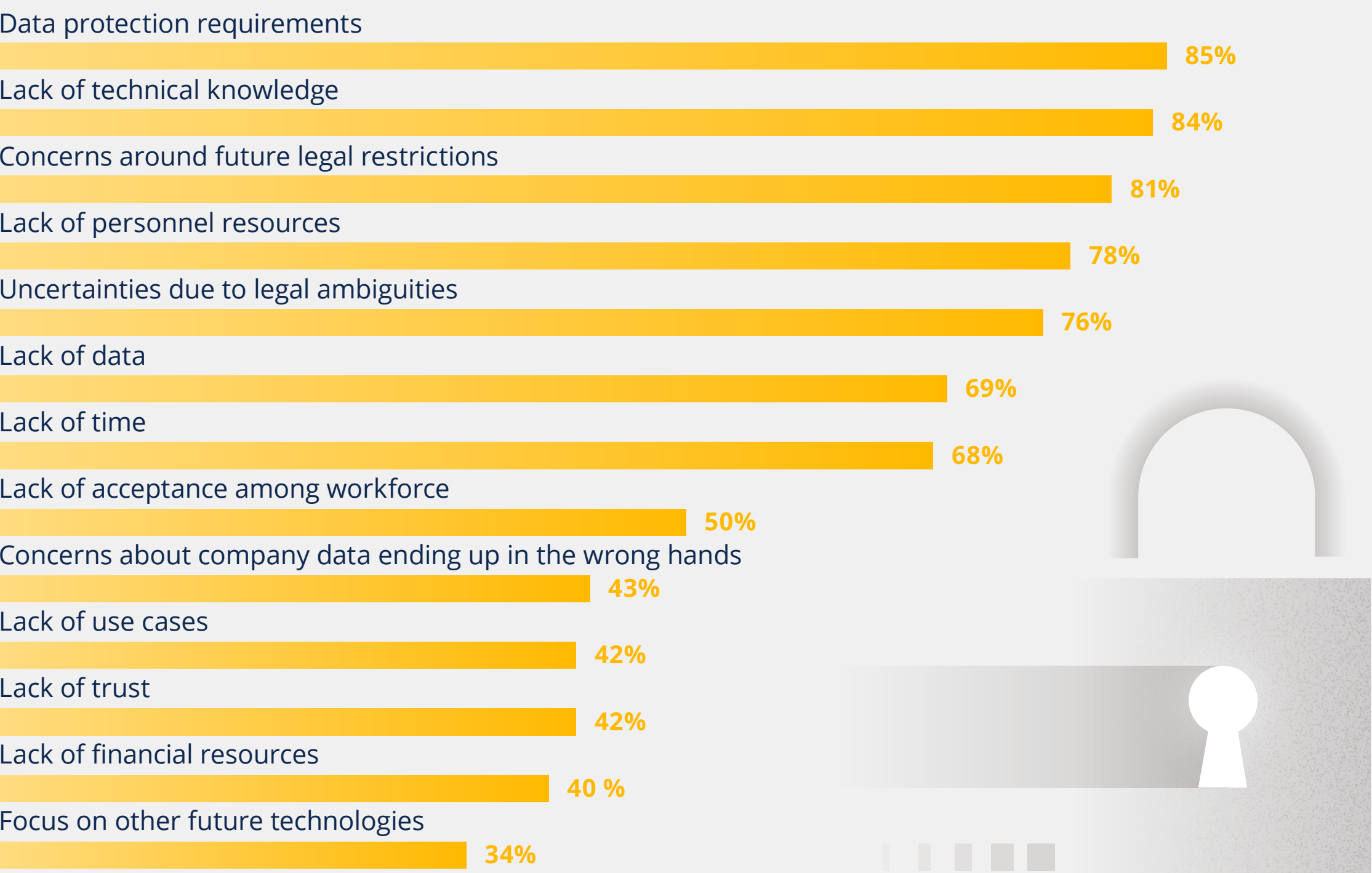
The use of AI tools is also at a high level (62 per cent). These kinds of stand-alone and standard solutions have now seemingly become so good that they are being used more frequently, whereas customised solutions are now less in demand than they were in 2018 among most respondents.

MAIN OBSTACLES TO THE USE OF AI

The use of AI will therefore increase in the future; despite scepticism and a perception of risk, AI is gaining more trust among marketing managers, who are planning to use AI even more. But if the use of AI in marketing is to unleash its full potential, there are still a set of challenges that need to be overcome:

according to the Bitkom study, companies who use generative AI chiefly regard data protection requirements, a lack of technical expertise and concerns surrounding legal restrictions and uncertainties as the key obstacles to its use. Internally, there is not only a lack of knowledge, but also a general shortage of personnel resources. Insufficient data and time are also frequently cited. By contrast, a lack of acceptance among employees and an absence of trust in AI – along with concerns that data could end up in the wrong hands – seemingly only represent a genuine obstacle for a minority of respondents (cf. fig. 14).

FIG. 14. WHAT ARE THE GREATEST OBSTACLES TO THE USE OF GENERATIVE AI AT YOUR COMPANY?



Basis: n = 298 companies in Germany with at least 20 employees for whom AI plays a role | Source: Bitkom Research, 2023, page 9

