Jasper

How to Write Marketing, Social, and Ad Copy with Generative AI

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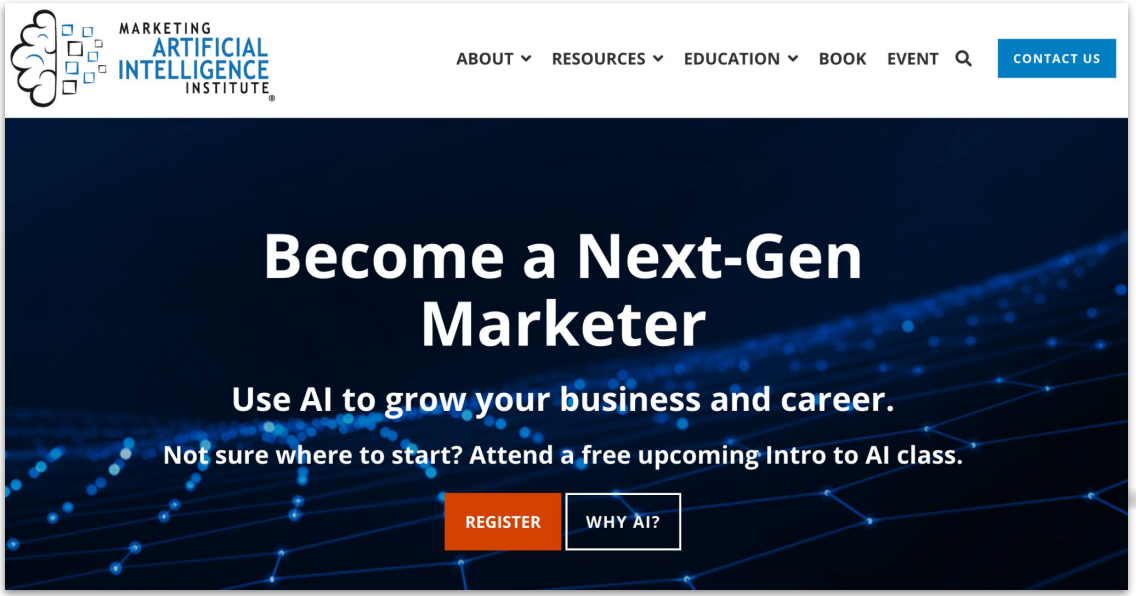
Meet today's speakers

CJ Donio
Group Product Manager
Jasper

Mike Kaput
Chief Content Officer
Marketing AI Institute

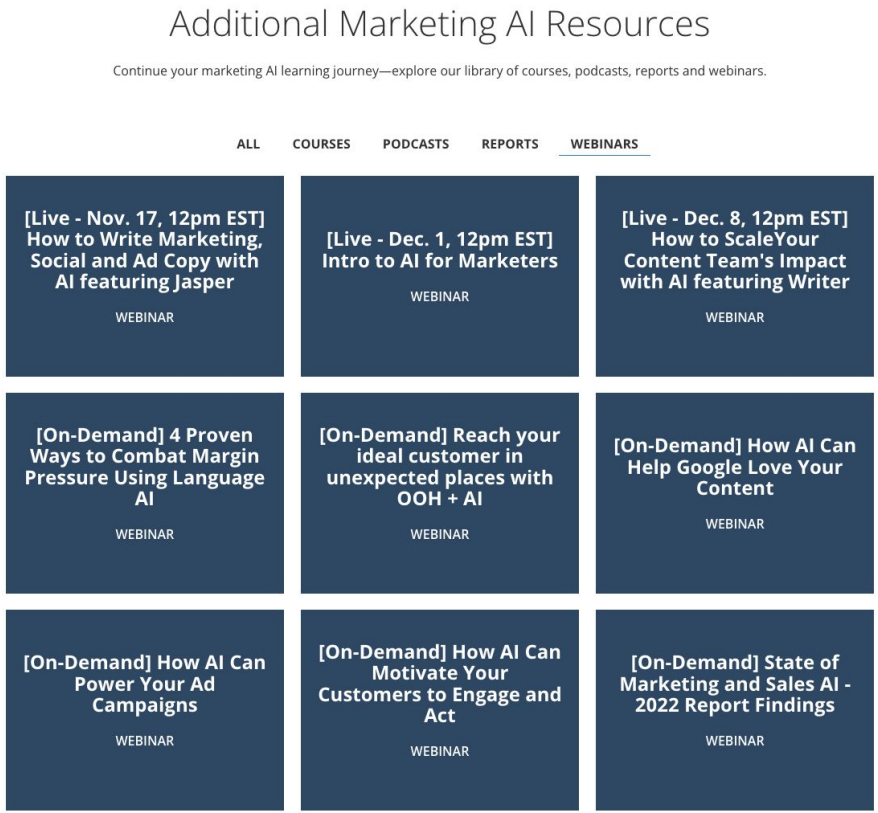
About Marketing AI Institute

We make AI approachable and actionable for marketers.



www.MarketingAIinstitute.com

Our Monthly Webinar Series



Industry leaders help you understand, pilot and scale AI.

