

Keynote Presentation | **[GenAI & LLMs]**

The Generative AI Maturity Ladder: A Walk, Crawl, Run Approach to Using ChatGPT, Gemini, and Other Large Language Models for Digital Marketing



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Vertiv.com



The Gen AI Maturity Ladder

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Digital Marketing Director, [Vertiv.com](https://www.vertiv.com)





Speaker

Jeffrey Pe Benito

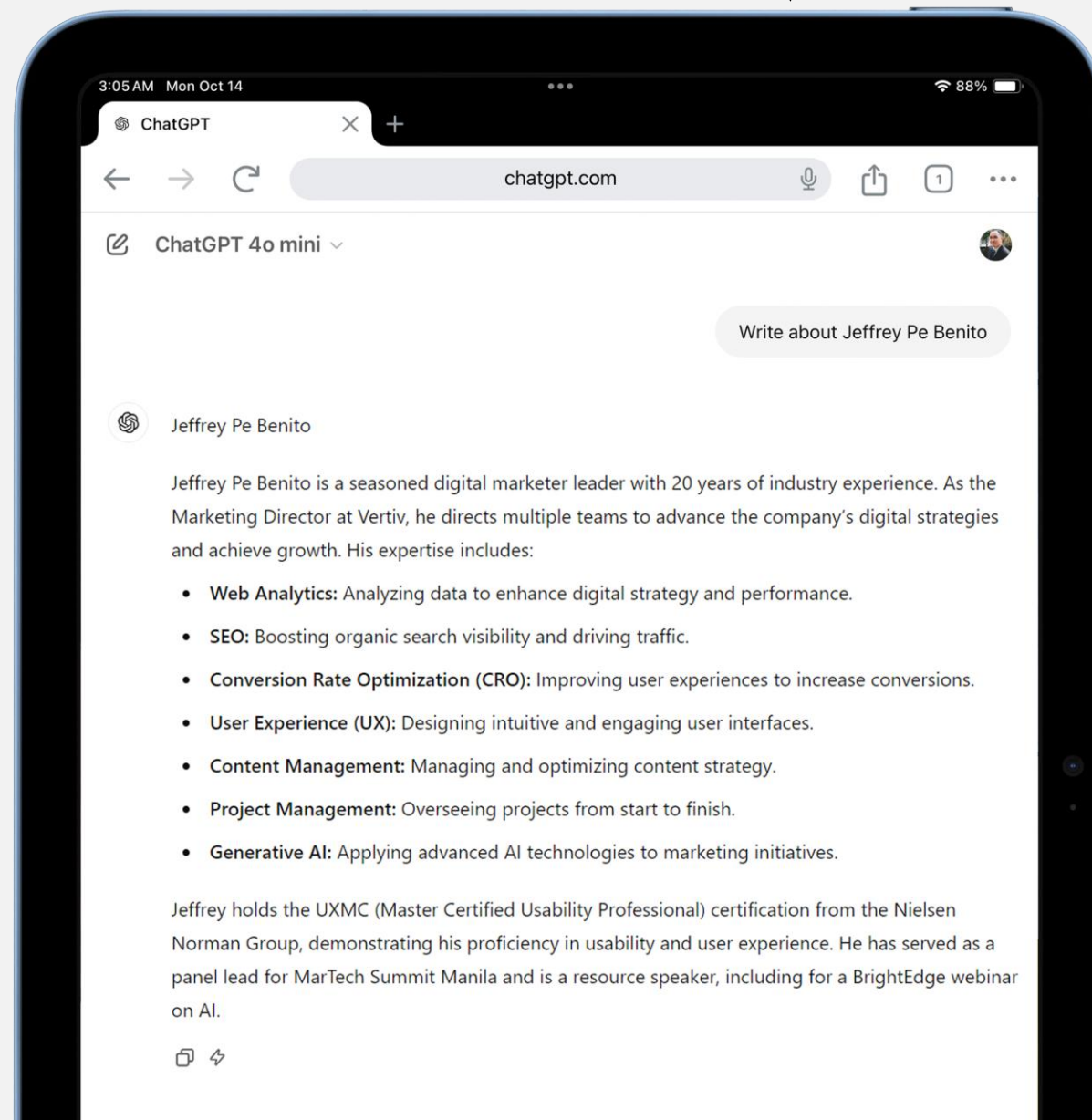
Digital Marketing Director,
Vertiv.com

According to Jeff

Jeff has about 2 decades of digital marketing experience covering fields like SEO, web analytics, and UX. He has deliberately chosen to be a data nerd, for some reason, and appears to have no plans of stopping any time soon.

Outside of work, he likes to read books/ comic books, play video games, watch shows and movies - he pretty much enjoys things that do not require him to stand up or walk.

