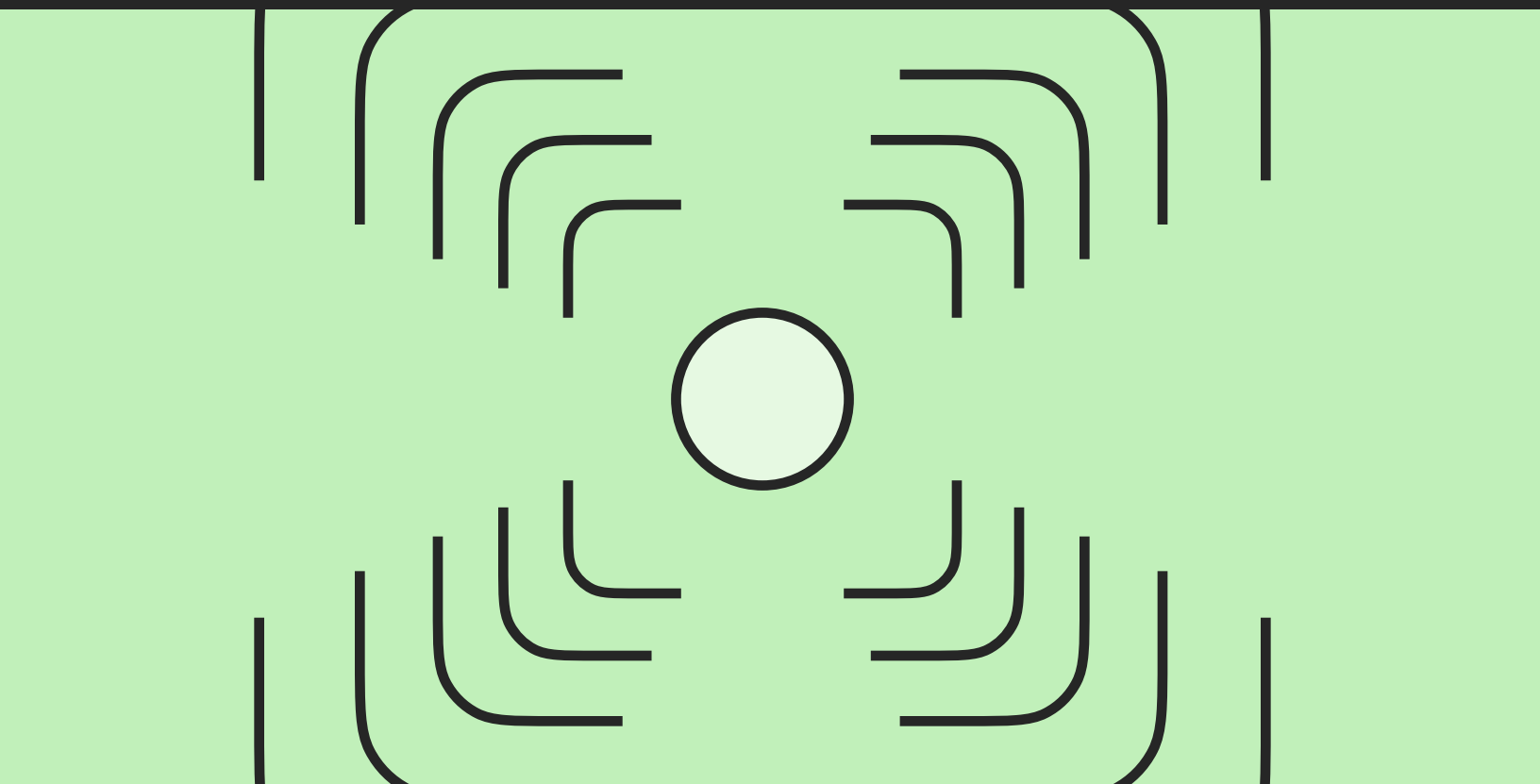


How to Pilot a Generative AI Content Tool in Your Team



Introduction

Content producers are busier than ever. With the pandemic increasing consumer content usage by 207 percent, digital marketing teams are now creating videos, blogs, images, and more at higher rates to reach their target audience and keep up with the changing landscape. Short articles/posts (83 percent) and videos (61 percent) are currently the top two types of content that B2C marketers are using but long-form articles saw a huge increase since last year, going from 22 percent to 42 percent.

