



# AI for Content Marketing

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# Your AI Opportunity in Content Marketing

Content marketers are laser-focused on AI, and rightly so.

**AI presents the biggest opportunity—and biggest challenge—to content marketing since the advent of the internet.**

And, like that previous technological revolution, AI offers both the promise of stunning new ways to create and distribute content and the peril of serious, rapid disruption to business models and livelihoods.

Understandably, some content marketers are afraid of what AI means for them. After all, almost overnight, we've gained access to powerful AI tools that appear to create content nearly as well as humans. That raises uncomfortable questions and uncertainties about the value and purpose of human content marketing expertise.

Others are elated. These same tools now allow content marketers to create vastly more and better content in more creative ways across more channels—all in less time and at more scale than before.

Both camps have valuable perspectives...

**Because AI is changing content marketing as we know it, and content marketers will need to change, too.**

Today, content marketers now have highly competent AI tools that can generate words, images, video, and more from scratch in seconds based on unique human expertise and guidance. AI can also remix and repurpose that content into tons of different formats and styles for a multitude of channels and audiences. And it can be used by savvy content marketers to predict and optimize performance to an unprecedented degree.



In the process, it is reshaping what is possible in content marketing, including the expectations and responsibilities of the professionals who strategize, create, and distribute content. And it's raising controversy as consumers are already beginning to distrust and reject raw AI-generated content.

**The good news: Change doesn't have to be bad.**

By using AI the right way in your content marketing, you can dramatically improve the quality, volume, and performance of your content, unlock new strategic and creative possibilities, and actually do more of the deeply human content marketing that resonates deepest with practitioners and audiences.

In fact, those content marketers who gain a deep, strategic understanding of how to use and scale generative AI beyond simply churning out content and gaming algorithms are poised to win big in the age of AI.

We're here to show you how.

**In this guide, you'll find a clear blueprint to get started with AI in content marketing today—or effectively expand your use of the technology.**

That's because the AI experts at [Writer](#) and [Marketing AI Institute](#) have been in your shoes.

The team at [Writer](#) has helped hundreds of businesses effectively adopt their full-stack generative AI platform across core content marketing processes in almost every type of business and industry imaginable.

And [Marketing AI Institute](#) has been helping marketing and business leaders understand, pilot, and scale AI since 2016, including thousands of content marketing leaders and content-first businesses.

Together, we've teamed up to give you accessible and actionable guidance that helps you take your next steps with AI.

# Generative AI 101 for Content Marketing

To start, it helps to take a step back and understand today's current generative AI moment.

Artificial intelligence as a field has existed for more than 70 years.

In the last couple of decades, machine learning has been the star of the field. Machine learning is the subset of AI that uses sophisticated algorithms and techniques to make predictions from data. In fact, almost all use cases of AI in the last 20 years have been centered around using machine learning to make predictions and forecasts from large sets of data.

Only in recent years have major AI breakthroughs resulted in an entirely new set of capabilities and use cases for AI.

Today, a certain type of AI system can now generate text, images, video, audio, and code. We call these systems, collectively, generative AI.

The most well-known example of generative AI today is [ChatGPT](#). And it's an illustrative example of what generative AI can do, where it's going, and what it means to your business and work.

When ChatGPT was released in late 2022, it was only able to generate text. Today, it's skilled at writing everything from blog posts to white papers to sonnets.

And it's now joined by a number of other world-class models that can write with a high degree of competency and creativity. Those models include general models like [Claude](#) that content marketers can leverage for generic writing work.

And they include domain-specific models like [Palmyra-Med](#) for healthcare or [Palmyra-Fin](#) for financial services, both of which generate content that meets the unique linguistic and knowledge demands of those sectors.

ChatGPT no longer just generates text, either. The tool can also now generate images, analyze visuals, and process data.

Not to mention, there are now also thousands of other generative AI tools that not only generate text and images but also write code ([GitHub Copilot](#)), generate video ([Sora](#) from OpenAI, [Runway](#), [Pika](#)), and generate audio and music ([Suno](#), [Udio](#)).