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MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE®

Agenda

01 About Me
- Who am I? What are my biases?

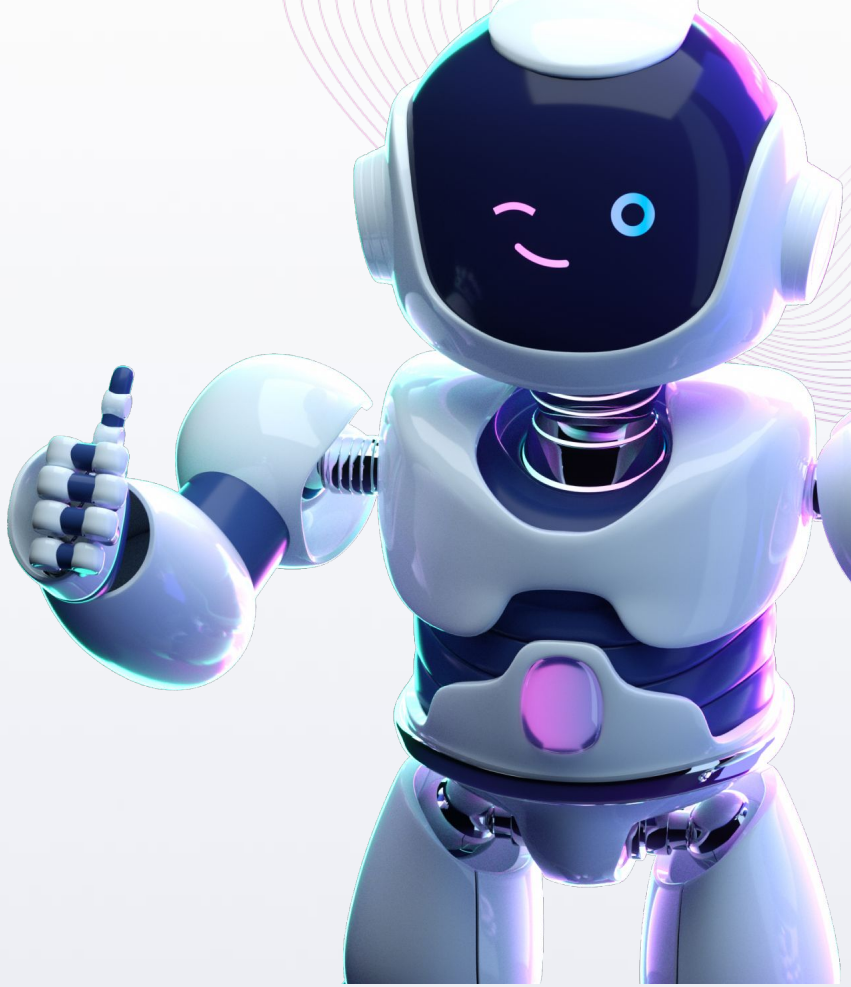
02 A Quick AI History Lesson
- From 1950 to today

03 A Day in the Life of
- A content marketer and their pain points

04 Generative AI
- What is it and why does it matter?

05 Intro to Jasper
- How does Jasper work and what can he/she help with?

06 Demo and Q&A
- What questions do you have?



Jasper

01 About me

My name is **CJ Donio**

- I’ve worked in product and project management for 12+ years
- I’m a Group PM at Jasper and I’m over the Business team
- Outside of work, I am a nerd and advocate for ethical artificial intelligence in technology
- I have an MPA and a bunch of product certifications
- I am a musician, I love to travel, and I have a wife and a fur baby named Luna

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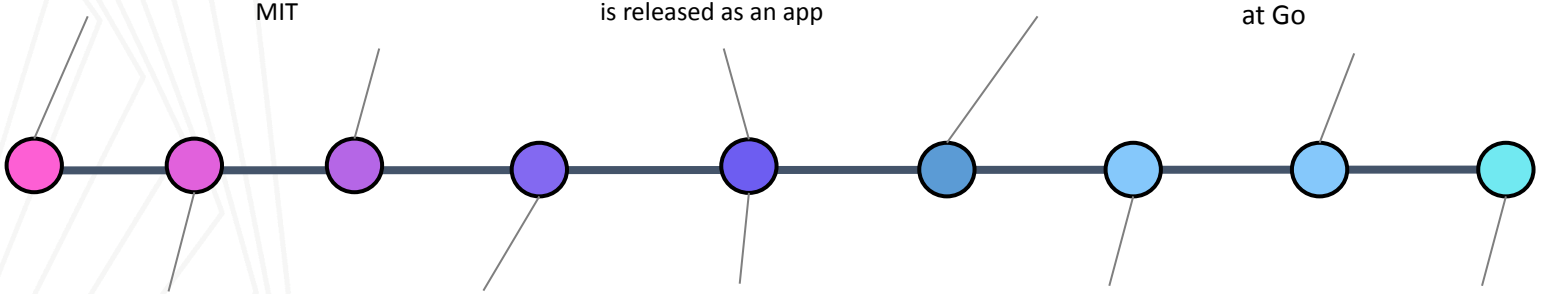
02 A Quick History

