



# **How to navigate the generative AI revolution**

# Introduction

Generative AI. It's the technology fuelling ChatGPT, created by OpenAI, the radical innovation taking the world by storm, set to transform every major industry, including content marketing. With the future of work hanging in the balance, people are both hesitant and excited to embrace this emerging technology.

As Europe's leading content creation platform, Contentoo AI is at the forefront of this technological revolution, harnessing the boundless potential of Generative AI and creative human talent. With a paradigm shift underway, creative, surprising use cases are sure to arise, each of which will change content marketing forever.

To gain insights into the current and future state of AI-powered content marketing, we spoke with several experts in the field.

Through our conversations, we gained valuable information into how Generative AI will shape daily operations and activities in this rapidly evolving industry. In particular, we have focused on several topics, including:

- What AI experts are currently working on
- The landscape of promising AI-powered marketing tools
- The benefits and barriers of Generative AI
- How to successfully apply Generative AI
- The current state of AI-powered content marketing
- The future state of AI-powered content marketing
- How to ensure AI content creation is brand safe
- The competitive advantages of AI-powered content marketing
- The biggest AI game changers
- The most effective AI use cases
- Why human oversight is critical for success





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**Arpit Singh**  
Growth Marketing  
Manager  
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CCO and Investor  
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# Meet the experts



# What AI experts are currently working on

- Custom Natural Language Processing, Robotic Process Automation and predictive projects for retailers, manufacturers and suppliers.
- Quality assurance and anomaly detection in transactional data.
- Classification of reported incidents in warehouses and administration offices.
- Digital twins, telehealth and engineering applications.
- Text generation for listings and products in e-commerce, real estate, and other online marketplaces.
- Content generation and personalisation.
- Conversion of one type of document (e.g. scientific article, user manual) to another style (e.g. interactive story, marketing optimised blog post).
- Strategy optimisation in email marketing.
- Information retrieval and generative search on knowledge bases.
- Text to speech.



## The landscape of promising AI-powered marketing tools

Our experts identified a number of promising AI-powered marketing tools that they are currently using:

- |                 |             |
|-----------------|-------------|
| • Contentoo     | • ChatGPT   |
| • Jasper.AI     | • Tome      |
| • KeyWI         | • Eluna     |
| • Powersuite.AI | • ChatSonic |
| • Grammarly     |             |



# The benefits and barriers of Generative AI

## Benefits

- “Quick idea generation.”
- “Time and cost savings, personalised content for target audiences, and data-driven insights for better strategies.”
- “Consistency, time spent to create and saliency.”
- “The possibility to generate content at scale.”
- “The clear benefit is that AI can do all of these things at a scale no human ever could.”
- “AI gives you speed for drafting and saves research time.”

## Barriers

- “AI has no empathy. That's up to the marketer!”
- “The biggest limitation is that human reasoning and common sense are not intentionally present in these systems, which can influence the quality and therefore a human in the loop will remain indispensable.”
- “Lack of control.”
- “Duplicated content with fake facts.”
- “AI makes you dependent and lethargic, requiring it to form your own words.”
- “Potential inaccuracies in AI-generated content, ethical concerns about job loss or biased inputs, and the need for human oversight to ensure quality and appropriateness. Also, a possible saturation and even backlash from audiences as AI-content (and the conversation about it) permeates every aspect of their lives.”

# How to successfully apply Generative AI

To successfully onboard generative AI into your content marketing strategy, our experts suggest several key measures to take.

First, a clear roadmap and alignment between stakeholders on the ultimate goal and how to achieve it is mission-critical. This includes defining the right use cases and organising the processes, people, and budget required to take action. As well, choosing the right technology, especially an option that has the capacity to mature over time, is important.

Second, it is imperative to use a model that can scale up to thousands of products while maintaining quality control. With the right model, brands can provide quality data, detailed prompts, clear expectations and output templates, and complete briefings.

Third, a process for verifying information and editing content with human oversight is essential. Without this, brands run the risk of producing content that is not brand safe.

An abstract pattern of yellow lines and circles on a black background, resembling a circuit board or a network diagram. The lines are of varying thickness and connect various circular nodes, some of which are also connected to each other. The pattern is dense and covers the entire background.

**It is extremely helpful  
for humans to augment  
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# The current state of AI-powered content marketing

