AI-POWERED EXPERT SYSTEM FOR DIGITAL MARKETING

Kattiya Charoenpakdee
6610424002

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AGENDA

- Motivation
- Problems
- Objectives
- Solution
- Introduction to Playbook
  - Good Playbook Attributes
  - Playbook Contents
- Expert System
- Result
- Tools

MOTIVATION

- The challenges faced by digital marketing teams in leveraging generative AI effectively.
- Despite the rapid growth of digital marketing startups, fewer than 10% achieve substantial revenue and sustainable business growth.

PROBLEMS

- Challenges in generating fresh and innovative ideas for digital marketers.
- Limited time availability due to frequent shifts in task objectives.

OBJECTIVES

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- Need more users
    - The playbook takes long reading time
    - Develop expert system

SOLUTION

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Develop an expert system designed to support digital marketers through:

- Comprehensive Generative AI Playbook Development
  - Crafting a detailed generative AI playbook tailored to address key challenges and optimize workflows for digital marketing roles.
  - Providing step-by-step guidance on leveraging generative AI to improve engagement rates and scale content production effectively.
- System Implementation (Line Official Account)
  - Utilizing Line Official Account as a primary touchpoint to engage users, and facilitate seamless interaction with the playbook.
  - Developing AI-powered multi-agents or Retrieval-Augmented Generation (RAG) chatbots to deliver personalized and context-aware solutions.

INTRODUCTION TO PLAYBOOK

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- ## Rising Demand for Creative Content:
  - In today's digital era, businesses rely on social media to connect with audiences, driving an ever-growing need for compelling text, visuals, and video content.

- ## Challenges in Content Creation:
  - As the rising demand, in the digital marketing industry, daily content generation is hindered by ideation fatigue, time constraints, and the struggle to produce high-quality, impactful content consistently.

- ## Purpose of the Playbook:
  - Offer actionable strategies and tools to streamline content ideation and creation.
  - Improve engagement rates by enhancing content quality and relevance.
  - Reduce the time and resources required for content production, enabling a focus on strategic priorities.
  - Educate digital marketers on the capabilities and limitations of generative AI, ensuring its effective and responsible use in marketing activities.

GOOD PLAYBOOK ATTRIBUTES

- Users Problems Orientation
- Actionable Guidance
  - Prompt Writing Framework
- Practical Examples
  - Real World Use Cases