A quick history of Artificial Intelligence



1950 The “Turing Test”
is developed by Alan Turing

1955 “Artificial Intelligence”
is coined as a term CS Professor John McCarthy at Stanford

1964 the First “Chatbot” Eliza
a psychotherapist NLP program is born at MIT

1997 IBM’s Deep Blue
beats chess world champion Garry Kasparov

2011 Apple’s SIRI
a digital personal assistant technology, is released as an app

2011 IBM’s Watson
a question answering computer system, defeats human players on Jeopardy

2014 Amazon’s Alexa
a virtual assistant technology, is born

2015 Open AI is founded
as an AI research laboratory

2017 Google’s AlphaGo
beats the world champion Fan Hui at Go

2021 Jasper is founded
as an AI content platform

And the AI journey has just begun...

- **AI Text** generation is maturing rapidly
- **AI Art/Image** is still in its infancy
- **AI Video** is in early stages of development
- **AI Audio** is on the horizon
- And more…

03 A Day in the Life of...

A day in the life of a content marketing team

You feel:

- **Reactive** - content requests are constant and never-ending
- **Understaffed** and **overburdened**
- **Quality is hard to maintain** especially when creating content at scale
- **It's hard to be creative** due to time constraints and constant context switching
- **You have to stay relevant by constantly creating content**
- **You are spending more time on fires and low-value work** and less on high-value, high impact work

How do you continue to produce quality content despite increasing demand and resource limitations?

04 Generative AI

The answer is “Generative AI”

Or…artificial intelligence content generation programs that use existing context — such as existing text or images — to produce new and original content faster than traditional, manual methods of content creation.

Generative AI is your ***superpower***

Artificial intelligence **DOES NOT** replace you and your team

Artificial intelligence augments your abilities, granting you a super power that helps you be more efficient and effective in content generation

05 Intro to Jasper

How does Jasper work?

Simple answer:
Jasper references 10% of the published internet when generating content.

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Jasper references 10% of the published internet when generating content.

More technical answer:
Jasper references text or image data using a variety of models and methods. Each model contains specialized information relating to particular use cases. Jasper is constantly adapting through machine learning, A/B testing, and technological advancements to know when to use specific models to give you the highest quality output possible via a data model in his/her toolbelt.

Where can Jasper help?

- Simplifying existing content
- Breaking through writer's block
- Synthesizing research
- Generating alternatives to stock photos
- Brainstorming ideas
- Testing ad and landing page variations
- Improving and optimizing existing content
- Communicating across language barriers

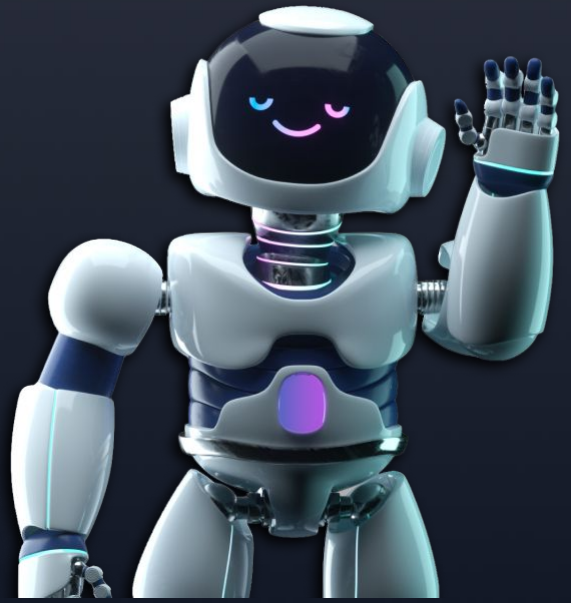
06 DEMO

Jasper

20% off Jasper for Business

How to Claim:

1. Head to jasper.ai/business
2. Request demo
3. Mention that you are an attendee of the “AI in Action” webinar



07 Q&A

08 Resources

Links/Resources

- The Jasper Bootcamp
- Jasper Help Docs
- Signing up with Jasper