



The Online Marketer's
AI PLAYBOOK



PEAK ACE®

“Artificial Intelligence is the defining topic in digital marketing 2023 – and it will be in the future, too. While it comes with its risks, the opportunities that AI offers digital marketers prove that when you treat it with caution you will reap the rewards of working with artificial intelligence in your future digital marketing strategies.”

BASTIAN GRIMM, CEO PEAK ACE AG



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Content is ... artificial? – marketing meets AI

The role of AI in marketing

With the recent launch of ChatGPT in 2022, artificial intelligence has established itself as the most important topic in the digital industry. Intelligence tools have become very popular in the digital marketing industry for **PPC, SEO and content marketing**. They promise gains in **productivity and efficiency** and are, above all, seen as a way to simplify your daily work. It is therefore unsurprising that the **global market turnover of AI in marketing** is expected to rise from \$27.4 billion US dollars in 2023 to **an impressive \$107.4 billion** in 2028.

Sources: <https://pa.ag/45S5LGe> <https://pa.ag/3oVvQn6>





AI and Content Marketing: four use cases

Use case #1: content creation:

An essential part of successful content marketing is the **creation and distribution** of appealing and **unique content pieces**. These pieces should awaken interest (in a product or a service), inform, or entertain. It's additionally important that you are able to create content-rich texts for a **variety of different content formats**.

This is how AI can support in this ...

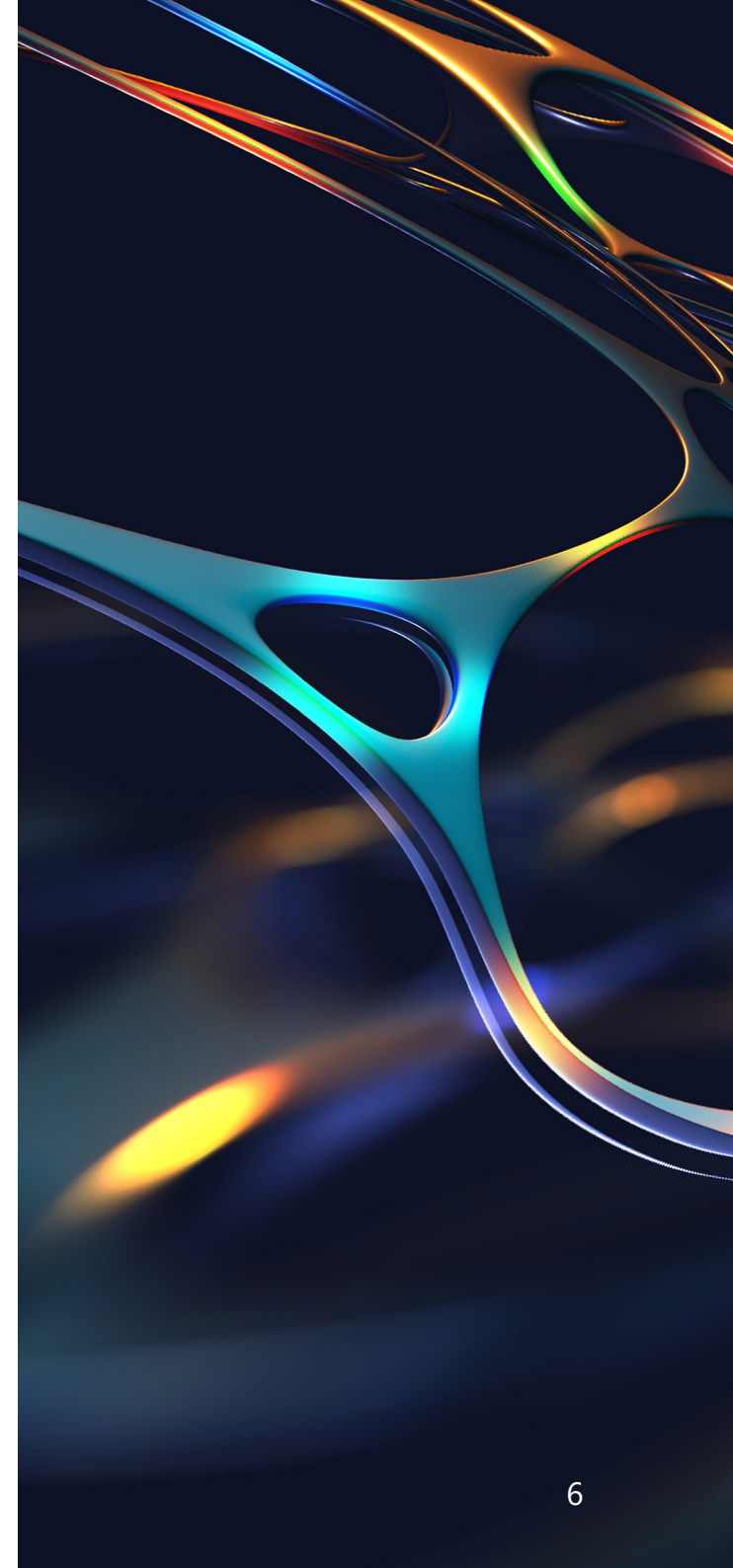
Natural Language Generation (NLG) describes the process of using AI tools like **ChatGPT** to create texts based on their own data sets. They require little human or manual input to create complete and finished content pieces.