Overall, more than 4.4 million new blog posts were published in 2022 across all platforms. Content marketing teams can feel like they're on a hamster wheel pushing out fresh content at such a high rate. And with so much competition, it can be hard for producers to differentiate their content.

"The content marketers who will continue to stand out are those with the most intimate knowledge of their [niche] audience," said Henneke Duistermaat, founder of Enchanting Marketing in Semrush The State of Content Marketing: 2022 Global Report. "They are the original thinkers, the creative writers, the experimenters, the people with the skills to captivate, educate, entertain and inspire their audience."

But it can be difficult to captivate audiences with original thinking when content demands are so high, deadlines are looming and the team doesn't have the budget to hire new staff. This is why it's important for organizations to find ways to streamline their processes and make them as efficient as possible. Too often today, marketers simply don't have as much time to ideate and strategize as they need to improve their reach — they're just keeping up.

These growing content demands have carved a path for a powerful solution: generative AI. This technology is quickly changing the content marketing landscape for the better, giving marketers more time to focus on crafting compelling and original content that will resonate with their niche audiences. Leveraging this technology can help organizations streamline their processes and differentiate their brand in an increasingly crowded digital space.

However, it can seem daunting to introduce a new technology into the mix at such a critical time for your team. From interrupting workflows to train team members on the tool to gauging the efficiency of the technology within your team's ecosystem — there's a lot to manage when introducing a new implementation. A pilot program makes this process easier by giving the tool to a small group of internal users who can give you a sense of what that tool's usage and efficacy would look like in your department. But what if you've never run a pilot program before, especially for a cutting-edge tool like generative AI, and don't know where to start?

We're here to help. Keep reading to learn everything you need to know about how to successfully test generative AI within your marketing team. After running a successful pilot program, you'll be well on your way to enabling your team to do their best work, faster.



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Running a Pilot AI Program

Now that you know all the good generative AI can do for your marketing and content teams, let's explore how to get them using the tool. This section will show how to set up a pilot program for integrating generative AI into your team's content production workflow.



Step 1 Identify the team

Choosing the right team members for your generative AI pilot program is crucial. You will need a group of individuals who are equipped with the skills and mindset needed to successfully execute the project.

First, consider seeking testers on your team who are familiar with generative AI and its potential benefits (bonus points if they've even used it before.) But regardless of someone's previous experience with generative AI, you should consider people who are innovative and have a creative mindset. The ability to look at things from a unique perspective and think outside the box will be essential in an AI pilot program. Look for excellent communicators who you can trust to give their honest and detailed opinion of their experiences throughout the program.

Keep the user team small but diverse. Try to find a subset of testers that will allow you to see how generative AI could be used across your entire department. For example, bring in a content marketer to use it for building articles and landing pages. Ask a social media expert to use it for drafting social copy. Tap your email marketing manager to use gen AI for drafting newsletter copy and subject lines. Assign someone, a manager perhaps, to use it for their internal communications with others across the business. The headcount of your user group will vary based on your full team size but try to keep the pilot group to less than one-third of your full team for ease of managing the pilot.

Speaking of which, you will need one to two dedicated project managers (depending on size of user cohort, bandwidth of PMs, etc.) to coordinate the project front to back, including the subsequent analysis. Ideally, these individuals would also be familiar with generative AI and how to use it so they can help troubleshoot and address concerns throughout the pilot. It would also be beneficial to have an executive sponsor onboard to champion the pilot and support it when speaking with other leaders across the business or asking for their assistance, if needed. It may also be worth asking a stakeholder from a different team (sales, for example, since that often works in tandem with marketing) to offer an outside perspective on topics like speed of production and the quality of AI-assisted outputs.