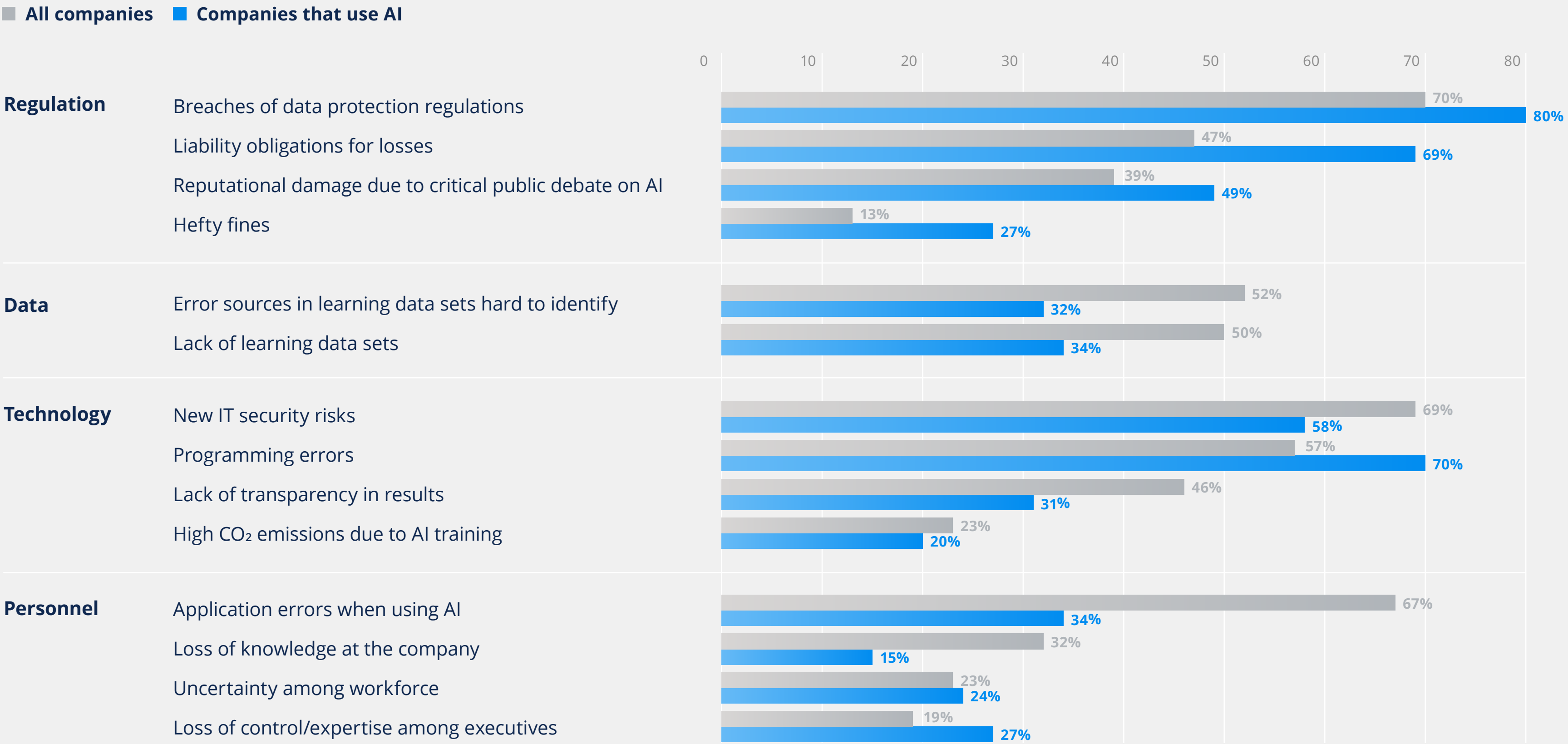
RISK AWARENESS: DATA PROTECTION, LIABILITY AND IT ARE SENSITIVE AREAS

When it comes to the question of the greatest risk posed by AI, there is no difference between AI users and business as a whole. Both groups most frequently cite infringements of data protection regulations. There are big differences, however, when it comes to the other risks: for AI users, programming errors (70 per cent, business as a whole: 57 per cent) and liability obligations in the event of losses (69 per cent, business as a whole: 47 per cent) feature very high on the list. In terms of business as a whole, companies are – after data protection infringements – most worried about new IT security risks (69 per cent, AI users: 58 per cent) and application errors during the use of AI (67 per cent, AI users: 34 per cent) (cf. fig. 15).

The fear of application errors pays testament to the prevailing uncertainty among those who are not (yet) users of AI. This can be counteracted by means of increased sharing of experiences and knowledge transfer, both internally and externally.

‘Following the AI innovators and benefiting from their experience can pay off. We should therefore be strongly encouraging dialogue between companies,’ explains Bitkom President Wintergerst.

FIG. 15. WHAT DO YOU SEE AS THE RISKS IN CONNECTION WITH THE USE OF AI AT YOUR COMPANY?



Basis: n = 90 companies in Germany with at least 20 employees who use AI (multiple answers possible) | Source: Bitkom Research, 2023, page 14

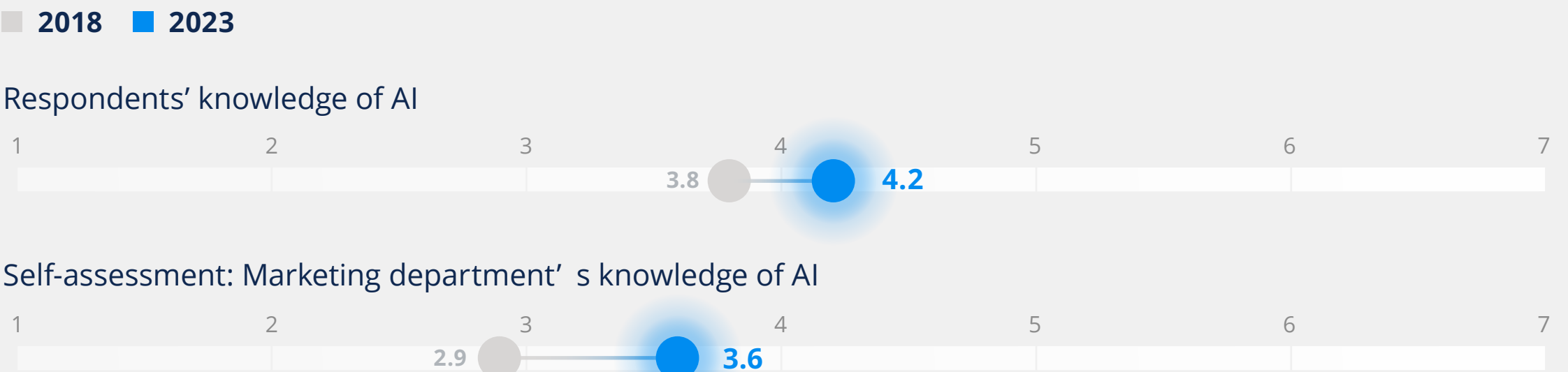
KNOWLEDGE TRANSFER REPRESENTS THE KEY TO INCREASING THE USE OF AI

Overall, self-assessments of respondents' own knowledge and that of their companies' marketing departments have improved significantly between 2018 and 2023. This is partly due to the fact that fewer marketers give themselves very low marks for knowledge (1 or 2) and that more of them assess themselves as slightly above average (cf. fig. 16).

The hypothesis is that the use of AI at respondents' own companies is mainly increasing due to greater self-confidence in the use of the tools.

'The human factor is vital in terms of harnessing the full potential; more knowledge, more training and more experience may facilitate the use of AI for the good of the company,' concludes the SRH study (cf. Bünthe, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, page 5).

FIG. 16. HOW GOOD DO YOU THINK YOUR KNOWLEDGE OF AI IS?



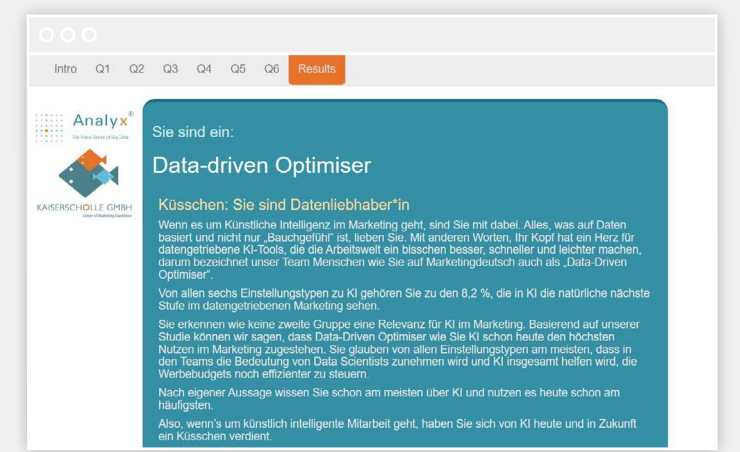
In your view, how good is the knowledge of AI in your marketing department as a whole? (mean value from 7-point scale) | Basis: n = 208/170 marketing decision-makers in DE, AT and CH, 2018 vs. 2023 | Source: Bünthe, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, page 23

