

# AI FOR MARKETERS: A RESOURCE GUIDE

### Tools

Chatgpt GrammarlyGo Jasper Pixelz AI Raw Shorts

<u>MORE</u>

#### Tips

- Get started somewhere
- Be aware of dangers
- Encourage team adoption
- Keep learning as AI evolves

#### Legislation

Follow regulations as they may impact your state

BILL OF RIGHTS

Links

How to design an Al marketing strategy Identifying Al biases

7 serious risks with using AI <u>for marketing</u>

### Connections

Discuss how your colleagues are using AI or reach out to the panel below. Let's all help each other enhance output through technology!



2

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5



# AI FOR MARKETERS: A RESOURCE GUIDE

## Sources

How to design an AI marketing strategy

Identifying AI biases

7 serious risks with using AI for marketing

Seize the AI opportunity: <u>3 strategies for marketing leaders</u>

Al and the future of marketing

White House Bill of Rights

National Artificial Intelligence Initiative

National Legislation

National Conference of State Legislatures

EPIC State Law Overview

IAPP Global Information Privacy Resource

Measuring AI Trends

Marketing Al Institute

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