



Artificial Intelligence

Put Hours Back Into Your Day!

October | 2023

POLL - Major Challenges



- Understaffed?
- Recruiting Talent?
- Maintaining A Sufficient Budget - Reductions In Budget?
- Generating Leads - Increasing Enrollments?
- Finding The Right Tools/ New Tools?
- Finding New Markets?
- Retaining And Training Staff?



Markets Are Changing



- **Gen Z**
 - Born Between 1997 And 2012
- **The “Snack Media” Generation**
 - Attention Span No Longer Than 8 To 12 Seconds Max
 - Scrolling, Swiping, Clicking
- **Multitasking**
 - Can Work With Five Screens At Once
- **Tik Tok Generation**
 - Very Visual - Videos

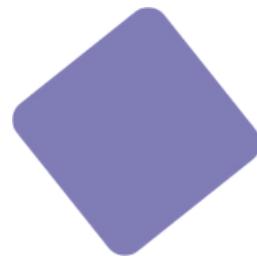


Markets Are Changing



Gen Z Communication Preferences - Personalization

- This generation has grown up in a tech-centric world that caters to their tastes. They're used to custom playlists, targeted ads, and personalized content and recommendations.
 - 41% of Zoomers will provide their data for a personalized experience.
 - 62% are willing to pay extra for personalization, more than any preceding generation.
 - 75% of Gen Z said they're more likely to buy a product if they can customize it.
 - 45% will leave a website if it doesn't predict what they like or need.



Goal Of Presentation

- What Is AI?
- How Is AI Used In Advertising?
 - Automation
 - Content Generation
 - Persona Development
 - Personalization
 - Predictive Modeling



What Is AI?

Artificial intelligence (AI) involves using computers to do things that traditionally require human intelligence.

AI can process large amounts of data in ways that humans cannot. The goal for AI is to be able to do things like recognize patterns, make decisions, and judge like humans. To do this, we need lots of data inputted into them.

AI For Automation

By automating repetitive tasks, AI has the potential to free up workers' time so that they can focus on higher-level tasks. In addition, AI has the potential to improve the accuracy of these tasks, as well as to identify tasks that are most suitable for automation.

How Is AI Used In Advertising?



Workwell - Google Display Ad Set

Thank you @ Sarah K!

3

shopwell®
Work smarter.
Get the offer!

shopwell®
Work smarter.
Get the offer!

shopwell®
Work smarter.
Get the offer!

