



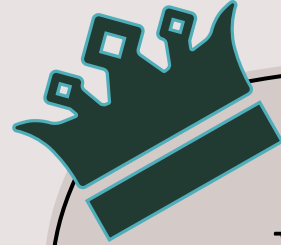
THE FUTURE OF COMMUNICATION:

HOW SYNTHETIC MEDIA AND AI CAN
TRANSFORM YOUR MARKETING STRATEGY

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FIRST, LET ME
SHOW YOU
SOMETHING...





VIDEO IS QUEEN (OR KING)

Studies in education, marketing, persuasion, and customer experience all demonstrate the superiority of video when it comes to digital communication medium selection. MRT and MST also support this.

CHANNELS OF COMMUNICATION (AND THEIR RICHNESS)



Face-to-Face



Video



Audio



Image



Text

CHANNELS OF COMMUNICATION (AND THEIR RICHNESS)



Face-to-Face



Synchronous Video (Zoom)



Video



Audio-Narrated Presentations



Audio



Synchronous Text (Chat)



Image



Text

CHANNELS OF COMMUNICATION (AND THEIR RICHNESS)



Face-to-Face



Synchronous Video (Zoom)



Video



Synthetic Media Videos



Audio-Narrated Presentations



Audio



Synchronous Text (Chat)



Image



Text

TIME:
A PROBLEM OF
PRACTICE



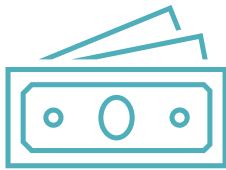


?

IT WOULD BE GREAT...

...if technology can help us in creating
more opportunities for
personalization
customization
and agency of choice
in how we create and distribute content.

SO...WHAT DOES THIS MEAN FOR ME?



Most of us want to be able to create better, more innovative messages that reach our audience. But doing so comes at a high cost. AI and synthetic media can lower the barriers to testing your messages.



Having a strategy in place for how you'll test and measure results from different forms is essential. Traditional methods can apply, but you need to make a plan instead of throwing spaghetti at the wall to see what sticks.