According to Generative AI



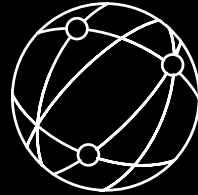
Vertiv At-a-Glance

We Power and Cool the Internet



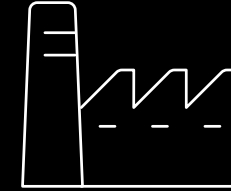
~\$6.9B

USD Revenue



~27,000

Employees
Globally



22

Factories –
Global Footprint
& Supply Chain



240+

Service Centers



3,500+

Field Service
Engineers



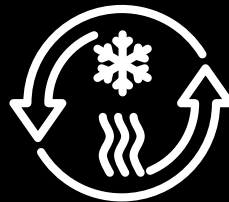
50+

Years in the
Industry



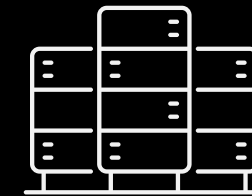
20+

Years avg.
customer
relationship



#1

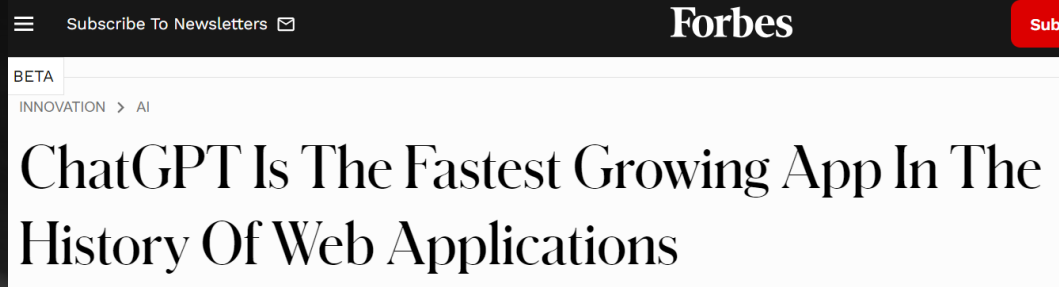
In Thermal
Management





#1

In 3-Phase
Large UPS and
Power Switching
& Distribution

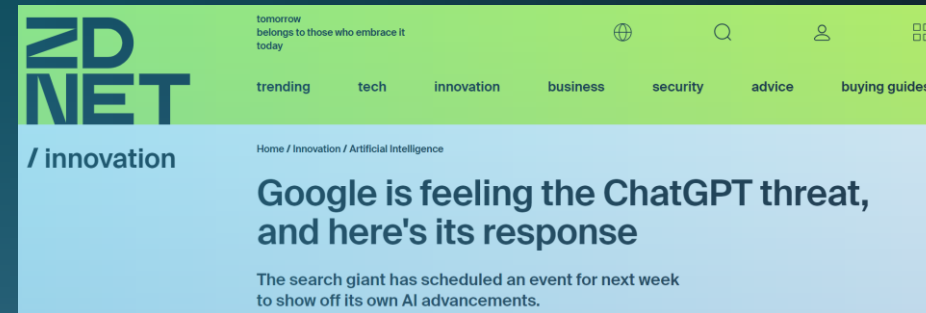
How large will this disruption be? (1)



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BETA
INNOVATION > AI

ChatGPT Is The Fastest Growing App In The History Of Web Applications



tomorrow belongs to those who embrace it today

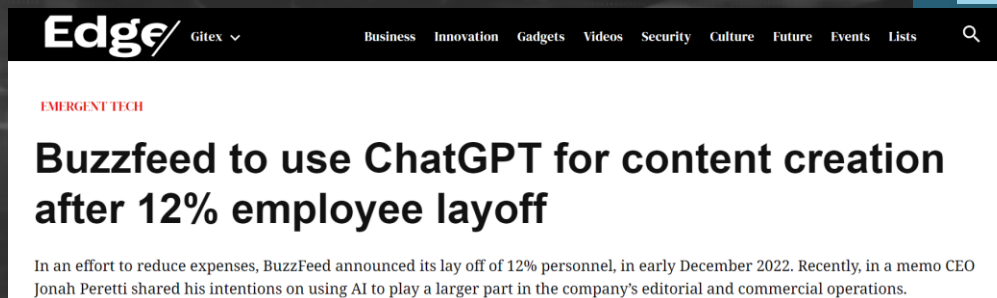
ZDNET



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Google is feeling the ChatGPT threat, and here's its response

The search giant has scheduled an event for next week to show off its own AI advancements.

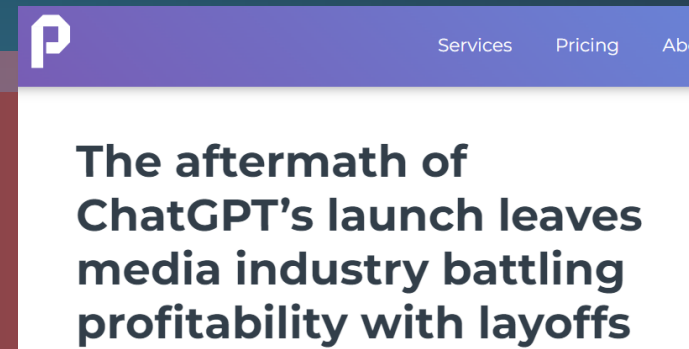


Edge  Business Innovation Gadgets Videos Security Culture Future Events Lists 

EMERGENT TECH

Buzzfeed to use ChatGPT for content creation after 12% employee layoff

In an effort to reduce expenses, BuzzFeed announced its lay off of 12% personnel, in early December 2022. Recently, in a memo CEO Jonah Peretti shared his intentions on using AI to play a larger part in the company's editorial and commercial operations.



P Services Pricing About

The aftermath of ChatGPT's launch leaves media industry battling profitability with layoffs



The Washington Post
Democracy Dies in Darkness

INNOVATIONS

ChatGPT took their jobs. Now they walk dogs and fix air conditioners.

Technology used to automate dirty and repetitive jobs. Now, artificial intelligence chatbots are coming after high-paid ones.



How large will this disruption be? (2)

Jobs

VentureBeat

Security ▾ Data Infrastructure ▾ Automation ▾ Enterprise

Guest

Why we need to check the gen AI hype and get back to reality

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TOP OF MIND

Gen AI: too much spend, too little benefit?