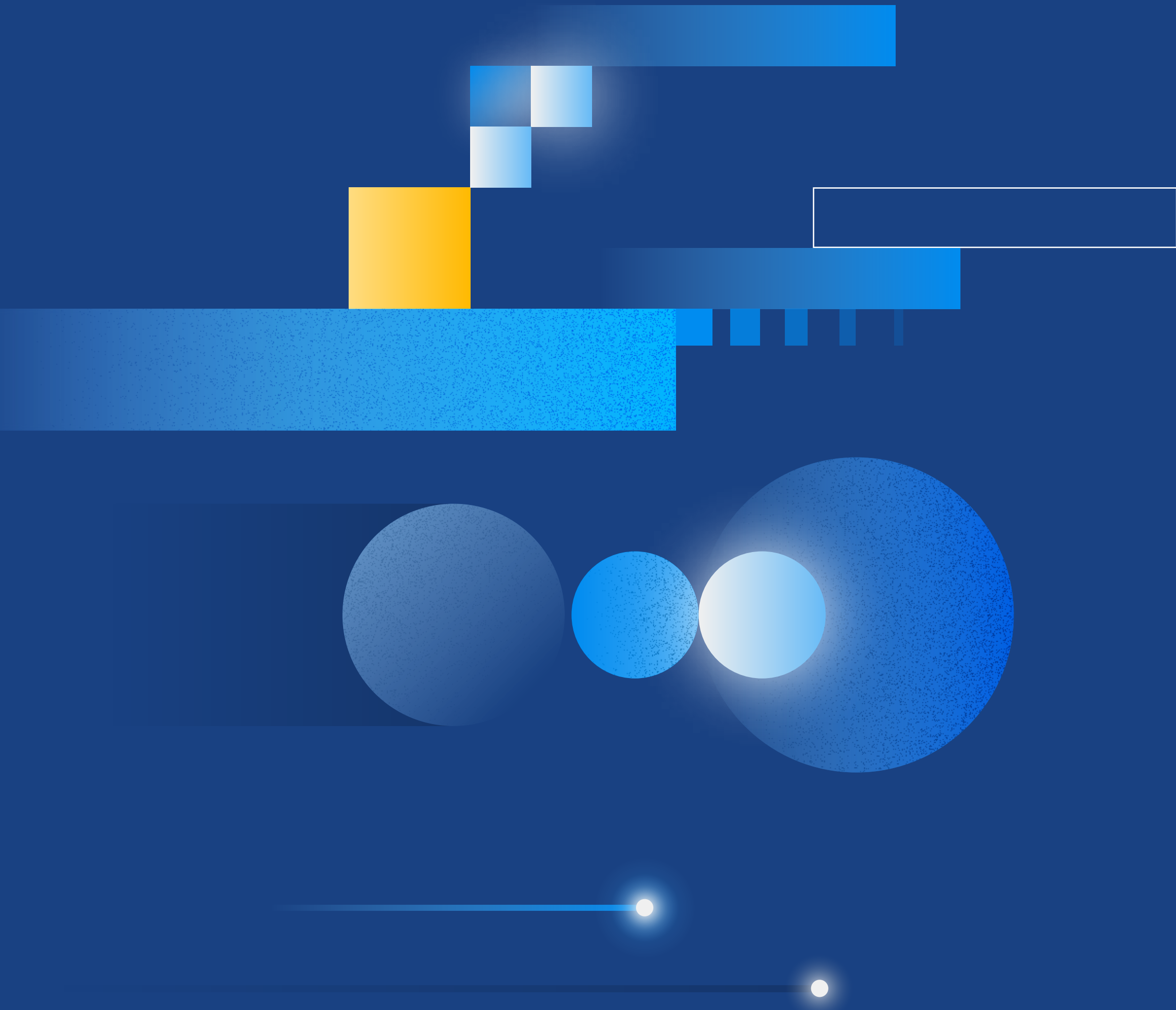


A POSITIVE MINDSET GIVES THE TOPIC ADDITIONAL MOMENTUM

The ideal foundation for the use of AI is a positive mindset that recognises and seizes opportunities. There has been a considerable shift in recent years: a decrease in the number of sceptics is coinciding with a correspondingly significant increase in the number of positive manager profiles in the study, such as the 'data-driven optimists' and the 'strategists' (cf. Bünthe, SRH Berlin University of Applied Sciences/Kaiserscholle GmbH, 2023, page 28).

- **TIPP**
- In addition to data and skills, employees also need the right attitude to AI, the right mindset, to enable the use of generative AI to be embraced within the company.
- With this in mind, Berlin-based management consultancy firm Kaiserscholle has developed a self-assessment tool. The 'KI-Typomat' (in German) will tell you what type of AI user you are in just three minutes. Why not give it a try?





03

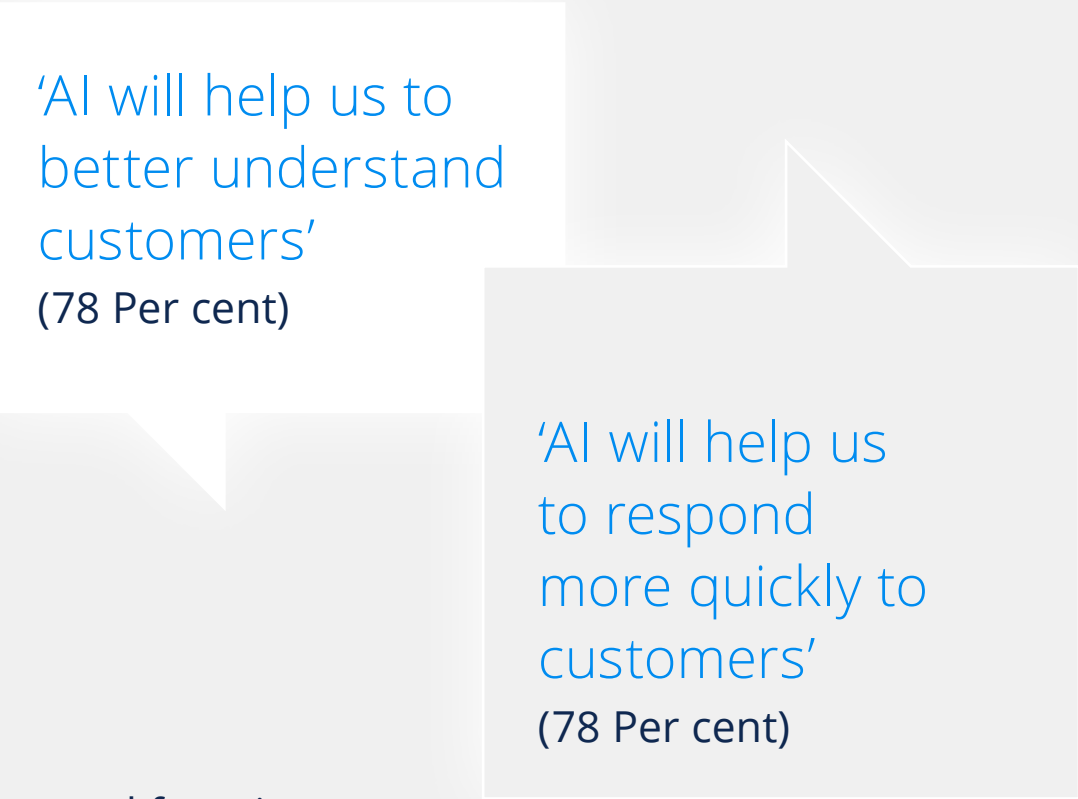
SIX AREAS OF APPLICATION OF AI IN MARKETING

If you would like to know where to find the 'low-hanging fruit' in terms of using AI in marketing, you have come to the right place. In this chapter, we present six specific use cases in order to illustrate the main areas in which AI can boost efficiency in marketing.

SUPPORT FOR BOTH INTERNAL AND EXTERNAL FUNCTIONS

The marketers in the SRH study see specific use cases for generic AI both in external functions connected with customer relationships and interaction and in internal functions, primarily in terms of more efficient and effective working (top two percentage values on a scale of seven).

External functions:



Internal functions:



As such, the use of AI lightens the load of marketing in three respects:

- 1 Personalised marketing becomes more efficient, as customers can be addressed in a more tailored and targeted way across various communication channels. Among other things, it is possible to recommend suitable products and services on the basis of customers' previous buying habits in e-commerce.
- 2 Wasted coverage is reduced, as the target group is analysed more precisely, enabling more exact targeting. As such, the available marketing budget is used more efficiently.
- 3 The burden on employees is noticeably eased, as AI can handle routine tasks connected to analysis processes and identify strategic decisions, meaning that employees can focus on more meaningful activities that cannot be performed by AI.