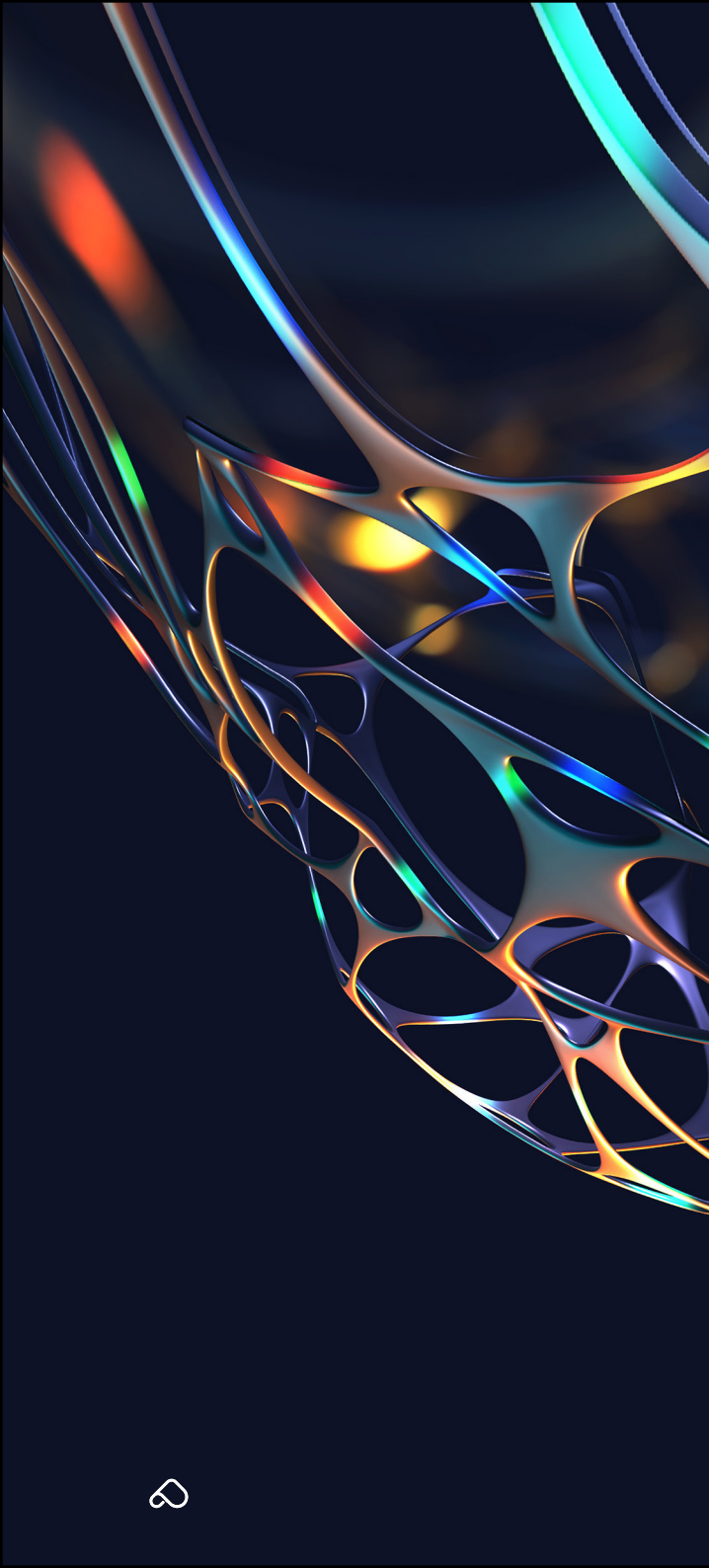
Use case #2: content profiling

The process of content profiling describes the **detailed analysis and auditing** of different content formats. The goal is to determine and identify **which content formats perform well** in which places. How do advisory texts, infographics or studies come across to (potential) clients? What role do they play in the **buyer's journey** and **in their decision making**?

This is how AI can support in this ...

AI tools like [SpeakAI](#) can analyse the performance of large amounts of content pieces and compare them with those of competitors. This allows the tool to give recommendations for better suited content formats and placements.





Use case #3: content strategy

A content strategy is the **long-term planning of content**. The strategy states clearly which kinds of content should be created for **which target groups**. Furthermore, it contains information on **when and how this content will be published** and, more specifically, how it will be sent to potential customers.

This is how AI can support in this ...

AI can evaluate large amounts of data that it generates from different sources. This data can be used to target group personas, among other things, to help content strategists better understand target groups and better tailor content strategies to them.