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Artificial intelligence is losing hype

For some, that is proof the tech will in time succeed. Are they right?

Goldman Sachs Exchanges

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The Generative AI Hype Is Almost Over. What's Next?

Christian Stadler Contributor

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The Generative AI Hype Is Almost Over. What's Next?

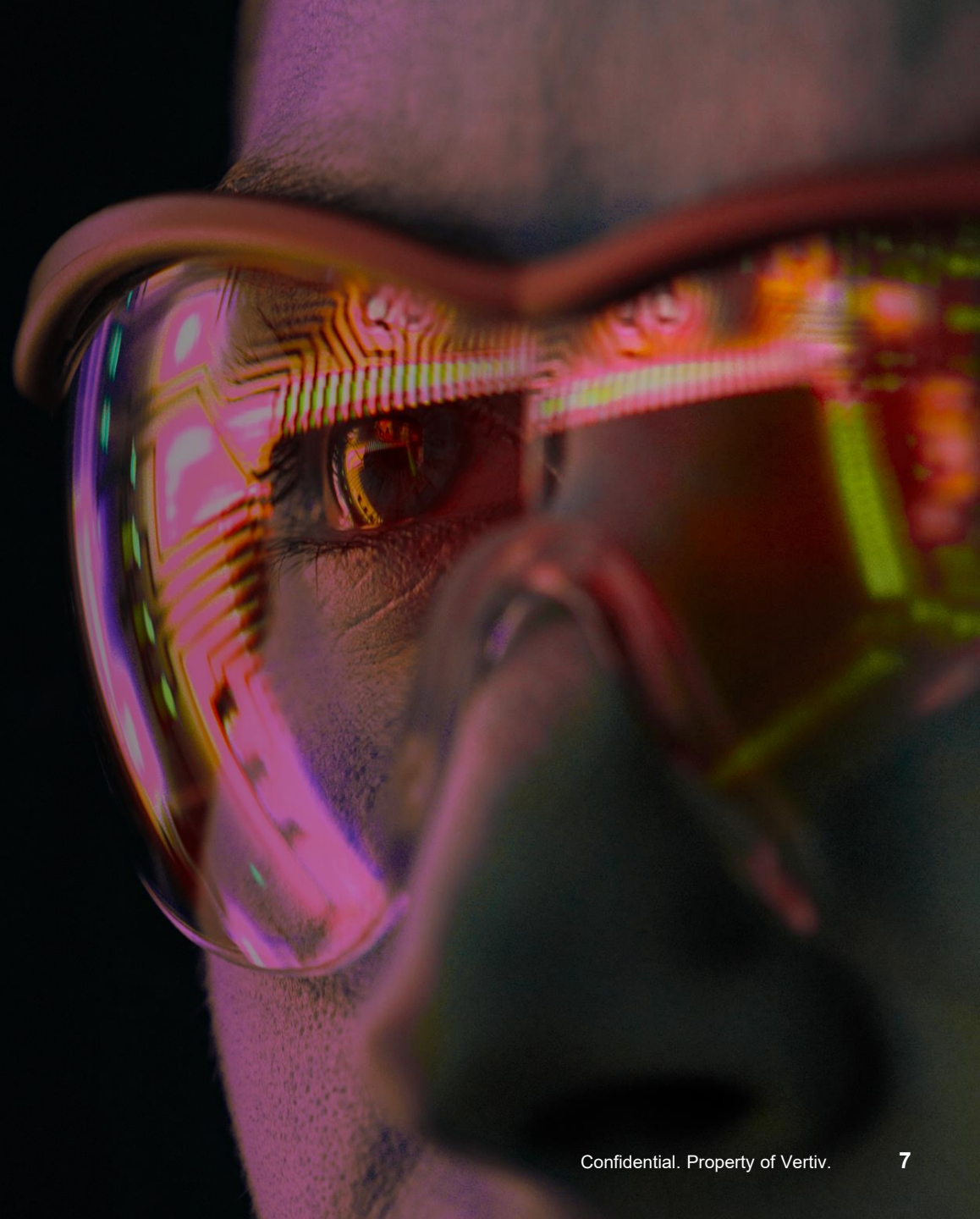
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I write about strategy.

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AI'S TRILLION DOLLAR TIME BOMB

What does all this
mean for our work
now, and in the
near future?



3 things to understand



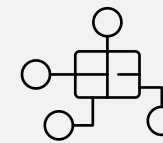
Hallucinations

What are the limitations where even if we understand how to work with LLMs, the gen AI content is still likely to spit out bad information?



Prompt Engineering

How good can we improve LLM responses if we understand the techniques to make them work better?



Tool Integration

Beyond chat systems, how are the day-to-day tools that marketers use integrating LLMs, and what does that do to our regular marketing workstreams?

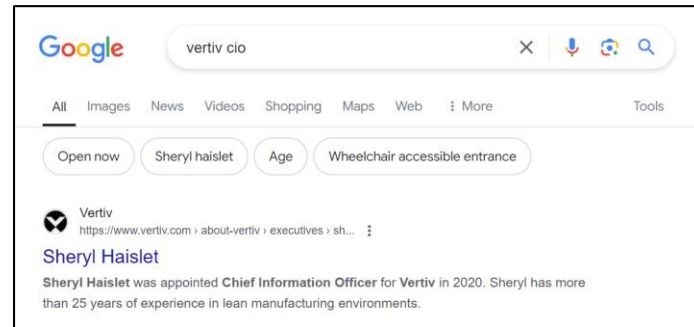
What are hallucinations?