TIPP
A further series of studies that regularly explores the topic of 'AI in marketing' is the Digital Dialog Insights (DDI) study of Professor Harald Eichsteller, Professor Jürgen Seitz and United Internet Media; back in 2019, this study contained extremely plausible forecasts concerning the importance of AI and specific action scenarios. Alongside the focus areas of 'sustainability' and 'the post-cookie era', the 2023 study will once again offer exciting and comparative insights into the use of AI in marketing. The following passage is taken from the study's introduction: 'ChatGPT, Midjourney and the like have inspired our imagination when it comes to the use of AI in marketing. However, we have reached a point where we have to ask ourselves the following question: are we sitting in a souped-up handcart or a Formula One car that has only just revved up the engine?' You can find the answer in the 12th edition, which was released in November 2023 and is now available as a free download (cf. DDI study series).

1 EFFICIENT AND EFFECTIVE CONTENT CREATION

Anyone who regularly finds themselves sitting in front of a blank page/screen, struggling with writer's block, now has a useful ally in generative AI: tools such as neuroflash (*cf. recommended tools*) are already making it easier to come up with initial ideas and to structure, create and spellcheck content.

Generative AI can also enable consistency within content and facilitate a uniform brand language in terms of writing style and format. Members of a team can collaborate using generative AI, incorporate their ideas within a single cohesive text and modify it for specific target groups.

However, while AI-based tools cause the eyes of marketing officers to light up, they give the creatives themselves sweaty palms. Since the use of ChatGPT has become widespread, you have probably read – whether knowingly or unknowingly – a blog article generated completely with AI; however, texts produced solely using AI often sound robotic. This is because they lack the finishing touches of an editor to make them more human and thus more engaging. When it comes to creative and unique content at the touch of a button, AI will only be the assistant for a long time to come – with humans still in the driving seat.

2 PERSONALISED EMAILS AND NEWSLETTERS

Personalised marketing becomes more efficient, as customers can be addressed in a more tailored and targeted way across various communication channels. Newsletter campaigns can be immediately translated into as many languages as necessary, with different images and messages depending on the target group. The ability of generative AI to produce content with different specifications can effectively improve open rates, read times and therefore customer loyalty. Here, the economic effects comprise reduced costs in comparison with manual production and increased revenue on account of improved effectiveness.

3 FORECASTING CUSTOMER LIFETIME VALUE (CLV)

The use of artificial intelligence makes it possible to analyse all available data relating to a firm's customer base and to link this data in a meaningful way. This makes CLV forecasts much more specific and more likely to be accurate. Based on these forecasts, you can conduct your marketing activities in a more targeted way and plan the required budgets more effectively. It also enables companies to minimise their churn rate by means of promotions specifically aimed at winning back lost customers.

4 SENTIMENT ANALYSIS

Natural language processing (NLP) is already being widely used to analyse sentiment. This means that an AI program analyses unstructured data, e.g. thousands of comments or messages on social media/in online magazines or blog posts. The result of these social listening tools, however, is structured and makes it possible to recognise people's sentiment and opinions on certain topics. On this basis, companies can respond more rapidly – i.e. before comments from dissatisfied customers snowball into a serious backlash.

5 BETTER OVERALL USE OF DATA

Even before the use of these technologies, marketing officers had access to large quantities of data. But it is only with the advent of artificial intelligence that it has become possible to logically structure this information, analyse it effectively and make profitable use of it.

Generative AI can help to overcome the challenges around unstructured, inconsistent and disjointed data – e.g. from different databases – by analysing and structuring abstract data sources such as texts, images and different structures. This data can then be used to develop data-driven marketing strategies, e.g. automated, but target group-oriented feedback to customers within the context of customer care.

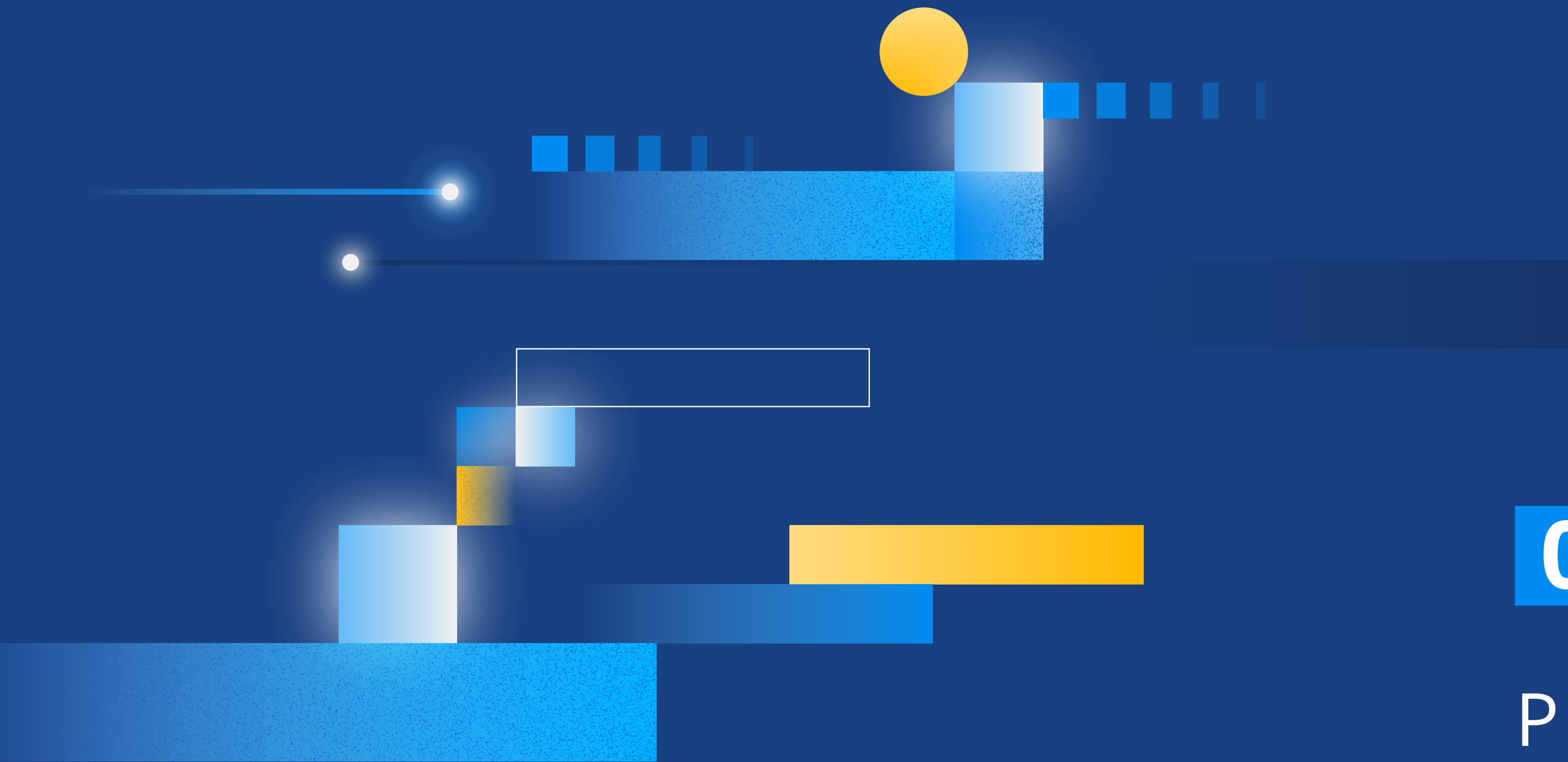
6 SEARCH ENGINE OPTIMIZATION (SEO)

Generative AI can help to automate a variety of SEO activities. Automated competition analysis, automated keyword research and automated content production are just some examples of how AI can be useful in this area.

Firstly, it offers the advantage of improved efficiency, as AI-based tools automate repetitive tasks such as keyword research and content generation.

