

STRATEGY & MANAGEMENT

THE AI ADVANTAGE

A Guide to AI in Marketing



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MEET THE AUTHORS



DANA SCHMIDT **CHIEF STRATEGY OFFICER**

Driven by her passion for digital marketing, Dana champions brand storytelling across social media, PR and email platforms. Dana's work has taken her from her hometown in Bucks County to New York City, to Denver, and back to Philadelphia—and even earned her an Emmy award along the way for her work on the “Women and Girls Lead” series at Rocky Mountain PBS. She has shared her expertise with digital marketers through outlets like [Adweek](#), [NBC10](#), [6ABC's Inside Story](#), and as a speaker at several national conferences, such as Social Media Day Inc. Prior to joining the Slice team, Dana worked in digital marketing at Philadelphia's premier public broadcasting station, WHYY, as well as the city's tourism agency, Visit Philly.

MARISSA BRUETTE **VP DIGITAL MARKETING**

A Delaware-based social content expert, Marissa is proud to be a part of an award-winning women-owned marketing agency crowned as a Philadelphia Best Place To Work. She has created a career based on her passion for creative storytelling, where she now leads a team that helps brands create Goal-Oriented Content. From stages like Social Media Day Philadelphia to hosting nationwide workshops, she has taught other digital marketers how to craft award-winning content strategies, one of which landed her a Philadelphia PRSA Pepperpot award. She has crafted strategies for many brands across industries: retail, manufacturing, nonprofit, architecture, festivals, food and beverage, radio and TV, and more.





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ROLE OF AI

AI AS A CHEATCODE

When we say “AI cheat codes”, we’re referring to the efficiencies that artificial intelligence introduces.



It’s about analyzing data to make better decisions as communicators. We are using AI like a calculator, in essence.

We still need to identify the equation that needs to be inputted, and the solution it produces is just the beginning of our creative process.

In talking with my team about AI, we always go back to the phrase-

Using AI to enhance, not replace, communications.



SELECTING TOOLS:



COST-EFFECTIVE

AI CAN COME WITH A HEFTY PRICE TAG, BUT THERE ARE AFFORDABLE OPTIONS THAT DELIVER SIGNIFICANT VALUE WITHOUT BREAKING THE BANK. WHEN CONSIDERING COST-EFFECTIVE AI TOOLS, THINK ABOUT:

Subscription vs. One-Time Costs: Many tools offer subscription models. Compare the features you get at different price tiers to ensure you're not paying for services you don't need.

Free and Freemium Models: Many AI tools offer a free version or trial period. These can be great for testing out functionality before committing to a purchase. Freemium models often include essential features, and additional paid features can be scaled up as your agency grows.

Integration with Existing Tools: Some AI solutions can be integrated with other software you're already using, saving you from buying additional tools. For example, tools that plug into your social media management platform might be more cost-effective than standalone options.

ROI and Efficiency Gains: Don't just look at the price—calculate the return on investment (ROI). If the AI tool helps your agency save time, automate repetitive tasks, or make data-driven decisions, it may justify a higher upfront cost

SELECTING TOOLS:

USER-FRIENDLY

AN AI TOOL IS ONLY AS EFFECTIVE AS THE TEAM'S ABILITY TO USE IT. IF A TOOL IS TOO COMPLEX, IT MAY GO UNDERUTILIZED OR CAUSE INEFFICIENCIES. PRIORITIZE EASE OF USE:



Intuitive Interfaces: The tool should have a user-friendly interface that's easy to navigate, especially for team members who may not have a technical background. Tools with clear dashboards and customizable settings tend to have higher adoption rates.

Customizable Features: Look for tools that offer customizable settings. This allows your agency to tailor the tool to fit specific needs, making it easier for the team to adopt and get value from the solution.

Training and Support: Many AI tools offer tutorials, customer support, or even training modules for your team. Consider this factor when selecting a tool, as it can greatly reduce the learning curve.

SCALABLE

YOUR AI TOOLS SHOULD GROW WITH YOUR AGENCY. WHAT WORKS FOR A TEAM OF THREE MIGHT NOT SUIT AN AGENCY OF 30 IN A YEAR'S TIME. CHOOSE TOOLS THAT ARE BUILT TO SCALE:



Cloud-Based Solutions: Cloud-based AI platforms are often more scalable. They can be easily updated, offer more storage, and allow multiple users to access them from anywhere, making them ideal for growing teams.