LLM Weakness

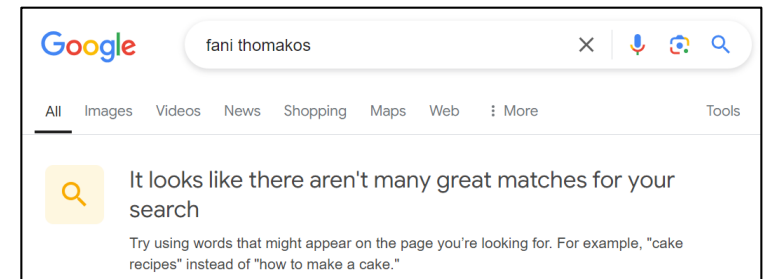
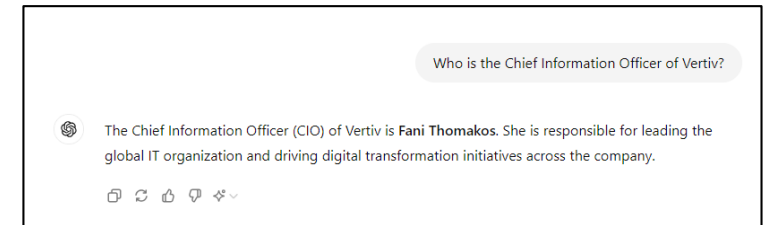
LLMs can be great at certain topics, but there are some areas that they do not perform well under. They tend to “hallucinate” or make things up for those fields.

Sometimes, large language models enter a failure mode where they “dream up” facts

Correct:



Invented by AI:

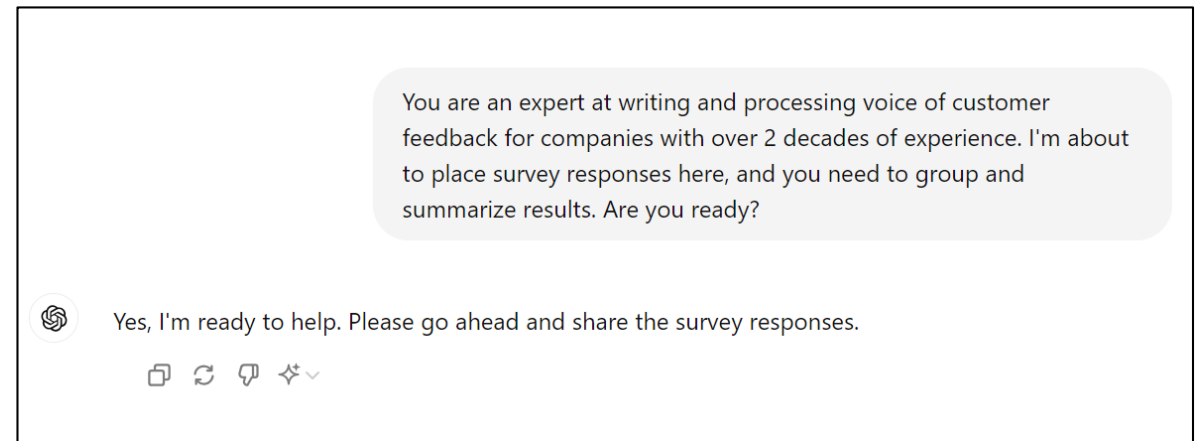


How do you reduce AI hallucinations?

What is prompt engineering?*

Refining a prompt

- Getting the maximum amount of value from working with a LLM via very specific prompts
- Prompts on LLM-powered tools like ChatGPT and Gemini don't always provide usable results
- Prompt engineering is the process of improving the results using various techniques
- Different techniques work better depending on the outcome you want



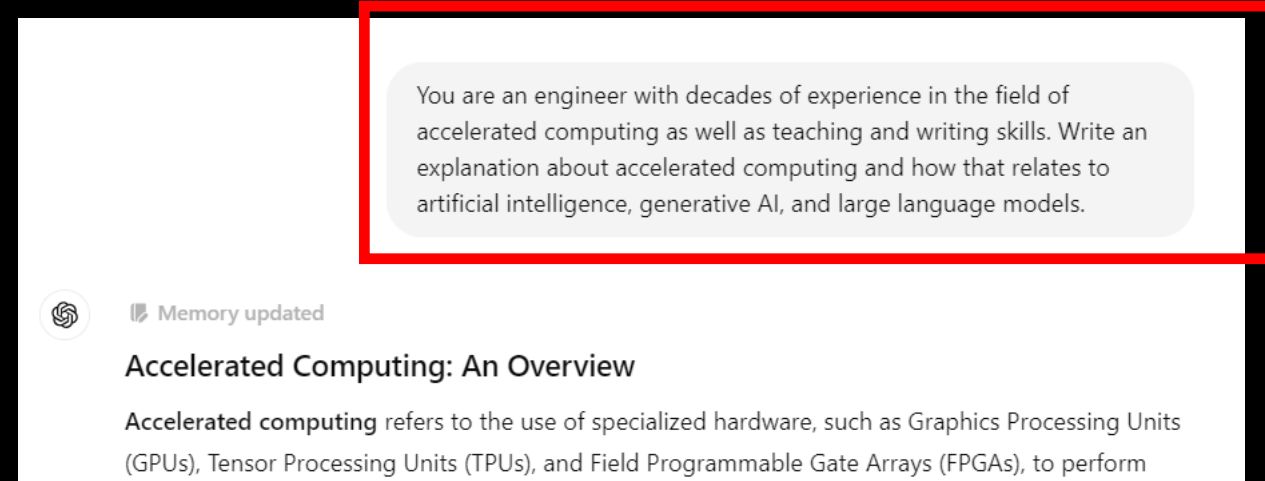
Technique 1:

Role Prompting

A role or job title can be assigned to the LLM to control the style and tone of AI-generated text to fit specific contexts or audiences.