Buy Now

Buy Now

Buy Now

0 1 2 3 4 5

Fade in Blow

Scale up

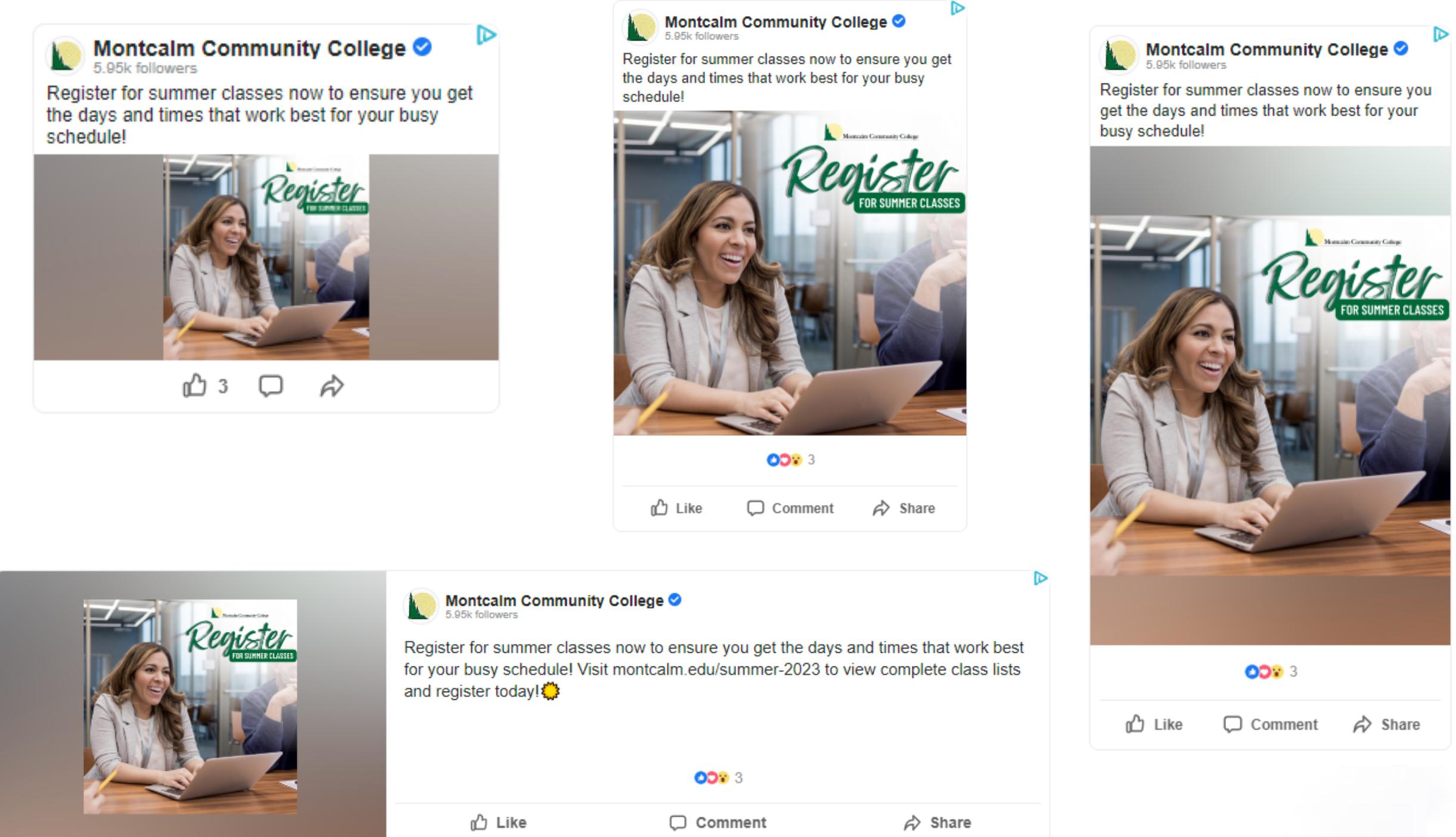
Bounce Flip

Rotate

HEADLINE	CTA	IMAGE URL
<input checked="" type="checkbox"/> Get the offer!	Buy Now	/products/AP432.jpg
<input checked="" type="checkbox"/> Save 50% today.	Shop Now	/products/CL332.jpg
<input checked="" type="checkbox"/> Smoother & better.	Find out more	/products/AP432.jpg
<input checked="" type="checkbox"/> Try the new iPad.	Order Now	/products/CL332.jpg

AUTOMATION
AD CREATION
Designing One
Ad Set In Minutes
A/B Testing In
Minutes

How Is AI Used In Advertising?



AUTOMATION
SOCIAL DIGITAL
ADS
Social Media URLs
That Are
Converted To
Programmatic Ad
Sizes That Update
As The Posts
Update

AI For Content

AI-generated content can be a higher quality than content created by humans, due to the fact that AI models are able to learn from a large amount of data and identify patterns that humans may not be able to see. This can result in more accurate and informative content.

How Is AI Used In Advertising?

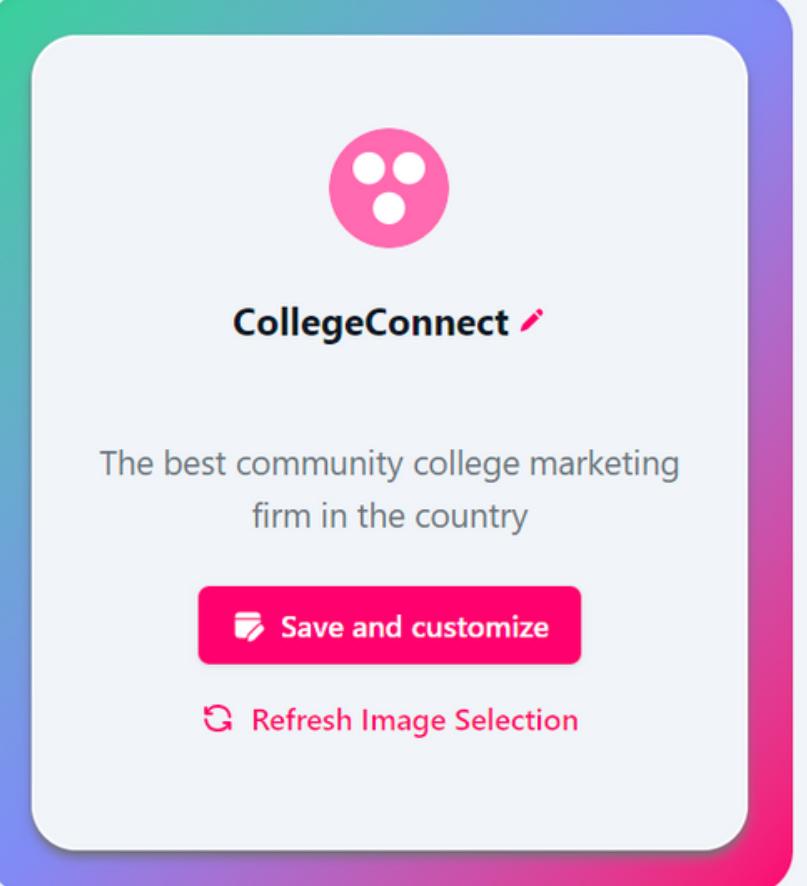


The screenshot shows a user interface for generating a website. At the top left are navigation links for "Mixo" and "Sites". The main area features a large, rounded rectangular input field with a green-to-pink gradient border. Inside the field, the placeholder text "Best community college marketing firm" is displayed. Above the input field, the question "What's your startup idea?" is asked in a bold, dark font. Below the input field, a small note says "Not sure? Try some of our examples." and a pink button labeled "Generate Site" with a star icon.