Use case #4: personalisation

Personalisation is a popular content marketing strategy. It uses **previously collected user data** to create **customised content** that makes it possible to address target groups efficiently and profitably. Some of the data used includes buying habits, needs, preferences and demographic data.

This is how AI can support in this ...

With the help of AI tools, relevant data from multiple touch points along the entire customer journey can be captured automatically to create specific target group segments.

The AI tool kit for content marketers

As diverse as the daily work of a content marketer may be, there is now a **wide range of AI tools** to **assist with almost every process** and piece of work you'll have to do. You can find a selection of recommendations, tried and tested by Bastian Grimm, CEO Peak Ace, right here:

Papercup: synchronises and localises video content in over 70 languages

Descript: writes, transcribes and edits videos and podcasts

Flair.ai: creates high-value product pictures with unique backgrounds

Humata: summarises documents (like PDFs) and has a chat bot function à la "ask the PDF"

Beautiful.ai: intelligent slide templates that adapt to the content at hand for optimal design

Tome: converts ideas and concepts into an interactive presentation and enables the user to embed various online contents



Upping your text creation game with your friendly AI ghost writer

AI's potential in creating texts

While AI has long been part of our everyday lives in many different forms, recently the technology became widely accepted as synonymous with ChatGPT – a tool that **communicates via text-based messages**. Yes, AI is changing the way writers work, but it also has enormous potential to **make them more productive, creative, and efficient**.

Idea generation and preparation

Inspiration: AI can identify current, popular, and seasonal trending topics as part of „content discovery,“ which can serve as a starting point for relevant copy.

Research: AI tools can support both keyword and content research by, for example, filtering out the most important information on a given topic from a variety of sources.

Creating and translating texts

Text creation: Unique and high-quality content can be created with the help of AI, already optimised for the relevant target keywords.

Translation: Efficient AI tools make it possible to translate or localise your own texts. It also allows you to translate or localise research texts into numerous languages within seconds.

Publication

Publishing: Selected tools can create lists of high-reach platforms and automatically place relevant internal links in articles.



Comparing AI tools for text production: pros and cons



GPT-3

PROS

- Is free of charge and can speed up your workflow.

CONS

- Stops generating text if the task is too complex
- Can't access information published after 2021
- Can't generate texts longer than 1,000 words



Jasper

PROS

- Is well suited for initial drafts and performs best for "unique texts" (no plagiarism is generated).

CONS

- Only works with limited monthly credits (1 word = 1 credit)
- Isn't designed for research
- Generates texts that contain incorrect "facts" and technical information



Frase.io

PROS

- Is distinguished by its ability to generate coherent outlines and optimise texts according to SEO criteria

CONS

- Is less intuitive to use than chat-style tools
- Requires training time (e.g., you have to watch tutorials) before you can create texts
- Generates texts in a very unnatural writing style/tone that contain a few repeated words

Comparing AI tools for text production: conclusion

- The three tools we tested offer a wide range of possibilities, but **also have their limitations.**
- Different AI tools for text creation can be used for different specific processes (research, SEO optimisations, etc.) and **can therefore not replace each other**, but complement each other.
- Regardless of the tool you use, **all the texts you generated** with it **require a (human) check:**

Were the correct prompts used? Are the facts correct?

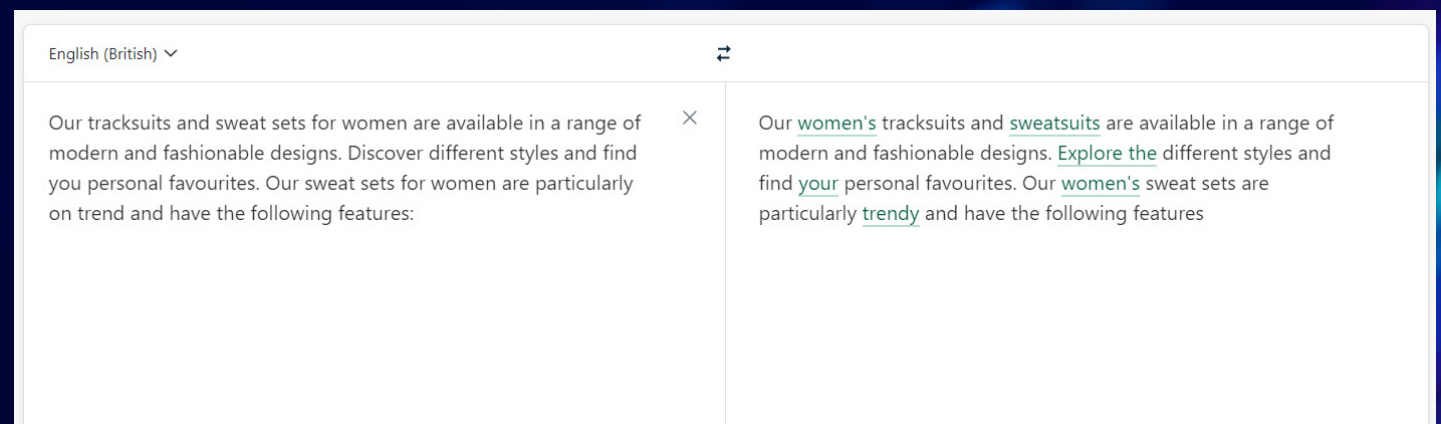
- In order to **achieve your desired writing style** or tone, you will need to manually adjust all the texts after they're generated.
- Overall, AI tools for text creation save time and **serve as a good basis** or source of inspiration for new texts to be written.

