

AI For Marketers: Embracing Analytics & Creativity



ELFA

EQUIPMENT LEASING AND
FINANCE ASSOCIATION



Housekeeping



Today's web seminar is being recorded.



All questions should be submitted via the Questions Panel.

The screenshot shows a GoToWebinar interface with the following elements:

- Audio Panel:** Includes a 'MUTED' indicator, a microphone icon, and dropdown menus for 'Transmit (Plantronics Savi 7xx-M)' and 'Receive (Plantronics Savi 7xx-M)'. A red circle highlights the microphone icon.
- Questions Panel:** A red box highlights this panel, which contains a text input field with the placeholder text '[Enter a question for staff]' and a 'Send' button.
- Header:** Shows 'Talking: Liz Davis'.
- Footer:** Displays 'Webinar Housekeeping', 'Webinar ID: 608-865-371', and the 'GoToWebinar' logo.



Welcome and Introductions



Keara M. Piekanski, MBA
Director of Marketing
Oakmont Capital Services

Moderator



Chelsea Jensen, MBA
Sr. Communications &
Employee Engagement
Specialist
Sasser Family Companies

Panelist



Kyle Mallinger
SVP, Marketing
Financial Partners Group (FPG)

Panelist



Kristi Schon
Chief Marketing Officer
Channel

Panelist



Joseph Vu
SVP, Marketing
QuickFi

Panelist



Agenda



Defining AI



Using AI



Tools & Talent



Dangers of AI



Legislation



Summary

Scan Me



Are you currently utilizing AI tools for marketing?

- ✦ I use various tools daily!
- ✦ I use one or two tools to accomplish weekly tasks.
- ✦ I dabble here and there occassionally.
- ✦ I'm curious, but don't know where to start.
- ✦ What's AI?



What is Artificial Intelligence?



Defining AI

Artificial
Intelligence
Founded as an
Academic
Discipline



1956

Artificial
General
Intelligence
Created as a
Subfield



2002

**Deep Learning,
Machine Learning
Models**

Better hardware,
more access to
large amounts of
data



2012

**Generative
Artificial
Intelligence**

Text, Code, Images,
Music, Video,
Molecules, Robotics

*Chat-GPT, Dall-E,
Mid Journey,
Stable Diffusion*



2022



Defining AI

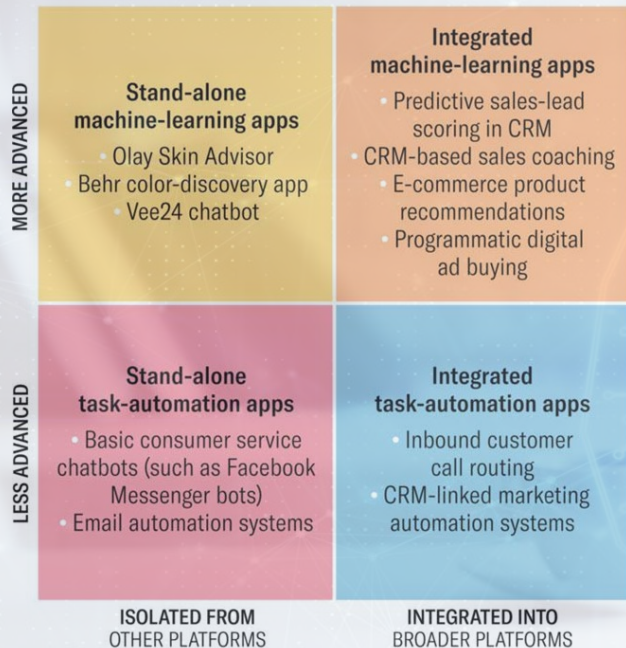
Generative AI has had a profound impact on the AI conversation by introducing new possibilities and challenges. Here are some of the key ways in which generative AI has changed the landscape:



In summary, generative AI has broadened the scope of what AI can achieve, leading to both excitement and concerns. Its impact on various industries and aspects of society has reshaped conversations around AI's potential, its ethical implications, and its role in shaping the future of technology and human interaction.



