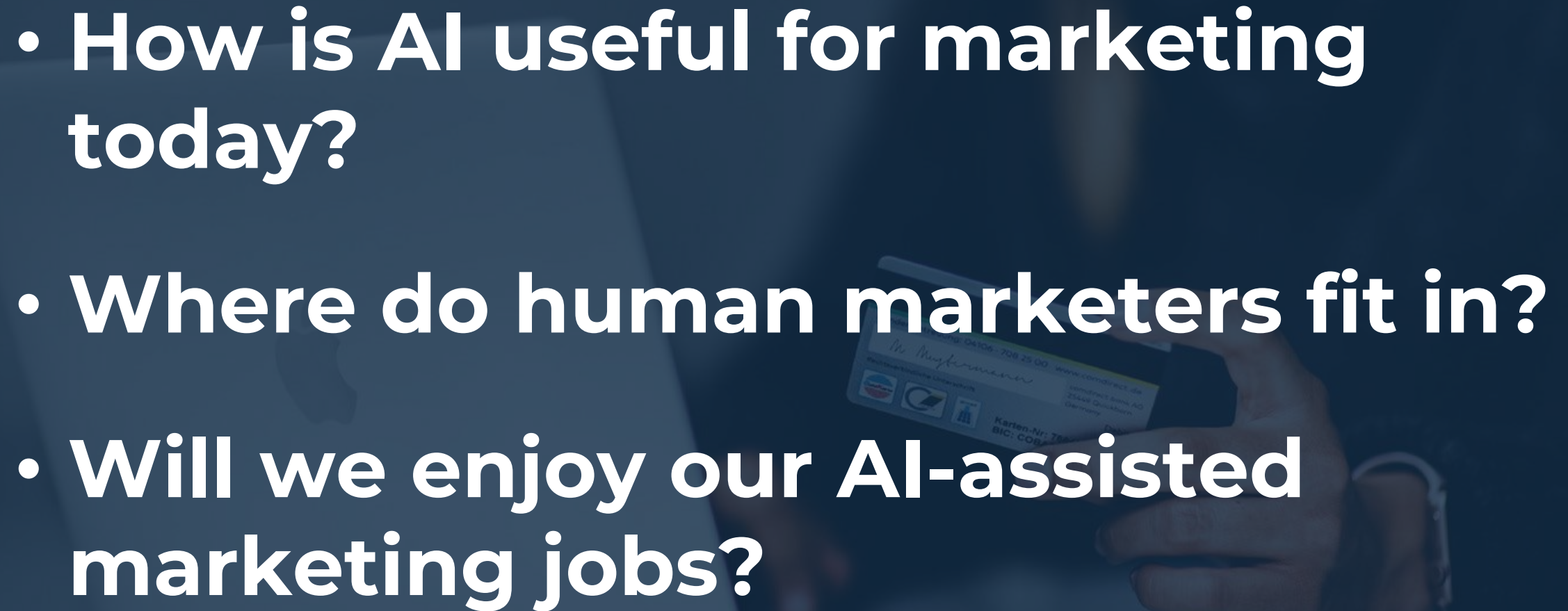


How AI will Transform the Way Higher Ed Marketers Work

Dale Bertrand | Fire&Spark



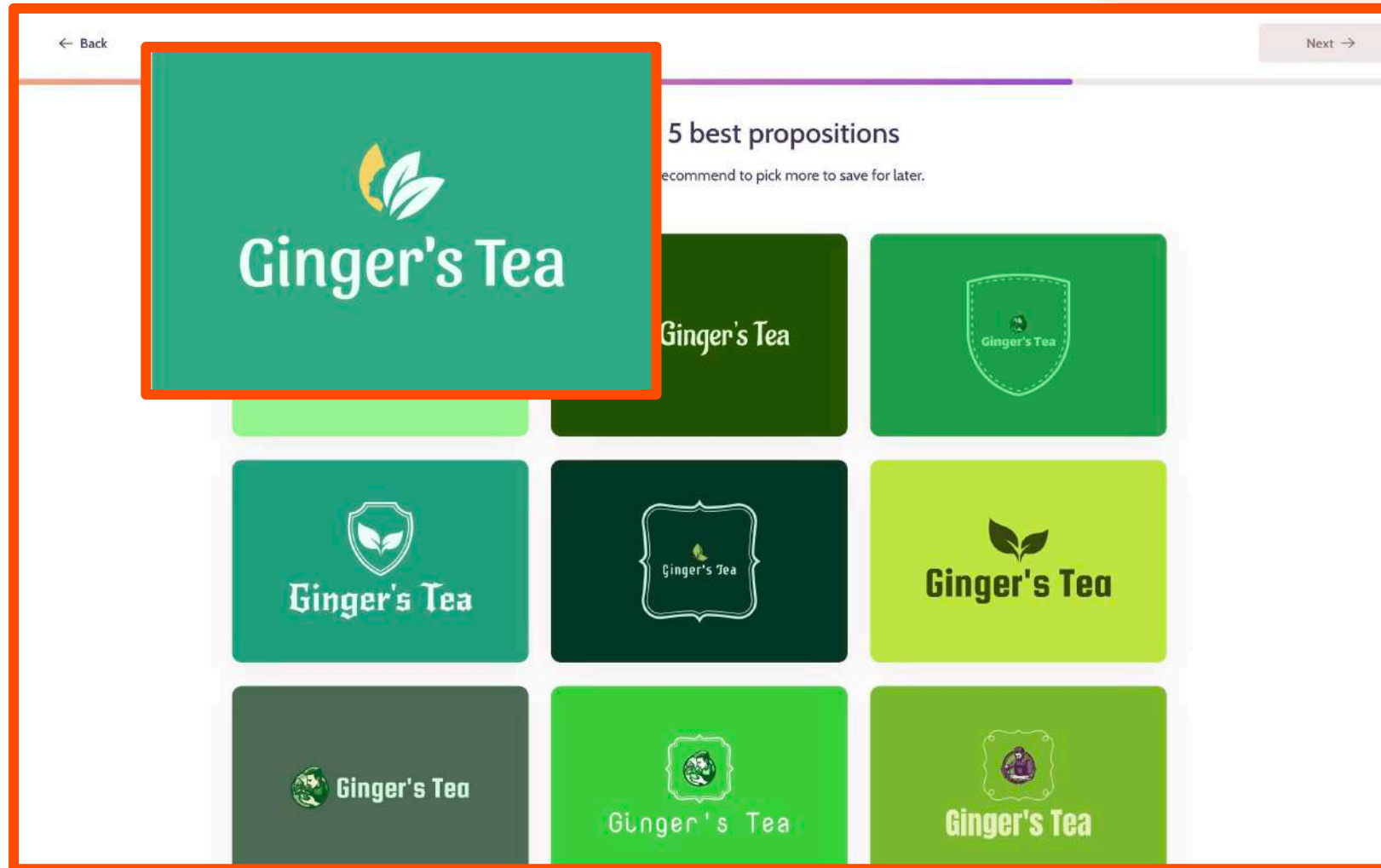
2023 Carnegie Conference

- 
- The background of the slide is a dark, blue-tinted photograph. It shows a person's hand holding a credit card over a laptop. The credit card is a Visa Gold card from Commerzbank, issued to 'H. Meyer'. The laptop is open, and the person's hand is positioned as if they are about to make a payment. The overall scene is dimly lit, with the laptop screen providing some light.
- **How is AI useful for marketing today?**
 - **Where do human marketers fit in?**
 - **Will we enjoy our AI-assisted marketing jobs?**

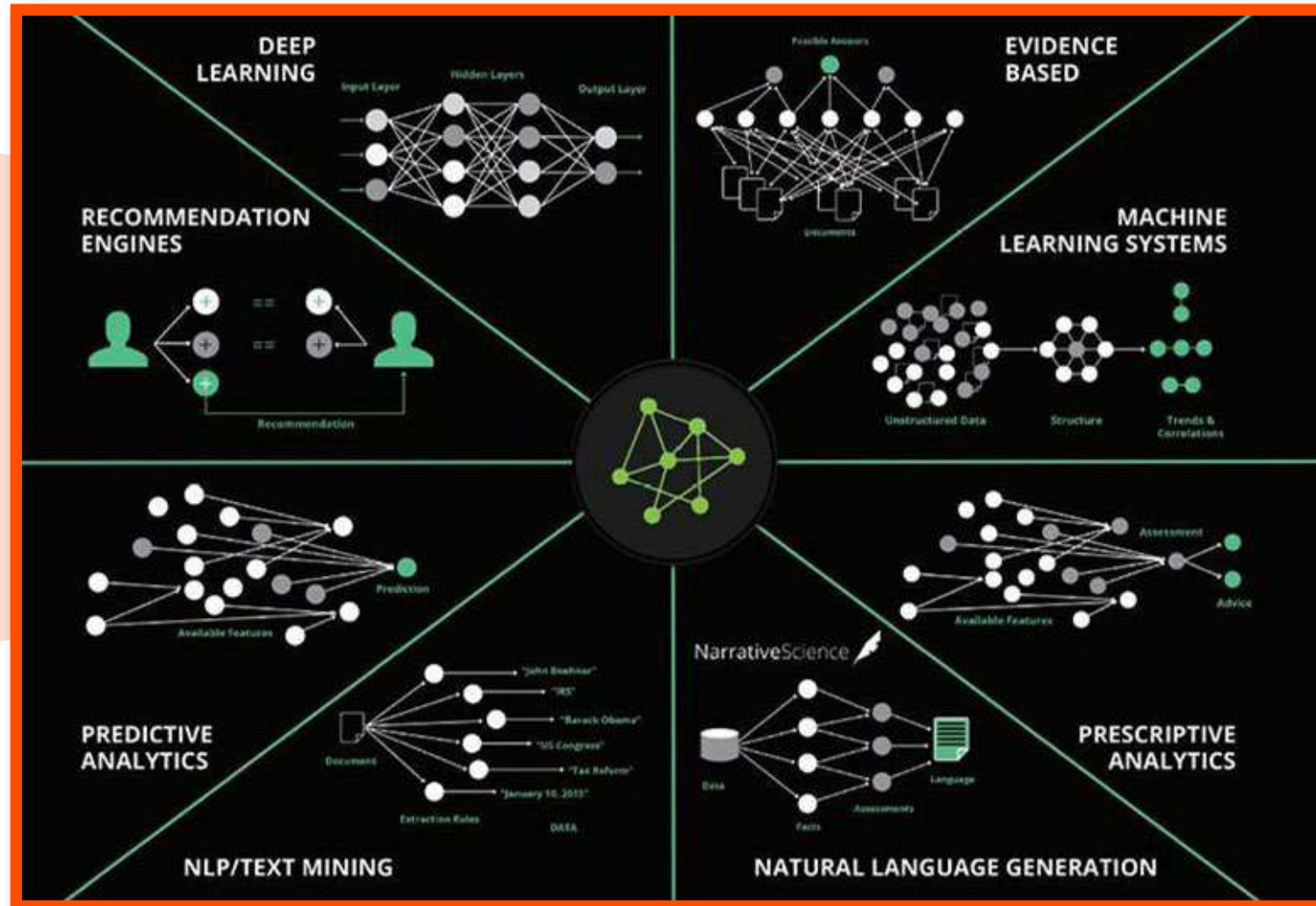
How is AI useful for marketing today?