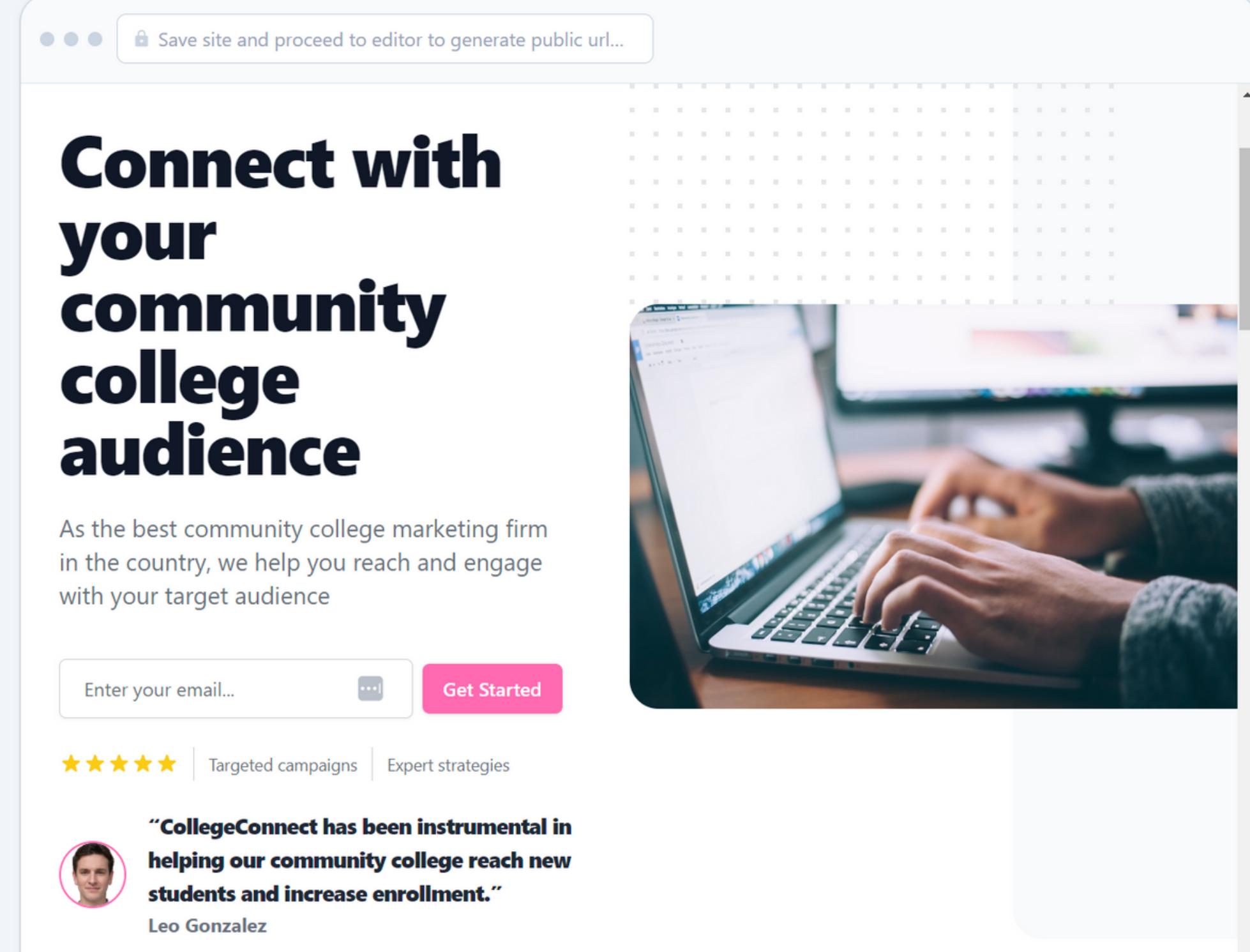
**AUTOMATION
LANDING PAGE
DEVELOPMENT**
Creating Landing
Pages In Minutes

How Is AI Used In Advertising?





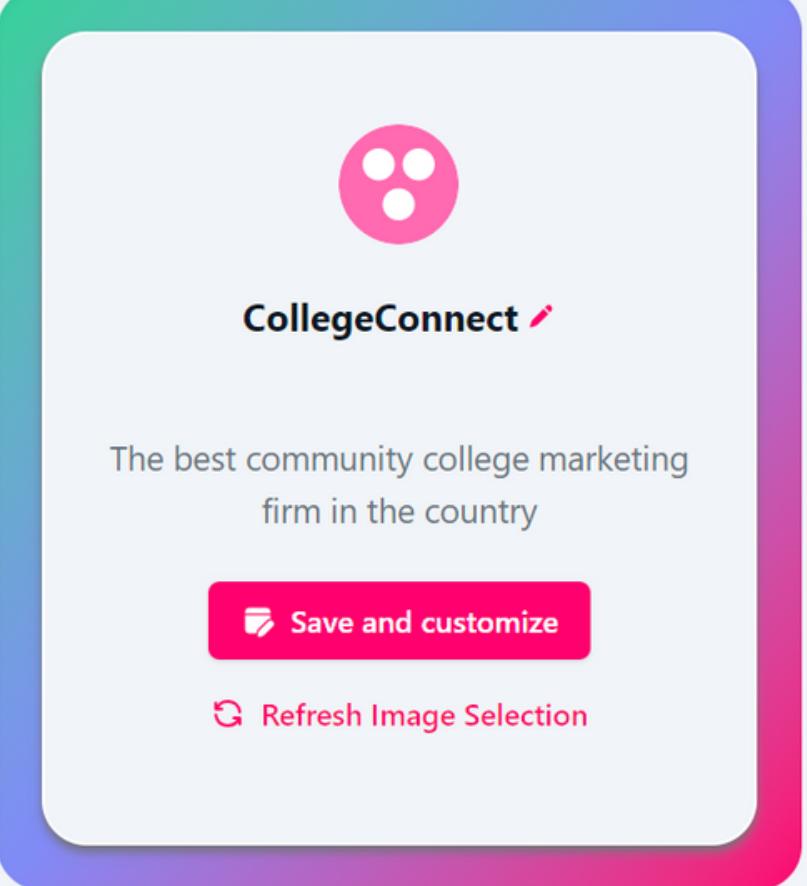
The screenshot shows the CollegeConnect AI marketing interface. At the top, there's a pink circular icon with three white dots and the text "CollegeConnect". Below it, a message reads "The best community college marketing firm in the country". There are two buttons: "Save and customize" (pink background with white text) and "Refresh Image Selection" (white background with pink text). A large section titled "What's included with your Mixo site" lists three features: "Website Hosting Included" (with a globe icon), "Simple to Edit" (with a pencil icon), and "Ability to Add More Pages" (with a document icon).



