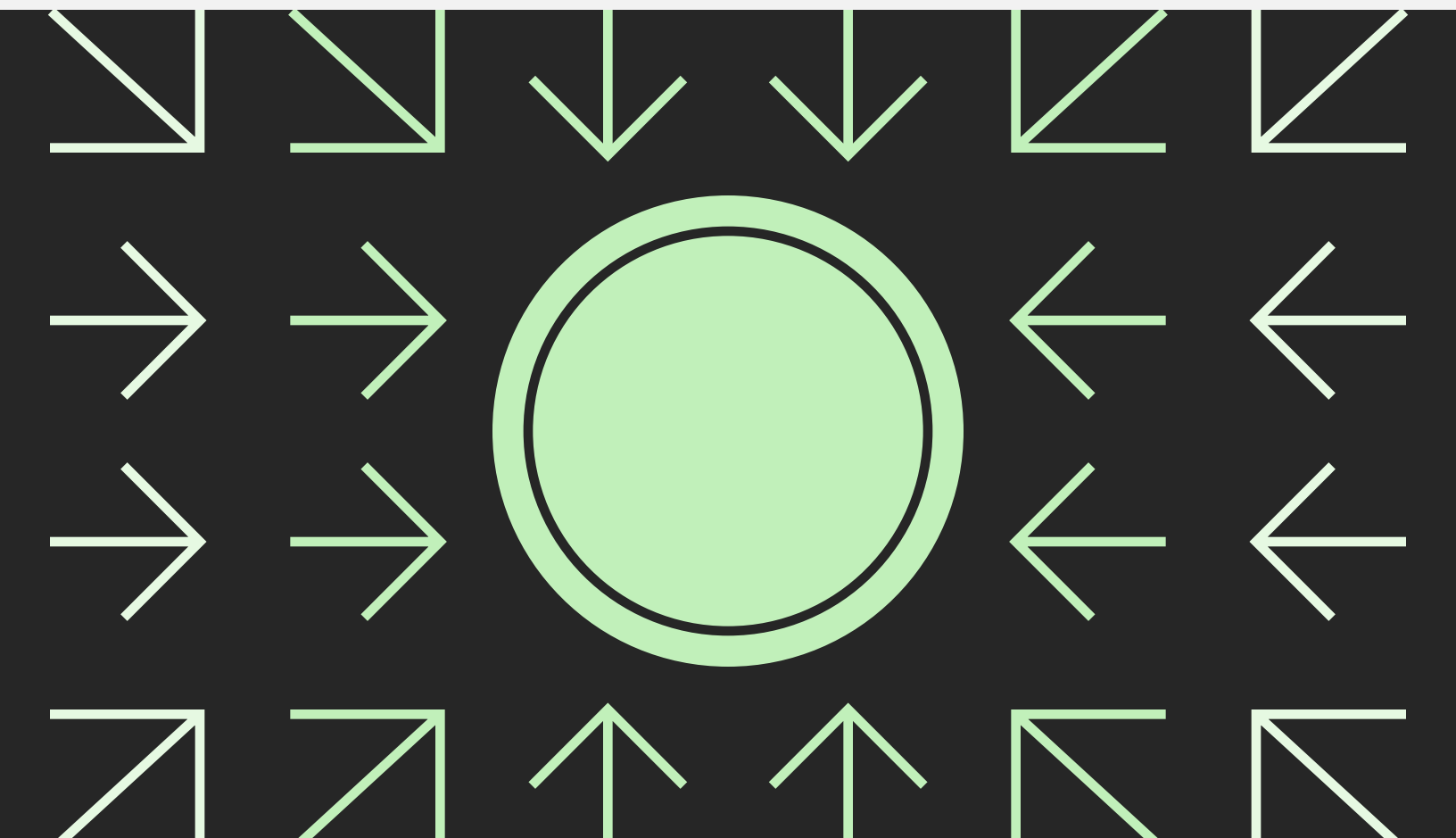


# A Marketing Team's Guide to Generative AI

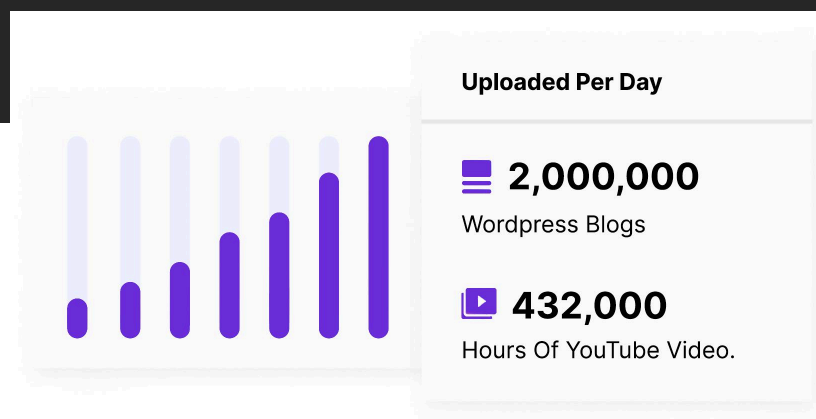


# The Problem with Scaling Marketing Content

Content takes many different forms, all of which begin with a blank page and a creative spark. Content is generated at an explosive rate every day. Entrepreneurs, creators, and marketers generate over 2 million Word Press blog posts and 432,000 hours of YouTube video.