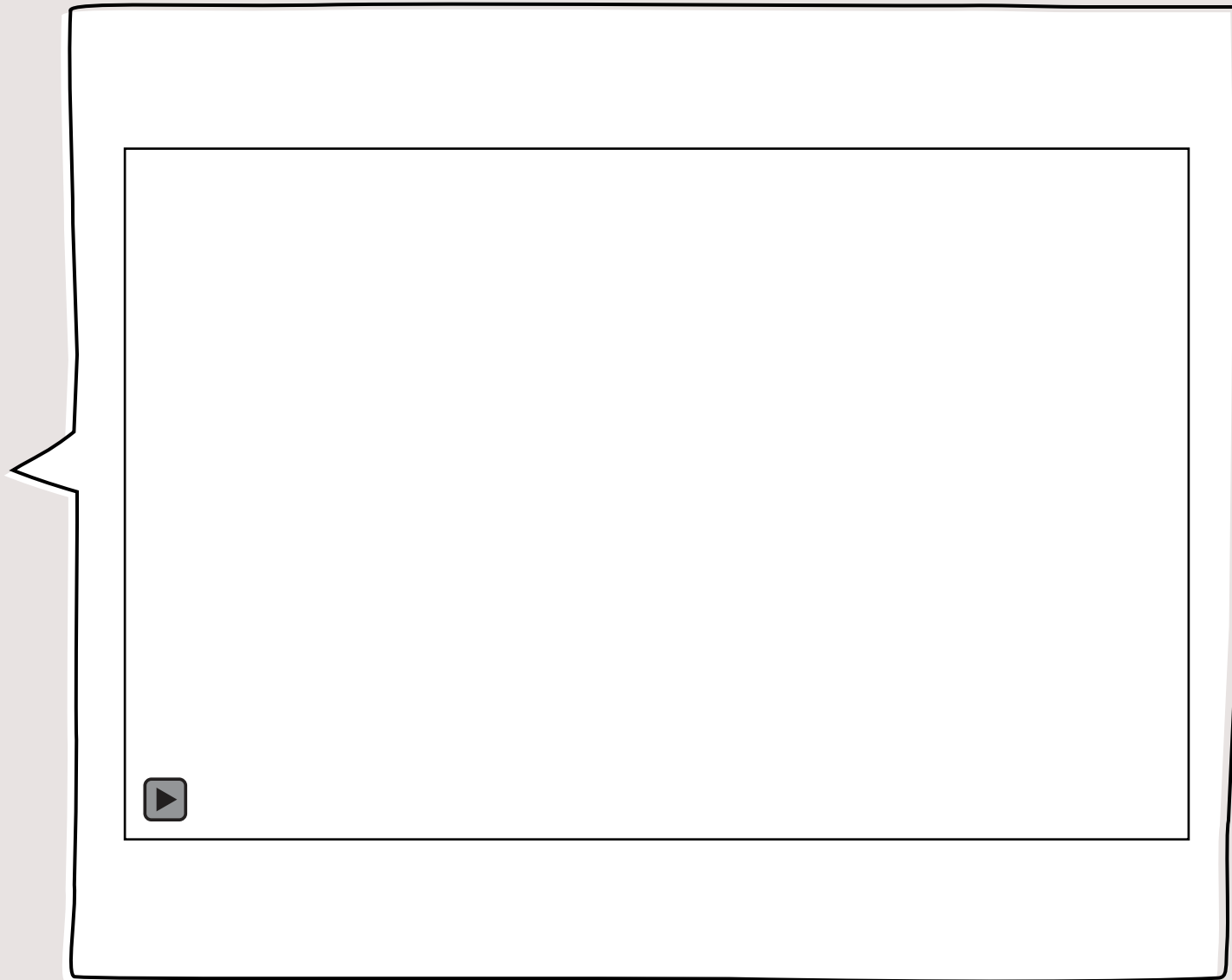


Finding a way to reach your audience where they're at with messages that resonate and, if possible, are more personalized and customized, will lead to better results. We now need to see if these mediums/channels work.