The screenshot shows the Mixo AI website editor interface. At the top, there's a progress bar with three dots and a lock icon, followed by the text "Save site and proceed to editor to generate public url...". The main heading is "Connect with your community college audience". Below the heading, a subtext says "As the best community college marketing firm in the country, we help you reach and engage with your target audience". There's a call-to-action button "Get Started" with a pink background and white text. At the bottom, there's a testimonial from "Leo Gonzalez" featuring a small profile picture of a man, a five-star rating, and the text "Targeted campaigns | Expert strategies".

How Is AI Used In Advertising?

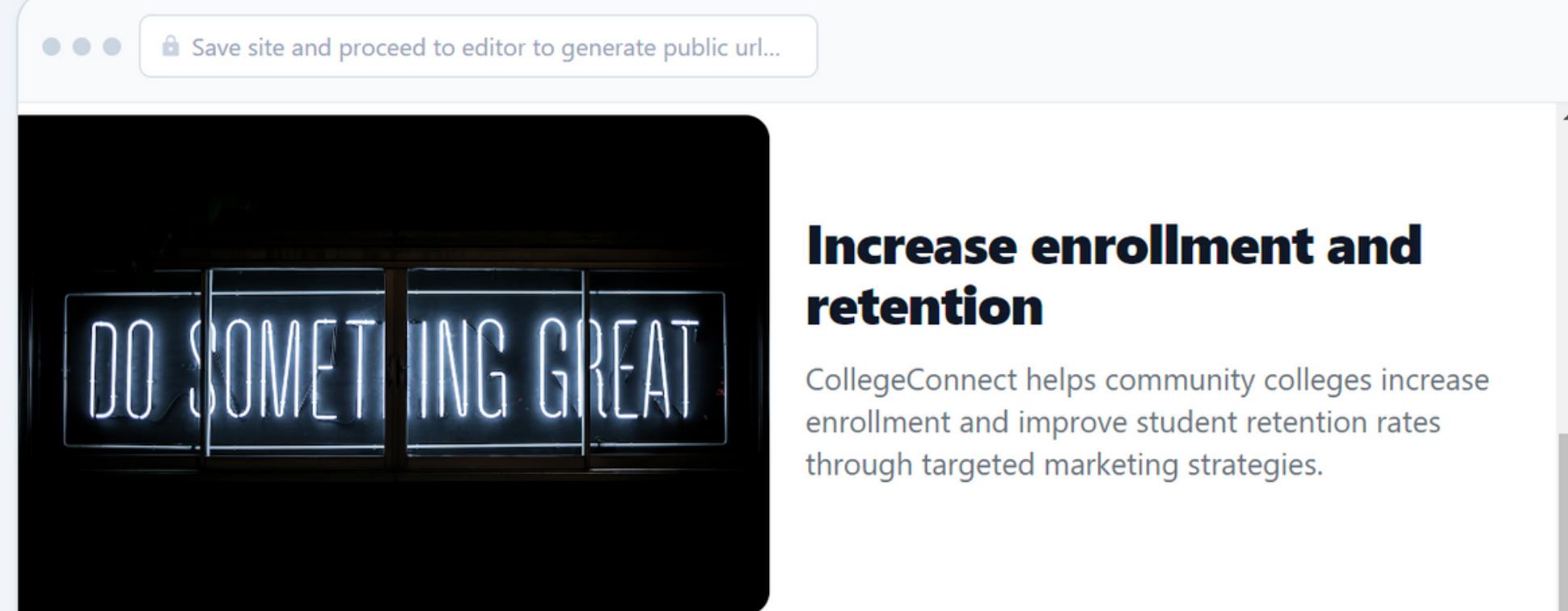




The screenshot shows a website for "CollegeConnect". At the top is a pink circular icon with three white dots. Below it is the text "CollegeConnect" with a small red checkmark. A subtext reads "The best community college marketing firm in the country". There are two buttons at the bottom: "Save and customize" with a pencil icon and "Refresh Image Selection" with a circular arrow icon.

What's included with your Mixo site 

- Website Hosting Included**
Site hosted on Mixo's Global Content Network with 99.9% uptime guaranteed
- Simple to Edit**
Once saved, you can edit your content in Mixo's easy-to-use site editor
- Ability to Add More Pages**
Let the Mixo AI generate you a site with as many pages as you need



This screenshot shows a web-based editor interface. At the top, there are three dots and a lock icon with the text "Save site and proceed to editor to generate public url...". Below is a dark image of a neon sign that says "DO SOMETHING GREAT". To the right of the image, the text "Increase enrollment and retention" is displayed in bold. Below this, a paragraph explains how CollegeConnect helps increase enrollment and retention through targeted marketing strategies.

Build brand awareness

We work with community colleges to build brand awareness and establish a strong presence in their local communities.