While generative AI started out as a text generation tool, it is now truly multimodal—meaning it's able to generate outputs in a variety of mediums. What that means is:

We've come a long way since the first release of ChatGPT.

As a content marketer, you must not underestimate the speed of improvement and change in AI.

In just a few short years, AI tools have made enormous strides in how well they generate words, images, audio, and video—and they are getting better by the day.

So, what can generative AI actually do for your content marketing?

Let's take a look.

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## What It Can Do

In content marketing, there are a handful of distinct areas where AI excels.

### Words

AI has gotten very, very good at writing, especially when given adequate examples of good writing and solid source material to work from.

That means that content marketers can now leverage generative AI to:

- Generate written content in moments, including blog posts, website pages, landing pages, ebooks, whitepapers, social media posts, ads, and more.
- Generate ideas for topics, angles, hooks, CTAs, and headlines.
- Create outlines from scratch or based on existing material and direction.
- Edit written content automatically for grammar, word choice, phrasing, tone, and style.
- Repurpose existing written content into different formats or tones for different audiences, channels, and needs.
- Write supplementary material like reports, scripts, memos, emails, agendas, and more.
- Analyze written content and recommend improvements to increase search performance, readability, and engagement.



In short, if you do anything as part of your content marketing work that involves words...

There's a very good chance generative AI can lend a hand in some way.

## Images

Generative AI is also getting increasingly good at helping content marketers create stunning visual content. Today, generative AI tools give content marketers the ability to:

- Generate high-quality images from scratch in moments depicting any subject in any style.
- Edit or alter any image at a professional level without technical, simply using text prompt instructions.
- Remix or revamp existing images into new styles to explore more creative possibilities.
- Automatically reformat visual content into different variations for distribution on other channels.
- Brainstorm visual ideas to aid creativity or mock-up visual possibilities.
- Analyze visuals and recommend improvements to increase appeal and performance.

## Video and Audio

As generative AI becomes truly multimodal, we're now seeing promising new capabilities in video and audio. Today, we have generative AI that can help content marketers:

- Generate realistic-looking video in any style from scratch, using nothing but a text prompt.
- Generate high-quality voices in different styles and tones to narrate content, including blog posts and product videos.
- Generate realistic digital avatars to star in brand and product videos.
- Generate authentic-sounding music and vocals in any style.
- Edit video and audio for podcasts, webinars, ads, creative spots, and more at a professional level without any technical skills.

Video and audio are the bleeding-edge frontiers of generative AI right now. It's still early days for these technologies. But they are moving very, very fast—and you can bet they'll improve even further (likely by leaps and bounds) within the next year.

## What It Can't Do

Make no mistake: Generative AI for content marketing is powerful. But it also has plenty of limitations. While progress is being rapidly made to address these limitations, generative AI can't do several things very well at all. These include:

- **Perfect accuracy.** Generative AI still makes plenty of mistakes when it generates content. It gets outputs wrong. Sometimes, it even makes up facts, figures, or information, then passes them off confidently as truth (what we call “hallucinations”).
- **Perfect consistency.** Generative AI isn't like traditional software, where you get the exact same result every time you perform a specific action or give a specific command. At times, Generative AI tools may mess up following your instructions, even if those instructions are specific and detailed. In fact, you can give generative AI tools the exact same prompt—and get slightly different outputs each time.
- **Unique, original content on its own.** Generative AI can certainly generate text, images, video, and audio for you from scratch. And those outputs can often be quite impressive. But, until you arm them with unique human insights, direction, and material, the content these tools create, while competent, is still generic, unoriginal, and reproducible by your competitors. At all times, the expertise, knowledge, and creativity of human content marketers are still the secret ingredients to getting real value out of generative AI and creating AI-assisted content that actually resonates with your audience.
- **Compliance with copyright.** Generative AI raises some immediate and murky questions and considerations around copyright. In the United States, outputs created by generative AI cannot be copyrighted. Right now, the current guidance from the [U.S. Copyright Office](#) states that you don't actually own anything produced by generative AI in the U.S. Other countries have different laws. No matter what country you do business in, you'll always want to be aware of how copyright considerations impact your usage of generative AI.