Three more useful tools for AI-powered copywriting

DeepL Write can edit, correct and rewrite texts with the help of AI.

Anomalies:

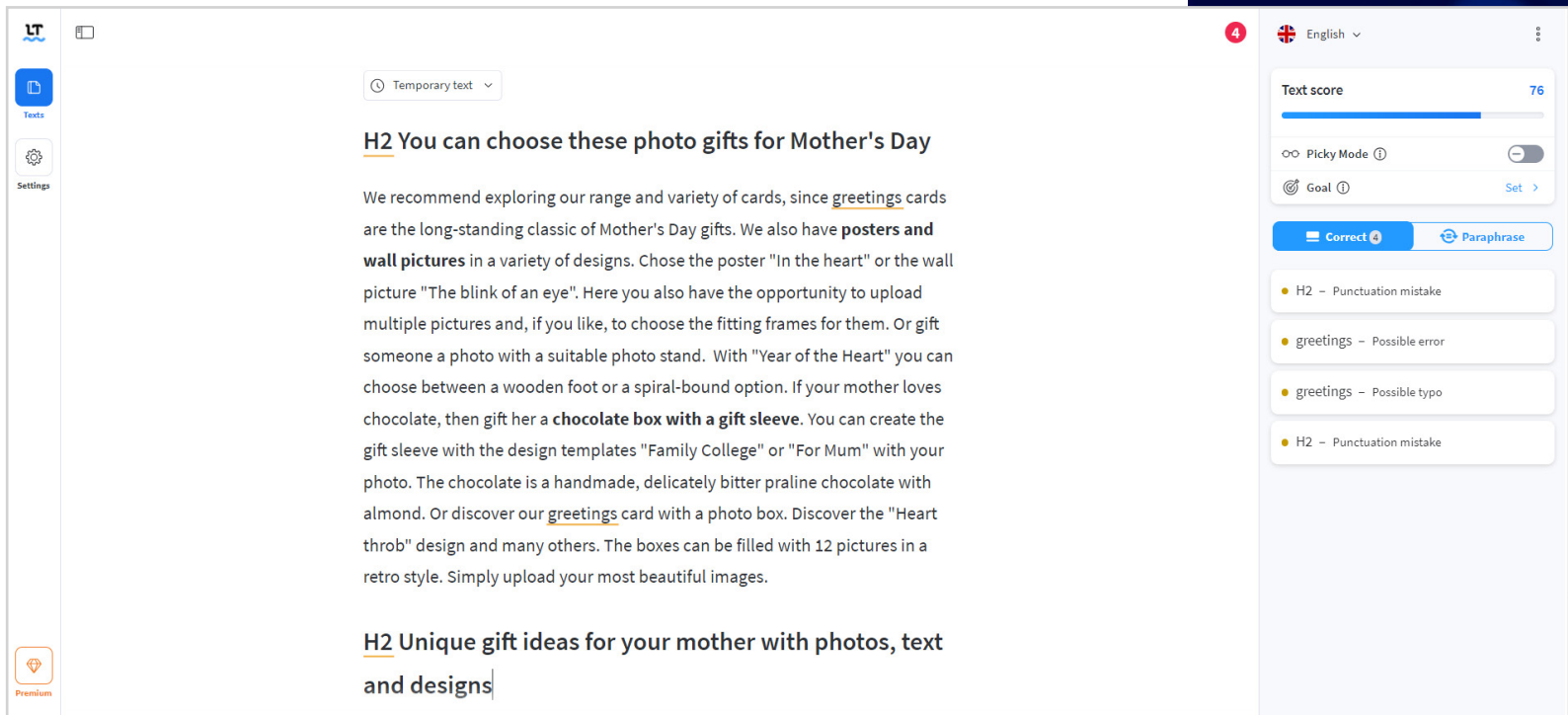
- Changes the sentence structure and some words
- Perfect for re-writing texts or for discovering how a text could be better written
- Doesn't take keywords into account



LanguageTool can edit, correct and write texts with the help of AI.