Secondly, it improves accuracy, simply because AI algorithms can analyse and structure large volumes of data in a more targeted way. This results in better focus and optimisation of the content.

Thirdly, it boosts competitiveness, as AI makes it even easier to predict user behaviour and gear content more quickly to this behaviour – and thus stay ahead of the field on search engines.



04

PROMPTS AND RECOMMENDED TOOLS FOR AI IN MARKETING

Once the challenges have been successfully navigated, a healthy dose of knowledge transfer and pragmatic user testing is still required in order to overcome uncertainties about using and handling AI, especially generative AI such as ChatGPT and the like. With this in mind, this chapter focuses on practical tips for getting started – and may even have one or two pointers for those who are already using generative AI in their day-to-day marketing operations.



THE MOST COMMON USE CASES OF AI FOR MARKETING PROFESSIONALS

Brainstorming

- Develop marketing campaign ideas

Planning

- Determine search intent and keywords

Content production

- Create SEO headlines
- Create title tags and meta descriptions
- Write marketing texts
- Convert content into formats

Publishing

- Test social media posts, ads and landing pages

Analysis

- Measure marketing performance

Improvement

- Automate marketing processes

THE RIGHT PROMPTS: IDEAS THAT GUIDE THE TECHNOLOGY

Text-based AI tools, such as ChatGPT, require prompts from humans that point the AI in the right direction for the content being generated. These prompts are given in the form of natural language and represent normal speech patterns that people use in everyday life. As such, the barrier to entry for trying out text-based AI is low. There is, however, an art to giving good prompts and thus determining the quality of the AI output. Therefore, the following rule applies: the output is only ever as good as the prompt telling ChatGPT what it needs to do.

THE STRUCTURE OF GOOD PROMPTS

A good prompt is clearly structured and contains all key information required by the AI system to generate a meaningful response. The core elements of a prompt are:

Core instruction: The core instruction is the key message of the prompt. It tells the AI system what it needs to do. Examples of core instructions:

- ‘Tell me how to bake a cake.’
- ‘Write a story about a robot that falls in love with a human.’
- ‘Translate this text from German to English.’

Descriptor: The descriptor provides additional information that puts the prompt into context. It may contain information about the topic or the style/objective of the response. Examples of descriptors:

- ‘In simple language.’
- ‘In the form of a poem.’
- ‘With a positive message.’

Tone of voice: The tone of voice of a prompt determines the way in which the answer is phrased. It may be formal, informal, humorous or serious. Examples of tones of voice:

- ‘Dear Sir or Madam,’
- ‘Hello,’
- ‘Hey,’
- ‘I am very sad that you are going through that.’

Inspiration: The inspiration is an optional component that provides the AI system with a starting point for its response. It may take the form of an example, a question or a thought. An example of an inspiration:

- ‘Here is a recipe for a simple cake.’

A tip for creating effective prompts for blog articles: Start with a clear question or statement. What do you want the article to answer or explain?

Supply the AI model with all relevant information. For example, this includes:

- The subject of the article
- The target audience
- The desired length of the article
- The desired style of the article

Be as specific as possible. The more information you give the AI model, the more likely it will be to generate an article that meets your requirements.

In addition, you should:

Try out different prompts. Play around with different phrasing and information in order to find out what works best for you.

Check your results. Read the generated article carefully and make any necessary corrections.

And bear in mind: the whole thing is an iterative process, a conversation that requires several adjustments before producing the best results.

HOW TO CREATE ACCOMPANYING IMAGE MATERIAL

What was, until just a few months ago, a game for techies now represents stiff competition for graphic designers, photographers and image databases. If you do not have a design team or are looking for new ideas for image material, generative AI may be a good option.

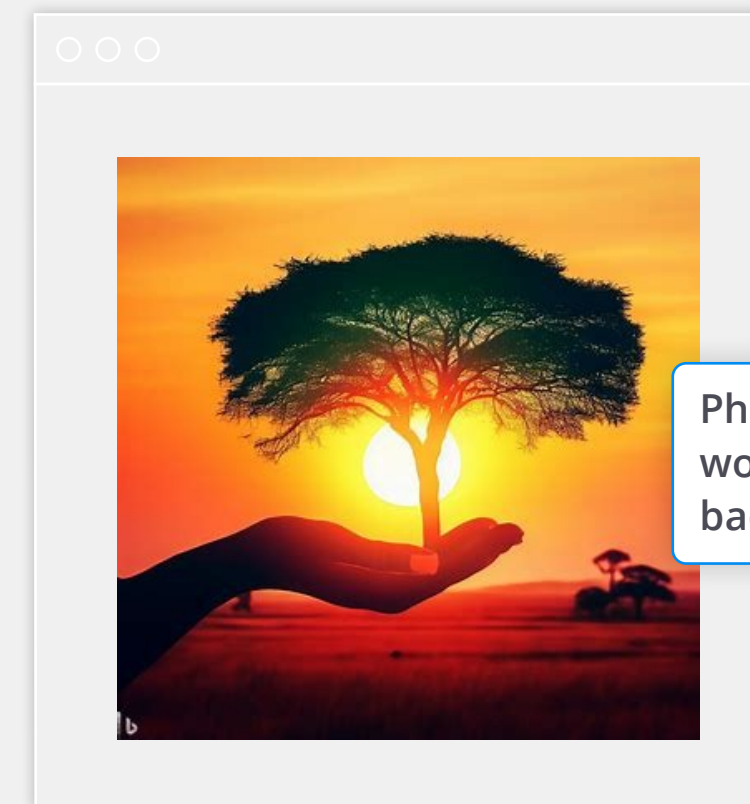
With text-to-image tools, the AI generates an image on the basis of the text entered. The prompt describes the image and defines factors such as style and medium, enabling generative AI to provide you with a suitable selection. As such, each image is an 'original' and you do not have to buy any rights in order to use it. Possible use cases include image generation for blog articles, logo development and book illustrations. In marketing, it will become much easier to showcase products in an appealing environment – and the technology can even be used for Web design (e.g. landing pages).

Anyone looking to generate images with an AI-based tool will now find plenty of options online. Depending on your requirements, various AI generators (from free of charge to premium) are available, e.g. Playground AI, DALL·E, Midjourney and Bing Create, to name but a few.

In their prompts, users indicate a style and describe what they want the AI-generated image to show, e.g. cartoon character of a cat in a forest.

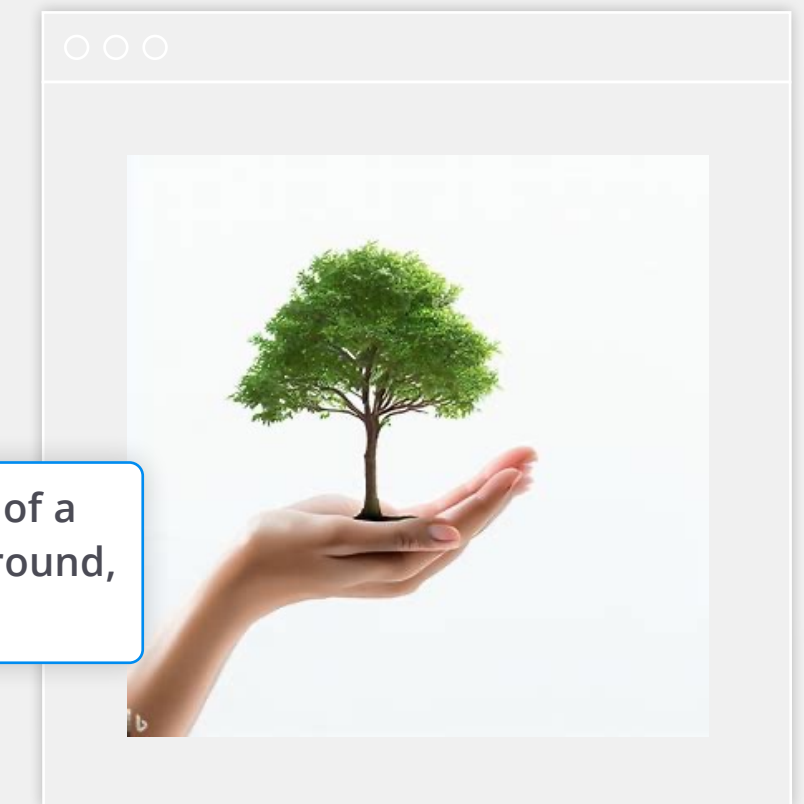
You can also add various adjectives: photorealistic, detailed, surreal, futuristic, minimalistic, cute, as well as other descriptions such as full-body shot or close-up.