Step 2 Define the scope and use cases

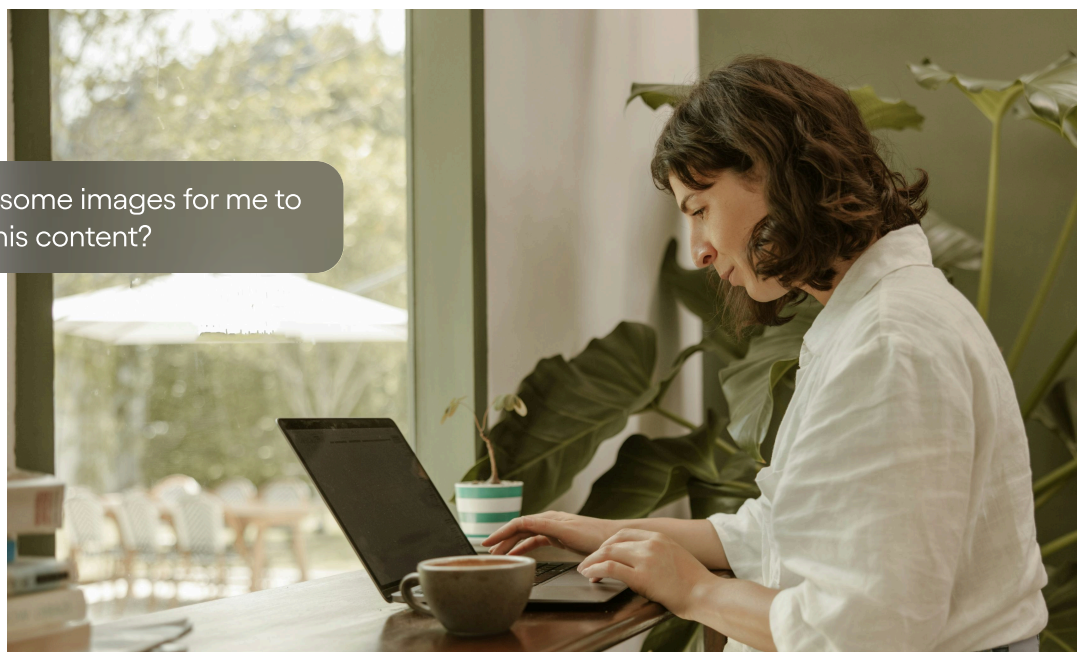
Defining the scope and identifying use cases of where generative AI will be used is crucial to the success of any pilot program. Begin by using a real campaign that has already been executed in the past as a baseline. This will allow you to have a clear understanding of the resources, time and goals that were involved in the campaign. By using this as a foundation, you can make accurate comparisons with the new results achieved with the generative AI tool. Make sure the goals and KPIs of the generative-AI-influenced campaign are well-laid out and the team knows exactly where the bar for success is.

It's important to choose a campaign that is far enough in the future that it won't require your team to redo any existing work, scramble to do unplanned work in the present or impede on planned work in the future. From here, you can identify all the areas where you foresee generative AI being the most useful. Outline all the use cases for the technology across each participant's core responsibilities within the campaign. Prioritize these role-specific use cases for each person based on what takes the longest and where generative AI can have the greatest impact. Also encourage participants to experiment, if they're able to, in other places they can use the technology.

From there, champion transparency and share these use cases across the pilot team (or you entire team if you'd like) to ensure that everyone is on the same page.



Can you create some images for me to use alongside this content?



Tips on Adopting Generative AI: Use Experts for Complex Topics

"Use AI as a starting point for broader content that doesn't require much research, such as product or service pages where you need to restate your value in different ways or introductory blog posts about topics that are widely discussed and easy to write about," said Lauren Walter, search and content director at [Online Optimism](#).

"As with content that is written by humans who are not experts on the topic, I recommend that marketers integrate subject matter experts into their content process when using AI-generated content. Ask your [subject matter experts] SMEs to provide their expert insights, observations, and examples based on real-world experience, offering value that cannot be found by either humans or AI simply by looking at what's already available online. In addition, have an SME review any content for factual accuracy."

Step 3 Choose the tool

When selecting the right generative AI tool for your pilot program, it's important to choose a tool that is built for your expected needs, such as marketing, content production and communications work. The right generative AI tool should have the capability to [incorporate the products and services you offer](#), the industry you're a part of and the market you're selling to into its outputs. Additionally, your chosen tool should be able to adopt your team's tone of voice, so that the content and communications produced are consistent with your brand and messaging. Capabilities like those, found in tools [like Jasper for Business](#) and others, will prevent your content from sounding generic, which also reduces the time your team needs to edit and rework outputs.

It's also essential to choose a tool that is designed for enterprise teams, as this ensures that everyone can work together in one place. To ensure accessibility [across all the existing platforms where your team work](#) — Salesforce, email or social media, etc. — you should choose a tool that can be integrated across multiple channels. Lastly, the chosen tool should be one that's easy to onboard new members to and get them ramped up quickly.