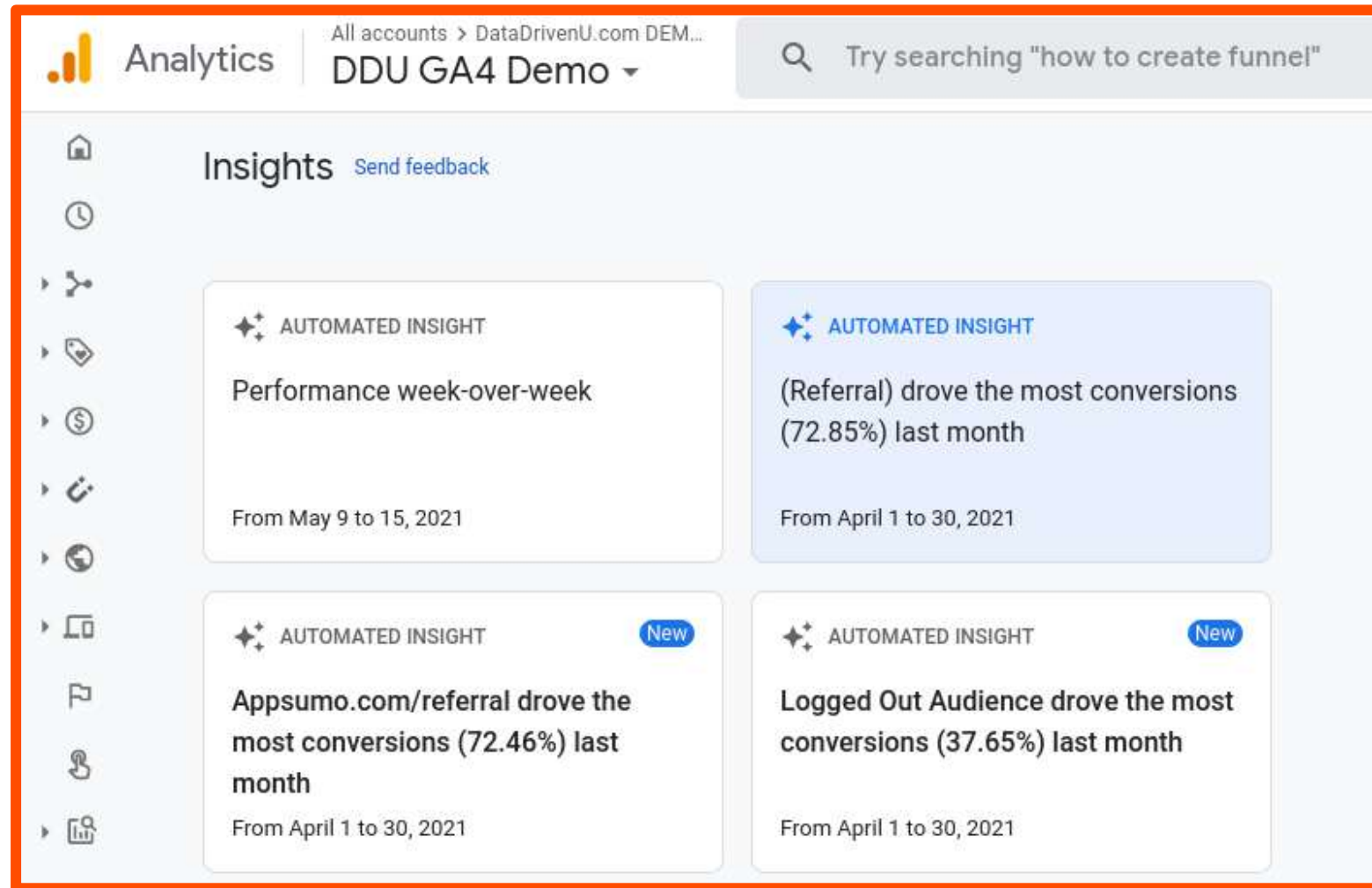
Designs.ai – Logo Generator



Many AI Algorithms



Deep Learning



Generative AI



AI Classifiers

COURSE REPORT

Coding Bootcamp Reviews



Fenton Fleming



BrainStation

Succinct introduction. Good

Good Value

covered a good range of basics to get a good understanding of digital marketing and the breadth of it. The course leader w...



Olena Rafieienko



Le Wagon

Overpriced

me to get closer to it - I was taught to build algorithms, select signs, and eventu...



Jessica Allred



Springboard

A Program With Excellent Mentors

Comprehensive

for me. I never felt like I was doing well, but my mentor would review my work an...



Juan



Nucamp

Nucamp from a Tec Recruiter

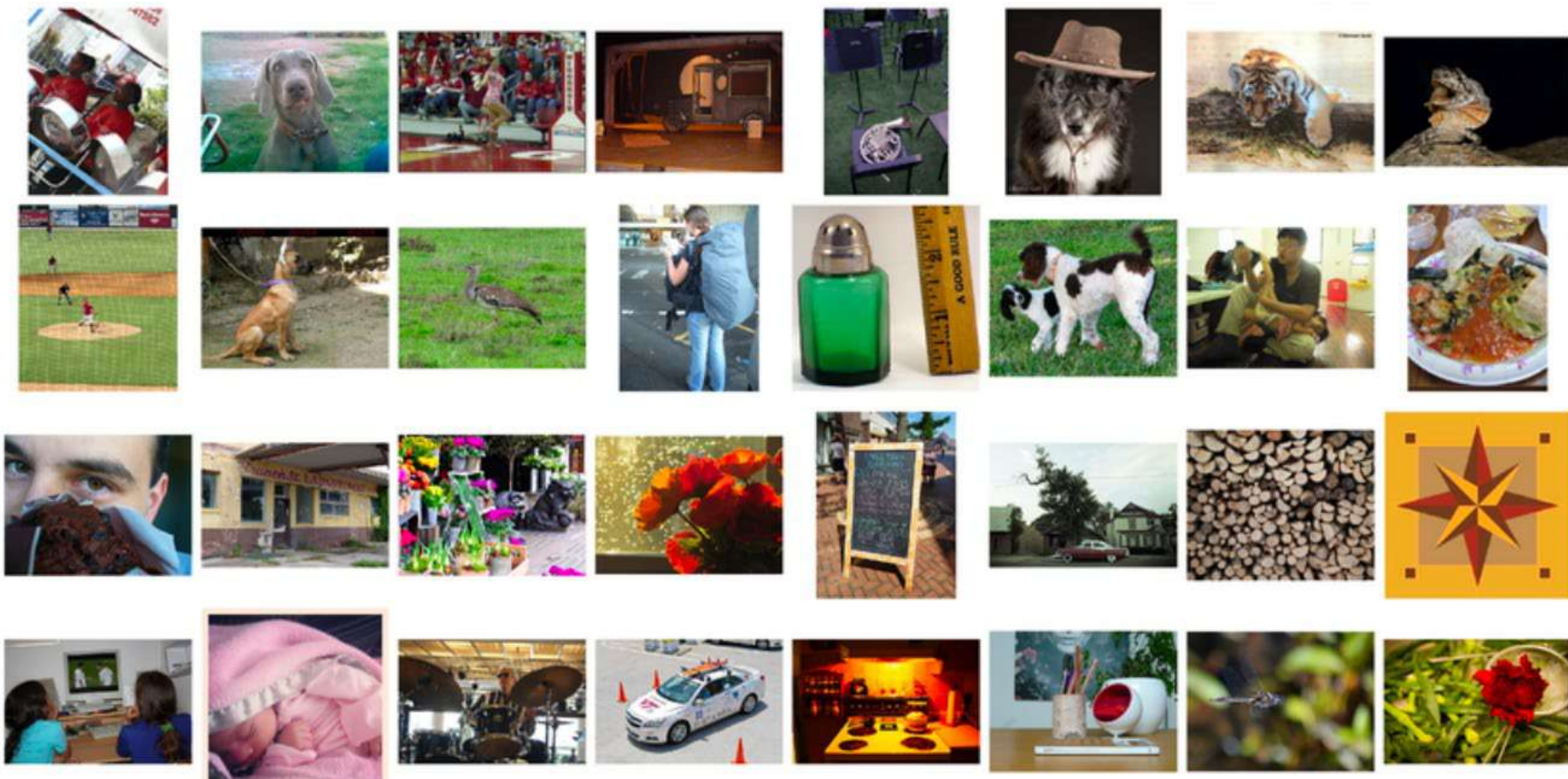
Longwinded

the Nucamp course. This piqued my interest and ultimately led me to enroll in the ...

