



# ***The 2024 AI Playbook for PR and Marketing:***

How to Improve ROI on Branded Content with AI

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# AI in today's workflow



Remember, just a few years ago, when it felt like artificial intelligence was a sci-fi bot poised to take all of our jobs or destroy humanity as we know it? Yeah, that's over. In a very short time, AI has evolved into an extraordinarily useful tool for many businesses, including PR and marketing. Or, maybe it's our knowledge and perceptions of AI that have evolved.

Now that the novelty of ChatGPT and tools like it has worn off, we're all taking a collective breath and focusing on how, exactly, AI can help us deliver more value for our clients, our companies and even ourselves. We also need to give just as much focus into how and when not to use it.

It's easy to see the power of AI in industries like customer service or manufacturing. Chatbots are everywhere, allowing companies to provide 24/7 customer service. Automation of routine tasks increases productivity tenfold, or more. Data analysis? It's done before you can say "analysis." But what about using AI in PR and marketing? How best can it serve us?

In this eBook, when we talk about using AI in PR and marketing for content creation, we're talking about "generative AI." It's the algorithms like ChatGPT, Gemini and others you've probably experimented with and used to create content.

## GLOSSARY OF TERMS

**Prompts:** What you type into an AI search field when you need information. The more specific and honed the prompt, the better the result.

**Hallucination:** When AI responds to a prompt with completely made-up, flat-out-wrong information. It happens more often than you'd think.

**Generative AI:** Algorithms like ChatGPT and Gemini that people use to create content.

Research by McKinsey found generative AI may well add \$4.4 trillion to the global economy. Annually.

Like any other technological tool — a computer, a software program, an iPhone, your smart house — the key is knowing how to use generative AI to reap all of its benefits. It's also about knowing when and how not to use it. A screwdriver is a useful tool, but you don't use it to pound a nail. The same thing applies to AI.