I entered the following prompt (A), which I subsequently optimised (B). The results are astonishing:



Result of prompt B – generated using Bing Create

Photo of a tree on the hand of a young woman, white background, fresh, clear, optimistic →



Result of prompt A – generated using Bing Create

Prompt B

Photo of a tree on the hand of a young woman, sunset and African savannah in the background, romantic, optimistic →

EIGHT USEFUL CHATGPT PROMPTS FOR YOUR CONTENT MARKETING AND SEO, PLUS A CHEAT SHEET

If you are itching to use ChatGPT or Google Bard to help you with some of your marketing tasks, we have put together eight useful ChatGPT prompts for typical marketing activities to help you make your content marketing even more efficient with generative AI:

1 Drafting marketing texts: writing a blog article

Create a blog article entitled [insert title] for [insert target group] →

You can fine-tune the prompt by adding extra information, e.g. the desired length of the article, the desired keywords and/or the desired calls to action; you can also use the tool to generate SEO-friendly headlines.

2 Summarising long content pieces (e.g. PDF file or website)

Summarise the key information from this article: [Insert text/URL] →

You can use this prompt to summarise the key information from a long article, a white paper or a study. It can also help you to generate short and snappy teaser texts, e.g. for blog articles.

3 Producing social media posts and advert/landing page versions

Produce a social media post for [insert platform] with the title [insert title] →

This prompt helps you to generate appealing social media posts for your target group. You can fine-tune the prompt by adding extra information, e.g. an image or video, the desired hashtags and/or the desired CTA.

4 Filtering and organising content in new formats (e.g. tables or CSV lists)

Filter all articles from 2023 and export them as a CSV file →

This prompt generates a CSV file. You can fine-tune the prompt by adding extra information, e.g. an existing list or a text.

5 Generating infographics or charts on a topic

Generate a diagram or an infographic on the topic [insert topic] →

This prompt helps you to generate visual content to support your text content. You can fine-tune the prompt by adding extra information, e.g. entering the desired data as a CSV table.

6 Generating alt tags and image names of files

Generate alt tags and file names for the following images: [insert list of images] →

Using keywords in alt tags and file names ensures that images are better indexed by search engines and that they are therefore ranked more highly in search results. The prompt relates to a single image, but you can submit bulk requests for multiple images.

7 Generating title tags and meta descriptions

Generate a title tag and a meta description for the following blog post: [insert title of blog post] →

This prompt helps you to generate a title tag and a meta description for your blog posts. Title tags are displayed as the headings of your blog posts in search results. Meta descriptions appear in the search results as short summaries of your blog posts. AI observes character limits and, on request, will even add emojis.

8 Identifying the search intentions of keywords

Identify the search intention of the following keyword: [insert keyword] →

ChatGPT helps you to identify the intention behind users' search queries with a specific keyword. This, in turn, enables you to gain a better understanding of the needs and interests of your target group. Even if the tool is not a substitute for keyword analysis, it can support you with less complex tasks.

FIVE RECOMMENDED AI TOOLS FOR SMES

In his free weekly AI newsletter [‘Clever KI-News’](#) (in German), artificial intelligence expert Oliver Bock showcases the most exciting news articles, ChatGPT/Midjourney prompts, an AI use case and five smart AI tools. Exclusively for this Compass, he has put together a list of five smart AI tools for SMEs:

	1 GUIDDE	2 OPUSCLIP	3 WEBWHIZ	4 GAMMA APP	5 HEYGEN
Was es kann:	quickly produce video documentation using AI	convert long videos into short, viral clips with the aid of AI	create AI chatbots for websites so that customer enquiries can be answered straight away	generate AI-assisted presentations, websites and documents	create videos from text using AI-generated avatars and voices
	Guidde enables teams to create video documentation eleven times faster than before. With features such as Magic Capture and AI-generated voice-overs, workflows can be recorded and transformed into professional onboarding documents, how-to videos and training material in video form.	Opus Clip allows users to turn long videos into short, viral clips – complete with subtitles – in a matter of minutes. With features such as AI Curation and AI Virality Score, Opus Clip facilitates the creation of high-quality viral clips for social media.	Thanks to WebWhiz, you can train ChatGPT on the data on your website and create an AI-based chatbot. The tool offers straightforward integration, data-specific answers and regular data updates.	Gamma.app is a platform that simplifies the creation of presentations, websites and documents. Using AI, appealing content on a specific topic can be created with minimum formatting and design effort.	HeyGen is an innovative video platform that simplifies the video production process. In just a few minutes, users can create videos from text with the help of AI-generated avatars and voices.
	www.guidde.com	www.opus.pro	www.webwhiz.ai	www.gamma.app	www.heygen.com

THE NEXT STEPS: HOW TO SUCCESSFULLY INTRODUCE AI WITHIN YOUR MARKETING TEAM

The following steps are helpful when it comes to establishing generative AI tools within your marketing team:



Identify and prioritise the right use cases.

What tasks within your marketing team can be automated or improved by generative AI tools? And where do they offer the greatest potential for boosting productivity?



Start with a small budget.

Even if you don't have a large budget at your disposal straight away, you can still reap considerable rewards from generative AI tools.



Set up a pilot project.

Start with a small pilot project that allows you to systematically test the tools in your live environment. This will help you to gain an improved understanding of the benefits and challenges surrounding the technology's use while optimising it and establishing it in the organisation.



Incorporate AI into your workflow.

The purpose of AI is to speed up content creation. Use a browser add-on such as ChatGPT Writer or content platforms with built-in AI such as neuroflash in order to integrate generative AI at your team's workstations.



Train your team.

Make sure that your team is trained in the basics of generative AI and in the tools they use. As demonstrated, it is surprisingly easy to try out the tools. Training, experience and motivation are, however, necessary in order to use them successfully. Regardless of whether you sign your team up for a free or premium AI company training programme (cf. [training tips](#)), onboarding is useful in ensuring that your team uses AI in a carefully considered and efficient manner.



Check your results.

Document the results of the implementation so that you can see the impact of the tools on your marketing objectives. You should track the results of AI at your company. On average, how many hours are saved for the production of each content piece? Does the content generated deliver comparable results? Is there an improvement in SEO KPIs? Systematic measurement of success is crucial in terms of convincing senior management; by learning at an early stage and adapting to change, you can carve out a competitive edge.