How Is AI Used In Advertising?





CollegeConnect ↗

The best community college marketing firm in the country

Save and customize

⟳ Refresh Image Selection

Save site and proceed to editor to generate public url...



Drive student engagement

CollegeConnect helps community colleges drive student engagement by creating compelling marketing campaigns and fostering a sense of community.

What's included with your Mixo site 🚀

- Website Hosting Included**
Site hosted on Mixo's Global Content Network with 99.9% uptime guaranteed
- Simple to Edit**
Once saved, you can edit your content in Mixo's easy-to-use site editor
- Ability to Add More Pages**
Let the Mixo AI generate you a site with as many pages

"**Their expertise in community college marketing is unparalleled. We've seen significant growth since partnering with CollegeConnect.**"

 Mike Jones

How Is AI Used In Advertising?



**AUTOMATION
AD CREATION**

Written By AI After
Analyzing
Hundreds Of
Hours Of Film

AI For Personas

A customer persona is a fictional representation that is supposed to be resembling your actual students. Based on this, you will be able to ascertain the kind of content that you need to create, the strategies that you should use, channels you should frequent and work on your messaging. AI based tools and systems analyze both publicly available data and internal data to generate actual personas for your college.

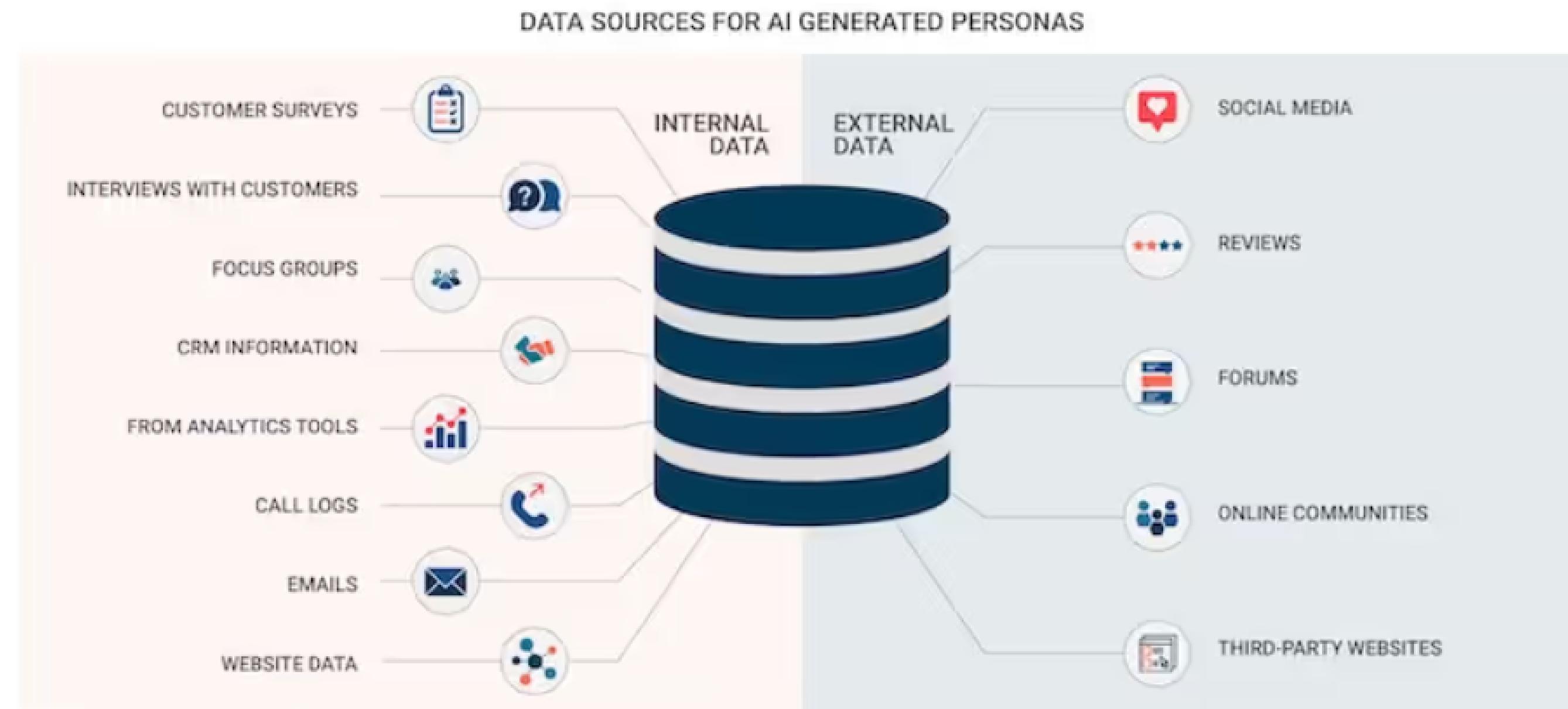
How Is AI Used In Advertising?



RESEARCH

Asynchronous Focus Groups; Individuals Participate At Time Right For Them - Not At The Same Time; AI Measures Intent And Tone; Moderator Bias Removed

How Is AI Used In Advertising?



**PERSONA
DEVELOPMENT**
Understanding
Your Current
Students

How Is AI Used In Advertising?