Example: *You are an engineer with decades of experience in the field of accelerated computing as well as teaching and writing skills.*

- **Possible use case:**
 - SEO - idea generation for article titles, automated drafts for tags like metatag descriptions, etc.



The screenshot shows a chat interface with a red border around the prompt area. The prompt is: "You are an engineer with decades of experience in the field of accelerated computing as well as teaching and writing skills. Write an explanation about accelerated computing and how that relates to artificial intelligence, generative AI, and large language models." Below the prompt, there is a "Memory updated" notification and the AI's response: "Accelerated Computing: An Overview" followed by a paragraph explaining accelerated computing hardware like GPUs, TPUs, and FPGAs.



Technique 2:

Instruction Prompting

AI can be directed to perform specific tasks through clear instructions. This helps narrow down results for specific tasks.

Example: *Correct the Excel formula so there are no gaps for values 70 to 100*

- **Possible use case:**
 - Web analytics - regular expressions for Google Analytics, spreadsheet formulas for data analysis

Correct the Excel formula so that the grades have no gaps and false values for possible values 70 to 100:
=IF(D2>95,"A",IF(D2>90,"B",IF(D2>85,"C",IF(D2>75,"D",IF(D2<75,"F"))))
)



Your current formula has a couple of issues:

1. There is a gap in the grades where a score of 95 exactly wouldn't match any of the conditions.
2. There is also a potential "FALSE" value for scores below 75 due to the last IF condition not covering all ranges correctly.

Here is a corrected version of your formula that ensures no gaps or "FALSE" values:

excel

Copy code

```
=IF(D2>=95,"A",IF(D2>=90,"B",IF(D2>=85,"C",IF(D2>=75,"D","F"))))
```

Before

```
=IF(D2>95,"A",IF(D2>90,"B",IF(D2>85,"C",IF(D2>75,"D",IF(D2<75,"F"))))
```

Name	Score	Grade
May	95	B
Gun	92	B
Maria	79	D
Jen	94	B
David	100	A
John	90	C
Michael	97	A
James	91	B
Emma	80	D
Olivia	85	D
John	91	B
Ana	75	FALSE
Jane	94	B
Jona	98	A
Laura	98	A
Ferns	89	C
Nan	91	B
Chai	95	B
Joseph	94	B
Carlos	93	B

After

```
=IF(D2>=95,"A",IF(D2>=90,"B",IF(D2>=85,"C",IF(D2>=75,"D","F"))))
```

Name	Score	Grade
May	95	A
Gun	92	B
Maria	79	D
Jen	94	B
David	100	A
John	90	B
Michael	97	A
James	91	B
Emma	80	D
Olivia	85	C
John	91	B
Ana	75	D
Jane	94	B
Jona	98	A
Laura	98	A
Ferns	89	C
Nan	91	B
Chai	95	A
Joseph	94	B
Carlos	93	B

Technique 3:

Few-Shot Prompting

The model can be guided to perform new tasks by showing examples first.

Example:

Q: The information was easy to find.


A: Positive.

Q: I couldn't locate my product.

A: Negative.

- **Possible use case:**
 - Voice of Customer - survey analysis for sentiments, etc.

Q: The information was easy to find. A: Positive
Q: I couldn't locate my product. A: Negative
Q: I found the illustrations helpful. A: Positive.
Q: The pages are pretty but hard to use. A: Negative
Q: I submitted a form but no one got back to me. A:

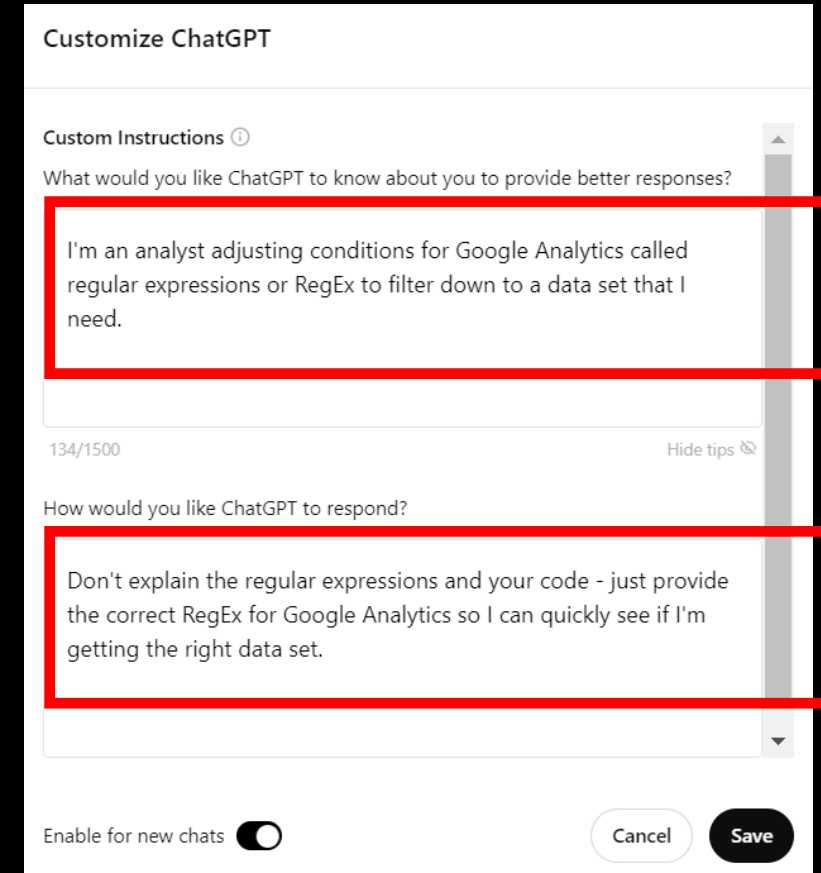
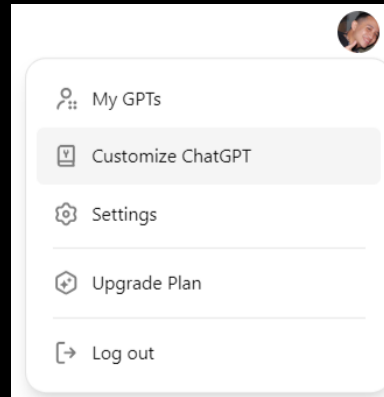
 A: Negative

