

How to Generate Original Marketing Content with Suzette Bailey

Releasing original content regularly can be stressful. This statement probably rings true, especially if you're a solopreneur.

This episode will discuss how artificial intelligence (AI) can help you generate quality content to market your business. AI is beneficial for fast-tracking the system and for utilising algorithms. You can also use AI to generate ideas and keep pillar themes and idea banks.

Understandably, it's much harder to create a copy than to edit them. But when you partner humans with AIs to produce content, magic happens. AI can significantly help clearing the challenges faced by many content creators. For instance, it can help you overcome the 'white page syndrome'.

Want to know how using artificial intelligence is beneficial to you and your business? Then, listen to the full episode to learn more. You will gain an understanding and appreciation for this technology and boost your current marketing strategy.

QUOTE TO REMEMBER

'When you put [humans and AI] together, you get magic. And that's how we can actually fast track a process that humans take us a long time [to do].'

Activity: Is AI the Best Option for My Business?

Before listening to this episode, what were your thoughts about AI?

Did you ever think that you could create original content using AI? How did listening to this podcast change the way you perceive AIs?

Business owners generally have difficulties in generating original content for marketing. Recall instances where you felt challenged by content creation. Compare these with the five challenges that Suzette and Annemarie discussed in the episode. How do you think AI can help you with your marketing bottlenecks?

In a sea of content and noise online, it's hard to make your posts visible. What strategies can you use to increase the visibility and searchability of your content?

Strategies in Increasing Content Visibility

You might think that people get bored with your story. But they don't! You have to consistently send your message until it resonates with your ideal clients. How can you ensure consistency in releasing your message to your audience?

What do you think are the advantages and disadvantages of a human-AI partnership in creating original content?

Advantages	Disadvantages

To overcome content releasing challenges, you can do two things. The first step is to brainstorm ideas. In the space provided, write down a pool of ideas or themes you want to share.

The next step is to write the first draft of these ideas or themes. Choose an idea or theme you wrote down in the previous section and write something about it.

Assess your current content creation and publishing system. What are the things that need to be improved or changed?

1.
2.
3.

Why do you think it is important to generate pillar themes where you can base your contents?
How can you utilise this for the advantage of your business?

After assessing your system, do you think an AI can help you release original content? Why or why not?

What You'll Learn from the Activity

Completing this activity will help you understand how AI can help you release original content regularly. You will learn how it can fast-track your system. The use of AIs can truly revolutionise the way you create marketing content.

This short exercise will also allow you to identify the advantages and disadvantages of using AI. Many people still doubt whether it can genuinely help provide quality content. While technology is helpful, it still cannot replace what humans can do with copywriting. To appreciate its benefits, you have to determine the challenges your team faces in terms of content creation. This activity will help you assess where AI fits into your marketing strategy.

Lastly, doing this activity will also help you develop consistency in your work. Without repeating your content from different angles, your audience will more likely forget about you. In this activity, you will be tasked to brainstorm ideas and themes you can turn into content.