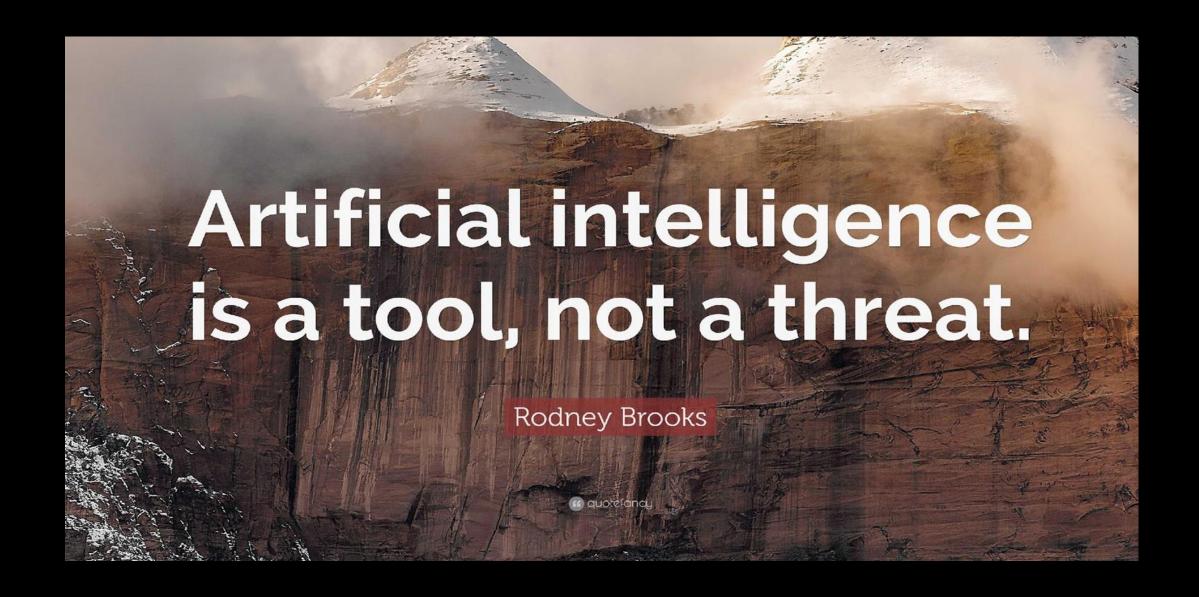
Have No Fear, Chat GPT is Here!







What is Artificial Intelligence?

Artificial Intelligence (AI) is essentially the combination of computer science with extensive datasets to recognize patterns, problem solve, and make decisions.

For marketing, AI can streamline various processes like brainstorming content and analyzing target audiences.

Chat GPT

- It's free!
- Looks like a text conversation
- Produces written-based content
 - Captions, slogans, emails, ideas
- The more you use it, the more it learns





Enhance, Don't Substitute

- Still some unknown territory
- Responses are generic- need personalization
- Content is not always accurate
- Do NOT copy and paste responses



"Al will probably take over the world and end us all in the future."

Also AI:



Al camera mistakes referee's bald head for ball, follows it through the match.

Machine Learning



How Can I Use It?

- Social media captions
- Print and digital communication
- New marketing practices
- Ask it questions:
 - What time do people use social media during the day?
 - What do new tennis players'Google search look like?

Let's test it out!



How can I help you today?

Come up with concepts

for a retro-style arcade game

Tell me a fun fact

about the Golden State Warriors

Plan a trip

to experience Seoul like a local

Show me a code snippet

of a website's sticky header

Message ChatGPT...