Defining AI



Of all a company's functions, marketing has perhaps the most to gain from artificial intelligence. Marketing's core activities are understanding customer needs, matching them to products and services, and persuading people to buy—capabilities that AI can dramatically enhance.

Source: <https://hbr.org/2021/07/how-to-design-an-ai-marketing-strategy>

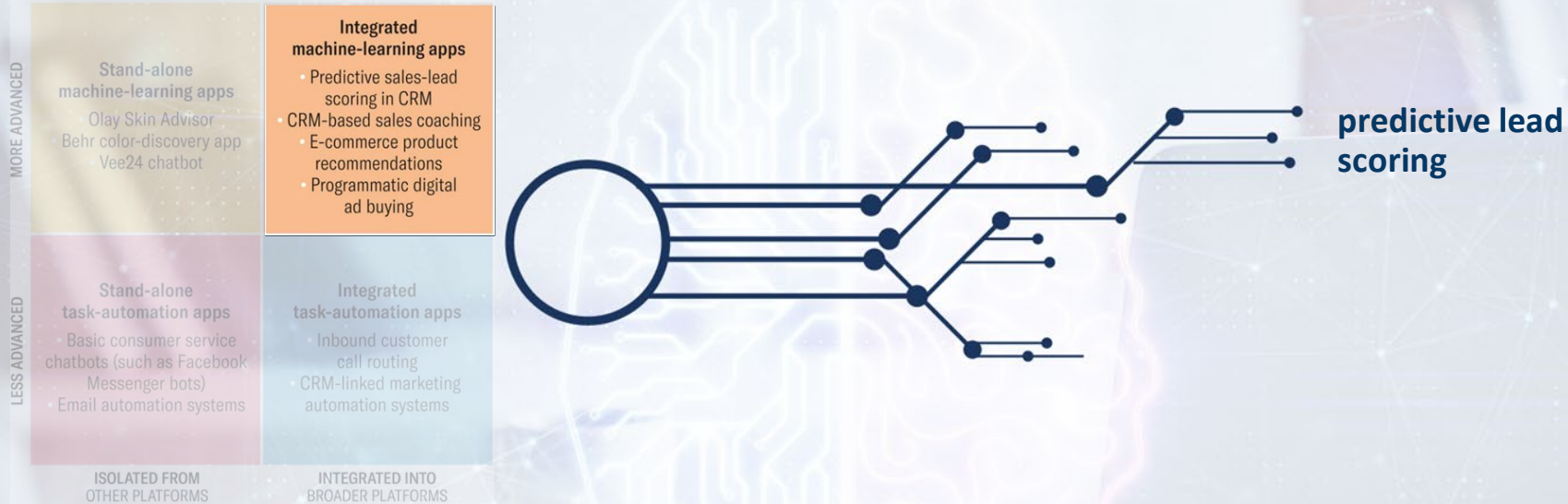




**What are ways you and
your teams are utilizing AI?**



Integrated machine learning



HBR



Integrated task-automation

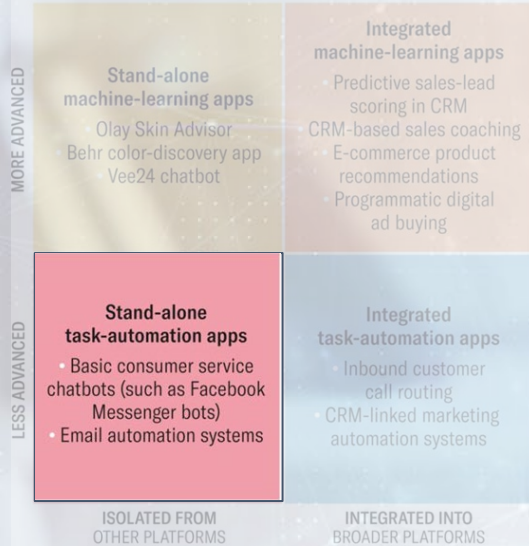
MORE ADVANCED	Stand-alone machine-learning apps <ul style="list-style-type: none">Olay Skin AdvisorBehr color-discovery appVee24 chatbot	Integrated machine-learning apps <ul style="list-style-type: none">Predictive sales-lead scoring in CRMCRM-based sales coachingE-commerce product recommendationsProgrammatic digital ad buying
LESS ADVANCED	Stand-alone task-automation apps <ul style="list-style-type: none">Basic consumer service chatbots (such as Facebook Messenger bots)Email automation systems	Integrated task-automation apps <ul style="list-style-type: none">Inbound customer call routingCRM-linked marketing automation systems
	ISOLATED FROM OTHER PLATFORMS	INTEGRATED INTO BROADER PLATFORMS




CRM-linked marketing systems



Stand alone automation



automated communication - confirmations, reminders, etc.



