

An aerial photograph of a city skyline at sunset. The sun is low on the horizon, creating a bright, hazy glow over the city. The sky is a mix of orange, yellow, and light blue. In the foreground, a river or canal flows through the city, reflecting the light from the sky. The buildings are silhouetted against the bright sky, and the overall atmosphere is warm and serene.

# AI-ENHANCED IMPACT STORYTELLING

Presented by CJ Johnson

# INTRODUCTION

CJ Johnson is an award-winning storyteller, content creator, and media strategist. He is also a GQ Magazine Insider, delivering stylish, and creative uplifting content. Listed as one of the "Top Creators To Watch" and "Rising Voices in Media", he has been featured in GQ Magazine, Forbes, AdWeek, Men's Health, The Huffington Post, ESPN, and more. CJ is considered one of the leading global minds on the creator economy, social media marketing, brand strategy, and cultural trends. He has successfully supported hundreds of small businesses to Fortune 500 companies around the globe.

In this session, we will delve into the world of AI-powered efficiency, and innovative advertising tactics to ensure you stay at the forefront of this evolving landscape. At the end of this journey, you will be equipped with impactful strategies and an understanding of how to leverage Impact Storytelling to revolutionize your Marketing efforts.



# KEY QUESTIONS TO ASK

1. How can I leverage AI to create personalized content that connects with individual customers on a deeper level, enhancing their loyalty and engagement with my brand?
2. In what ways can AI assist me in analyzing and interpreting the vast amount of data available to make data-driven decisions and improve campaign performance?
3. How can I use AI to streamline the customer journey, from initial engagement to conversion, to enhance the overall customer experience?
4. What strategies can I implement to ensure that my AI-powered marketing campaigns align seamlessly with my brand's distinctive voice, style, and tone?

# WHAT YOU SHOULD KNOW

- 72.2% of U.S. executives plan to use AI for content marketing, targeting individual interests.
- Top-performing companies are 2x more likely to use AI for marketing.
- 61.4% of small businesses, often with less than 50 employees, have already utilized AI for marketing.
- 91.5% of leading businesses continually invest in AI, enhancing efficiency and content production.
- 70% of high-performing marketers have a fully defined AI strategy, utilizing AI for content marketing and automation.
- 57% of B2B marketers use AI chatbots to understand their audience better, with a 10-20% increase in leads.
- AI can improve productivity by 40%, automating tasks and providing actionable insights.



# IMPACT STORYTELLING

Storytelling is a powerful tool in marketing because it leverages fundamental aspects of human behavior and psychology. At our core, humans are storytelling creatures. We use stories to understand, interpret, and navigate the world around us. In marketing, storytelling serves multiple vital functions. It captures attention, fosters emotional engagement, and facilitates memory recall. This allows us to be stronger in “Agile Marketing” — a methodology that emphasizes real-time collaboration, data-driven decisions, and rapid iterations, allowing marketers to respond easily to change and focus on customer value and business outcomes.



# IMPACT STORYTELLING: ACTIONS YOU CAN TAKE

1. Set up cross-functional teams and encourage collaboration to increase flexibility and responsiveness.
2. Visualize workflows and have frequent touchpoint to increase transparency and collaboration.
3. Use planning and experimentation to make data-driven decisions.
4. Emphasize Customer value and business outcomes over activity and output.
5. Be open to change and adjust your strategy as needed.



# THE CUSTOMER JOURNEY MAP

You must understand specific interactions in the Customer's entire journey and focus on a complete experience, not just a point-in-time campaign. Creating a Customer journey map is a visual representation of how a Customer acts, thinks, and feels through the buying process and can be a valuable tool for creating a cohesive experience.



# THE CUSTOMER JOURNEY MAP: ACTIONABLE STEPS YOU CAN TAKE

1. Create a Customer journey map to better understand your user experience.
2. Research and identify the different stages of your Customer's journey.
3. Gather data and feedback from Customers to understand their needs, motivations, and pain points.
4. Plot & Prioritize the areas that need improvement and brainstorm ideas to enhance the Customer experience.
5. Use data and predictive analytics to personalize your marketing campaigns.
6. Use automation tools to deliver personalized content at scale.
7. Use personalization to enhance customer loyalty and drive revenue.