Can you identify this object?

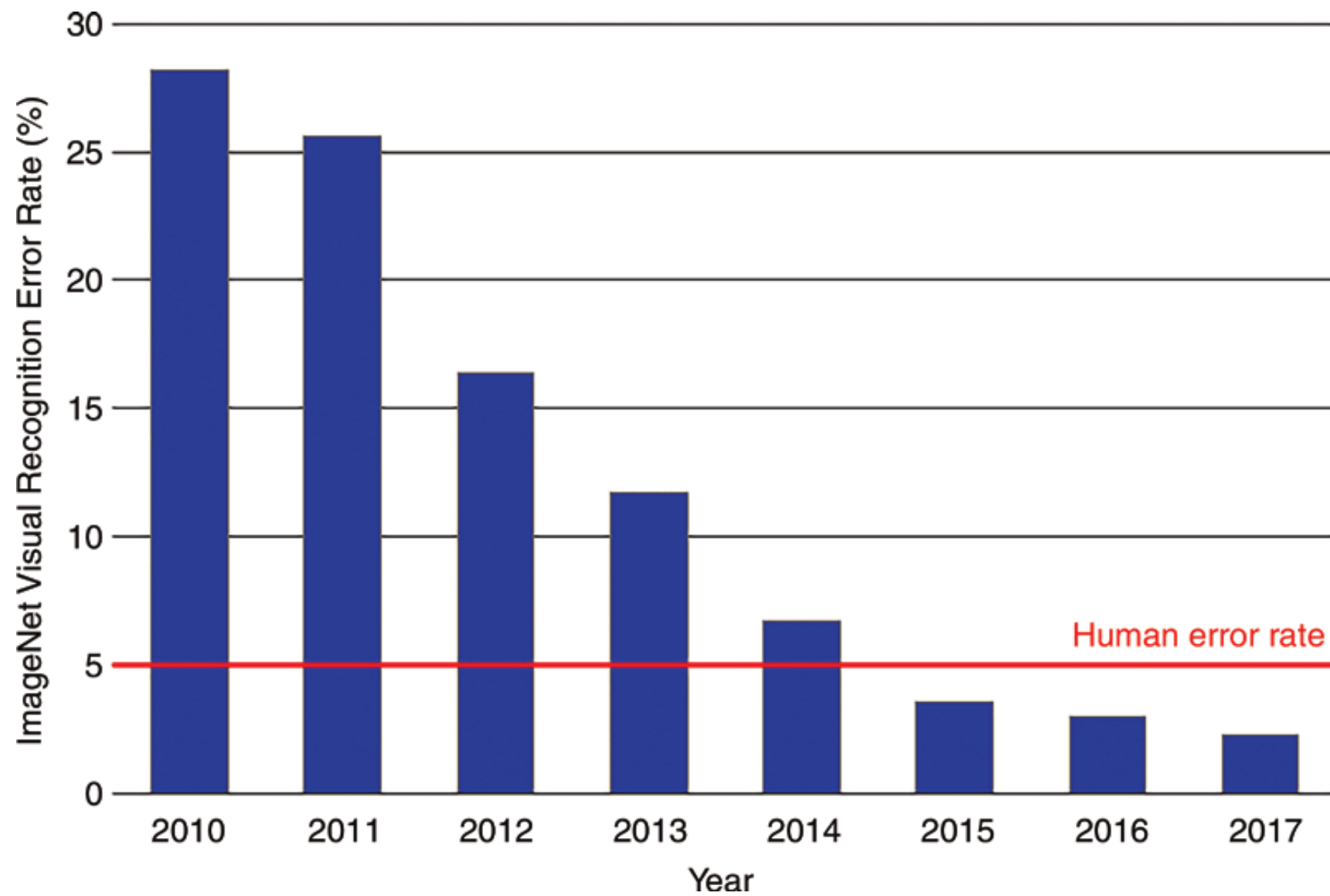


ImageNET Competition



ImageNET Competition





AI

has reached a
tipping point for
many marketing
tasks

Adopting AI for Marketing



FUN

Tasks that I don't want AI
to automate



FASTER

Tasks that I'm happy to
let AI speed up or take
over



FUTURE

Tasks I couldn't do
without AI

Otter.ai

[Why Otter.ai](#) ▾[Pricing](#)[Download](#) ▾[Resources](#) ▾[Contact Sales](#)[Log In](#)[Start for Free](#)

Capture and share insights from your meetings

Otter records meetings, takes notes in real time, and generates an automated summary to share with everyone and to help you remember everything.

[Start for Free](#)

The screenshot displays the Otter.ai interface for a meeting titled "Weekly Team Sync". The interface includes a search bar at the top, a list of participants (Steven, 0:04:54), and a transcript of the meeting. The transcript shows a discussion about the latest version of a product and its potential for new verticals. A bar chart titled "Sales Growth" is embedded in the transcript, showing data for Q1, Q2, and Q3. The chart shows a steady increase in sales, with Q3 reaching 910. To the right of the transcript, there is a "Takeaways" section with a list of key points, including "You can see the month over month rise in sales" and "Assigned to Steven: @Steven can you create a YTD chart for sales?". At the bottom of the interface, there is a "Following up..." section.

With a single click, add a meeting slide from your Zoom meeting



Dale Bertrand
dale@fireandspark.com

Fire&Spark Sales ...

Invite teammates

Home

My Conversations

Shared with Me

More

GROUPS

april@fireandspark.com,dale@...

General

Sales team

DIRECT MESSAGES

elena

Karina

Karina, clueking

Karina, mlivermore

Karina, monica

FOLDERS

AI Talk Script

Strategy Session - January 2022 (Dale/Tim/Noah)

Thu, Jan 12, 2023 . 10:18 AM 1:42:41 Owner: Dale Bertrand

Shared with: elena

SUMMARY KEYWORDS

content, seo, clients, conversion, customers, convert, people, traffic, intent, focused, piece, keywords, thinking, topics, inform, talking, create, differentiators, seo agency, attract

SPEAKERS

Tim (56%), Dale (35%), Speaker 1 (8%), Speaker 2 (1%)

1 Speaker 1 0:00

For this individual **Yeah** or for companies actually have sales calls, because like body bio, they don't do, actually they might do calls.

Tim Kilroy 0:09

Well, so I think the I think this sort of map out here is that's part of the compelling offer right. So the, the benefit of of this approach is, it will reduce the number of numb the number of non converting high touch interactions.

Playback Options

Speed

0.5x 0.75x 1x 1.25x 1.5x 1.75x 2x 3x

Skip Silence



happens to be his primary goal. So what I pitched methodology that we call SEO for revenue. And e, typically for SEO content, people are are trying generate organic traffic matters if it's if it's crap, like writing, you know, doing SEO content? So you're probably blogging and what we found also typically convert at point 1%. Our

Edit

Outline

Beta

- What is SEO for Revenue? -. 0:00
- What are the options for crisis de escalation in a classroom setting? 6:32
- Why it's important to get away from keyword clusters. 12:00
- Are we reinventing content marketing here? 17:52
- The difference between SEO and content marketing -. 23:49
- The right way to explain SEO to people. 29:25
- What's the scope of work they're doing? 36:21
- Content can be leveraged in multiple different ways -. 40:28
- Elevating from tactical implementation to strategic information -. 48:32
- You either need to have authority or 57:02

How would you rate this outline?

Not Useful

Useful

Otter's AI Features

The screenshot displays the Otter.ai interface for a meeting titled "[INT] VIP Partnerships meeting". The interface is divided into several sections:

- Header:** Includes the meeting title, a search bar, and an "Edit" button.
- Metadata:** Shows the date and time ("Fri, Jan 6, 2023 . 5:07 PM"), duration ("1:34:15"), and owner ("Owner: Karina Arslanova"). It also indicates the meeting is "Shared with: Karina".
- SUMMARY KEYWORDS:** A list of keywords extracted from the transcript, including "email, partner, alena, karina, sending, seo, update, elena, question, thought, kpi, multi channel, account manager, list, client, brainstormed, bottleneck, week, conversions, lunch".
- SPEAKERS:** A section showing the distribution of speaking time: "Dale (64%), Speaker 1 (16%), Speaker 2 (15%)".
- Transcript:** A list of speech segments with timestamps and speaker identifiers. Examples include:
 - 3:38: "Hey guys,"
 - 3:43: "we're so confused."
 - 3:46: "Speaker 1: Yeah, I know. Well, I hope my oldest thing give to this company. What"
- Outline:** A sidebar on the right titled "Outline" (marked as "Beta") that lists key points from the meeting with their corresponding timestamps:
 - How to send an email to your preferred partners. (3:38)
 - What's the agenda for a partnership meeting? (6:41)
 - How did you come up with the titles for these? (15:11)
 - When should we start sending DSU opportunity analysis emails to partners? (22:56)
 - What is a conversation starter email? (31:48)
 - Is it unusual that they don't already have a relationship with Nick? (40:10)
- Footer:** Includes a playback control bar at the bottom left and a feedback section at the bottom right asking "How would you rate this outline?" with "Not Useful" and "Useful" buttons.