Step 4 Train the team

Provide training to the marketing team on how to use the generative AI tool. This part of the process includes a number of very important steps:

- **Set clear expectations:** AI shouldn't take over your content creation in a set-it-and-forget-it-way. You'll still need an editor to check the quality of each piece.
- **Get support from the tool's customer success team:** Ask your tool's customer support to host an interactive training session or offer a detailed training video. Make sure a support specialist is available to answer any immediate questions.
- **Ensure there is top-down support available:** Team members will need your support to get the most out of AI content. Set up regular feedback sessions, check in regularly, and have someone either internally or on the customer support side of your tool on hand to iron out any kinks.
- **Explain the benefits:** The narrative about AI taking writing jobs away from real people is rife at the moment. Use this time to communicate the benefits of working with AI to your team and reassure them that it's there to help them.



Step 5 Launch the pilot and evaluate the results

It's important to evaluate the use cases and KPIs for your generative AI tool that were outlined before the campaign. Review the prioritized, role-specific use cases and compare the tangible outcomes of work done with the generative AI tool to previous outputs created manually. Did the tool help users meet or exceed their deadlines, KPIs and overall output? Was there any noticeable change in quality?

Once you have more insight about the tangible metrics and outcomes, get a sense of the intangibles from your team. Survey or interview them to get a sense of how easy or difficult the generative AI tool was to use and whether it made them feel more productive. Find out whether it freed them up to work on other aspects of the campaign (or their normal daily tasks) or if using it felt like a burden. If it was a burden or they encountered challenges, find out what they were. Ask whether team members would like to continue using generative AI in the future, whether they believe it has the potential to transform their work and whether they saw the value of generative AI in the campaign.

Step 6 Decide on next steps

Now that you have your team's feedback and a sense of their pre-gen-AI output and post-gen-AI output, you can decide on the next steps for the technology's future within your department. Think about what you would do differently if you restarted the campaign with the insights you have now. What would you change as far as picking one tool over another, training the team on the tool, use cases, expectations, deadlines, etc.? Get a good sense of what worked, what didn't and what could evolve if the pilot was to be run again, or if the entire team got access to the tool.

Based on this holistic evaluation, you should have enough insight to make an informed decision on the benefits and limitations of generative AI. In some cases, it may not be time to roll the technology out widely across the team and another pilot program is necessary, perhaps with a different campaign, a different tool or a different user base. In other cases, the pilot may go off without a hitch and you're ready to introduce your department to generative AI. No matter the outcome, you did the work to determine generative AI's initial efficacy in your team. Now it's time to find out what else generative AI can do for your hard-working marketing experts.

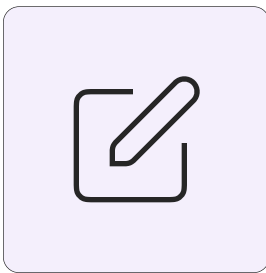
"We produce over 60 pieces of content per week," said Alex Blackburne at Tech Scan.

"This takes a great deal of effort and time from our writers and editors. We bought a Jasper subscription to test the current capabilities of AI content, which has been very helpful in the editing process, allowing our editors to quickly find creative ways to improve the writing we already had."



What Content Can AI Help Build?

Generative AI is the perfect solution for busy content marketers looking to streamline their processes and cut down on time. With the help of this technology, particularly with a tool like Jasper, teams can get up and running quickly with minimal training — no long set-up periods or extensive onboarding procedures needed. Just tell the tool what you need and it does the rest. In cases like Jasper's AI Engine, the tool can even adopt our brand's voice and style rules to discuss your specific products. There are a wide number of areas your team can put generative AI to good use. Before you or your team can start running with gen AI, it's important to know what you can build with it. Here's a list of some content assets you can easily and immediately incorporate AI into:

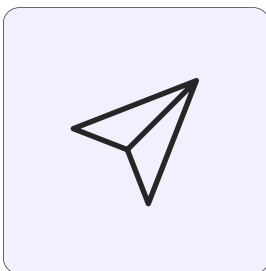


Blog Posts

Do you have a thesis for a story but you're blanking on how to get the introduction kicked off? Is your story 90 percent completed but you need a conclusion? Do you have the structure of a story outlined but need help fleshing out the copy? Generative AI can assist with all these very important parts of blog writing, and more. With a few simple prompts, you can take a blog post from a mere idea to an entire long- or short-form article in just a few minutes. Simply tell the AI "write a few paragraphs explaining X" or "generate five blog title options for an article about Y" and can add critical time back into your team's content creation workflow. And with a tool like [Jasper Art](#), you can even generate images to use in-text or as a thumbnail.