## What It *Should* Do

We now know what generative AI can and can't do for content marketers. But the most important question is: "What *should* generative AI be doing for content marketers?"

Because generative AI goes way beyond content creation. In fact, if you're hoping to click a button and generate content using AI without human involvement, you're thinking about generative AI the entirely wrong way.

The best and highest use of generative AI for content marketing is human + machine. While generative AI is transformative, the human touch is irreplaceable. The savviest companies and content marketers out there are treating work with AI as a *partnership*, where both AI and humans excel in their respective areas of strength.

AI excels at drafting initial content, generating creative ideas, and repurposing existing materials. This allows your teams to produce high-quality drafts quickly, which are then refined by your internal experts. As one example, you *should* consider having AI generate a first draft of a blog post, which your team can then edit and enhance based on your strategic goals.

But that only works if you allow your humans to excel at what they do best, too. Your team should operate as the guide for AI, giving it the uniquely human expertise and instruction it needs to produce exceptional outputs in the first place *and* head up the quality control of those outputs (editing, proofing, compliance with brand guidelines, etc.).

This type of partnership is how companies *should* be using generative AI. This approach optimizes your workflows by leveraging AI for speed and scalability while human creativity and insight drive strategy and quality. That not only maximizes efficiency but also ensures that the content actually resonates with your audience on the deepest level possible.

So, what *are* those AI use cases that can actually move the needle for you in your content marketing? Let's look at the top ones that companies are pursuing.

# Top AI Use Cases for Content Marketing

There are literally hundreds of use cases for AI in content marketing—and the number is growing by the day as AI capabilities improve.

But the highest-value ones in content marketing right now fall into a handful of important categories.

## Strategy

AI tools aren't just good at generating outputs like text and code. They're also getting increasingly adept at logical reasoning and data analysis.

That makes AI an ideal strategy assistant for content marketers. Content marketers can use AI as a “second brain” to do things like:

- Analyze content performance data.
- Analyze and learn from competitor content.
- Create or refine content strategies.
- Recommend how to improve existing content.
- Recommend which new content to create.
- Surface high-value topics, keywords, and content formats.

It's actually pretty simple:

Any content marketing activity that requires brainpower is one that you should try having AI help with.



## Ideation

AI isn't just strategic. It can also be creative. AI tools excel at generating ideas and helping you refine your own. With AI, savvy content marketers can:

- Come up with content ideas, topics, and angles.
- Engage in brainstorming exercises with an always-on creative partner.
- Generate nearly unlimited variations of headlines and hooks.
- Generate nearly unlimited variations of images and creative.
- Vet existing ideas for content, creative, and campaigns.

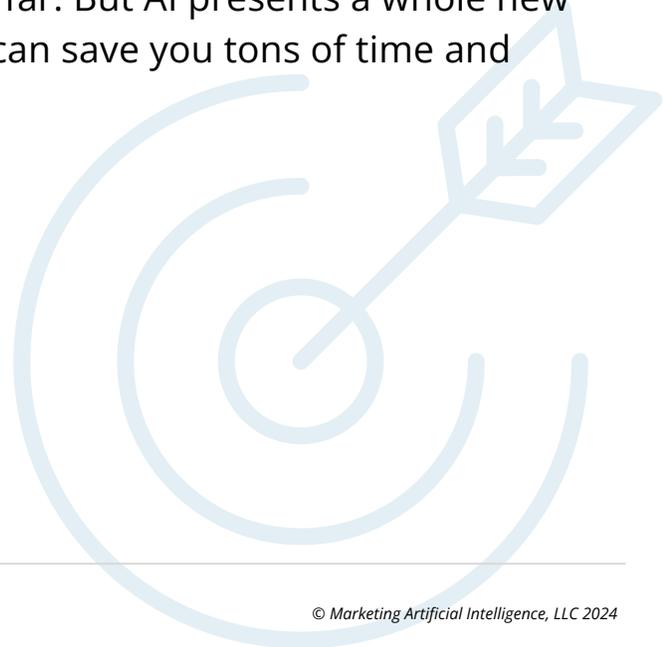
## Research and Summarization

With AI, content marketers now have a competent research assistant on demand. In fact, content marketers doing research for, well, *anything*, can use AI to:

- Find answers to highly specific questions quickly.
- Give simplified explanations of complicated concepts.
- Query and converse with datasets.
- Quickly surface specific examples, case studies, and stats.
- Summarize search results, documents, data, and communications.
- Summarize existing content and company information.