Changing the Configuration

Longer-term changes to ChatGPT responses

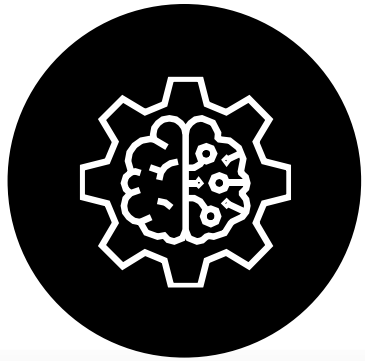
You can change the way ChatGPT responds to your query if you're doing something specific.

For example, you might be working on Excel conditions, HTML, or filters for Google Analytics, and you don't want the extra content, just the formulas or scripts.

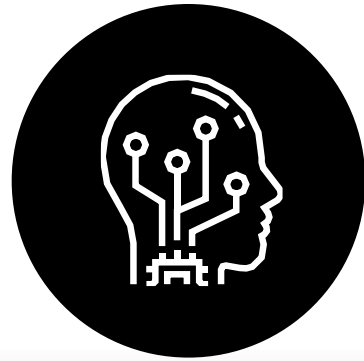


Components of a Prompt

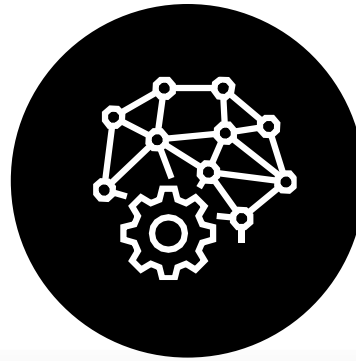
To get a large language model to more closely do what you need it to do, you'd generally want to adjust these levers:



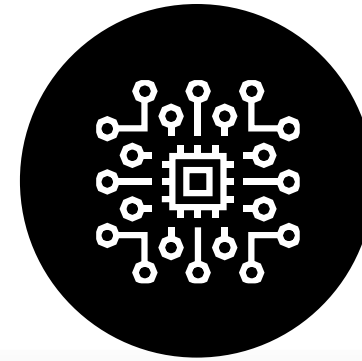
Instruction:
what you want
the model to do



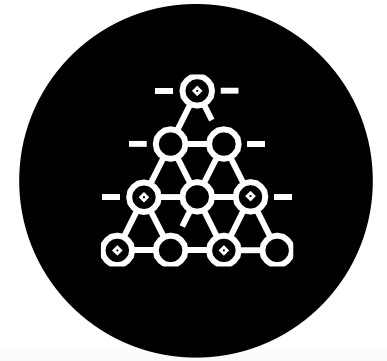
Role:
who/what you
want the model to
act as



Context:
information about
the prompt




Tone:
the language




Formatting:
how to structure
the output

Beyond chatbots, are LLMs integrated into marketing tools?

















You are an SEO with 15 years of experience in the field. Write a browser page title and metatag description for this page:
<https://www.nike.com/ph/w/mens-shoes-nik1zy7ok>

 Page Title: "Men's Shoes | Latest Nike Men's Footwear for All Sports & Styles"

Meta Description: "Explore the latest collection of Nike men's shoes for every sport and lifestyle. Shop top-rated running, basketball, training, and casual shoes in a variety of styles and sizes. Find your perfect fit today!"

