

## **Meeting summary for Marketing & Sales Training Series - AI in Marketing (04/03/2025)**

### **Quick recap**

Autumn led a discussion on the use of AI in marketing and other business areas, highlighting the benefits and potential challenges of incorporating AI tools like Chat GPT and Copilot. The team also discussed the effectiveness of AI tools in content creation, organization, and teaching, with a focus on the importance of human touch and the need for employees to double-check their work. The conversation ended with discussions on tracking key performance indicators for social media campaigns, the importance of understanding market trends, and the potential for creating targeted campaigns for upcoming events.

### **Next steps**

- Charlotte and Autumn to schedule the next peer group session in approximately one month.
- Attendees to email Charlotte or Autumn with ideas for future session topics.
- Autumn to prepare a hands-on training session on creating social media posts for upcoming events using AI tools.
- Autumn to develop a session on social media KPIs, benchmarks, and reporting techniques.
- Charlotte to update the Broadband MT website with recordings of the peer group sessions.
- Autumn to share materials from her social media marketing class with Judy.
- Dustin and Charlotte to collaborate on creating a campaign to promote the fly fishing and golf events to cooperative members.
- Charlotte to post the recording of this session on the Broadband MT website under the peer groups section.

### **Summary**

#### **Diverse Group Discusses Sales and Marketing**

In the meeting, Autumn initiated a discussion with a diverse group of marketing and sales professionals from various companies. The attendees introduced themselves, sharing their roles and the percentage of their job that involves sales and marketing. Autumn then planned to delve into the topic of AI, but the transcript ends before this discussion could commence.

#### **AI Tools in Marketing Discussion**

Autumn leads a discussion on using AI in marketing and other business areas. She finds that participants have varying levels of experience with AI tools, including Chat GPT, Copilot, and Quad. Don mentions using Chat GPT for writing newsletter stories and letters. Judy shares her experience using AI for social media content, noting the challenge of keeping prompts generic while still getting relevant answers. Autumn advises considering free versus paid AI tools, highlighting that free tools often contribute to system training while paid versions offer more security. She also suggests exploring existing AI options within company software, such as Microsoft's Copilot.

## **AI Tools for Marketing Efficiency**

Autumn discussed the benefits of using AI tools like Chat GPT for content generation, particularly for marketing purposes. She emphasized the importance of considering the tool's strengths, human values, inputs, outputs, and integration capabilities. Autumn also shared her personal experience with Chat GPT, highlighting its usefulness in streamlining her writing process. She suggested that the tool's ability to remember and improve with usage is a significant advantage. The team also discussed the potential of AI in customer service, reputation management, and advertising campaigns.

## **AI Tools in Social Media**

Autumn discussed the use of AI tools in her social media class, specifically mentioning 11 Labs for voiceovers and ChatGPT for image generation. She shared her experience with these tools, highlighting their potential for ideation and speeding up the process of creating concepts and ideas. Charlotte shared her positive experience with ChatGPT, using it to create images for their upcoming meeting. Judy and Autumn also shared their use of AI tools for content creation and social media posts.

## **AI Tools for Content Creation**

Autumn discussed the effectiveness of AI tools like ChatGPT and Gamma AI in content creation and organization. She shared her experience of using ChatGPT to create a custom version for her company, Pinnacle Marketing Group, which emulates their brand voice and tone. Autumn also mentioned the potential of these tools for refreshing content and improving writing skills. The team agreed on the usefulness of these tools and expressed interest in exploring custom GPTs further.

## **AI Tools in Teaching and Learning**

Charlotte and Autumn discussed the use of AI tools in teaching and learning. Autumn shared her experience of having students use AI tools to create content for assignments, with mixed results. Charlotte mentioned her son's college using AI tools for homework, which he found sophisticated. Autumn also expressed her preference for in-person teaching over online classes. Brandon brought up the topic of AI detectors, which Autumn acknowledged as a potential tool to use in the future.

## **AI and Marketing Platform Selection**

In the meeting, Autumn discussed the importance of human touch in AI and emphasized the need for employees to double-check their work. Judy expressed her challenges in determining which platforms to use for marketing, especially for B2B and B2C audiences. Autumn suggested that the choice of platform depends on the audience's preferences and offered to provide more information on this topic. Judy also asked about the use of LinkedIn for marketing, to which Autumn explained the concept of the "My Company" page on LinkedIn and its potential for organic and paid advertising.

## **Streamlining Website Updates With AI**

Bethany expressed her frustration with the time-consuming process of updating their Hill County electric website, which involves multiple people reviewing and correcting various pages. Autumn suggested using AI and website proofing software like Bug Herd to streamline the process. Autumn also mentioned exploring other tools for website proofing and the potential benefits of using AI for research.

## **Planning More Sessions and Training Sessions**

In the meeting, Charlotte proposed offering more sessions to other companies to help their members. She also suggested that the chat transcript could be a useful tool for feedback. Autumn agreed to send the meeting recordings to Charlotte for posting on their website. Bethany suggested a hands-on training session on social media posts and upcoming events, which Autumn found valuable. The team agreed to continue these sessions, with the next one planned for a month from now, and encouraged others to provide ideas for future sessions.

## **Social Media Campaigns and Reporting**

In the meeting, Bethany, Melissa, and Autumn discussed the importance of tracking key performance indicators (KPIs) for social media campaigns and the need for reporting tips and tricks on analytics. They also discussed the value of understanding market trends and ensuring the most effective use of money spent on boosting posts. Judy requested information on peer groups, which Charlotte provided. Dustin suggested creating a campaign targeting the cooperatives for upcoming events, and Autumn offered to share her class materials. The team agreed to stay in touch for the next meeting.