Anomalies:

- Reliably checks spelling, grammar and punctuation
- The browser add-on works best with Google Docs



The screenshot displays the LanguageTool browser extension interface. The main text area contains the following content:

H2 You can choose these photo gifts for Mother's Day

We recommend exploring our range and variety of cards, since greetings cards are the long-standing classic of Mother's Day gifts. We also have **posters and wall pictures** in a variety of designs. Chose the poster "In the heart" or the wall picture "The blink of an eye". Here you also have the opportunity to upload multiple pictures and, if you like, to choose the fitting frames for them. Or gift someone a photo with a suitable photo stand. With "Year of the Heart" you can choose between a wooden foot or a spiral-bound option. If your mother loves chocolate, then gift her a **chocolate box with a gift sleeve**. You can create the gift sleeve with the design templates "Family College" or "For Mum" with your photo. The chocolate is a handmade, delicately bitter praline chocolate with almond. Or discover our greetings card with a photo box. Discover the "Heart throb" design and many others. The boxes can be filled with 12 pictures in a retro style. Simply upload your most beautiful images.

H2 Unique gift ideas for your mother with photos, text and designs

The right-hand sidebar shows the following details:

- Language: English
- Text score: 76
- Picky Mode: Off
- Goal: Set
- Buttons: Correct (4), Paraphrase
- Anomalies list:
 - H2 - Punctuation mistake
 - greetings - Possible error
 - greetings - Possible typo
 - H2 - Punctuation mistake



Textanalyse-Tool can edit, correct and write new texts with the help of AI. This German-language tool gave us the following learnings:

Anomalies:

- Gives a value to the fundamental readability and comprehensibility of the texts
- Focuses on the word and sentence length, passive sentences, modal verbs and unnecessary filler words
- Helps to develop a better writing style

The screenshot displays the Textanalyse-Tool interface. At the top, a green banner reads: "Neu: Prüfe Texte aus jedem Programm mit der Offline-Version der Textanalyse - lokal und sicher." Below this, there are sections for "Modus" and "Werkzeuge" with various icons. The main content area shows two text snippets: "H1 Fotogeschenke zum Muttertag - liebevolle Geschenkideen" and "H2 Der Muttertag - mit einem persönlichen Fotogeschenk Danke sagen". The text under H2 is highlighted in pink and contains several phrases. To the right, there are several analysis panels: "Synonyme" (Wähle ein Wort im Text aus.), "KI-Vorschläge" (Markiere einen oder mehrere Sätze im Text und wähle eine Aktion aus.), and "6 weitere Probleme:" (Mit Textanalyse Premium siehst Du alles - außer Werbung.). On the far right, there is a "Checkliste" section with a list of items and a "Statistiken" section showing "Wörter: 119".

Neu: Prüfe Texte aus jedem Programm mit der Offline-Version der Textanalyse - lokal und sicher.

Modus: [Icons] Werkzeuge: [Icons]

H1 Fotogeschenke zum Muttertag - liebevolle Geschenkideen

H2 Der Muttertag - mit einem persönlichen Fotogeschenk Danke sagen

Am Muttertag ist es ein schöner Brauch der Mutter, mit kleinen Geschenkideen und Aufmerksamkeiten seine Dankbarkeit, Wertschätzung und Liebe zu zeigen. Über kreative Geschenkideen zum Muttertag, die vom Herzen kommen, freuen sich die Mamas sicher am meisten. Mit einem persönlichen Foto auf einem selbst gestalteten Geschenk geht das Personalisieren ganz einfach. Ob ein Foto auf einer Schokoladenbox, eine Grußkarte mit Bild, ein Poster oder gleich ein ganzes Fotobuch - verzieren Sie Ihre Geschenke online mit den schönsten Familienerlebnissen und Bildern. Überreichen Sie am zweiten Sonntag im Mai Ihre selbst gestalteten Glückwünsche zum Muttertag und dieser Frühlingstag wird sicher zu einer gelungenen Überraschung für Ihre Mama!

Synonyme:
Wähle ein Wort im Text aus.

KI-Vorschläge:
Markiere einen oder mehrere Sätze im Text und wähle eine Aktion aus.
Bitte auswählen ...

6 weitere Probleme:
Mit Textanalyse Premium siehst Du alles - außer Werbung.
Textanalyse Premium

Lesbarkeit: Mittel
Sprachmelodie: Sehr lang
Statistiken: Wörter: 119
Checkliste:
Du verwendest keine komplexen Wörter.
Wunderbar, wir finden keine Zeitform Perfekt.
Super, Du verwendest keine unpersönliche Sprache.
Sehr gut, Du benutzt keine Modalverben.
Gut, Du benutzt keine Abkürzungen.
Toll, Du benutzt keine Phrasen.
lange Sätze: 3
Formatierungsfehler: 2
Passiv: 1
Füllwörter: 6
Adjektive: 7
Nominalstil: 4

Creating out of this world art with AI

How we paint pictures with AI

The **fascination with AI-generated images** was largely triggered by Open AI's Dall-E 2, released in 2022, and continues to this day. The tool landscape has changed quite a bit since then – there are more and more applications with **specific functions and goals** (e.g., images in specific styles) to be found on the market. Some AI tools for image creation now even have convincing **photorealistic results** that can hardly be distinguished from real photographs with the naked eye.

We used an AI tool for image generation in **one of our most recent client campaigns**. The following case study shows the goals we pursued and the challenges we faced during the process.

Case Study – What is Midjourney?