Make no mistake:

Traditional Google searches will still get you pretty far. But AI presents a whole new way of accessing and processing information that can save you tons of time and energy if you learn how to harness it correctly.



## Content Generation and Editing

Of course, AI can help any content marketer generate content faster and at scale. But it can also help you generate better content when human experts work hand-in-hand with AI to:

- Automatically plan and outline robust pieces of content.
- Consistently apply brand guidelines to content.
- Generate first drafts of articles, pages, and assets.
- Generate images, video, and audio to accompany written content assets.
- Generate promotional posts to distribute content across channels.
- Professionally edit images, video, and audio.
- Professionally edit written content.

## Content Repurposing

Last but certainly not least, AI excels at helping you get more out of what you've already got. A core use case for AI in content marketing is repurposing. Today, forward-thinking content marketers are using AI to:

- Add narration and summaries to written content.
- Convert video, course, and webinar transcripts into ebooks and guides.
- Reformat winning creative for different channels.
- Repurpose ebooks and guides into different content formats.
- Repurpose podcasts and webinars into blog posts.
- Turn long-form video into short-form promotional clips.
- Turn long-form written content into social posts.



# How Real-World Brands Use AI for Content Marketing

To demonstrate the very real impact that AI can have on your company, let's take a look at a real-world example of a brand using AI to transform business as usual.

[6sense](#) is a leading B2B revenue intelligence platform that uses AI to help companies effectively identify and engage with their ideal buyers. But just because the company's a giant in their industry doesn't mean their space cuts them any slack.



“What we're seeing with the market conditions is that to win a deal today versus a year ago is just harder,” says Chief Market Officer Latané Conant. “It takes more activities. When we look at the activity level, it's about 50% more activity per deal. And also, the buying team that we have to engage has doubled.”

Add to that the fact the company was growing like crazy into different verticals and audiences while trying to keep headcount under control, and you have a conundrum:

How do you create much more relevant content for buyers with the same amount of resources without compromising quality or the brand?

The answer, it turns out, was the technology that 6sense had already started baking into its own products:

Generative AI.

Specifically, 6sense turned to [Writer's full-stack generative AI platform](#) to dramatically accelerate content productivity within the company.

Writer is an enterprise-grade generative AI platform built for the needs of companies and teams. Unlike other AI products, Writer's training happens securely on a company's own provided data—their best-performing blog posts, landing pages, ppc ads, email, and LinkedIn and Twitter social—and their style and brand guidelines. The result is content that's consistent and on-brand, whether the initial text came from humans or from AI.

Using Writer, 6sense began to generate high-quality, on-brand content using AI that was actually trained on their company's voice, style guide, and brand.

Quickly, Writer became the team's "lifeboat" and "best friend," says Conant. 6sense began testing and incorporating Writer across a number of high-value content marketing use cases.

The team started by using Writer for a range of time-consuming editing tasks. That included editing highly technical product documentation to be more digestible, conversational, and, ultimately, useful to customers. Using Writer, 6sense was able to do this in a fraction of the time it previously took humans to do this alone.

The positive results then encouraged the 6sense team to push Writer even further. And that's where the real magic happened.

AI is our  
"lifeboat" and  
"best friend"

6sense routinely acquires companies. When it does, it inherits all their content and collateral. Synthesizing everything into 6sense's brand, style, and tone is, to put it lightly, "painful," says Conant.

At least...it was.

As part of a recent acquisition, 6sense inherited 100 blog posts from the acquired company—blog posts that were all in a completely different brand, voice, and tone than 6sense's content.

Historically, this would have been a mammoth undertaking.

But, with Writer and its deep understanding of 6sense's brand, it took the team 100 minutes to rewrite every single post in the 6sense brand style.