# CONTENT MARKETING 2.0

- **Blog Posts:** Use AI-driven tools like Contentlyze or Jasper to generate and optimize blog post content, saving time and ensuring SEO friendliness.
- **Social Media:** Employ AI tools like Buffer or Hootsuite for automated scheduling and posting. Utilize AI analytics for sentiment analysis and optimization of engagement.
- **Email Marketing/Newsletters:** Leverage AI tools like MailChimp or Moosend for personalized content creation, optimal delivery times, and automated A/B testing for improved engagement.
- **SEO Keywords:** Use AI SEO tools like Clearscope or Surfer SEO for superior keyword research, content optimization, and trend anticipation.



# CONTENT MARKETING 2.0

- **User-Generated Content (UGC):** Employ AI to analyze UGC sentiment, curate content, and respond efficiently. Tools like Yotpo can help in automating this process.
- **Referral Marketing:** AI can be used to analyze referral marketing strategies' effectiveness and automate rewarding processes. Use tools like ReferralHero or ReferralCandy.
- **Automated Marketing:** Use AI-driven platforms like HubSpot or Marketo for marketing automation. They can handle multiple channels and provide analytics for continuous optimization.
- **Influencer Marketing:** AI-driven tools can help discover the right influencers and automate content creation, while safeguarding budgets by detecting fake followers and ensuring influencer authenticity. This optimization of marketing campaigns through AI provides real-time insights for enhanced effectiveness.



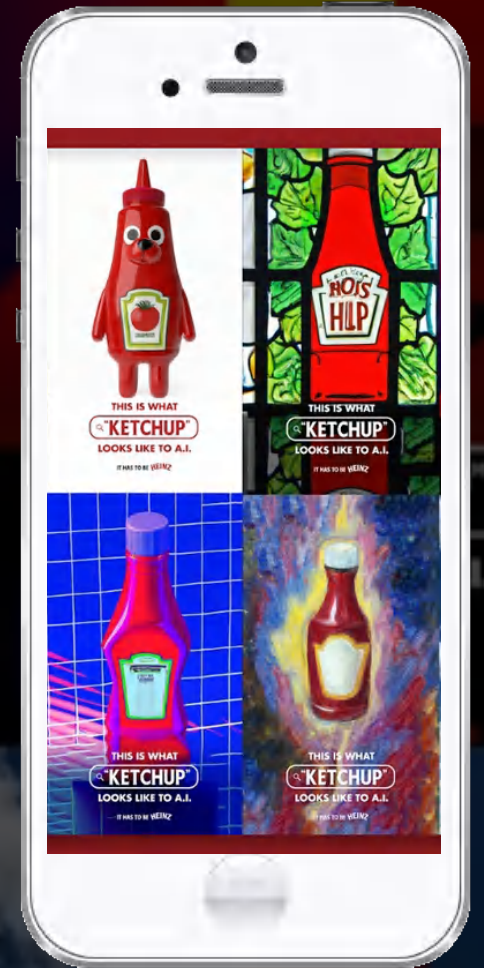
# SUCCESS EXAMPLE: BUZZFEED

BuzzFeed is known for its iconic quizzes, and this year it took it to the next level with A.I. as a part of its marketing strategy. BuzzFeed Infinity Quizzes are composed of three parts: questions from BuzzFeed writers, input from quiz takers, and data processing by Open AI's GPT model. This makes the quiz results highly personalized, making it almost impossible to end up with the same quiz results as anyone else.



# SUCCESS EXAMPLE: HEINZ

Heinz created the first-ever ad campaign with entirely AI-generated visuals. Heinz used an advanced AI image generator with text prompts such as “*ketchup in outer space*” or “*ketchup in a pool*” to create the visuals for their ad. Even without specifying their brand, the AI produced Heinz-inspired ketchup images. Eventually, people online hopped in on the trend and came up with their own prompts. The best AI-generated visuals were used for the Heinz marketing campaign.