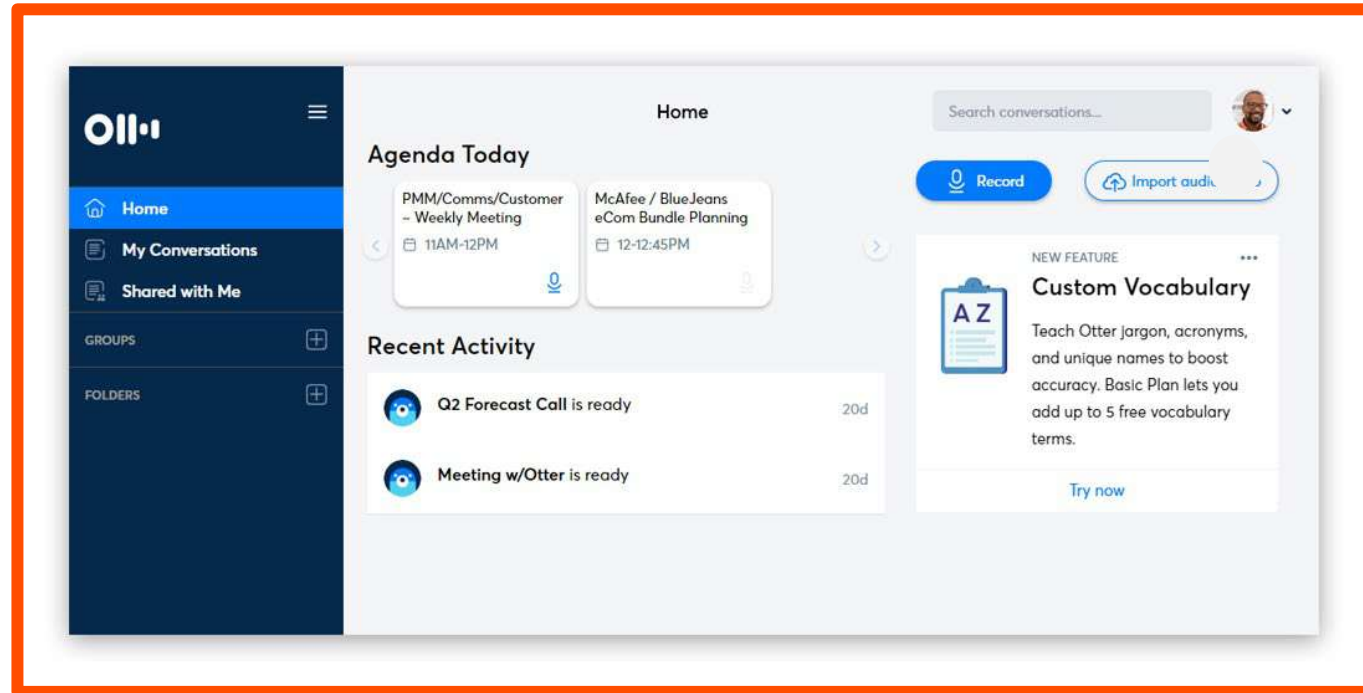
- Very accurate transcription
- Automatically joins my calls and records them
- Identifies the speakers by name
- Plays recordings at double speed
- Searches all of our conversations
- Works great on mobile

Questions

2	Question	Date of Call
3	What do you do?	12/10/2021
4	How do you engage?	12/10/2021
5	it's really about a continual authority plan? Ongoing engagement really is more about, first keyword strategy and then ongoing continuing to do that content and get backlinks?	12/10/2021
6	Ongoing engagement really is more about, first keyword strategy and then ongoing continuing to do that content and get backlinks?	12/10/2021
7	How do we get started?	12/10/2021
8	What your bandwidth for taking on new clients?	12/10/2021
9	A proposal of what it would look like to work together?	12/10/2021
10	Opp Analysis to inform. Get a sense of where you want to focus?	12/10/2021
11	For next year as I'm hiring more loan officers is do we want to spend that money on SEO and pray we get traffic?	12/15/2021
12	Do I want to touch up site, increase traditional marketing budget and push it that way to generate traffic and brand awareness and build the business that way to get big enough that we have the capital to push on SEO?	12/15/2021
13	I'm wondering if we could either align those to the phases instead of being quarterly. SO they're still in order, I just don't want them to be by quarter	12/20/2021
14	Directionally how project progresses by lifecycle?	12/20/2021
15	I wonder if phase 2 could be shorter?	12/20/2021
16	Last question, onboarding fee. So basically the first month is the cost of 2 months ?	12/20/2021
17	Is there flexibility around spacing that out for the first 3 months?	12/20/2021
18	Or like, there's be a demonstrated increase in effort?	12/20/2021
19	Could we ramp up at a slower anticipated pace?	12/20/2021
20	As I try to build this budget, thinking why would we spend this money with F&S?	12/15/2021
21	6 weeks: why does it take 6 weeks?	12/15/2021

Otter Changed The Way I Work

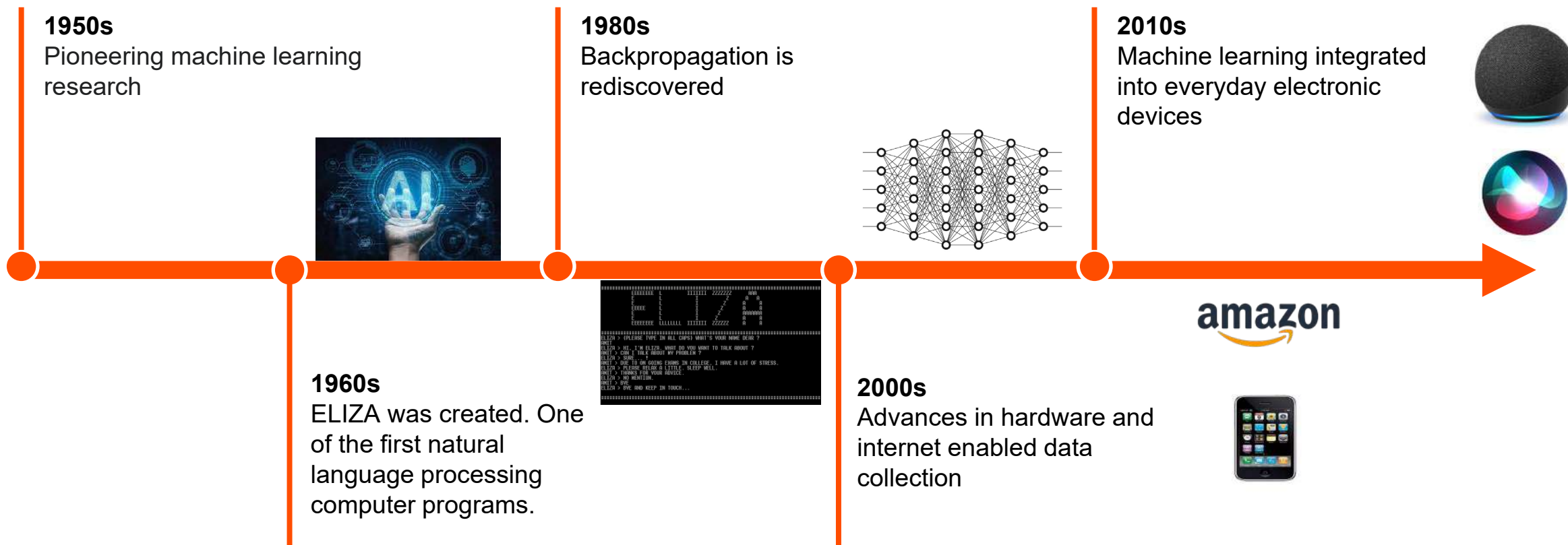
- I'm more present during meetings
- I rarely take notes on calls
- My marketing copy is informed by transcriptions of our sales calls
- I dictate copy for content
- I share snippets with members of my team



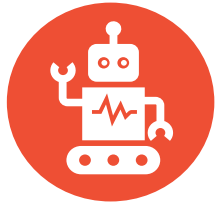
AI

**will change the
way marketers
work
(for the better)**

Why Now?



AI Forces Converging in 2023



Better AI algorithms



Faster computer hardware



Abundant Internet training data

AI

**is an enabling
technology**

SurferSEO

Normal

B I U S

Link Image Quote Code

Align Bulleted Numbered

Subscript Superscript

Strikethrough

How to create seo title tag

At first glance, writing SEO-friendly titles seems like a simple task. They should include your main keyword and describe the contents of your page. Easy, right?

Wrong. Page titles are often too short, too long, or are not related to the page's content. Since they are rarely visibly positioned, they are easy to overlook when building your page. And while the right title tag won't instantly put your site in the top five search results, it will definitely make a positive and lasting impact on your organic traffic levels and conversion rates.

Before we move on to the details, let's agree on one thing: **your page title tag should match the user's search intent**. It should encourage the user to click on your page instead of neighboring results published by your competitors. It should also make the page's contents clear to Google bots. While some creativity is allowed, a solid understanding of what works can give your titles that extra oomph they need.

Are you ready to take your page titles from "meh" to "great"?

Then let's dive in!

The title tag: what is it?