PERSONA 1 - 9% of CRM Audience

INNOVATIVE IRENE

CHARACTER TRAITS

People lover, engaging and a team player, uses humor, and likes research

MOTIVATIONS

Prevent Lipid Oxidation | Support blood circulation | Support heart health

ADOPTION GROUP

Innovator



PERSONA 2 - 9% of CRM Audience

MODERN MIKE

CHARACTER TRAITS

Cares for others, values connection, likes to teach others, and appreciates honesty

MOTIVATIONS

Grape Seed Extract | Prevent Lipid Oxidation | Grape cell powder

ADOPTION GROUP

Early Majority



PERSONA 3 - 26%

LISA LATE

CHARACTER TRAITS

Strong attention to detail, analytical, loves learning, appreciates a straightforward approach

MOTIVATIONS

Improve mental alertness | Fuel antioxidants activity within your veins and arteries | Support heart health by improving blood flow and delivery of oxygen

ADOPTION GROUP

Laggard



**PERSONA
DEVELOPMENT**
Understanding
Your Current
Segments

How Is AI Used In Advertising?

A circular profile picture of a woman with dark, curly hair, smiling. She is wearing a black top with white polka dots. The background behind the photo is a gradient from purple to pink.

BRAND INNOVATOR (22.3%)

People Lover



INNOVATIVE IRENE

Irene falls into the "Innovator" category on the adoption curve. She is a 45-year-old Product Manager working for Cisco and lives her life surrounded by the latest and greatest technologies. Her watch tracks her heart beat and all her home electronics are voice activated.

Irene has a People Lover Persona. She is highly engaged in meetings and fun to interact with. She loves to be a team player and will perform well in groups, team sales, and meetings. She loves to make people smile and laugh, and will make a joke whenever possible.

To reach Irene effectively, show her how Vinia fits into her lifestyle by providing "customized" research. Provide specific and relatable scientific case studies and white papers reinforcing how Vinia can improve her life. To summarize, she appreciates a vocal and direct approach. She will also be your advocate once on the product.

PERSUASION TACTICS

Praise Personalization Simulation

PERSONA DEVELOPMENT

Defining Segments

How Is AI Used In Advertising?



1 DATA 2 PERSONAS **3 CREATIVE** 4 ACTIVATION 5 PERFORMANCE 6 FLYWHEEL

INNOVATIVE IRENE

People Lover

Ads for Irene exemplify her People Lover persona by including groups in social and fitness settings.

Her Innovative profile emphasizes science-backed health benefits, and brand differentiators like the advantages of concentrated Piceid Resveratrol and the convergence of divine nature and science.

Female-driven imagery

Defined age profile: 45+

On-brand colors

Metallic gold touches for a premium feel

Textural elements emphasizing product ingredients and scientific approach

Display product for clear context

**PERSONA
DEVELOPMENT**
Informing
Creative

How Is AI Used In Advertising?



fid=18318&type=1&key=c58929e55b3110b15266bae339d24332

Optional: Specify specific keywords to be used:

PERSONA DEVELOPMENT

Optional: Define the audience for the generated content:

People who have been admitted to Illinois Central College but not yet enrolled

Optional: Add specific facts or stats to be included:

Illinois Central College has the lowest tuition rate of in Central Illinois

Average class size of 15 students

Graduates get jobs at leading companies, including Caterpillar Inc., OSF HealthCare , and State Farm

Hundreds of scholarships are awarded each year.

Paste your content here:

How Is AI Used In Advertising?



Paste your content here:

A large, light-gray rectangular input field with rounded corners, designed for users to paste their content into.

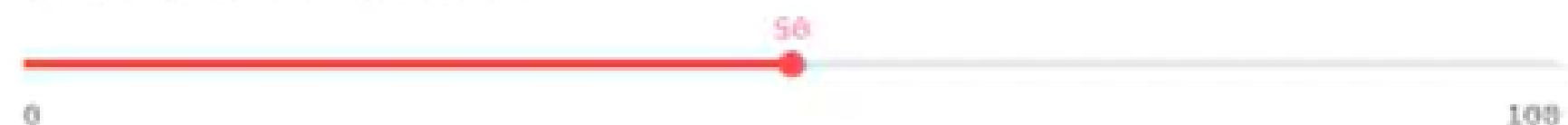
Select Writing Styles:

Purple - caring, e... ×

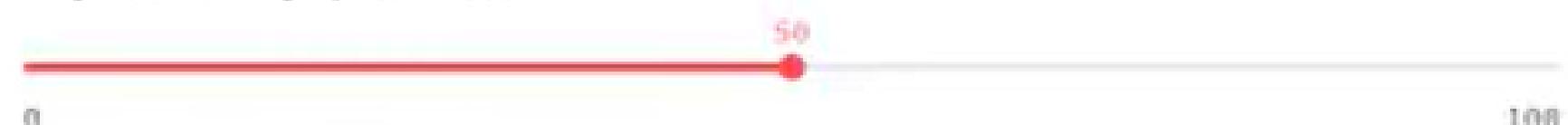
Maroon - gritty, ... ×



Weight for Purple - caring, encouraging:



Weight for Maroon - gritty, determined:



Generate Revised Content

PERSONA DEVELOPMENT

Developing
Content For
Personalization

How Is AI Used In Advertising?



File Edit View

Subject: Don't Miss Out - Enroll at Illinois Central College Today!

Hello [First Name],

Congratulations on your admission to Illinois Central College! We are thrilled to have you as part of our talented and diverse community. We understand that enrolling in college can be a big one, but we assure you that it is a decision that will shape your future in incredible ways.