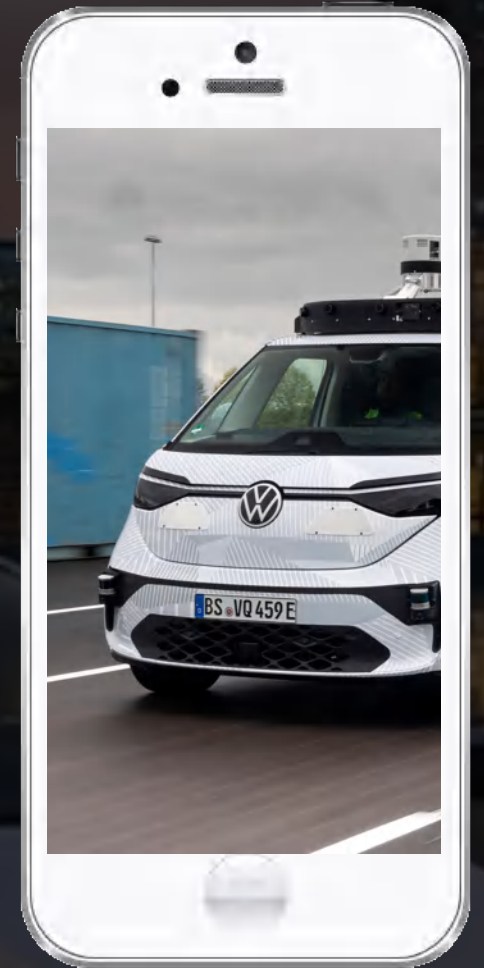
# SUCCESS EXAMPLE: VOLKSWAGEN

Volkswagen uses AI to forecast buying decisions by using Predictive Analysis. The marketers at Volkswagen decided to rely wholly on data for which they decided to trust an AI so that they could invest less in campaigns and upsurge their sales. With better forecasting of buying decisions, Volkswagen was able to cut the hidden costs that their media agency previously charged and even increased sales by 20% from Volkswagen dealerships.

## ACTIONABLE STEP FOR YOU:

There are tons of AI tools for data analysis that you can try out. Here are some recommendations:

- Tableau
- RapidMiner
- DataRobot



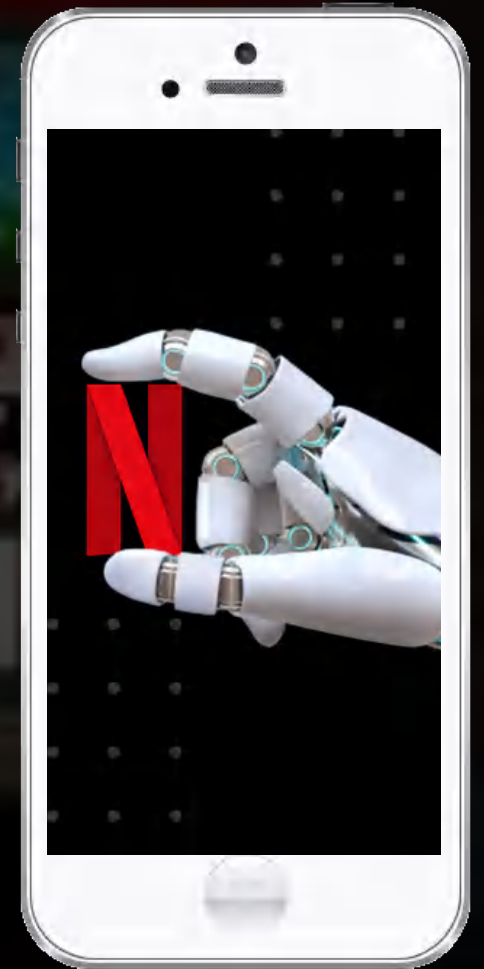
# SUCCESS EXAMPLE: NETFLIX

We all know how excellent Netflix is with its marketing, but one thing that stands out is its use of AI for personalization. How do they do it? The AI collects the data and recommends the shows, movies, and even the artwork that you see is personalized according to the user. How profitable is the AI for Netflix? Netflix's recommended engine is worth over \$1 Billion per year, which, as expected, comes from the personalized grid of suggestions that is catered only to the viewers' taste.