"What a huge time saving," says Conant. "That's what the team is telling me. Feedback on Writer so far from our team has been that it's been able to increase their load."

In fact, 6sense says that AI from Writer has increased the team's output by 50%, and they're still "just scratching the surface" of what's possible.

That means that, while the market may be tough, the future looks bright for 6sense's content team thanks to AI.

**100 Posts**

**100 Minutes**

# The Top AI Tools in Content Marketing

So, which AI tools can you trust to enable use cases and results in content marketing? Here are a few of the leading vendors to explore.

## WRITER

Writer is a full-stack generative AI platform that helps any business build generative AI right into every part of their operations, including marketing, sales, and support.

Unlike other AI products, Writer's training happens securely on a company's own provided data—their best-performing blog posts, landing pages, ppc ads, email, and LinkedIn and Twitter social—and their style and brand guidelines. The result is content that's consistent and on-brand, whether the initial text came from humans or from AI.

Not to mention, Writer's Palmyra family of large language models (LLMs) are purpose-built for the enterprise to give you quality and control, without high costs—giving you unparalleled power, accuracy, and security.

As a result, Writer makes it easy to empower your people to maximize their creativity and 10X their productivity with generative AI.

To see how, [click here to request a demo](#).

**Learn More About Writer**



## ChatGPT from OpenAI

[ChatGPT](#) is the most popular generative AI tool out there right now—and for good reason. OpenAI is one of the leading AI labs on the planet, building some of the most powerful commercially available AI right into ChatGPT for free and paid use.

ChatGPT is now (as of writing) powered by GPT-4o, OpenAI's most powerful model, and it can generate any type of text or image output you can imagine, at a high degree of quality and with advanced reasoning capabilities.

It can also analyze data, read and summarize documents, write and run code, and power custom GPTs, which are customized versions of ChatGPT that you can build for specific content marketing use cases.

## Claude from Anthropic

ChatGPT isn't the only game in town anymore. [Claude](#) from Anthropic is another leading AI tool that can dramatically improve content marketing performance and productivity. As of writing, Anthropic's most powerful model is called Claude 3.5 Sonnet—and it's particularly relevant to content marketers.

That's because Claude 3.5 Sonnet can do many of the same things ChatGPT can do, but it also is considered the most competent model specifically for writing. Claude 3.5 Sonnet can, with a high degree of competency, produce writing that sounds more natural, expert, and human than other models.

## Opus Clip

[Opus Clip](#) uses AI to supercharge how content marketers promote and distribute video. The platform turns long videos into short, snackable video clips automatically—clips you can then quickly publish to different social platforms.

Opus Clip's AI will also help you quickly add captions to videos, extract the most compelling clips from your content, and even attempt to predict the potential of your short-form videos to go viral on social media.

## Gemini from Google

[Gemini](#) is Google's answer to ChatGPT and another leading AI tool. As of writing, Google's most powerful commercially available model is Gemini 1.5 Pro.

Gemini 1.5 Pro does many of the same things for content marketers as ChatGPT and Claude do (like writing content and analyzing data). But it's also unique because it has an extremely large "context window," or essentially working memory. Gemini 1.5 Pro's context window is 1 million tokens, which means it can use up to 1,500 pages of information at a time.

That makes it perfect for content marketers who are looking to summarize, analyze, repurpose, rewrite, or reuse large amounts of content. (Think: long transcripts, reports, books, etc.) Gemini 1.5 Pro can likely handle these types of content with ease, allowing you to use it in your own work in whatever way you see fit.

## MarketMuse

[MarketMuse](#) is an AI content strategy tool that helps content marketers achieve more predictable content performance.

It does that by using AI to analyze your own website, understand your unique domain and topic authority, and then make recommendations on how to improve existing and new content in order to rank higher in search.

MarketMuse can tell you which pieces of content represent ranking opportunities, tell you exactly how to write a piece of content to rank better, generate AI-powered SEO briefs, create AI-powered competitive heatmaps, and more.



## Descript

[Descript](#) is an all-in-one AI-powered video and audio editing platform. With Descript, anyone, regardless of technical background, can do professional-level video and audio editing for podcasts, webinars, product videos, and more.