At Illinois Central College, we are committed to providing an exceptional education that is both affordable and valuable. With the lowest tuition rates in the state, we offer an excellent return on your investment. Your education at ICC is not just a cost, it is an investment in your future success.

Our average class size of only 15 students allows for more personalized attention from our dedicated faculty. You won't be lost in a sea of faces - they know you by name and help you succeed every step of the way. This level of individualized support is one of the many reasons our graduates thrive in their careers.

Speaking of careers, did you know that ICC graduates are highly sought after by leading companies such as Caterpillar Inc., OSF HealthCare, and St. Luke's Hospital? These industry giants provide our students with exceptional employment opportunities. By enrolling at ICC, you are setting yourself up for a successful future.

Additionally, our commitment to student success extends to financial support. Each year, we award hundreds of scholarships to deserving students across all majors. These scholarships can make a significant difference in covering your educational expenses. Don't miss out on this wonderful opportunity to invest in your future.

We know that you may have questions about the enrollment process or choosing your classes. Our team is here to guide you through this process. To get started, click [here](https://answers.icc.edu/loader?fid=18318&type=1&key=c58929e55b3110b15266bae339d24332) to register now: [Register Now](<https://answers.icc.edu/loader?fid=18318&type=1&key=c58929e55b3110b15266bae339d24332>)

Time is of the essence, so don't delay. Secure your place at Illinois Central College and take the first step toward a bright future. We are excited to welcome you to our campus and support you on this incredible journey.

If you have any questions, please feel free to reach out to our admissions team at [contact email] or [contact number]. We are here to assist you.

Best regards,

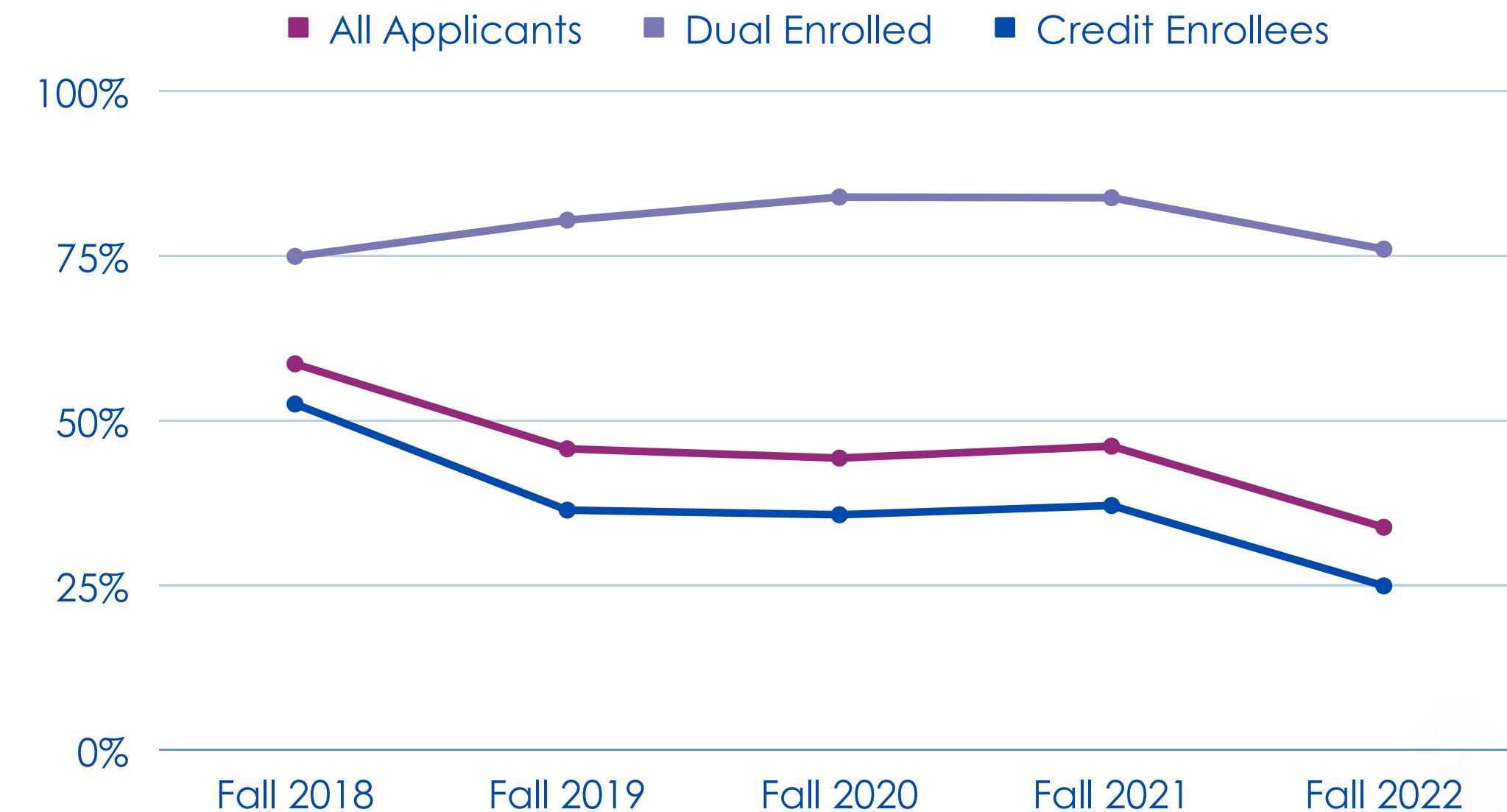
[Your Name]
Admissions Office
Illinois Central College

**PERSONA
DEVELOPMENT**
Developing
Content For
Personalization

AI For Predictive Modeling

Predictive AI systems are designed to forecast outcomes based on historical data patterns and existing information. These models rely on machine learning algorithms to identify trends, correlations, and statistical patterns in datasets.