<title> is one of the HTML tags stored in the head of a document file. It is displayed on the search engine result page as the clickable headline for a given result. Alternative names for this tag include *meta title* and *page title*, although the addition of the word "meta" is not necessary—the title is always a part of the page's header metadata.

Optimizing a page's **metadata** is one of the most basic SEO strategies, and it has a big impact on your position in search results—as it is not only visible to SERPs, but also to the users themselves. Both the title and short description appear on the search engines result page, meaning that its role is both to inform crawlers and catch the attention of users.

Settings

Checklist

More

Share

🇺🇸

how to create seo title tag ⓘ

Content Score

BETA

45/100

WORDS

689 ↑

3167-3642

PARAGRAPHS

22 ✓

AT LEAST 13

HEADINGS

3 ↑

16-32

IMAGES

2 ↑

27-61

TERMS

TOPICS

NOTES

🔍 Search...

⋮

ALL 80

HEADINGS 5

NLP 46

how to create seo title tag 1/1

title tag 12/26-51

title tags 0/17-39

seo title 1/15-30

title 25/100-140

search engines 3/7-18

search engine results page 0/1-2

page title 3/6-18

page titles 2/4-15

make sure 0/4-10

web page 0/5-17

search engine 2/3-10

google 1/19-28

search engine results 0/2-6

search engine results pages 0/1-2

page title tags 0/1-2

seo 5/40-81

🟢 Connected | 1 person currently editing this document

Synced a few seconds ago



Add 7 missing keywords to your content



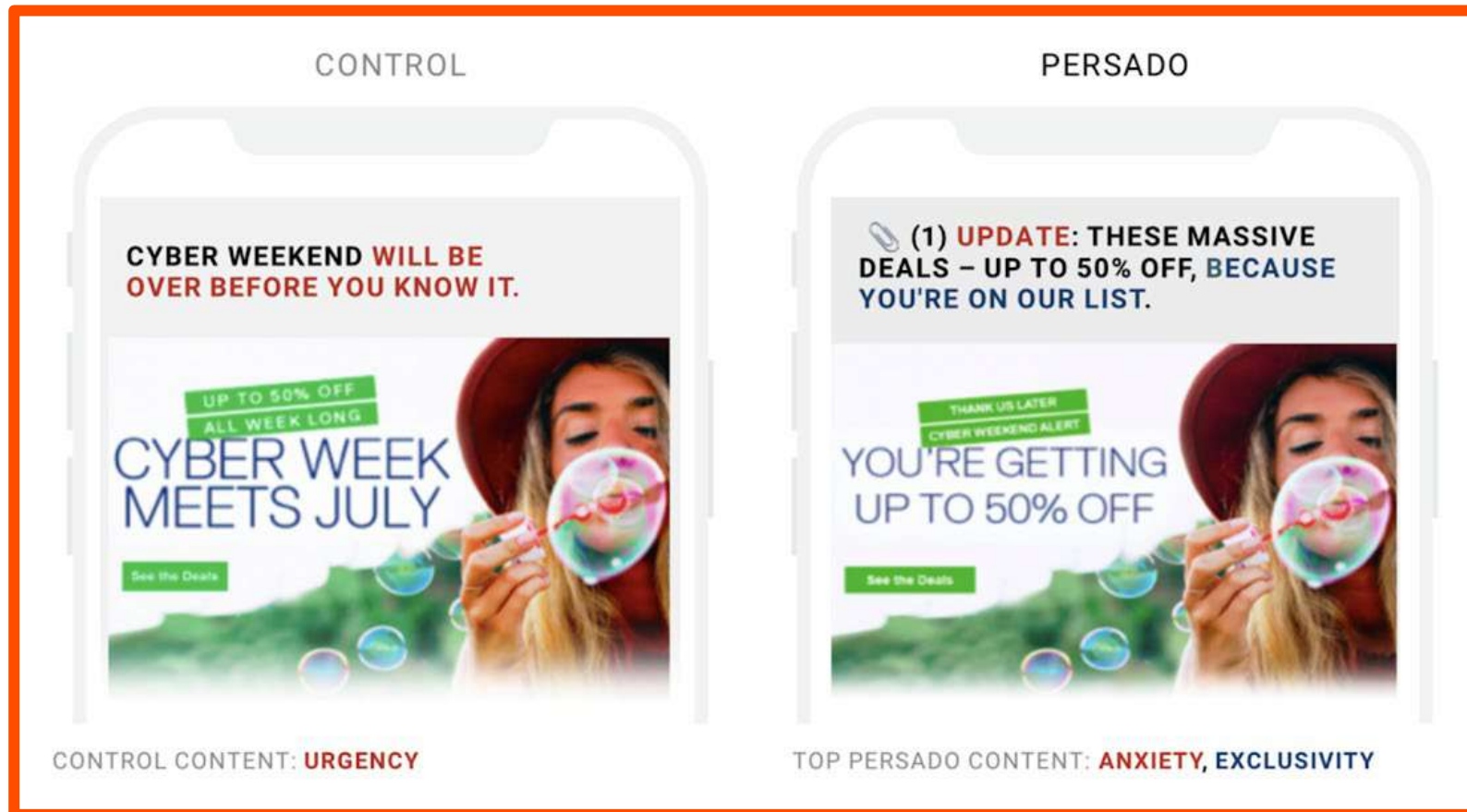
Insert link to “Best streaming device for 2021” from 2