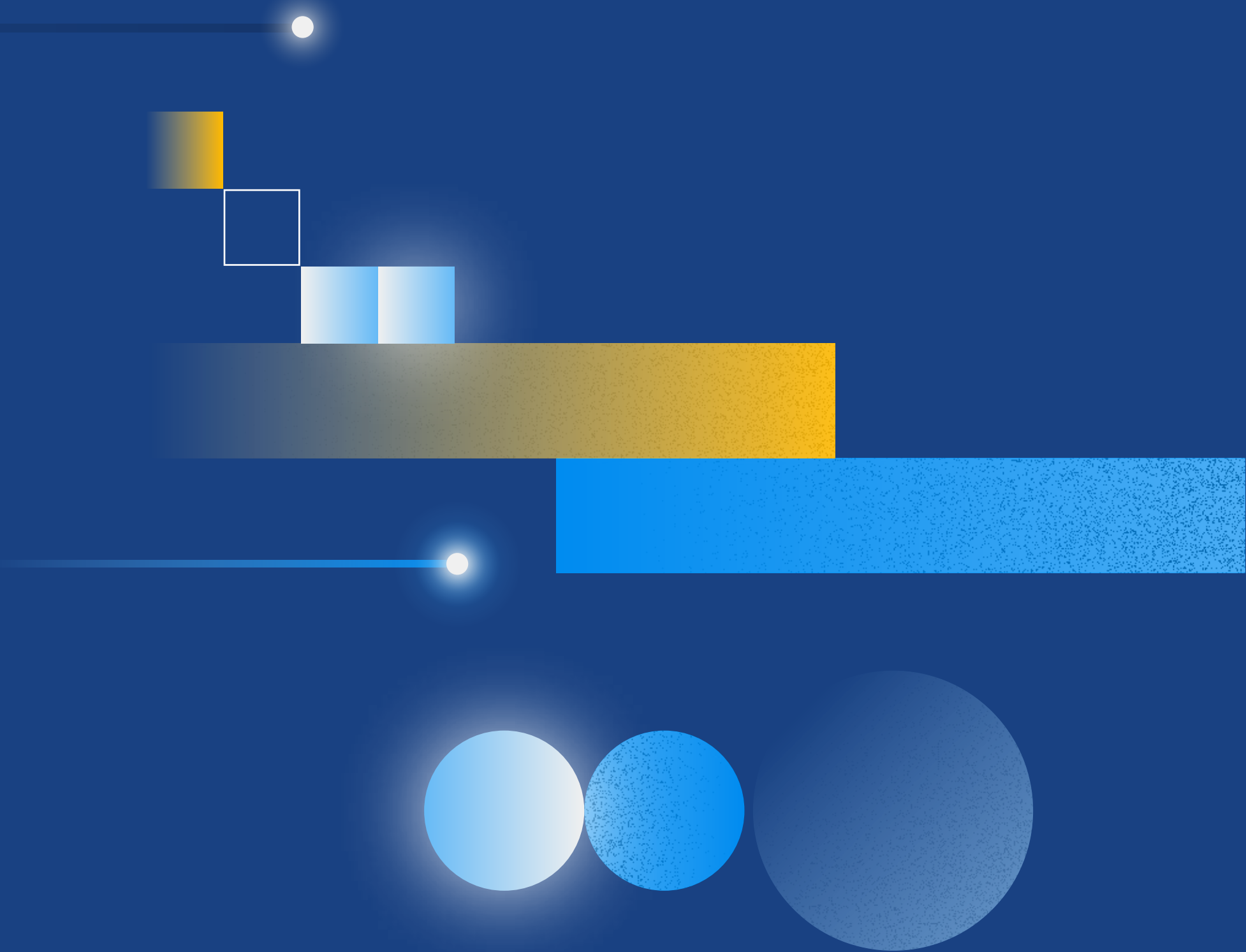


Last but not least: be patient.

As with all change processes, it may take a little time before you see the full effect of generative AI tools in your marketing team and success becomes measurable. We hope that this Compass supports you in this regard.



TIPP
Hamburg-based innovation consultancy firm Facts and Stories has put together a handy cheat sheet for even more creative and effective working with ChatGPT. Simply download and/or print out the cheat sheet or install it as your desktop background. The ChatGPT cheat sheet is available to download (in German) at: www.factsandstories.de/chatgpt



05

STRATEGIC OUTLOOK AND NEW MARKETING IN CHINA

In the long term, AI will revolutionise our lives as the steam engine once did; despite scepticism and a perception of risk, AI is gaining more trust among marketing managers, who are planning to use the technology even more. This chapter provides some food for thought and explains how strategic challenges can be overcome.

KEEP IN MIND THE LIMITATIONS AND RISKS OF GENERATIVE AI

Generative AI is still in its infancy and is not made to do everything. Therefore, a few limitations need to be borne in mind in relation to its use. The performance of an AI system hinges on the data at its disposal. Consequently, there is the possibility of bias and errors in the content generated. Generative AI applications, such as ChatGPT and the like, are based on data-driven models; therefore, it is essential to have a basic knowledge of where the data originates and what the AI has been trained on. When using the tools, you should not lose sight of the following four aspects in which humans are still superior to machines:

- **TIPP**
- An in-depth explanation of why AI in marketing should not just be taken to mean ChatGPT (even though that is what marketers usually do) can be found in the easy-to-understand article KI, die nächste Welle: Was kommt nach ChatGPT-4? by Sebastian Halm (in German). (cf. [ONEtoONE, 2023, page 46 ff.](#))
- The article also provides insights into medium-term AI trends and a critical analysis of data-driven AI models. For example, this includes the rise of data-driven fast-food AI, the AI payment warning letter industry, where reckless publication of content is almost a foregone conclusion, and the human rights abuses used to improve modelling in the form of data labelling – a task frequently outsourced to low-wage economies. Not to mention the considerable carbon footprint of AI. Well worth a read!



1 Conducting original research:

AI cannot carry out original research or analysis. It can't even calculate. AI content is generally superficial, unless you input your own in-depth data (which you should seriously consider). In future, there will be a need for (even) more marketers with excellent data expertise who are able to evaluate studies and KPIs and set up A/B tests – and not just in a separate market research department.

2 Verifying facts:

As AI is not able to check facts, there will still be a need for humans who can. As Professor Bunte puts it so elegantly: 'We all need to evolve a little from "mad man" to "math man".' (cf. [ONEtoONE, 2023, page 6 ff.](#))

3 Contributing real-life human experience:

Another reason why human marketers will remain irreplaceable is that AI does not have any intuition. Although AI imitates humans, it does not possess any real-life experience and does not know why people make the decisions they do and is unable to make intuitive decisions based on a wealth of experience.

4 Ensuring quality:

Just to reiterate: generative AI can be used to create content faster and more efficiently by automating certain tasks. However, it cannot replace the creativity, research and judgement of people. Irrespective of how much AI enthusiasts claim that it can, the perceived originality of a result is only a random output based on infinite volumes of data, and we do not perceive this randomness, which is no longer transparent, as creativity. This is often completely acceptable and expedient, but not always.

HOW TO PREPARE FOR AN UNFORESEEABLE AI FUTURE – A STRATEGIC OUTLOOK

Renowned futurist Amy Webb was shocked when she asked the audience at the DigitalX technology conference, held in Cologne in September 2023, whether they had already used ChatGPT for business reasons: the majority of audience members – in a room full of entrepreneurs, start-up founders, executives, professionals and techies – raised their hands. ‘I am very concerned about how many people use ChatGPT,’ remarked the American author. ‘There are so many things we don’t know, such as what happens with our data.’

In her conversations with decision-makers, it became clear to her that they can be split into two groups according to their mindset: one group that is afraid of generative AI and that sees risks, and another group that is scared of missing out. At the conference, Webb criticised both ways of thinking. In her view, companies have yet to fully understand how to use AI models, i.e. those based on language, correctly. And many have not understood how the results are generated and which risks they need to bear in mind.

For the strategists among you: an article by future researcher Amy Webb in the Harvard Business Review is well worth reading and provides managers with valuable guidance on how to employ generative AI correctly.