How Is AI Used In Advertising?



Applicant Conversion Rates Are At An All Time Low - 25% To 35%
When Excluding Dual Enrolled/ CCP Students

How Is AI Used In Advertising?

***Key Variables Impacting Enrollment
Statistically Significant At $p < .0001$***

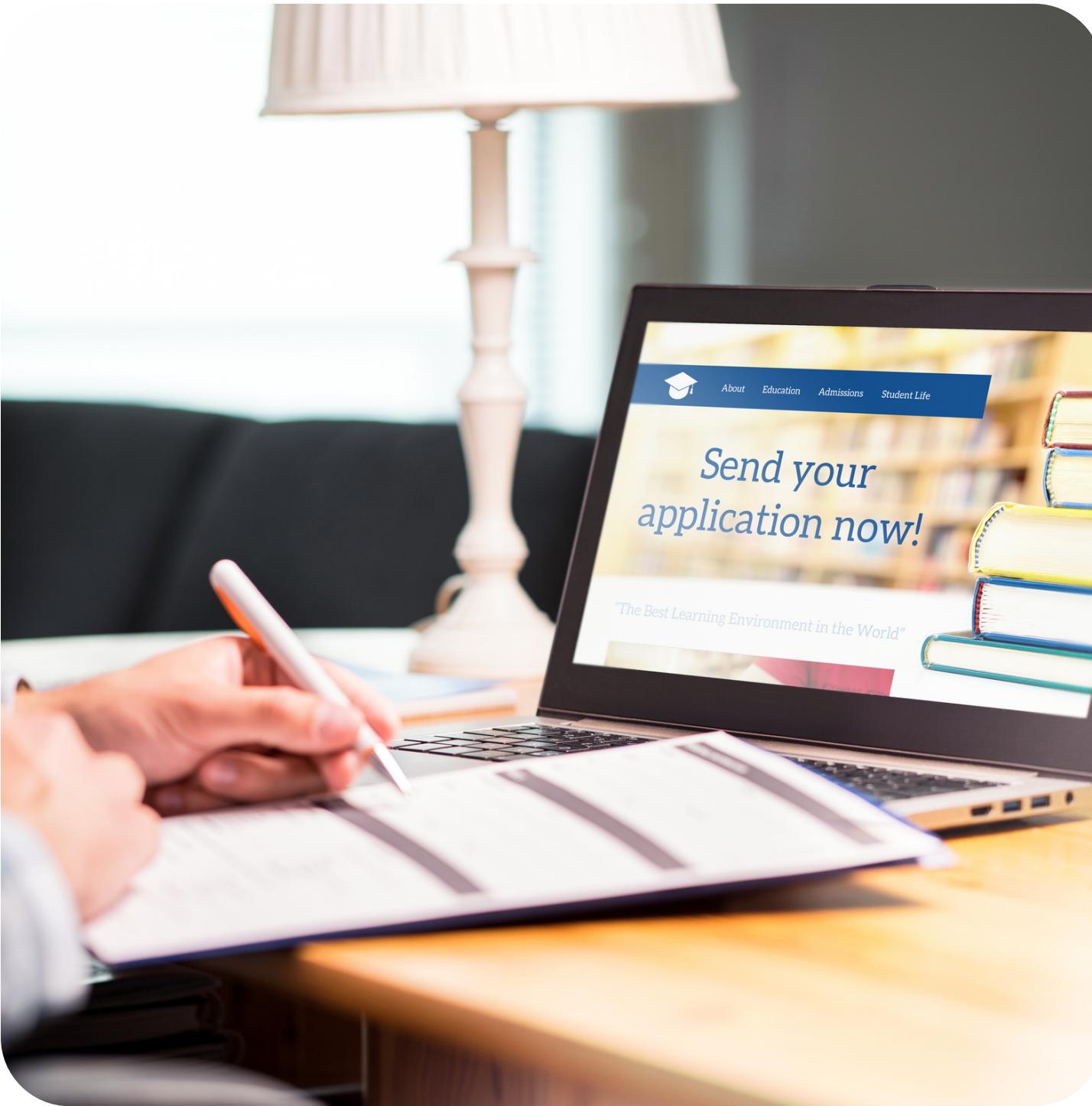
- City Of Residence
- State Of Residence
- Zip Code Of Residence
- Educational Goals
- Gender
- Father's Educational Attainment
- Mother's Educational Attainment
- Planned Enrollment Status
- Program Of Interest
- Educational Goals
- Employment Status
- Other Colleges Attended
- High School Track Of Applicant
- Educational Level Of Applicant
- Admit Status Of Applicant



How Is AI Used In Advertising?



How Is AI Used In Advertising?



USING THE MODEL TO SCORE APPS

- Predictive Model Is Scoring At 67% Accuracy - Will Get Better With More Data
- Score Every Application Entering The College
- Provides A 0% To 100% Score Of Enrolling Per Application To Allow For Better Communication And Assistance
- Can Create Buckets For The Applications (40% To 70%)

Questions?

Thank you!



p. 308.762.2565

claruscorporation.com

carnegiehighered.com