



NUCCO



NAVIGATING THE **MARKETING AI** LANDSCAPE

Your need-to-know guide

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Why **AI** matters to marketers

We are now in a time of practical AI, with many easy-to-use tools for experimentation and learning. Some businesses are already investing, others are yet to experience the technology and still question the relevance to their business.

As part of the innovative UNIT9 group of companies, Nucco has first-hand experience of how AI can boost productivity and creativity in marketing communications.

We have experienced how generative AI can research, create, analyse and optimise content for brands, and how the tools can enable personalised experiences.

These range from credible human chatbots to creativity generators that can deliver thousands of messages to customers at every stage of the marketing funnel.



We are just beginning to understand the potential generative AI has to transform marketing communications.

This guide aims to help you maximise the opportunities already available and be prepared for the changes continuing to evolve. We also share thoughts on AI's ability to transform your marketing today and tomorrow and the practical steps you can take to harness the technology.

Current Challenges

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Personalisation has been an important part of the digital revolution over the past three decades. Creating and distributing personalised content at scale is still a challenge, despite many mature technologies and access to consumer data. Balancing the cost of high-volume, high-quality personalised content against its effectiveness is still challenging.

Generative AI has the potential to solve this.

By combining AI's power to generate quality content from data, brands can enhance their presence for the right audience at the right time and place, significantly impacting real-time customer experiences.

But with so many AI tools available, now is the time to start exploring, integrating and using generative AI to develop the future competence of your brand and marketing teams. Generative AI tools are low-cost, practical and easy-to-use in reducing some marketing activities' day-to-day work.



So which are the best content tools to experiment with now?

The following are user-friendly and incredibly powerful so are a great place to start experimenting.

For content

ChatGPT from OpenAI

ChatGPT can generate text for blogs and social media, but that is only scratching the surface of this highly talked about piece of tech.

The tool can also be used to provide responsive dialogue through chat interfaces. A subscription also includes access to image generator DALL-E. While Sora, a text to video generator, is expected to be added soon.

Canva Magic Write

An AI-powered design tool within Canva, Magic Write assists in creating compelling copy for designs and speeding up the creative process, making it easier for marketers to produce graphics and presentations.

Adobe Sensei

Integrated into the Adobe suite, Adobe Sensei uses AI to automate design and video editing tasks, enhance personalization in marketing campaigns, and streamline content creation processes.

Grammarly Business

This AI-driven writing assistant helps ensure all marketing content is grammatically correct, clear, and effective. The tool is especially helpful for maintaining brand voice across channels

To learn more about these tools, visit [here](#)



And which are the best audience and optimisation tools?

Audience and optimisation

Hootsuite Insights

This tool utilises AI to monitor social media for brand mentions, sentiment analysis, and trending topics, allowing marketers to manage their brand reputation more effectively.

Optimove

Optimove specialises in customer data platform services, using AI to segment audiences, automate targeted campaigns, and execute marketing strategies aimed at increasing customer value and retention.

Google Analytics AI

The tool leverages AI to offer insights and predictive analytics about website traffic and user behaviour. It helps marketers understand visitor actions and optimise their websites for better engagement and conversion rates.

HubSpot's AI-powered CRM

HubSpot uses AI to enhance lead scoring, email marketing optimisation, and content management. Ultimately helping marketers automate mundane tasks and focus on strategy and engagement.

To learn more about these tools, visit [here](#)



How can you maximise AI's potential right now?

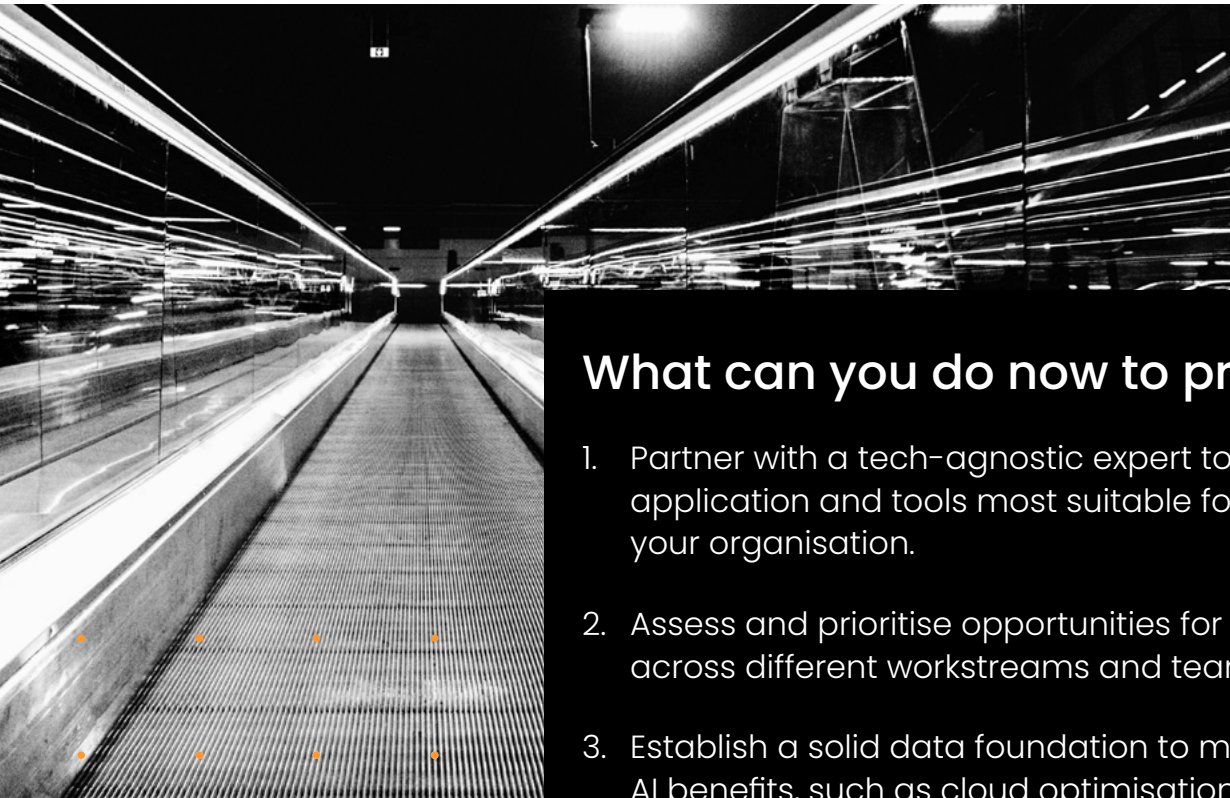
AI is a powerful tool, but it can feel overwhelming when you are just starting out. The constant release of new versions can also make keeping up incredibly difficult. But as you put some tools into practice, the following is helpful to keep you and your teams on the front foot.