But with any great piece of content comes friction, iteration, and many false starts. As marketing channels and tactics continue to diversify, the demand for more content with fewer resources can become an overwhelming scope-creep issue for your team. Keeping up with the content needs for your company's blog, newsletter, ads, sales enablement assets, social media channels - it's nearly impossible.

From a traditional lens, there are three ways teams tackle the problem of scaling content. First, you hire more writers to keep up with content demands at the expense of other initiatives until you burn through your budget. Second, you ask your existing content creators to take on additional projects, pushing hard working employees already at their capacity further, to the point of burn out. An unfortunate third reality is deprioritizing content creation due to resource limitation and completely setting aside the brand and SEO moat it creates.



### What is generative AI?

Generative AI refers to artificial intelligence language programs that use existing information - usually existing text or images - to produce new, original content assets much faster than traditional content creation methods. Generative AI is a type of artificial intelligence that is focused on creating new things or ideas quickly and easily. This can be in the form of new images, videos, texts or even songs. Generative AI is powered by machine learning algorithms that are able to learn from data and then create new content based on its learnings.



Just because generative AI can create new things doesn't mean that it can do everything. For example if you were to ask Jasper to write an entire research paper, it wouldn't be able to do that entirely on its own. It needs human input.

AI has the logic to understand patterns in human language very well, but it stops short of being able to frame and research a thesis on its own. It also doesn't do its own fact checking. Humans are needed for that.

While Jasper won't (and shouldn't) replace the need for human marketers, it will help automate redundant writing tasks and free up the time and mental space your team needs to focus on the more human elements of content marketing.

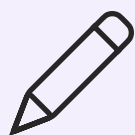
So, hopefully that primer helps AI feel less like a threat or a magic wand and more like the creative toolset it is. In the next few years, we're going to see generative AI become a far more common and essential part of a professional content marketer's toolbox. Here are some ways that you can use generative AI as a marketing team.

Here are some ways that you can use generative AI as a marketing team.



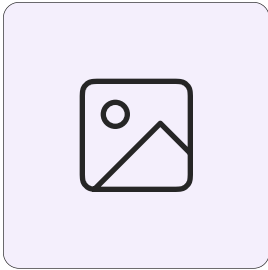
## 1. Ideate

If you're looking for new ideas, generative AI can be a great way to jump start the ideation process. While it's not going to come up with the next big idea on its own, it can help you get over that first hurdle of getting ideas down on paper. Internally, we refer to Jasper as an ever available "riff buddy", something that's especially useful in the age of remote work.



## 2. Simplify

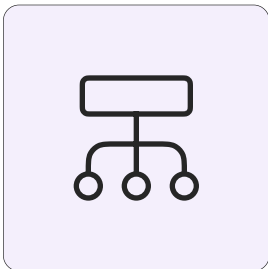
Maybe being a prolific writer isn't your problem. Maybe brevity is. You can use generative AI to take something you've written and simplify it to a different reading level or a more streamlined format.



### 3. Create Visuals

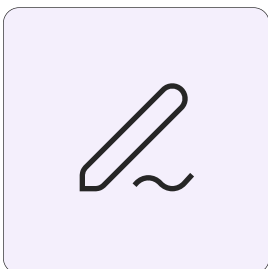
Stock photo sites are often the very definition of a wild goose chase. You hunt forever to find the perfect image to accompany your blog post or ebook and end up with something subpar or too expensive. Then, you finally pay for the image and use it and are later haunted by all the other places you see on the internet that use the same stock image you spent time hunting for and purchasing. If you don't have a design team or if you're looking for new ideas for visuals, generative AI can also be a great solution.

You can describe to a generative AI tool the image that you want, and tweak things like style and medium and it will give you options to match your content. And, these AI-generated options are original and the rights to these images are free.



### 4. Synthesize Research

While you're not going to have it run a research study on its own, generative AI can take pages upon pages of research you've done, including customer interviews and qualitative studies and summarize it into key takeaways and an executive statement. If you have a lot of data, you can use generative AI to help you make sense of it all and find patterns that you might not have been able to see before. Simply input your data and the tool will generate insights and recommendations based on what it finds. Just be sure to have your logic hat on and review the results for accuracy and to make sure key points are all there.



### 5. Break Through Writer's Block

So often in writing we start strong on a piece of content and lose steam or get stuck on a key transition statement. If you're feeling stuck, you can use generative AI to help you get over those hurdles when they come. You don't have to use all of what it offers, but getting words down can prevent a small writer's block from becoming an unfinished post.





## 6. Turn a Post into a Whole Campaign

The proliferation of channels is a good thing for content discovery, but a bad thing for overworked marketers. With Generative AI you can build a whole multi-channel campaign with just one piece of content. Use AI to adapt a single piece of content to fit into different formats and lengths. If you are turning a blog post into an ebook - AI can expand upon your topic for you. If you are breaking content into smaller pieces, AI can suggest where to cut your content down.



## 7. Test Ad & Landing Page Variation

Generative AI can help you create ad and landing page variations without having to design a dozen different versions yourself. Simply describe what you want to change and the tool will give you a variety of unique options.



## 8. Communicate Across Language Barriers

The worst feeling is having great ideas but not being able to properly convey them because you are communicating in a non-native language. This can be a big barrier for international businesses or those trying to break into new markets. Generative AI can help you create content in other languages by translating your text and then adjusting it to sound more natural in the target language.

Jasper is the AI  
built for marketing  
performance

[Get A Demo](#)

Join more than 100,000 leading  
companies who trust Jasper