## ACTIONABLE STEP FOR YOU:

Personalizing and experimenting with data is much easier with AI now. All you need is a reliable tool for it to happen, and we have some great ones that you can experiment with:

- Evolve AI
- Kameleoon
- Optimizely



# SUCCESS EXAMPLE: CHASE

When it realized that AI could create better copy than humans, Chase signed a deal with a software startup, when the copy generated by AI had higher click rates—even double in most cases. Chase saw a 450% lift in CTRs on ads.

## ACTIONABLE STEP FOR YOU:

Copywriting with AI can automate many of your writing tasks. Here are a few tools to help you out:

- Copy AI
- Jasper AI
- ClosersCopy



# SUCCESS EXAMPLE: COSABELLA

As the marketing communication between Cosabella and its agency became time-consuming and difficult, it decided to use AI for its paid search and digital marketing efforts using creatives and KPIs provided by the brand. By using AI it increased the brand's search and social media return-on-ad-spend by 50% and decreased its ad spend by 12%.

## ACTIONABLE STEP FOR YOU:

The advancement of AI has been a miracle for marketers, especially regarding social media and advertising. Check out these AI tools to implement better ads and social media management:

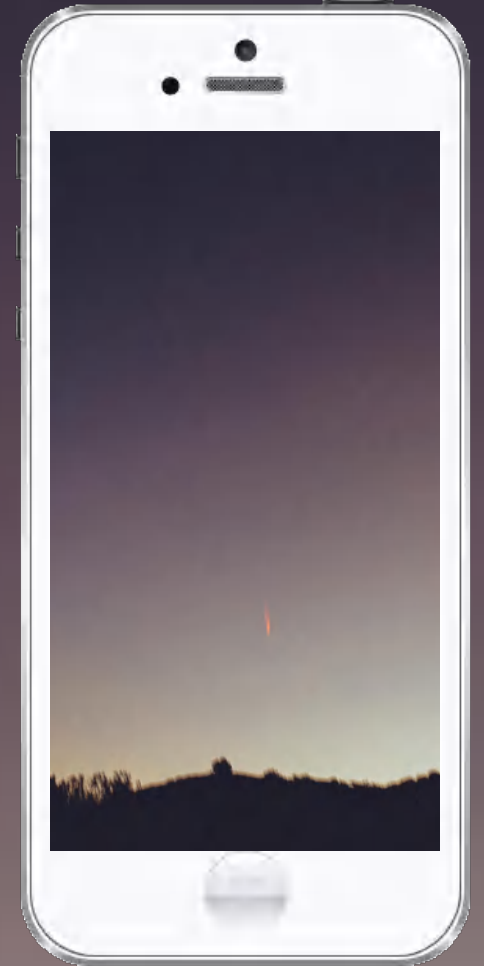
- Adext AI
- Lately
- Optimove





# AI/MARKETING SECRET SAUCE TIPS

- Take a holistic approach and provide better communication and training, creating a clear strategy.
- Maximize the use of chatbots and always remember - “It’s all in the PROMPT” —
  - Good Prompt: Good prompts are specific, clear, and provide context. They guide the AI to generate relevant and useful responses. *“Hey there! I’m a marketer looking to create engaging social media content for a fashion brand. Can you provide me with some creative ideas for Instagram posts that will resonate with our target audience, which is young adults interested in sustainable fashion?”*
  - Bad Prompt: Bad prompts are vague, unclear, or too broad, making it difficult for the AI to understand the marketer's needs. *“Give me some marketing tips.”*



# LET'S CONTINUE THE JOURNEY

As we stand on the precipice of this AI-powered era, let's embrace this technology as a collaborative tool that enhances our work, ushering in an era of unprecedented personalization in marketing.

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Industry Sources: Insider Intelligence, Tidio, Forbes, Adweek, Influencer Marketing Hub, Business Focus Magazine, I Mean Marketing, International Journal of Market Research, HubSpot, Fit Small Business, Campaigns of the World.