As you put some of the tools into practice, the following is helpful to keep in mind.

- 1. Educate.** An excellent first step is to ensure everyone knows what is possible now and what may be essential knowledge for the future.
- 2. Access.** Provide teams with access to tools and resources, encouraging experimentation, and knowledge sharing.
- 3. Motivate.** Launch initiatives and challenges that promote using AI tools to simplify tasks.
- 4. Lead.** Identify and empower key stakeholders to manage the AI transformation.
- 5. Roadmap.** Create an AI policy and implementation plan for team skill development.
- 6. Risk.** Research and keep abreast of the legal and data implications of AI. To learn more about the current Government regulations and recommendations, please visit this government [site](#).

What's on the horizon? (Near-term)

AI technology continues to improve in application, quality, and accuracy. At Nucco, we are excited about the possibilities and believe the technology will transform many aspects of marketing communications. We are all in the early stages of an uncharted journey.



What can you do now to prepare?

1. Partner with a tech-agnostic expert to explore the application and tools most suitable for your organisation.
2. Assess and prioritise opportunities for AI integration across different workstreams and teams.
3. Establish a solid data foundation to maximise AI benefits, such as cloud optimisation and data cleanup.

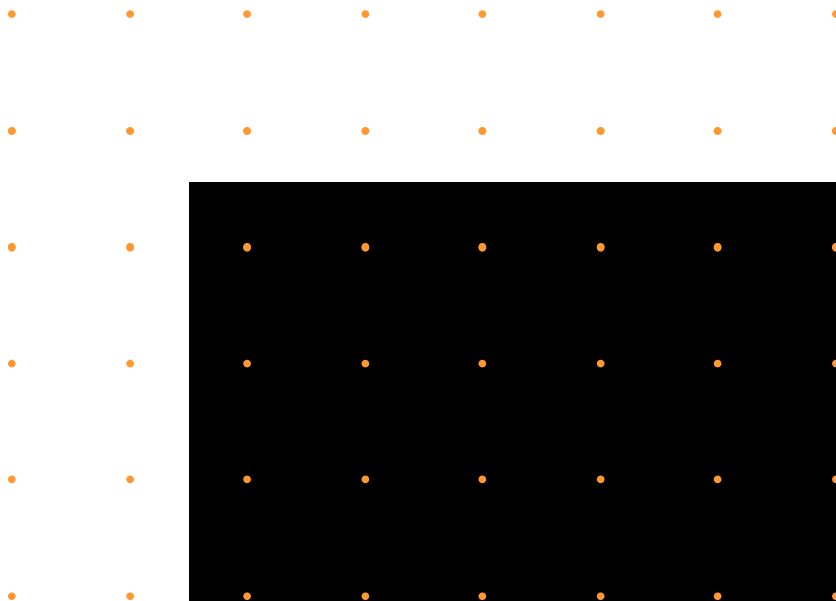


What's next? (Long-term)

Seamless integration and hyper-relevance. AI's ability to analyse complex data on cultural shifts, buying trends, and individual preferences will usher in an era of predictive marketing.

As marketing operations become more automated, the overall scope of marketing will expand, demanding more personalised content and a strategic, consultative role for marketers.

Much of the complex data, information processing and research aspects of marketing will provide better, more actionable insights. Some aspects of production will become simpler or disappear.



A huge opportunity – but beware the flaws

At Nucco, we are sure AI will give marketers more time to focus on human strengths – the value of intuition, insight, narrative and creativity. But while it is a powerful tool, it's also essential to recognise the shortcomings.

For example, the tools can be persuasive liars, creating credible information that is simply not true. So while AI tools are helpful for drafts, concept generation, and thought expansion you should be aware of their limitations and evaluate suitability and trustworthiness on a case-by-case basis.

Only by understanding and embracing AI's potential, can you prepare your business for the quickly changing AI landscape. Start laying the groundwork for broad integration now, and you'll be well-positioned to make the most of the technology as it becomes integral to our everyday lives.





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About Nucco

We are communication experts that change behaviour and perspectives.

Part of UNIT9, we are powered by one of the world's leading creative, digital and content production groups. We use insight-led creative to create digital campaigns and content for advertising, marketing and internal communications.

If you'd like to find out how Nucco can help you, please get in touch [here](#)

Find out more about Nucco [here](#)