- **TIPP**
- In her article, How to Prepare for a GenAI Future You Can’t Predict (2023), Amy Webb outlines the opportunities and challenges of generative AI for managers. She argues that generative AI is still in its infancy and that executives need to prepare for an uncertain world in which generative AI (GenAI) and human workers coexist side by side. She believes that executives are still focusing too much on the short-term benefits of GenAI, whereas they should turn their attention to the long-term impacts of GenAI, particularly those affecting workers and society.
- Webb proposes the following steps that executives can take to prepare for GenAI:
- **1** Temper your expectations of GenAI. Executives should be clear that GenAI is not yet able to complete all tasks that are currently carried out by humans.
- **2** Develop a long-term strategy for GenAI. Executives should turn their attention to the long-term impacts of GenAI, including impacts on workers and society.
- **3** Invest in the training and development of your workforce. Executives should ensure that their workforce possesses the capabilities that they require in order to work in a world shaped by GenAI. Her IDEA Framework can help executives to identify opportunities and risks early enough to take action.
- She concludes that GenAI is a transformative – and not a disruptive – technology that will fundamentally change the way we live and work. Executives who prepare for this future are better equipped to harness the opportunities and risks of this technology (cf. Webb 2023).

AN EXAMINATION OF CHINA: WHAT DOES 'NEW MARKETING' MEAN? AND WILL CHINA BE THE GLOBAL MARKET LEADER IN AI BY 2030?

AI expert Professor Claudia Bünthe concludes by turning her gaze to the east: China is a key driving force behind digital transformation and artificial intelligence – and is establishing itself as the global market leader in these areas. This transformation has far-reaching effects on the global economy, trade and marketing.

Companies and marketing officers in Europe should prepare for these challenges. As Bünthe explains in her fascinating guest article on the bvik (German industry association for communication and marketing) website, in which she sets out eight theses about digitalisation in China, this includes familiarising themselves with Chinese market conditions and developing new business models. (*cf. Bünthe, 2021, page 1.*)

These theses include:

- China will be the global market leader in AI by 2030
- China protects data – just in a different way than in the west
- Platform ecosystems are the drivers
- 'New marketing' is marketing in real time

With so-called platform ecosystems currently springing up in China, new marketing means real-time marketing. These ecosystems enable users to organise almost every aspect of their day-to-day lives via a single 'super-app' – from searches and payment through to tax returns, ordering train tickets and applying for visas.

Driven by AI, this development is changing the customer journey, as users remain within a single ecosystem, e.g. WeChat. This means that all data within this ecosystem can be analysed using AI. This gives rise to real-time data analysis, which, in turn, enables a new kind of marketing; marketers have virtually all information about the customer journeys of the user base – and not just for individual user segments – at their disposal in real time. AI delivers real-time recommendations about which marketing activities are the most promising for these users at any given moment; what's more, it helps to execute these activities and measure their performance. It remains to be seen to what extent these developments will gain traction in Europe.



ABOUT THE AUTHOR / OTHER PUBLICATIONS FROM THE "COMPASS" SERIES



Dr. Sandra Gärtner

Research & Consulting | mediaresearch42

Dr Sandra Gärtner is one of the co-founders of market research and technology service provider GreenAdz and, for more than 15 years, has also been running her own Hamburg-based market research consultancy mediaresearch42 with passion and green spirit. GreenAdz is committed to 'market research that plants trees', with its sustainable incentivisation concept used especially for advertising effectiveness studies supporting influencer campaigns. In addition, more than 100,000 one-euro trees have been planted as #Trees4Leads in Zambia in connection with many other marketing campaigns.

She is also a member of the expert council on social media at Bundesverband Digitaler Wirtschaft (BVDW), publisher of the COMA(E) study and the influencer marketing decision-maker study from IROIN® and a member of the judging panel of the BCM (Best of Content Marketing Award), where she assesses the – usually insufficient – plans for measuring the success of social media and content marketing campaigns. All the more reason to once again shine the spotlight on the topic of performance measurement in digital marketing.

She shares her expertise in publications such as the e-books in the Compass series, published by Statista and available for download here:

[Statista Content Marketing Compass 2021](#)

[Statista Content Marketing Compass 2022 with a Focus on Social Media](#)

[Statista Influencer Marketing Compass](#)



Sebastian Schurz

Vice President | Statista Content & Design

Sebastian Schurz has been Vice President of Statista Content & Design for more than three years. Content & Design as a department is made up of more than sixty employees, with a dedicated marketing, project management, editorial, design and sales team. His main focus is on looking to make Content & Design a major international player and scale up the content business model. In total, Statista Content & Design supports over 250 clients worldwide.

Sebastian has prior experience working as a publishing manager for over twenty years, including in Sales & Marketing at Handelsblatt Media Group, as well as managing director of a digital travel portal for many years.

AI TOOLS

AI-based text and image generator from neuroflash, a partner company of Statista:
www.neuroflash.com

Smart AI tools: German AI tool directory for companies, updated daily, with 300+ tools in the areas of image generation, marketing, copywriting and more.
www.cleverkitools.com

NEWSLETTERS AND PODCASTS

AI tools newsletter (in German) by AI and tool expert Jens Polomski:
www.linkedin.com/newsletters/ki-tools-newsletter-6862439600737071104

Free AI newsletter Clever KI-News (in German) by AI expert Oliver Bock with five smart AI tools, three exciting news articles, a ChatGPT prompt, an AI use case and more. Appears twice a week.
www.cleverkitools.beehiiv.com

Podcast Taking Care of Content with Stefan von Gagern and Robert Weller:
www.toushenne.de/taking-care-of-content-podcast.html

FURTHER SEMINAR PROGRAMMES (BOTH FREE OF CHARGE AND PREMIUM)

As part of the #GemeinsamDigital initiative, the German Chamber of Commerce and Industry (DIHK) offers free training courses on the opportunities and functionality of AI technologies, e.g. the webinar series Generative KI – ChatGPT & Co.: Datenschutz und Urheberrecht als Herausforderungen an die Künstliche Intelligenz
www.dihk.de/de/themen-und-positionen/wirtschaft-digital/gemeinsamdigital/digitale-innovationen-technologien-und-produkte-71364

Free online course from the University of Helsinki on the basics of AI:
www.elementsofai.de

Free generative AI learning path from LinkedIn and Microsoft:
www.linkedin.com/learning/paths/career-essentials-in-generative-ai-by-microsoft-and-linkedin

Grow with Google offers beginners’ courses on the topic of AI, e.g. the live webinar ‘Using machine learning and AI correctly’ (in German):
www.grow.google/intl/de/ai

How to create effective ChatGPT marketing prompts (section eight of the article):
www.brevo.com/blog/chatgpt-for-marketers

contentbird AI Marketing Academy with Stefan von Gagern. Investment per participant: €590.00 (early-bird discounts are available on the website). Places can be booked here:
www.contentbird.io/content-ki-academy-go

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www.bitkom.org/sites/default/files/2018-12/181204_LF_Periodensystem_online_0.pdf

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12th Digital Dialog Insights (DDI) study from Professor Harald Eichsteller, Professor Jürgen Seitz and United Internet Media et al. focusing on ‘AI in marketing’ (November 2023):
www.digital-dialog-insights.com

DIHK guide based on ChatGPT: in this DIHK guide, the German Chamber of Commerce and Industry has summarised the points that companies need to observe when using generative AI tools:
www.dihk.de/de/themen-und-positionen/wirtschaft-digital/digitalisierung/was-unternehmen-beim-umgang-mit-generativen-ki-anwendungen-beachten-sollten-94832

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www.factsandstories.de/chatgpt

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www.kirevolution.com/new-marketing

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www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#

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www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2023-generative-ais-breakout-year

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DO YOU REQUIRE BESPOKE ADVICE?

JAN-FREDERIK AHRENS

Director Global Growth
Statista Content & Design

+49 40 688 93 12-76
jan.ahrens@statista.com

MASTHEAD/CONTACT DETAILS

Statista GmbH
Johannes-Brahms-Platz 1
Email: content-design@statista.com
Telefon: +49 40 284 841-476

www.statista.design/en