Automation Capabilities: As your agency grows, automation becomes a key component in handling larger workloads. AI tools that offer automated content generation, scheduling, and audience engagement allow your team to manage more accounts and campaigns without needing to significantly increase headcount.

SELECTING TOOLS:

CHECKLIST: TOOL SELECTION

Choosing the right AI tools for your agency can be overwhelming, but our AI Tool Selection Checklist makes it simple! This step-by-step guide helps you evaluate tools based on budget, essential features, scalability, and usability, so you can make informed decisions that align with your agency's needs. Whether you're just starting or optimizing your AI toolkit, this checklist will ensure you're selecting the best solutions for growth and efficiency.

DOWNLOAD

AI TOOLS:

PROJECT MANAGEMENT STREAMLINE



Using an AI notetaker had one of the most significant impacts: now, we can run Briefly AI or OtterAI in the background of a meeting, and our notes are captured immediately. We don't lose time combing through action items or sending individuals to-dos. All of that work is automated, archived, and accessible.

ANALYTICS ACTION ANALYSIS



Automating reporting with AI and using unbiased insights provided by the tools has been game-changing. The team is able to pull the data quicker, leaving more time for analysis, strategic decision-making, and better conversations with clients.



AI TOOLS:

RESEARCH ENHANCED



Find the perfect influencers for
your next campaign.

The screenshot shows the 'Manage Creators' interface. It includes a sidebar with navigation icons and a main table of creators. The table has columns for Name, Language, Category, Engagement, Date, Email, and a 'Connect' button. There are 6 creators listed.

Name	Language	Category	Engagement	Date	Email	Connect
Angel Carder	English	Beauty	2%	11.10.2022	angel111@gmail.com	+
Angela Williams	English	Fashion	3%	10.10.2022	angela111@gmail.com	+
Alison Williams	Spanish	Beauty	4%	09.10.2022	alison111@gmail.com	+
Alisa Williams	German	Art	1%	08.10.2022	alisa111@gmail.com	+
Alisa Williams	English	Fashion	3%	24.10.2022	alisa111@gmail.com	+
Alisa Williams	English	Sports	2%	24.10.2022	alisa111@gmail.com	+



Automate sentiment analysis & social
listening reports.

BRAND24

Capture trends online to get in on
the conversation in real-time.



AI-driven sentiment analysis, in particular, has offered strategic insights to inform communication strategies. For example, the team can monitor public opinion and respond proactively to shifts in sentiment. During a product launch campaign, AI-driven analytics highlighted a surge in positive sentiment related to a specific feature. This prompted the team to pivot their messaging to emphasize that feature, resulting in increased engagement.

AI TOOLS:

CONTENT CREATION EFFICIENCY



grammarly

Download the extension to automate quality assurance checks. Built-in AI writing systems to help advance your copy.



descript

Create bite-sized clips from long form video.



Easily discover & repurpose best-performing content. Hootsuite Owly makes for simple caption inspiration.



Utilize the Magic Studio to automate content- including Instagram Reels and other video. Use one of the many AI integrations right in the platform.

Canva has really developed its AI integrations. I enjoy the Magic Studio features, including the ability to automate photo editing. Using “Magic Studio” features, you can create custom designs using AI tools to expand and enhance an image, seamlessly add or edit other elements to your design, and even automate video creation.



BUILDING AN AI CULTURE



Implementing AI tools has encountered our fair share of resistance to change. There are also legitimate data privacy concerns, not to mention a learning curve when safely navigating these tools. But I think we all understand that AI is here to stay, so we choose to embrace it and work with it instead of against it. Much like a calculator, AI frees us up to do bigger, better thinking and, ironically, put people first.

For communication professionals hesitant to adopt AI technologies, start small with a free account. Don't invest too much time or money until you are really convinced of the problem AI is solving and the real benefit it's providing.

And remember, AI is a tool to enhance, not replace, human creativity.

WORKSHEET: AI CULTURE

Unlock your agency's potential for innovation with our Building a Culture of Discovery with AI worksheet! This hands-on resource helps you identify areas for AI-driven innovation, foster creativity, enhance team collaboration, and measure the impact of AI on your business. With actionable steps and strategies, you'll cultivate a forward-thinking mindset and ensure your team stays ahead in the ever-evolving world of AI. Perfect for agencies looking to grow through technology and continuous discovery!

DOWNLOAD

CONTACT

GET STARTED ON YOUR AI MARKETING



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