Remember to fact check! Fact-checking is an important part of using generative AI. As useful as it can be, it can sometimes produce incorrect or inaccurate outputs, so it's important to double-check the facts. Taking the time to do this will help ensure that your marketing team is always producing high-quality content that's correct and reliable.



Emails

Sales teams send [36 emails on average every day](#). And many content teams have multiple email sequences and automated workflows. AI is perfect for these high-volume, fairly-straightforward tasks that take up a significant portion of your team's time every week. It can generate different variations of emails in each sequence for different audiences or A/B tests. Use it to draft multiple subject line options with one prompt.



[James Taylor](#), an SEO Consultant, has been using Jasper to help with newsletter subject lines.

"I'm piloting AI content currently for my newsletter subject lines," he said. "It's often something I struggle to write in comparison to more long-form content, so it's really interesting to see how AI content can help with short-form too."

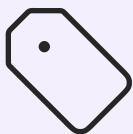
"Of the 3 newsletters I've sent with AI-written subject lines, I've seen an average 10% increase in open rate," Taylor continued. "I think this is down to both the ingenuity of AI content suggestions and the willingness to test new subject line approaches which I otherwise wouldn't have if it hadn't been suggested to me by Jasper."



Ebooks and Whitepapers

Building and optimizing long-form content can be very time-consuming. For each individual asset, teams have to outline, research, write and edit the piece. There's usually always a landing page to build as well. Generative AI can help fill in some of these gaps to reduce the time to publication.

The technology can give you ideas on how to structure these long-form pieces. It can synthesize layers of your research into complete thoughts and actual copywriting much faster than manual work. Additionally, it can be used for creating landing pages by automatically filling in copy with data pulled from your draft or other existing sources. This faster and easier means of creating these materials saves time which can then be invested into important tasks such as editing and proofreading, which generative AI can help with as well.



Product Descriptions

With generative AI, teams no longer need to spend hours writing and revising product descriptions from scratch. Instead, they can simply provide the AI system with information about the product and its features, and the system will automatically generate a description that accurately reflects the product and appeals to the target audience.



This not only saves time for the team, but it also helps to improve the quality of the product descriptions. Generative AI systems can take into account the brand's tone of voice, target audience, and key selling points. These descriptions are also highly optimized for search engines, which can help to improve the product's visibility and drive more traffic to the product page. In this way, generative AI can help business teams write product descriptions more efficiently, while also ensuring that the descriptions are of high quality and optimized for maximum impact.

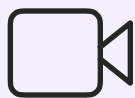
Useful Tips

Tips on Adopting Generative AI: Be Patient

"You have to be patient," said Nebojsa Savicic, co-Founder of Plainly.

"There is a learning curve, and you cannot avoid it. In my experience, AI copywriting software works best if a) you give it good input and b) you first use it for smaller chunks of text, like short social media posts, product descriptions, product category pages, etc. Then, when you get the hang of it, you can also test long-form content or play with other content formats. I always like to emphasize tools that aren't just about using AI to automate text creation but also visual content and videos."





Video Scripts

Generative AI can automate significant portions of the script writing process by generating copy about your brand, your products, or a specific message you want to send based on the information you feed it. Give the AI details about your speaker, your audience and your message, and let it do the rest. With so much time saved, you can tweak the language to your liking and refine the message even further so that your video resonates with your audience to the fullest.



Ad Copy

Ad copy is generally short and sweet, but there's a lot of creative brainstorming and labor that goes into every effective ad. Let generative AI take some of the pressure off your team. The technology can offer examples of ads based on the medium and the product you're highlighting, as well as your brand's tone and style parameters. Or if you have a great idea for an ad, gen AI can generate multiple variations you can use to A/B test, share the ad on a different platform or to compare your work against.



Social Media Posts

LinkedIn. Twitter. Facebook. Instagram. TikTok. There are so many social media platforms to share your content on that building assets for each one can be overwhelming, especially for teams that produce a lot of content. Gen AI can take copy for one platform and evolve it into posts for the rest of these major sites. It can also generate posts for each platform from scratch based on the details you feed it. And you don't have to worry about brand voice changing from platform to platform either. With gen AI, marketing teams can supercharge their social media strategies with a few simple prompts.