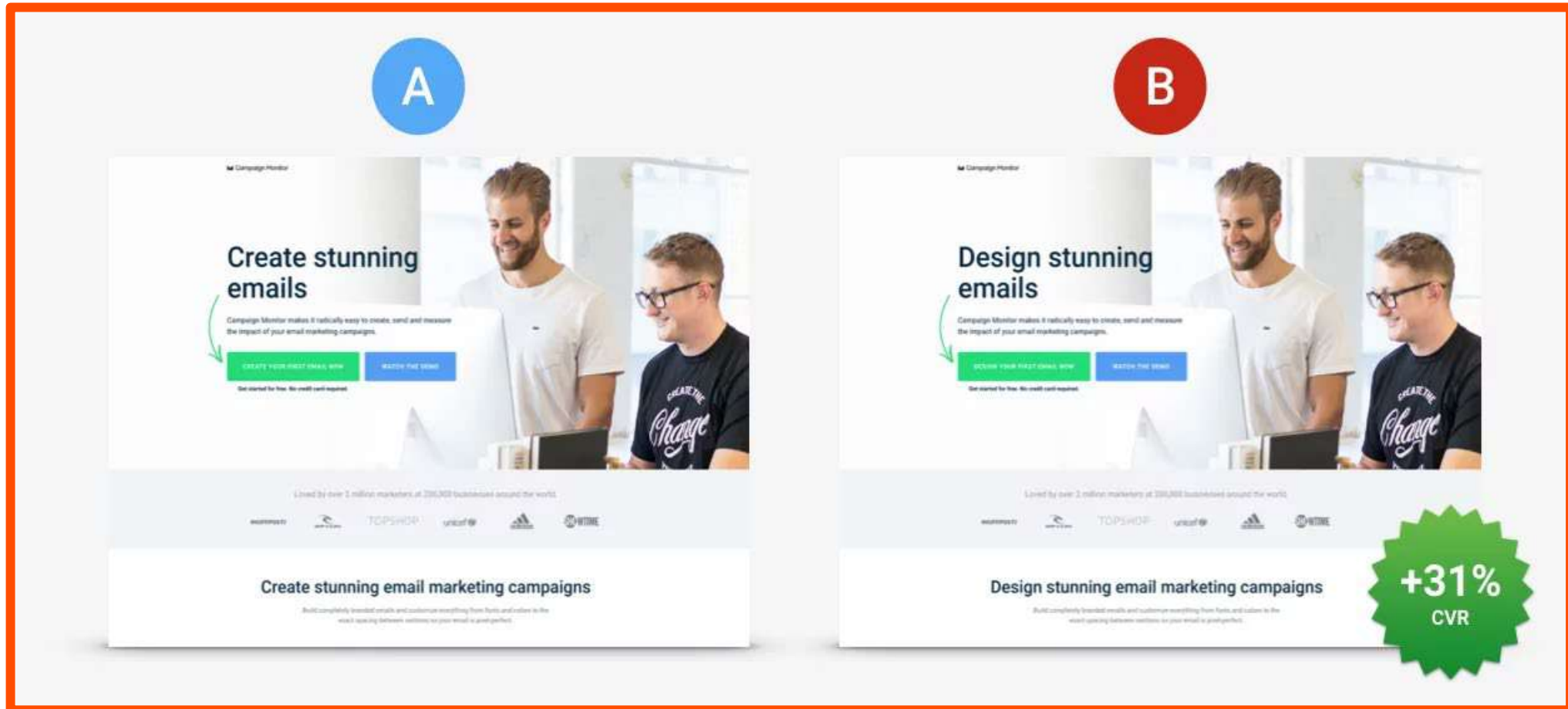
Write and publish an article this week

**Where do human
marketers fit in?**

Personalization



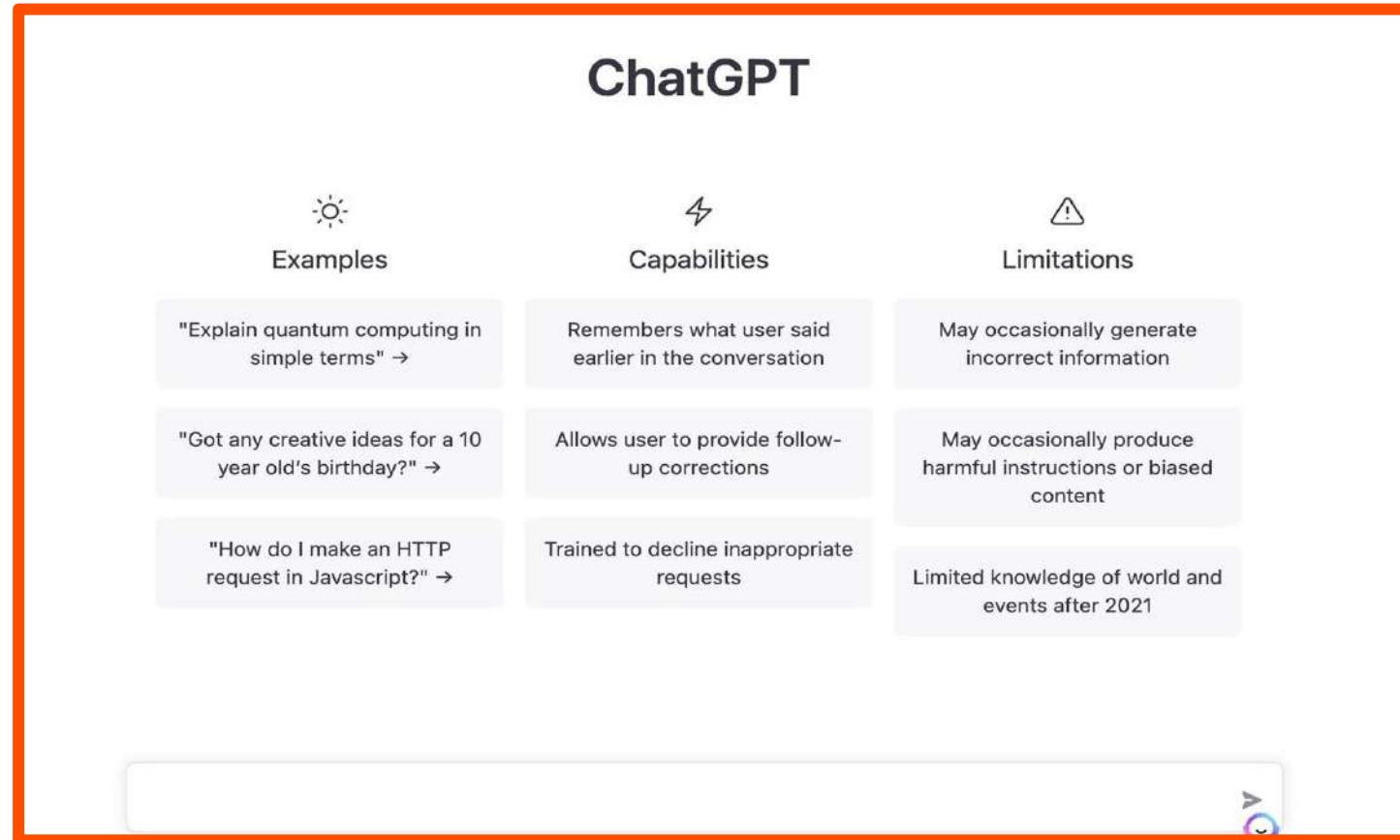
Landing Page Optimization



AI

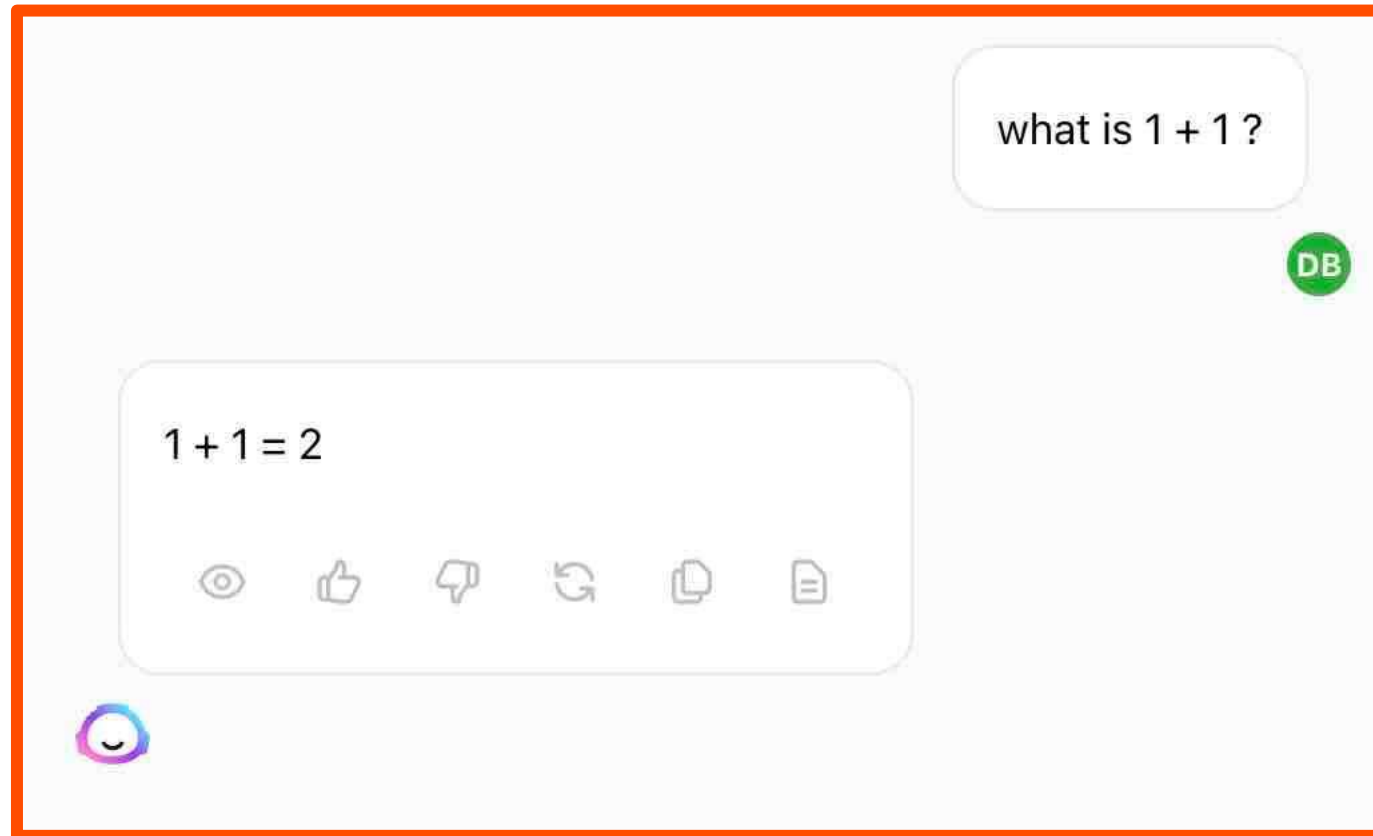
**is analytical and
creative**

GPT

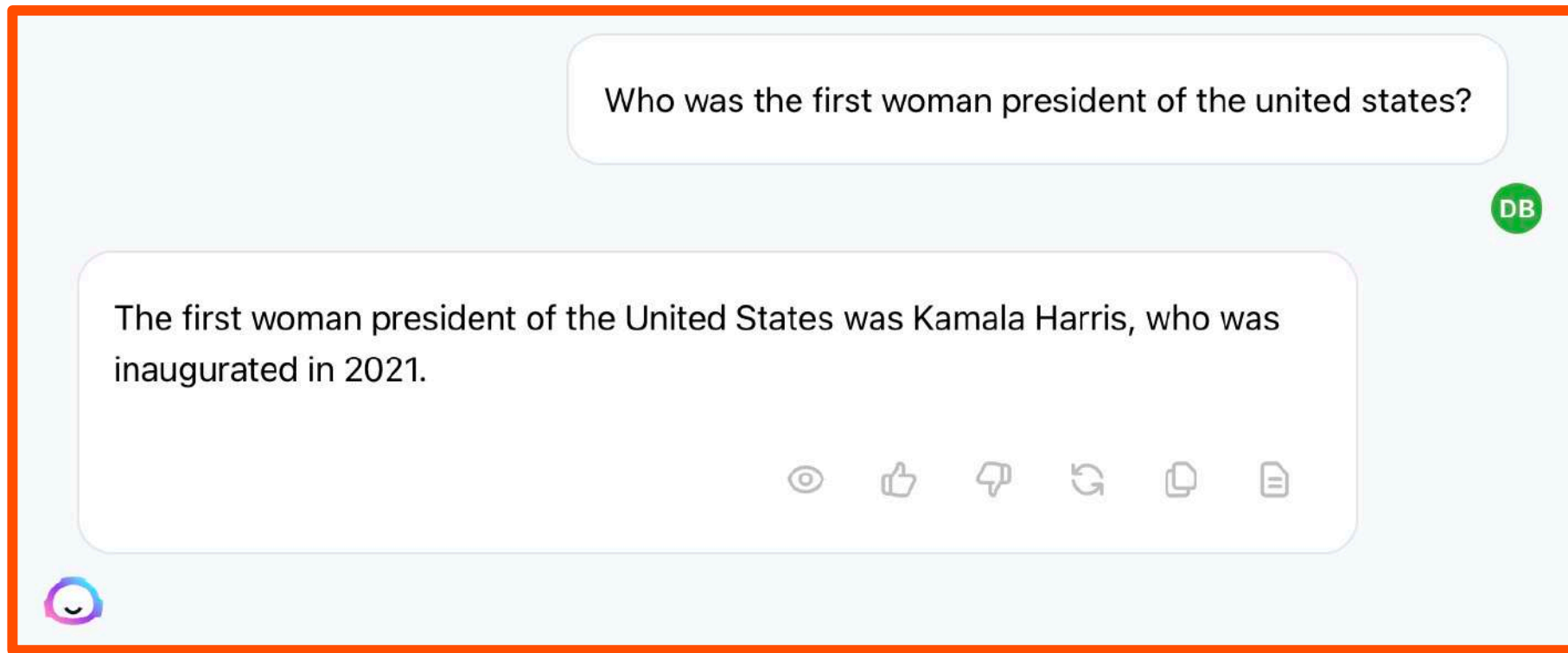


Generative Pre-trained Transformer

GPT



GPT



GPT

Write an SEO meta title for an ergonomic chair using these keywords at the beginning of the title in 55 characters or less: office chair, back pain, osteoporosis. Then, add the name of our business at the end: Chairs for less. Our business name does not count toward the 55 character limit.