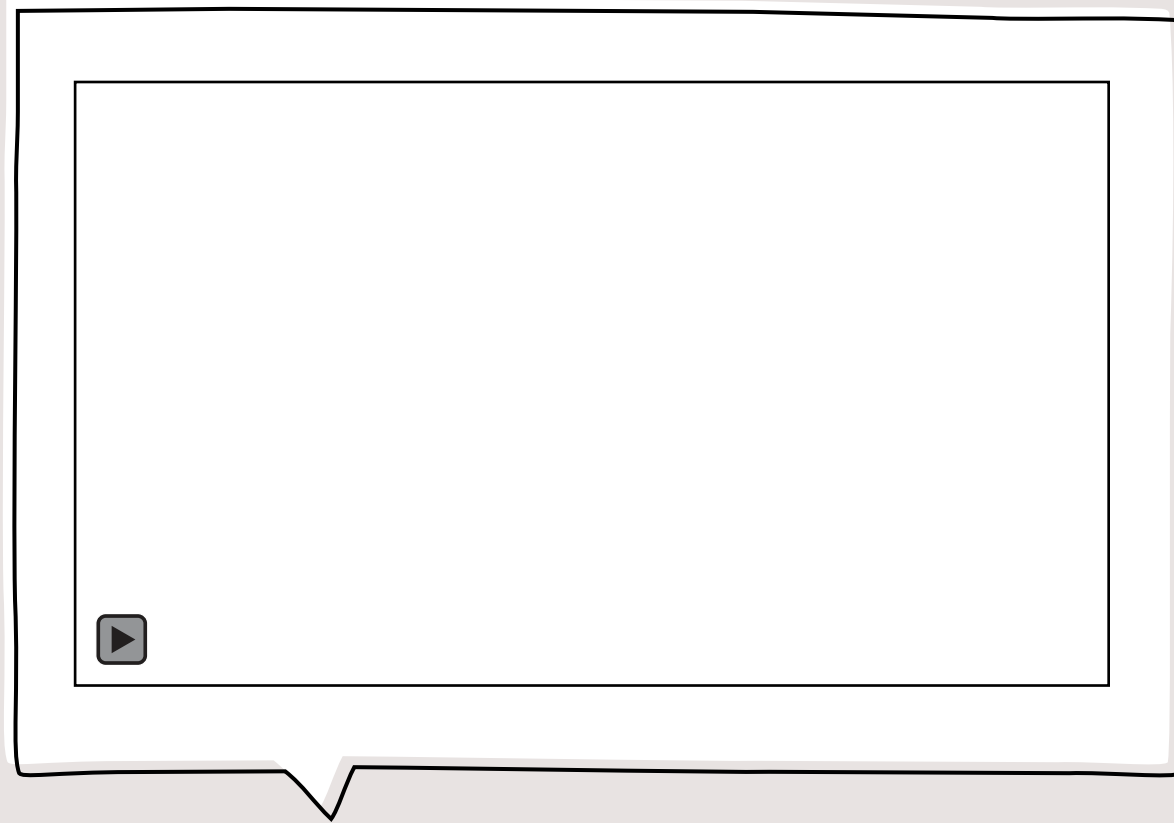
AI CONTENT
POSSIBILITIES

LET'S LOOK AT A
QUICK EXAMPLE...



EVEN IMAGES
ARE GENERATIVE!





LET'S MAKE A VIDEO!

Digital Likeness

Combines video and vocal clones of a person to create a hyper-realistic avatar that can be used to generate studio-quality content, fast.

Jasper AI +
Hyper-Realistic Avatar =
Video Submission in 3.5 minutes



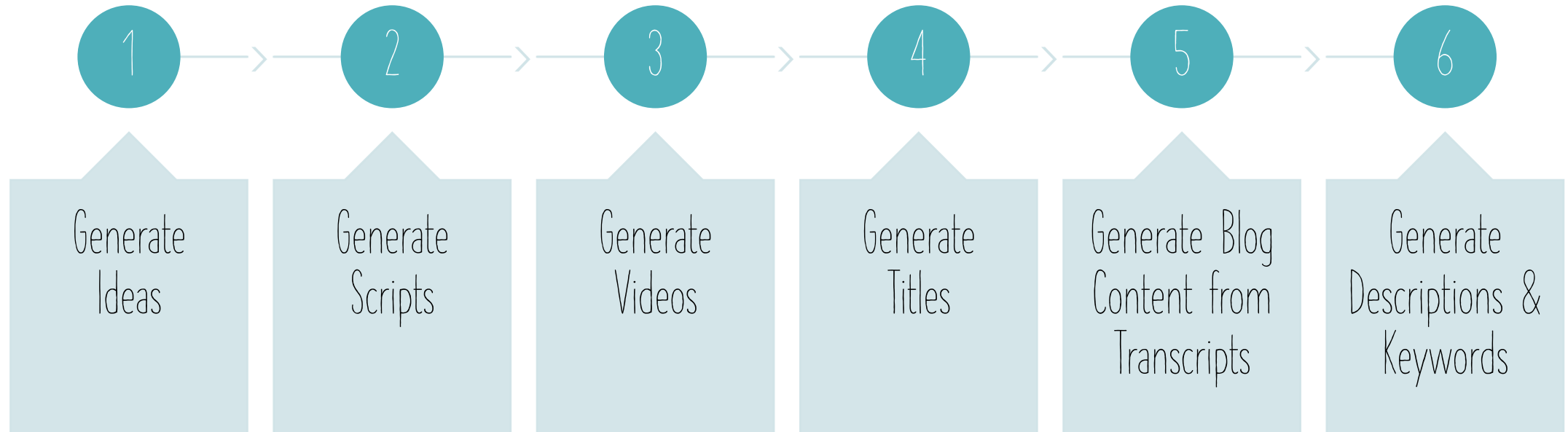
The background features a dark blue field with several vertical orange bars of varying heights. A white line graph with circular markers is overlaid, showing a downward trend. One of the markers is connected to a data label '183.102'.

BUT HOW DO WE TEST IT?

Just like you would any campaign,
except the cost of experimentation is
now lower!

LET'S TALK STRATEGY

How about an educational video campaign?





I love talking about synthetic media and the possibilities for strategy! Let's talk 😊

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