When we think about everything else that comes along with AI, what are the other biggest considerations?



Tools & Talent



DEMAND



CONTENT



DATA



The Dangers of AI

AI is not perfect - far from it. There are various pitfalls to be aware of and tips to mitigate exposure. Some issues include:

Factual
Fallacies

SEO
Un-Friendly

Privacy and Data
Protection

Machine Learning
Bias

Homogenous
Content



Legislation

US Legislation

- No comprehensive federal regulations in place
- White House released Blueprint for **AI Bill of Rights**
- Busy 2023 legislative session with surge in AI laws proposed
- States with highest number of proposed bills:
 - New York
 - California
 - Rhode Island



Legislation

White House Bill of Rights



Safe and Effective
Systems



Algorithmic
Discrimination
Protections



Data Privacy



Notice and
Explanation



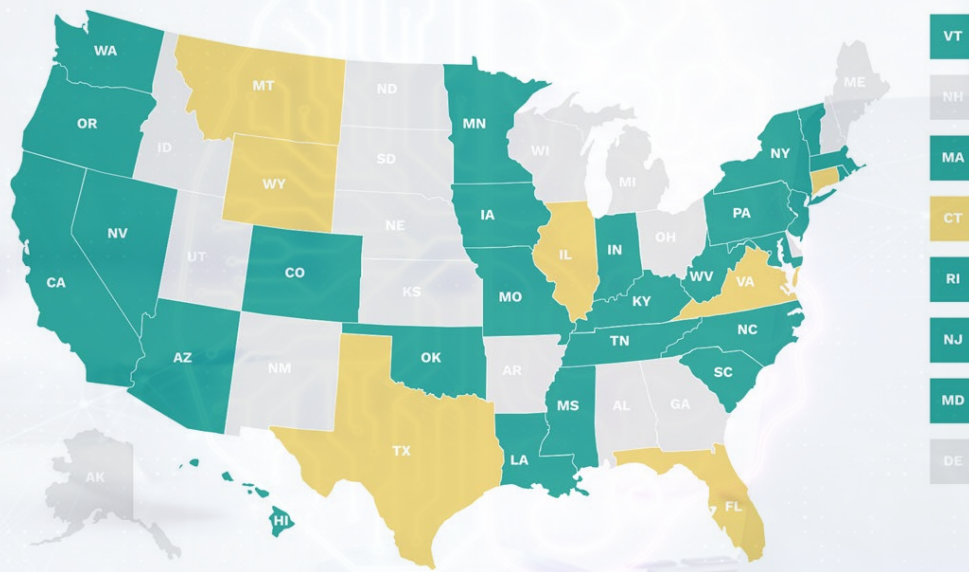
Human Alternatives,
Consideration, and
Fallback



Legislation

States That Considered Legislation Regulating Artificial Intelligence or Algorithms

■ Introduced legislation in 2023 session ■ Enacted legislation in 2023 session

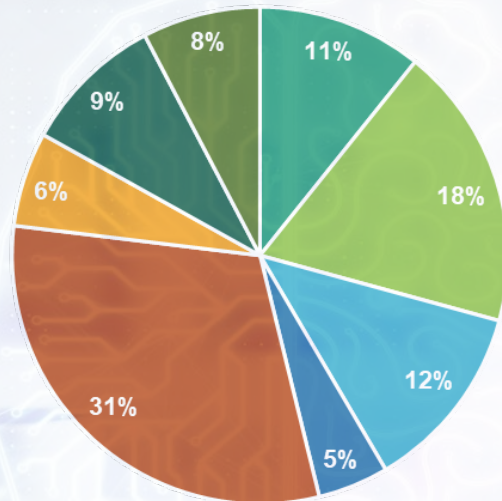


Source: MutiState. Data as of August 21, 2023.