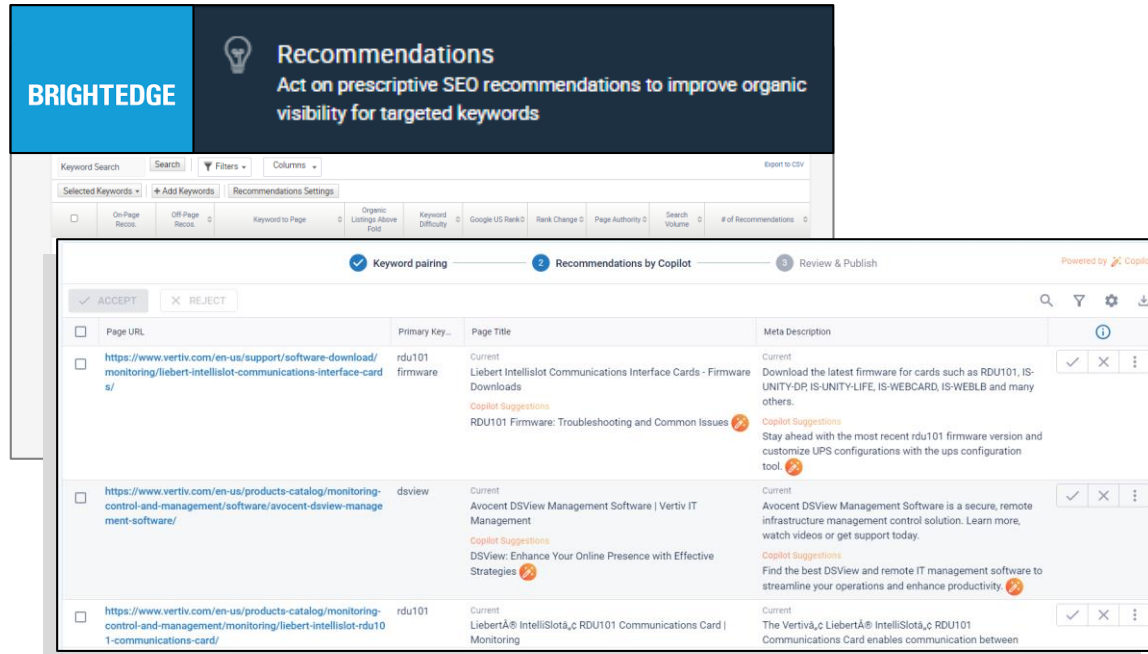


Companies like OpenAI also “rent out” their technology to other companies - and some of those are tools used by digital marketers in a “non-chat” way

Page Title	Meta Description	
Current Liebert IntelliSlot Communications Interface Cards - Firmware Downloads Copilot Suggestions RDU101 Firmware: Troubleshooting and Common Issues 	Current Download the latest firmware for cards such as RDU101, IS-UNITY-DP, IS-UNITY-LIFE, IS-WEBCARD, IS-WEBLB and many others. Copilot Suggestions Stay ahead with the most recent rdu101 firmware version and customize UPS configurations with the ups configuration tool. 	   
Current Avocent DSView Management Software Vertiv IT Management Copilot Suggestions DSView: Enhance Your Online Presence with Effective Strategies 	Current Avocent DSView Management Software is a secure, remote infrastructure management control solution. Learn more, watch videos or get support today. Copilot Suggestions Find the best DSView and remote IT management software to streamline your operations and enhance productivity. 	   
Current Liebert® IntelliSlot,ç RDU101 Communications Card Monitoring	Current The Vertiv,ç Liebert® IntelliSlot,ç RDU101 Communications Card enables communication between	   

Example: AI in BrightEdge for SEO

Automated browser page title and metatag description drafts



There are also LLM-powered features in usability testing, design tools, and a host of other applications

LLM + Human

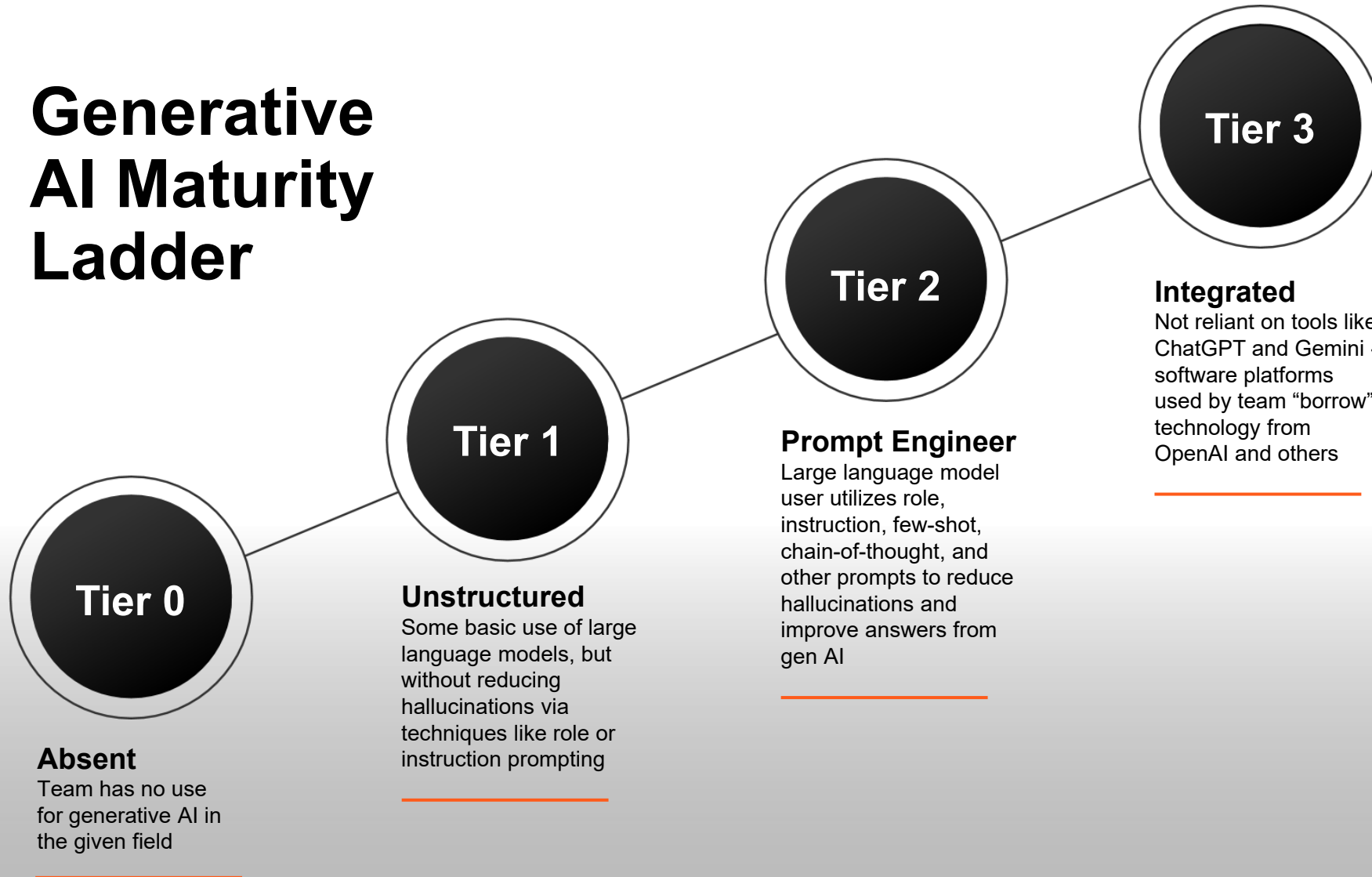
Tag edits used to be a full role in many companies - now the drafts are from large language models in seconds.