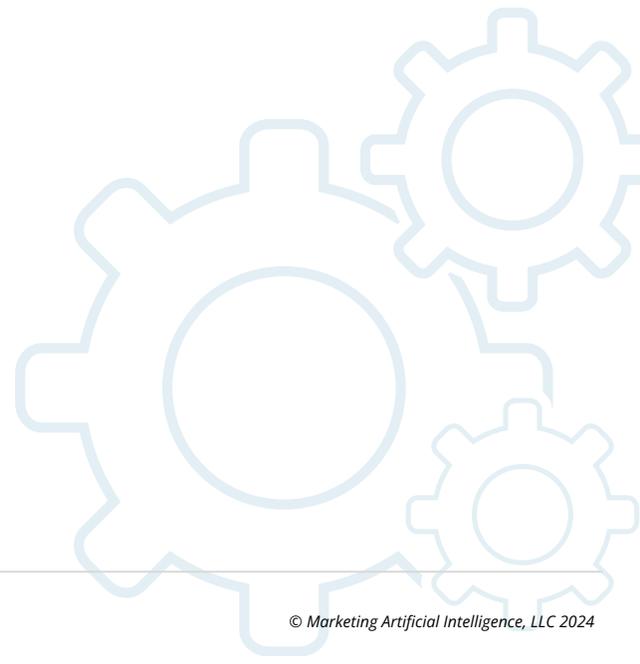
Descript's AI makes it as easy as pointing and clicking to perform all the edits needed to get video and audio ready for primetime. It also gives content marketers editing superpowers, like the ability to automatically clean up audio quality, remove filler words, add captions, and re-record audio snippets using AI-generated clones of a person's voice.

## Perplexity

[Perplexity](#) is an AI-powered answer engine that provides comprehensive and conversational summaries of real-time information, complete with cited sources.

Perplexity uses AI to understand any question you ask it and performs multiple web searches on its own to find the best answers. It then synthesizes and summarizes the relevant information to give you the best possible answer in the fastest amount of time—complete with links, supplementary information, and suggestions of smart follow-up questions to ask.

For content marketers, that means a dramatically smarter, faster way to find the information and understand the topics that inform great content.



# Your Next Steps with AI in Content Marketing

Now that you understand AI and what it can do for you in content marketing, what's next? We recommend every content marketer take these four next steps after reading this guide:

## 1. Find your own use cases.

The use cases provided in this guide can get you started. But there are literally hundreds of unique and valuable ways to apply AI in your own business and market.

In Marketing AI Institute's [workshops](#) that help companies find their unique AI use cases,

the company recommends that leaders and teams look at the tasks they do every day, week, month, and year as part of their jobs and ask four questions of each one:

- **Is it data-driven?** If the task is using data to produce an outcome, AI might be able to help you do it better, faster, and cheaper.
- **Is it repetitive?** Think back to Adore Me's press releases: What types of activities within your business follow the same set of steps every time you do them?
- **Is it predictive?** AI excels at making predictions. If you're making any type of educated guess or forecast about your business, AI might be able to help you do it more effectively.
- **Is it generative?** If you're generating any type of text, image, video, audio, or code, there's a good chance AI can help you streamline or improve that task.

If you answer "Yes" to even one of these questions, you probably have a use case for AI that is worth exploring.

Because AI moves at lightspeed, it's critical to have your own list of possible use cases for AI that you can continually compare against the technology's rapidly improving capabilities.

## 2. Educate your team.

Even if you know what use cases to pursue, your team must understand how to effectively leverage AI technology to take advantage of what's possible.

Unfortunately, too many organizations lack formal internal education for their teams. This is one main reason that Marketing AI Institute created [Piloting AI](#), an on-demand course series designed for teams that teaches you exactly how to understand and pilot AI.

Whether it's Piloting AI or another course, getting your team educated and trained on what's possible today with AI technology is absolutely essential if you want to capitalize on the AI opportunity in front of you.



### 3. Find and vet AI vendors for your use cases and your team.

Once you have use cases and an upskilled team, it's time to adopt AI technology.