Sources:
- Generative Artificial Intelligence: A Systematic Review and Applications -- Cardiff Metropolitan University
- Not all sunshine and rainbows: exploring the dark side of AI in interactive marketing -- University of Rhode Island
- Developing your company's generative AI policy: Start with an Agile '5Ws' framework -- Çanakkale Onsekiz Mart University
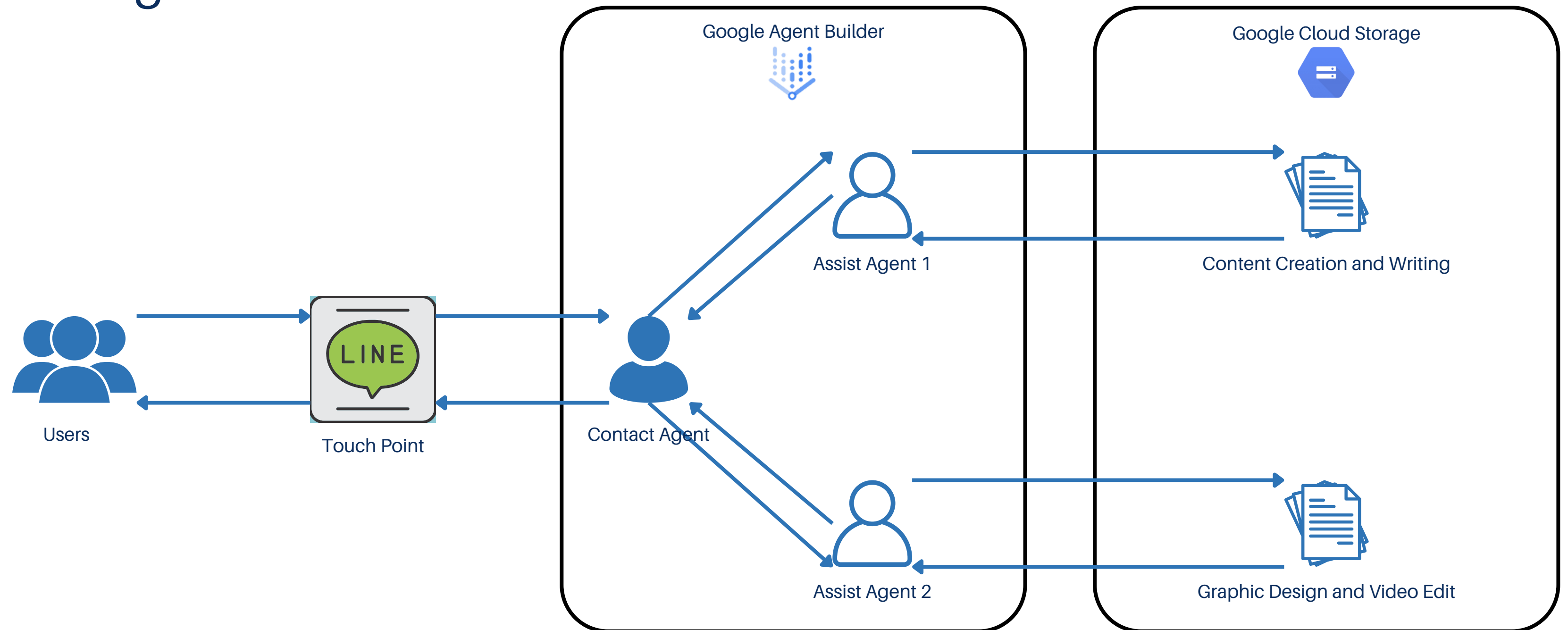
PLAYBOOK CONTENTS

1. Introduction and Playbook Objectives
2. Understanding Generative AI
3. Applications in Digital Marketing
4. How to Use the Playbook
5. Security, Ethics, and Limitations
6. Quality Management and Best Practices
7. Challenges, Opportunities, and Tips
8. Tools and Resources
9. Future Trends
10. Conclusion

EXPERT SYSTEM

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Multi-Agents Chatbot

Google Agent Builder

Google Cloud Storage

Assist Agent 1

Content Creation and Writing

Users

Touch Point

Contact Agent

Assist Agent 2

Graphic Design and Video Edit

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RESULT

EXAMPLE PROMPT FRAMEWORK

- <u>Define the Goal</u>: "Write a 500–700-word blog post introducing a fitness app and showcasing its features like progress tracking, meal planning, and live coaching."
- <u>Describe the Visual Theme</u>: "Use a friendly and motivational tone, making the blog relatable for both fitness enthusiasts and beginners."
- <u>Include Specific Content</u>:
  - Introduction: Start with the importance of fitness and technology's role in making it easier.
  - Body: Highlight the app's features with subheadings like 'Track Your Progress,' 'Plan Your Meals,' and 'Live Coaching Anytime.'
  - Examples: Add real-life examples, such as how the app can help users stick to a fitness routine or plan their meals for better results.
  - Call-to-Action: End with a CTA encouraging readers to download the app and try it themselves."
- <u>Add Style Preferences</u>: "Focus on clear, concise paragraphs with subheadings for easy readability. Include bullet points to list features and benefits."
- <u>Consider Emotional Appeal</u>: "Create a sense of warmth and excitement, encouraging customers to shop for exclusive deals during the holiday season."
- <u>Output Platform</u>: "Format the blog for the web, ensuring SEO optimization with keywords like 'best fitness app,' 'track your progress,' and 'meal planning tool.'"