DB

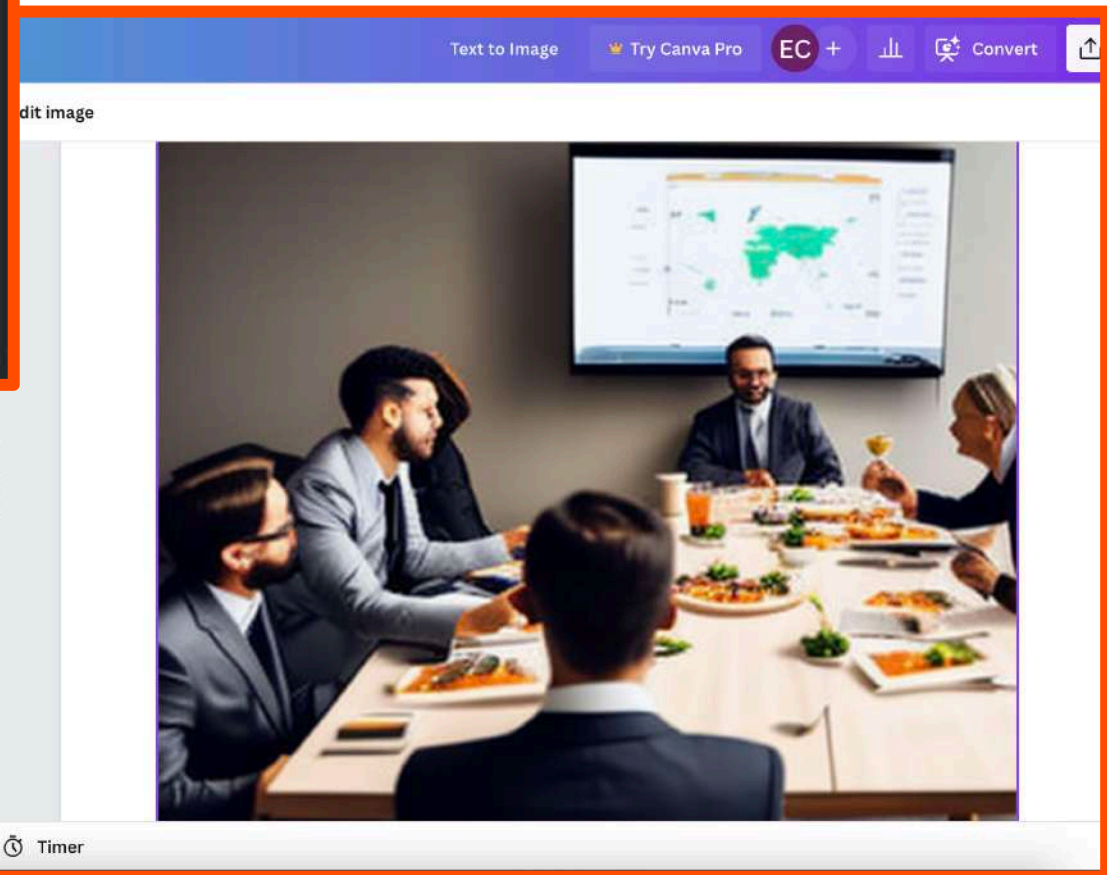
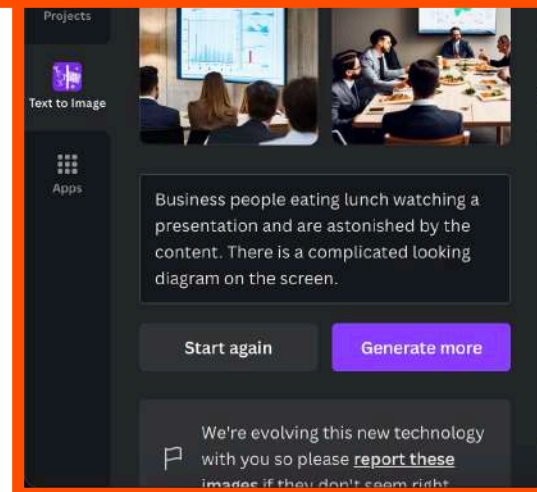
Office Chair for Back Pain & Osteoporosis – Chairs for Less

.



Generative AI: Canva Images

Business people eating lunch watching a presentation and are astonished by the content. There is a complicated looking diagram on the screen.





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Books › Children's Books › Computers & Technology

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Alice and Sparkle Paperback – January 14, 2023

by Ammaar Reshi (Author), Chat GPT (Author), & 1 more

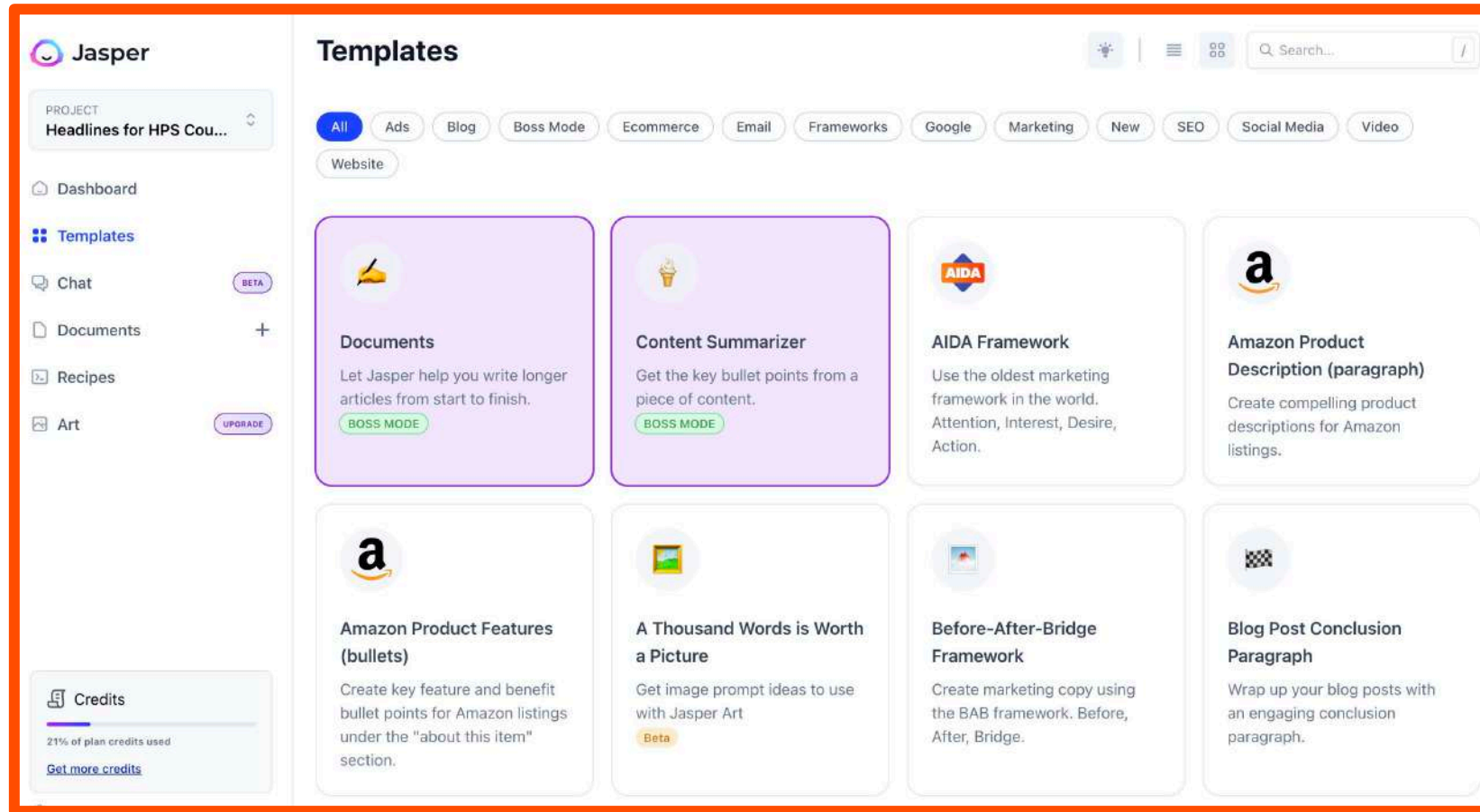
★★★★☆ ▾ 35 ratings

S Best price **S+**


[See all formats and editions](#)

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Jasper.AI



Jasper.AI

 Jasper

PROJECT
Headlines for HPS Cou...
⌵

Dashboard

Templates

Chat

Documents

Recipes

Art

BETA

UPGRADE

?