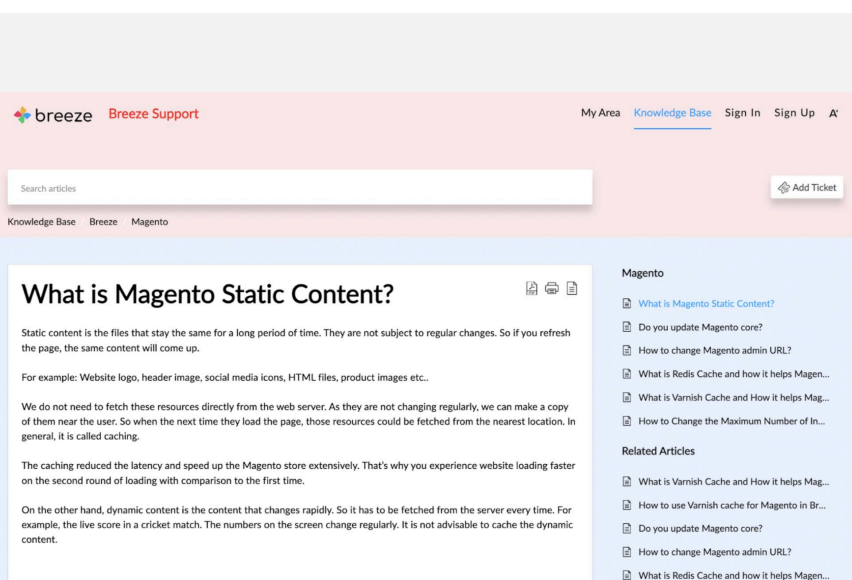
Knowledge Based Content

Generative AI can help create hundreds of knowledge base articles quickly, especially if using a template.

Templates might be based on writing an FAQ or a how-to page. The AI could then generate new articles by replacing certain placeholder variables in the template with specific details, such as product names, instructions and more. Jasper has [more than a dozen templates](#) you can use and tweak to suit your specific content needs.

The advantage of using generative AI in this way is that it can significantly speed up the process of producing knowledge base articles, allowing organizations to quickly scale their content offerings. Additionally, because the articles generated by the AI are based on templates, they are likely to be consistent in terms of style, tone, and structure. This can help to improve the overall quality and user experience of the knowledge base, making it easier for users to find the information they need.

Of course, it's worth noting that while generative AI can be a useful tool for producing knowledge base articles, it is not a replacement for human editors. The articles generated by the AI will likely require some level of review and editing to ensure accuracy and clarity, and to address any specific concerns or requirements of the organization. However, even with this in mind, the use of generative AI can still offer significant time and cost savings compared to manual content creation.



With this in mind, Faizan Fahim, marketing manager at **Breeze** said, "Breeze's entire knowledge base was AI-generated. I am using AI to create technical documentation where the answers have to be clearly specified, and AI is good at giving concrete answers."



Ready to pilot AI content in your company?

AI can take a huge amount of pressure off your internal team. Not only can you use this technology to supercharge your content and deliver it with the same resources, but it will keep your team from feeling the strain of over-producing in a time when content is more in-demand than ever. Instead of manually plowing through your current strategy to keep up, give your internal team their time back so they can flex their creative muscles again and let your brand shine even more.

AI is a great partner to have on board for content needs of all kinds, but it is a tool that will need adapting to. Running a pilot program will ensure your team is ready for gen AI, using it in the best way possible and that they're seeing tangible results.

[Jasper for Business](#) has everything you need to get started implementing this technology into your team's existing workflow. Its browser extension works everywhere your team does and it's capable of adopting your brand voice and style whenever you need it to. Use templates to get started with specific pieces of content or use Jasper Chat for more free form creation. Privacy, security and reliability are fundamental features of Jasper, guaranteeing that your data is kept safe, secure, and never used for training 3rd party AI models. Additionally, you can invite team members from anywhere in the world, manage content permissions and track production progress in real-time.

Start weaving it into your processes to see just how much time and money you can save when generative AI is a member of your team.

Scale your content strategy with Jasper Business

Sign up for a demo and our AI Experts would be happy to walk you through the platform!

Get started

