

Fireside Chat | **[Content Automation]**

How to Revolutionise Marketing Through Content Automation



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What is the biggest challenge when using AI to create content? (within 3 words)

① Start presenting to display the poll results on this slide.

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Question 1

How to decide about introducing automated solutions and which AI tools to use?



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Question 2

How automation and AI tools have been utilised to generate creative content, from blog posts to social media content and beyond.



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Question 3

Tactics for keeping automated content aligned with brand standards and customer expectations.



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Question 4

What are the challenges of AI in your industry / organisation? How to find new initiatives amid the budget/resources restrains?



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Key Takeaway



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Q&A



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