Midjourney is a **text-to-image generator**, developed by the independent research institute of the same name Midjourney Inc in San Francisco, USA. It was **released in July 2022**. At the time of our project, the tool was available in its **fifth version**. Midjourney stands out from the crowd of AI tools for image generation with particularly artistic and **photorealistic results**.

FUN FACT: Just how impressive Midjourney-generated images are – and the fact that they can even be deemed true works of art – was proven in September 2022 at an art competition. An image titled “Théâtre D’opéra Spatial” was generated using MidJourney, printed on a canvas, and won first prize in the Digital category of the annual State Colorado Fair art competition.

Source: <https://pa.ag/3NvjOKR>



Case Study – our goals

We needed some content piece images for a client campaign “Journey through the galaxy”. These images either didn’t already exist in the form we needed them or weren’t free to use. Accordingly, our goal was to have Midjourney generate photorealistic images on galaxy themes, such as:

Space travel of the future, e.g.:

- Hotels on the moon
- Flight to Titan

Galactic landscapes, e.g.:

- The surface of the planet Pluto
- Canyons and volcanoes on Mars
- Methane lakes on Titan

Case Study – process

To use Midjourney to generate these kinds of images, you need a **Discord account**. The rest of the process goes as follows:

1. Log into Discord
2. Choose the correct plan
 - › Free Plan: Prompts in the Newbies channel (public)
 - › Paid Plan: Prompts as direct messages to the Midjourney Bot (private)
3. Type in “/imagine” and the relevant prompt
4. The bot generates four different versions of your image

After that, there are the **following options** to proceed with the produced images:

- Choose one of these four images and create variations of it
- Choose one of these four images and have it created on a larger scale
- Start from the beginning

Source: <https://pa.ag/3NvjOKR>

Case Study – prompting learnings

As with almost all image-generation AI tools, the quality of the results you get when using Midjourney is very dependent on the quality of your prompts. We learned the following while doing our image generation for the “Coach Through the Galaxy” campaign:

- Midjourney works best if **details are specified in the prompt**, such as the image format, the type of shot, the angle, and the lighting level.
- The **main theme or element** of the image should be **right at the beginning of the prompt**.
- An **existing image can be uploaded** in advance for **reference** or as a basis.

Source: <https://pa.ag/3NvjOKR>



An example prompt from the project:

“A panoramic view of a base camp on Jupiter’s moon Europa, with space tourists in light astronaut suits exploring the icy terrain and taking in the stunning views of planet Jupiter in the night sky. The camera should be positioned on a hill or elevated platform to capture the expansive view of the base camp and surrounding landscape. Tourists should be visible in the foreground, exploring the icy terrain. Include a realistic depiction of Jupiter in the background, making sure it appears 24 times larger than the moon does from Earth. Wide panoramic shot, photorealistic, --ar 2:1, --v 5”



Case Study – challenges

Midjourney ultimately delivered the right images, but several challenges arose during the process. The biggest problem – for our project – was that despite several attempts, **the tool could not fully render photorealistic images.**

Another challenge was regarding the **“correctness” of the motifs.** As mentioned above, Midjourney requires precise and detailed prompts for optimal results. Even when these were given, the tool occasionally made errors that rendered the output images unusable for the project. For example, the AI tool generated images ...

... of Mars with a blue sky visible in the background

... of the surface of the moon with a (second) moon visible in the background/sky

... of people on the ground, despite the prompt specifying “humans flying”

Case Study – examples of faulty images

Prompt:

Hotel on the moon





Prompt:
Surface of Venus



Prompt:
Hotel on Mars

Chief Prompt Officers in the making

ChatGPT, explain prompts to me

Definition: A prompt is a mostly text-based input from a user that AI uses to generate an output. Prompting is therefore the way in which humans can best communicate with AI. The output generated by the system is highly dependent on the quality of the prompts.

Whether for research, copywriting, or Q&As, AI tools are helpful for a variety of digital marketing tasks as long as you “speak” the language of the machines. The best way to get the most out of these tools is efficient prompting. To generate the best possible output, it’s important to develop extensive prompting skills.

Helpful prompts for content creation and optimisation

- If I'm writing an article advising on <X>, which topics should I highlight?
- Create a list of <X> popular questions on the topic text <X> that are relevant for <target group>.
- Create a <X> word article on the topic of <X> using the keywords <keyword> with H1, H2 and H3 headlines and an FAQ section at the end.
- Determine keyword density: list long-tail keywords that appear more than <X> in this text.
- Sort keywords in table format by <X>. Classify by search intent.
- Create metadata with max. 70 characters in the meta title and 155 characters in the meta description for the text according to the AIDA principle.



Prompting for professionals – valuable tips

- It makes sense to use longer and, more specifically, more detailed prompts that contain detailed and specific instructions.

Example: Find all the names in the text. If there are no names in the text, show the message “no names in text”

- Using separators and dividing the text into different sections within the prompt can be useful, e.g., to distinguish a quotation from the prompt. Otherwise, misunderstandings can occur, which can be seen in the following example:

Example: Is this correct? “Tell me a story.”