This is the type of thing that would “fit” into where you work - no need to import results from Gemini/ChatGPT/other LLMs.

- ☑ Browser Page Title
- ☑ Meta Description Tags



Generative AI Maturity Ladder



Should you use generative AI in this field?

How difficult is it to automate?

Does the field have a process that is likely to be helped by a large language model? (e.g. lots of small steps that a traditional robotic process automation project wouldn't work for)

Can the team absorb the workflow?

- Imagine you had a hundred interns doing simpler tasks - would this help with the field?
- Are the team processes mature enough that adding automated parts will help?

Does prompt engineering help?

- Is the automation via ChatGPT, Google Gemini, or some other comparable technology?
- Is it in a field where, if you apply good prompts and good configuration techniques, the data will likely not be affected by hallucinations?

Is there something embedded in tools?

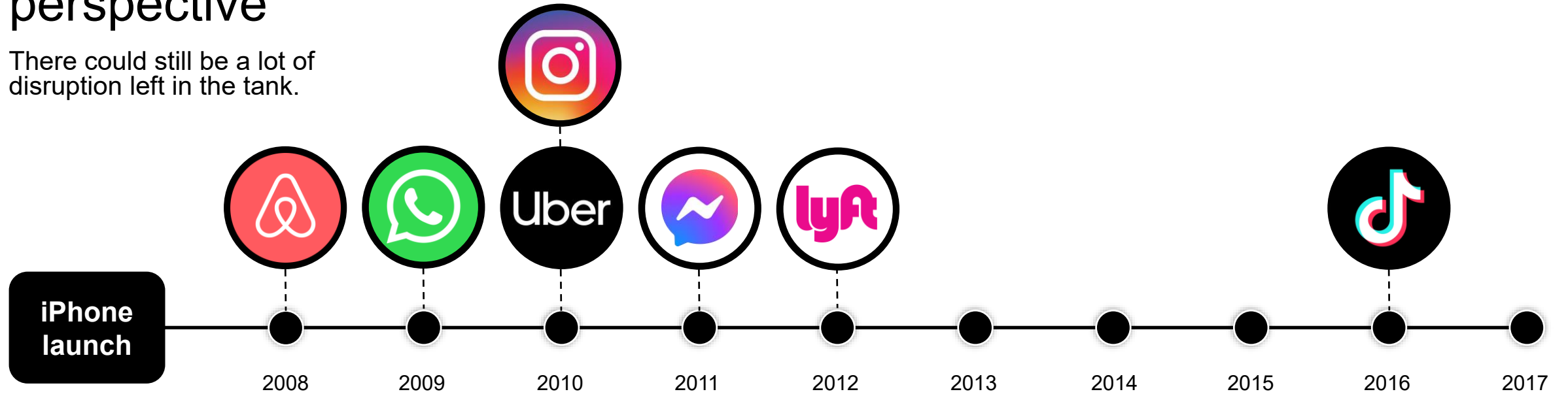
- Do your tools already have something that automates things via LLMs, or are there cost-comparable tools that will help with your processes?
- Does your company have an internal gen AI tool to support various functions?

Example: Finding the Right Match

Field	Search Engine Optimization	Conversion Rate Optimization	Content Authoring	Web Analytics and Voice of Customer	User Experience
Status	Integrated in tool, helps automate browser page titles	Not integrated in tool, there are tools on the market that help with personalization and splits	Not integrated in tool, no applicable viable tools	ChatGPT/Gemini for survey analysis, prompt engineering required	Automated summary drafts and artifacts
Tools	BrightEdge	AI a/b testing tools	N/A	ChatGPT or Gemini	Standard design tools
Pursue gen AI?	Yes	Monitor	No	Yes	Monitor

Putting things into perspective

There could still be a lot of disruption left in the tank.



Disrupt smartly.

1. Get comfortable with at least the basics of prompt engineering and understand the fields that are less subject to hallucinations.
2. Find the generative AI use cases that fit neatly into your existing processes.



Thank you!



Jeffrey Pe Benito

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