DEMONSTRATION
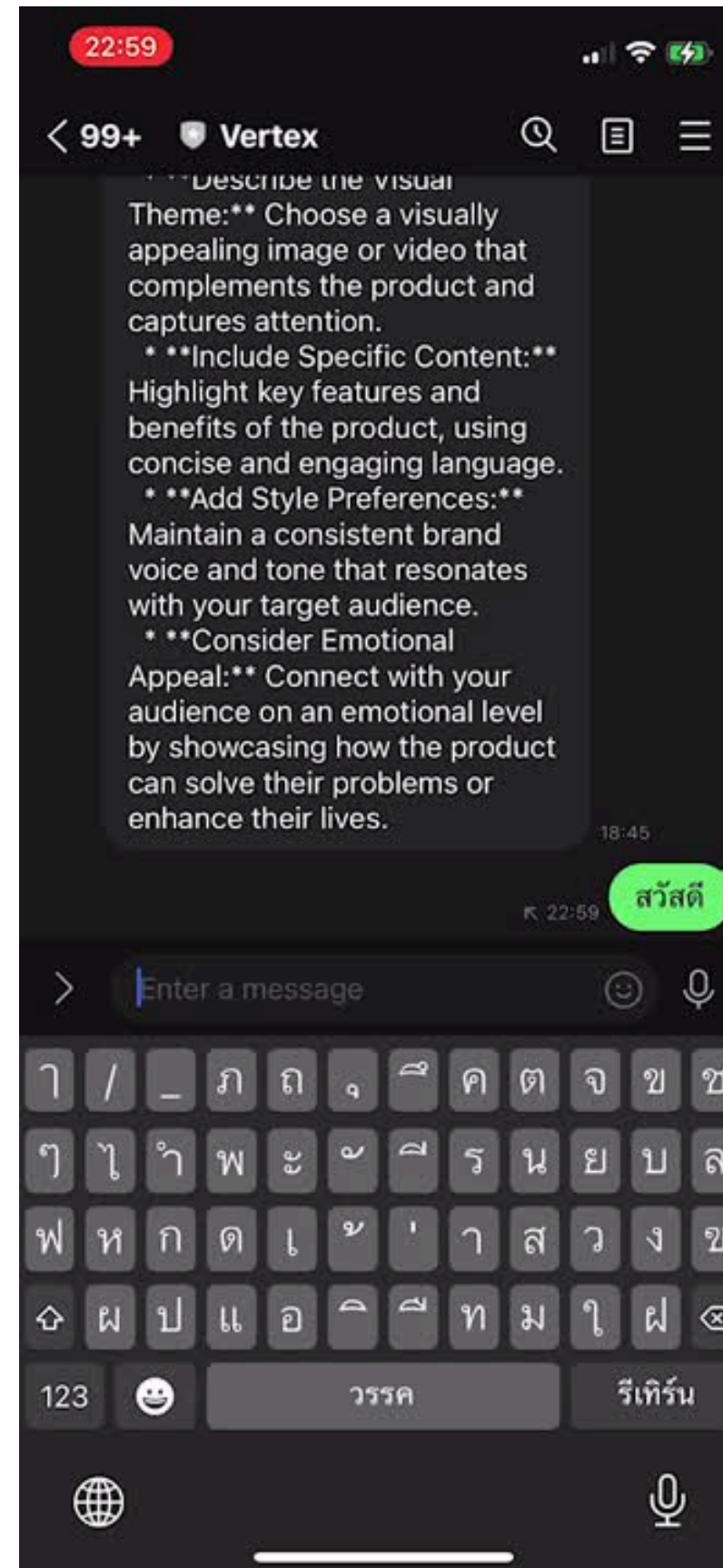
TOOLS

- Data Collection
  - Google Form
- Data Cleansing, Manipulation, and Analytics
  - Google Sheet
  - Microsoft Excel
  - Pandas Library
  - Matplotlib Library
  - Google Colab
- Additional Information Research
  - Google Scholar
  - Perplexity
  - ChatGPT Search

- Playbook Text Adjustment
  - ChatGPT
  - Gemini
- Chatbot
  - Line Official Account
  - Google Agent Builder
  - Google Cloud Storage

THANK YOU
FOR ATTENTION