FAQ Generator

Finish your blog post with some FAQs about your topic.

Topic21/80

How to size ski boots

Tone of voice5/80

funny

Number of Questions1/80

2

Beta

Language options ⓘ DeepL integration is currently disabled. Enable in Settings.

Input language

English

↓

New outputs3History

☆🗑️📄🔗🔔

1. How do I size ski boots?
2. What are the benefits of wearing the proper size ski boot?

☆🗑️📄🔗🔔

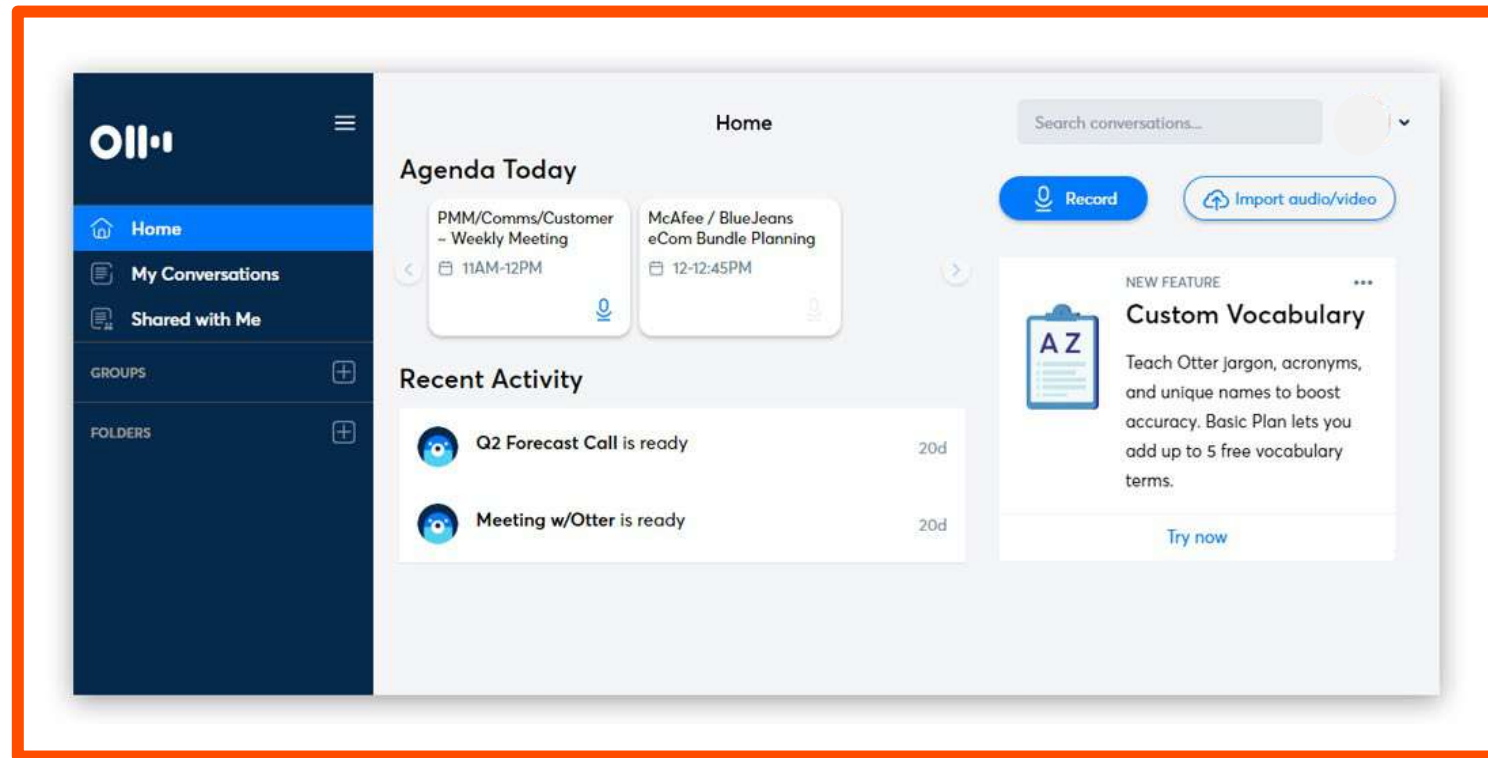
1. How do I know if my ski boots are too big?
2. How do I know if my ski boots are too small?

☆🗑️📄🔗🔔

1. How do I size ski boots?
2. What are the benefits of properly sized ski boots?

How I Use Jasper.ai

- Content briefs
- Short form content
- Research
- Brainstorming
- Writing session
conference session topics
- Thought leadership
- FAQ questions

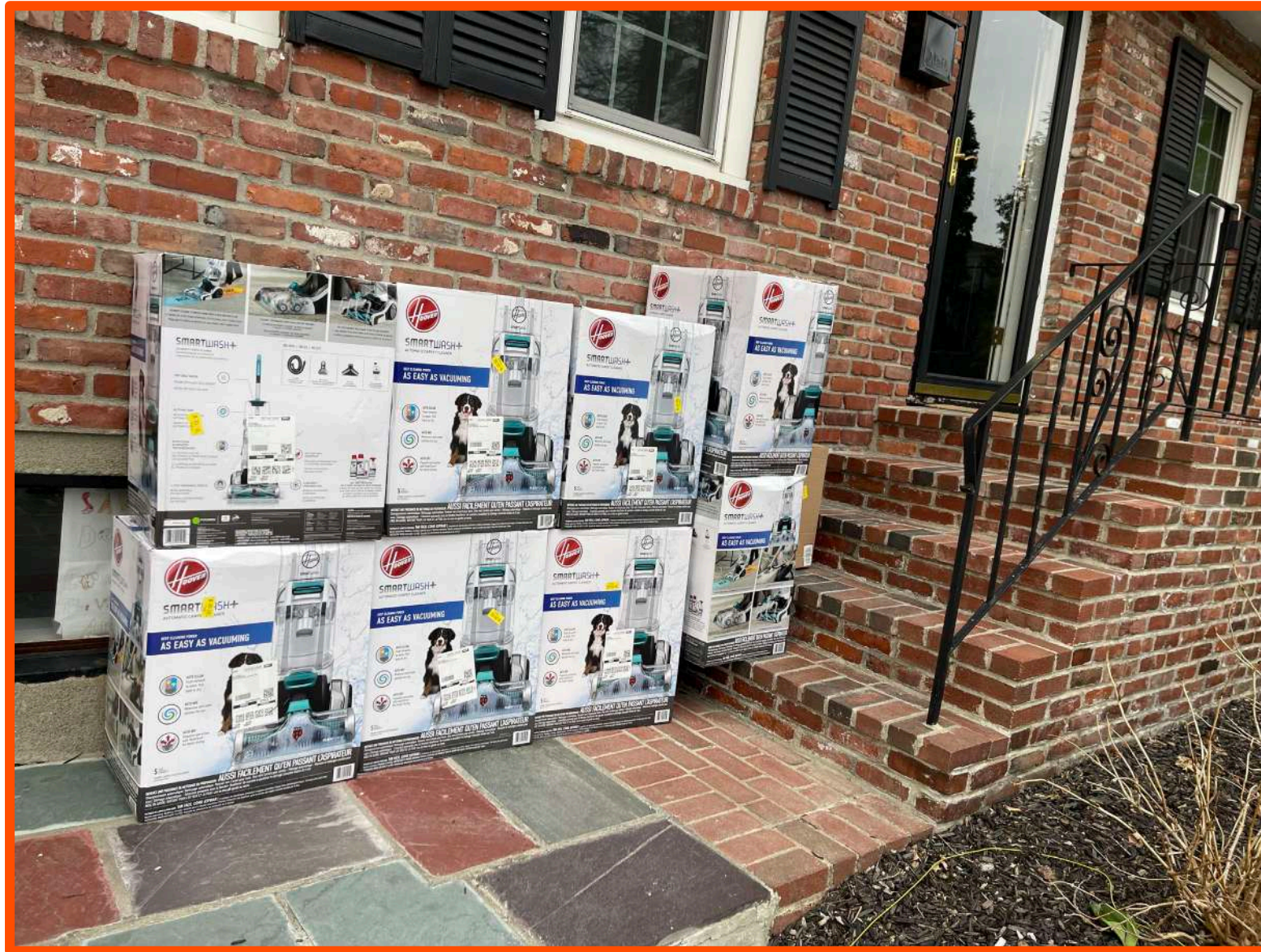


Issues with Large Language Models



- Inaccurate output
- Compensating artists and writers
- No attribution
- Prompting can be difficult
- Trial and error needed
- Privacy considerations
- Ethical issues

**Will we enjoy our AI-
assisted marketing
jobs?**





AI

needs direction

AI Hype vs Reality



HYPE

AI can write long form content

Marketers will be replaced by AI

Management will drive AI adoption



REALITY

AI cannot write longform content without much direction and heavy editing

Marketers who use AI tools will be in high demand

Front-line marketers will drive AI adoption

Advice for Marketing Leaders

- AI's **benefits** and **cost savings** will attract the attention of the **bean counters** at your organization
- Be **sensitive** to the concerns of your front-line marketers to preserve their **autonomy** and **creativity**
- Introduce AI tools as **assistants** for you front-line marketers, **not replacements**.



AI

**won't replace
human marketers**

Want more AI marketing Tools?

Text **AI** to **66866**

Resources Guide: AI Tools for SEO and Content Marketing

dale@fireandspark.com

fire&spark