- In order to obtain a satisfactory output, it’s best to specify examples to guide the AI.

Example: Your task is to answer in a consistent style. Here is an example...

- Preparing the AI properly pays off. If the AI is told who it is supposed to embody and what the goal is, this leads to better output. To work as efficiently as possible, control questions can be very helpful.

Example: “Write a text on lost places in the style of <author name>. Can you include a section on <X>?”

Prompting for professionals – an example

You are an experienced SEA expert, who works in one of the best agencies worldwide. Your task is to create a strategy for *Example*, including a SWOT analysis and a competitor research. Based on this you should also create a media plan as well as a campaign structure, including keywords and adverts. Have you understood this task and can you please clarify how you have understood it?



Yes, I have understood the task. As an experienced SEA expert working in a top agency, my objective is to develop a comprehensive strategy for *Example*, which will involve the following components:



1. SWOT Analysis
2. Competitor Research
3. Media Plan
4. Campaign Structure
5. Advertisements

These components will be developed to create a comprehensive strategy for *Example's* search engine advertising (SEA) efforts.



Best practices for the secure use of ChatGPT

In addition to the numerous **opportunities and possibilities** that tools like ChatGPT offer, they also entail some risks - especially **regarding the data they provide**. There is no transparency as to what companies like OpenAI ultimately use confidential data for. The following tips will help you **use the AI tool as securely** as possible:



- Before you write a prompt ask yourself: what would the consequences be if the whole world could see this information?
- Never give any personal data (e.g., email, name, address, date of birth, etc.). Use placeholders instead like [Name].
- Don't use any client-specific performance data in connection with the company, client or campaign name.
- Don't use any information or names that contain company secrets (e.g., new product names, etc.).
- When used to summarise meeting notes, ensure that no name, company name, or anything similar appears. This will make it impossible to trace which company it is.
- Use prompts multiple times, comparing results and ticking them off as you go to get the best result.
- You are the experts – don't trust every result and validate information online or using other tools.



Intelligent search engines – searching with AI

How AI is used in search engines

Artificial intelligence is also used in search engines – for example, to **optimise the quality of search results** or to provide users with **personalised and interactive results**. The actual role that AI plays in Google and Bing, two of the best-known search engines, and a look into **the latest developments** is explained below.

Sources: <https://pa.ag/3J6nL5M>

Bing AI vs. Google Search Generative Experience

What is Bing AI?

- A combination of the Bing search engine and ChatGPT
- Was introduced in February 2023 and can be used via the Edge browser
- Can extensively answer many different types of enquiries
- Delivers self-created diagrams, videos and graphics (linked to Bing Image Creator)
- Has been optimised in terms of tone and accuracy of answers

What is Google Search Generative Experience?

- Experimental version of the Google search engine based on BARD and PaLM2, among others.
- Launched in May 2023 and is currently only available in the U.S. for users who have placed their names on a waiting list.
- Provides so-called “snapshots” – AI generated results that are displayed for questions posed by users – alongside regular search results.
- Includes a conversation mode that invites you to dive deeper into a topic
- Recognises high-quality search results and uses them as the basis for answers

Sources:

<https://pa.ag/43wtU3p>

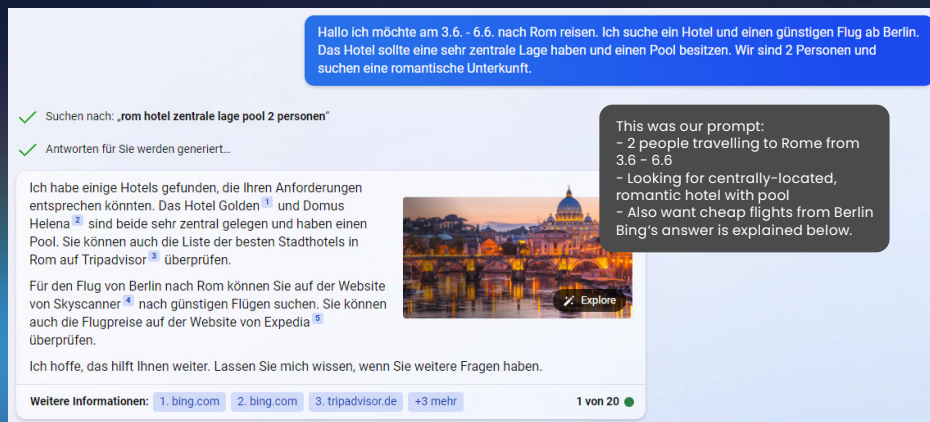
<https://pa.ag/43uOHVf>

<https://pa.ag/3MXNi2j>



Experience with Bing AI – sample prompts

Bing AI, which is based on ChatGPT, is already fully integrated into the search engine as of June 2023 and can currently be used with all its functions via the Microsoft Edge browser. Initial German-language test queries on the topic of travel revealed the following conspicuous features:



The screenshot shows a Bing AI search interface. At the top, a blue box contains the user's prompt in German: "Hallo ich möchte am 3.6. - 6.6. nach Rom reisen. Ich suche ein Hotel und einen günstigen Flug ab Berlin. Das Hotel sollte eine sehr zentrale Lage haben und einen Pool besitzen. Wir sind 2 Personen und suchen eine romantische Unterkunft." Below this, a green checkmark indicates the search criteria: "Suchen nach: „rom hotel zentrale lage pool 2 personen“". Another green checkmark states "Antworten für Sie werden generiert...". The main content area features a text block in German: "Ich habe einige Hotels gefunden, die Ihren Anforderungen entsprechen könnten. Das Hotel Golden ¹ und Domus Helena ² sind beide sehr zentral gelegen und haben einen Pool. Sie können auch die Liste der besten Stadthotels in Rom auf Tripadvisor ³ überprüfen." Below this is a small image of a hotel building at night with an "Explore" button. Further down, there is a link to Skyscanner ⁴ for flights and a link to Expedia ⁵ for flight prices. At the bottom, there are links for "Weitere Informationen" pointing to "1. bing.com", "2. bing.com", "3. tripadvisor.de", and "+3 mehr", along with a "1 von 20" indicator.

As can be seen on the screenshot, Bing has **only found two hotels** in the desired city despite there being thousands that meet the criteria. Furthermore, **major travel portals** like Booking.com and Trivago **don't appear to have been used** – only Tripadvisor is in a prominent position. The situation is similar with regard to flight options – only Skyscanner and Expedia are mentioned here.

This is problematic both for users and for the missing portals.. While the former have to be satisfied with **limited responses**, the non-appearance of the latter may mean a **loss of traffic** for the travel portals and a corresponding **decline in bookings**.

Ich möchte mit meiner Familie gerne im Juli verreisen wir haben ca. 3000€ Budget und würden gerne in Europa Urlaub machen.
Welche Empfehlungen hast du für mich?

- ✓ Suchen nach: „Europa Urlaub 3000€ Juli Empfehlungen“
- ✓ Antworten für Sie werden generiert...

Es gibt viele schöne Reiseziele in Europa, die Sie mit Ihrem Budget besuchen können. Hier sind einige Empfehlungen für Sie:

- **Südfrankreich:** Mit durchschnittlichen Tagestemperaturen von unter 30 °C und ca. 23 °C warmem Wasser ist der Süden Frankreichs bei nur sehr wenig Niederschlag ein perfektes Reiseziel für den Juli ¹.
- **Italien:** Italien ist ein weiteres wunderschönes Reiseziel im Juli. Es gibt viele Orte in Italien, die Sie besuchen können, wie Rom, Venedig, Florenz und die Amalfiküste ¹.
- **Kroatien:** Kroatien ist ein weiteres wunderschönes Reiseziel im Juli. Es gibt viele Orte in Kroatien, die Sie besuchen können, wie Dubrovnik, Split und Hvar ¹.
- **Bulgarien:** Bulgarien ist ein weiteres wunderschönes Reiseziel im Juli. Es gibt viele Orte in Bulgarien, die Sie besuchen können, wie den Sonnenstrand ¹.

Ich hoffe, dass ich Ihnen helfen konnte.

Weitere Informationen: [1. travelklima.de](https://www.travelklima.de) [2. voucherwonderland.com](https://www.voucherwonderland.com) [3. geh-mal-reisen.de](https://www.geh-mal-reisen.de)

1 von 20 ●

This was our prompt:
“Looking for recommendations for a European family holiday in July with a €3000 budget”

Bing’s answer is explained below.

The second German-language query also leads to a sobering result. **Only four countries in Europe** are indicated and popular destinations such as Greece or Spain remain unmentioned. A look at the sources indicated shows that Expedia, TUI, Booking.com and other large portals were not included here either.

Experience with Google's SGE

Google's Search Generative Experience is **only available to users outside the United States via a workaround**. In June 2023, we were able to **perform an initial test** and familiarise ourselves with the functions of the AI-based "experience". Overall, however, Google's contribution to the topic of AI search engines **was not convincing at the current stage** – for the following reasons, among others:

- The interface seems poorly thought out and contains, for example, non-clickable elements.
- The additional links in the AI snippet lack variety, are repetitive.
- There is a lot of overlap (Google AI vs. featured snippets vs. organic results).
- The number of organic results drops sharply in AI search, which was to be expected – but the poor and unhelpful AI snippets mean that information is lost overall.

Outlook: Google AI developments

It has become very clear that the Google Search Generative Experience is currently **still in a test phase** that should last until the end of 2023. So far, it is unclear whether **other countries besides the U.S. will have access to the AI search engine** over time or not. However, continuous changes to the SERPs and the presentation of results are to be expected – Google will test different variants and collect feedback. At the same time, additional or **new ad formats could be tested** and measures implemented to improve the quality of the results and the response speed of the AI.



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