Legislation

US Regulation by AI Focus Area*



■ Employment Settings
■ Insurance
■ Generative AI

■ Government Use
■ Consumer Protection
■ Other

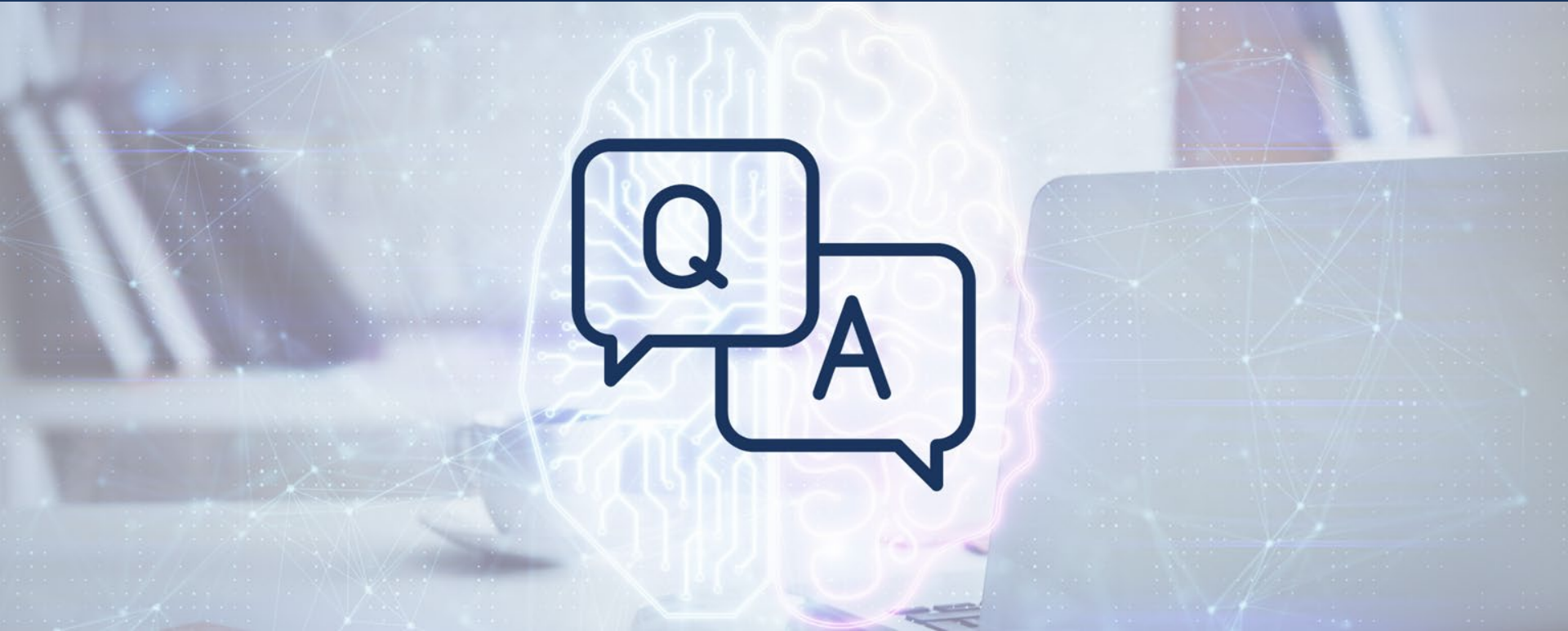
■ Healthcare
■ Prevent General Harms



Summary

Key Takeaways

- Utilize AI in a way that's relevant and impactful for your day-to-day duties - everyone's journey looks different.
- Don't be afraid to get started/try new tools/ask questions/dig in deeper.
- Be cognizant of “dangers,” so you can mitigate them.
- Prop-up your talented team members by encouraging them to enhance output through AI.
- Follow the legislation as it may impact your state and our overall industry.



Thank You!



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ATTENDEES



PANELISTS



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Also, remember to download the resource guide!



For more information on or to get involved with the ELFA Communications Committee, email:
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