Having your use cases in hand makes this process much easier. However, it can still be an uphill battle to find trustworthy vendors that actually sell solutions that are more intelligent than the tools you use today.

When vetting vendors, it helps to do your homework and ask tough, smart questions like:

- **Questions about the company**
  - Do they have a public point of view on AI?
  - What is their AI product roadmap?
  - Do they have points of view on the ethics of AI?
- **Questions about the technology**
  - Where is their data coming from, and how do they use it?
  - How does the company's technology actually make what you're doing smarter?
  - What does the machine do? What does the human professional do?
- **Questions about what it means for your team**
  - What kind of onboarding is required to get full value out of the tool?
  - What skills and capabilities do your team need to fully leverage the tool?
  - Does the vendor provide any type of training or onboarding?

## 4. Understand the solutions landscape.

As you and your team vet AI technology for your use cases, it helps to have a grasp of the current AI solutions landscape, which falls into three different buckets:

- **Build a custom stack in-house.** You can create a custom AI solution from scratch or build one on top of pre-built foundation models. This approach gives you high customization and complete control over security. But it's highly resource-intensive, and takes much time and maintenance.
- **Use individual AI apps for specific use cases.** This approach involves using standalone apps that are typically built on top of existing models—or AI features added to your existing software. This approach is great for quickly and easily using AI to improve productivity or performance across individual use cases. However, it falls short when you need significant customization and consistency for different use cases.
- **Adopt a fully integrated platform that serves the entire organization.** This approach involves adopting a comprehensive generative AI solution that includes everything from the foundational model to application layers in a single platform. This approach offers the best of both worlds: it gives you high levels of security and customization but also is easy and fast to use, like an individual app. However, it may be more expensive than a license to a one-off app, thanks to its comprehensive nature.

The path you choose will depend on your organization's unique needs and use cases.

However, if you're looking to increase your productivity and performance with generative AI in any area of your content marketing, talk to Writer.

They're trusted by hundreds of companies for their superior performance and enterprise-grade security and have delivered proven results for content marketers and brands that rely on content marketing.

[Click here to see Writer's full-stack generative AI platform in action today.](#)

## About Writer

# WRITER

[Writer](#) is the full-stack generative AI platform for enterprises. We make it easy for organizations to deploy AI apps and workflows that deliver impactful ROI.

Stitching together your own AI stack is difficult to scale and often fails to produce results that meet enterprise quality standards. Our integrated platform consists of Palmyra, our family of transparent LLMs that achieve top scores on key benchmarks like Stanford HELM; Writer Knowledge Graph, our highly accurate graph-based RAG; customizable AI guardrails to enforce your brand, compliance, and legal rules; a suite of easy-to-use development tools; and a library of prebuilt apps, extensions, and desktop experiences to get started quickly.

Writer makes it fast and easy to build highly-customized AI apps that compress entire business processes, support complex use cases, and infuse work with company intelligence. With Writer, enterprises accelerate growth, increase productivity, and ensure AI compliance.

Our enterprise-grade platform can be flexibly deployed, keeps your data private, and adheres to SOC 2 Type II, HIPAA, PCI, and GDPR. Our professional services team provides ongoing AI program management that drives adoption and impact. Leading enterprises choose Writer, including Vanguard, Intuit, L'Oreal, Accenture, Dropbox, and Kenvue. Visit us at [writer.com](https://writer.com).

# About Marketing AI Institute



[Marketing AI Institute](#) is a media, event, and education company founded in 2016 that makes AI approachable and actionable for marketers and business leaders. The Institute owns and operates the Marketing Artificial Intelligence Conference ([MAICON](#)) and [AI for Agencies Summit](#), hosts [The Artificial Intelligence Show](#) podcast, runs the [AI Academy for Marketers](#) featuring Piloting AI and Scaling AI course series and an AI Mastery Membership, and published [Marketing Artificial Intelligence: AI, Marketing and the Future of Business](#) (Matt Holt Books, 2022). Learn more at [www.marketingaiinstitute.com](http://www.marketingaiinstitute.com).