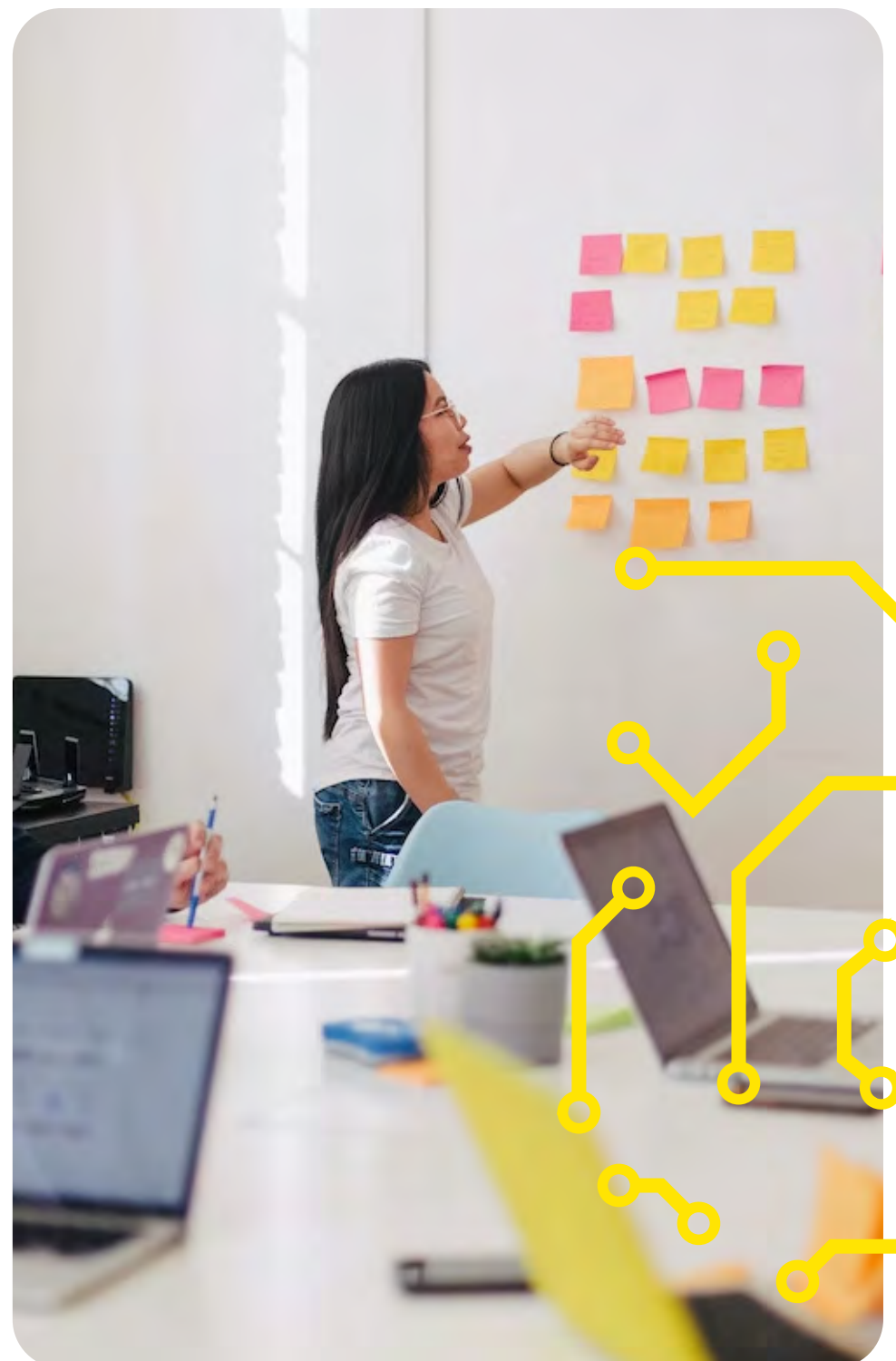
Our experts agree that we are currently in the “gold-rush era” of AI-powered content marketing. As people jump on the bandwagon, there will be high demand for generative AI. However, as the technology is still in its infancy, brands must use it strategically.

Ultimately, we are just beginning to discover the first use cases. New developments will only continue to accelerate, bringing with them unforeseen challenges.

“It won't happen without challenges, whether those are legal or ethical implications,” posits Juan Faisal, a senior digital producer based in Los Angeles, United States. “Companies are jumping in without a roadmap on what they are ultimately trying to achieve. We will also see the proliferation of even more “dumb-content,” which will be hardly differentiated from other pieces.”

Large language models like GPT-4 lack human ingenuity and use probability to predict the next sequence of characters based on input. While they can produce reasonable answers and follow instructions, the output may not be as desirable or unique. This is why it is important to keep human beings in the mix to ensure quality content creation.

“Even when combining it with external sources, such as Google search information, and even when fine-tuning these models on specialised content, such as hundreds of your own blog posts, there is no intentional creativity here,” explains Kjeld Oostra, AI Consultant at Entropical.



“Content marketing has forgotten uniqueness,” argues Arpit Singh, a growth marketing manager based in Mumbai, India. “Few people are adding their perspective to the content and most of the companies are using the AI output as it is. Thought leadership is missing. That's why Google also updated its search engine algorithm to prioritise thought leadership.”

“It is extremely helpful for humans to augment their marketing skills in terms of content and product marketing,” says Josef Murad, an engineer and technical marketer based in Eindhoven, Netherlands.





# The future state of AI-powered content marketing

Looking into the future, the AI-powered content marketing of tomorrow will be dramatically different. Brands will learn to harness the limitless potential of AI and set themselves apart from competitors. Where previously uniqueness and creativity were often left out of the equation, these qualities will take center stage.

In the next few years ahead, brands will have faster idea generation, which will free up time for more imaginative endeavours. Models will become more powerful and multimodal — building infographics and other marketing materials with audio and visual representations of data and ideas at a moment's notice.

Not only this, but they will get better at following instructions, as live information retrieval is integrated.

“Open-source alternatives will become better and at some point easier to host in a private (albeit managed cloud) environment, and they will support even longer documents (number of tokens),” posits Kjeld Oostra.

At present, AI training and inference limitations are restricted by the ways in which data is stored. Given this, the introduction of any new architecture could prove game-changing. A shift from binary to quantum computing could be unfathomable, bringing with it untold opportunities in terms of speed, volume, and computational power.

Overall, dependency on AI technologies is likely to increase, which could turn content marketing professionals into better editors than writers. Here's what our experts anticipate is on the horizon in the next 5, 10, and 50 years of AI-powered content marketing





## What AI experts are currently working on

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**“Open-source alternatives will become better and at some point easier to host in a private (albeit managed cloud) environment, and they will support even longer documents (number of tokens).”**

Kjeld Oostra  
AI Consultant

### In 5 years

“The shift is from content generation to moderation.”

“Nothing will be the same as everything will be immersive and phygital.”

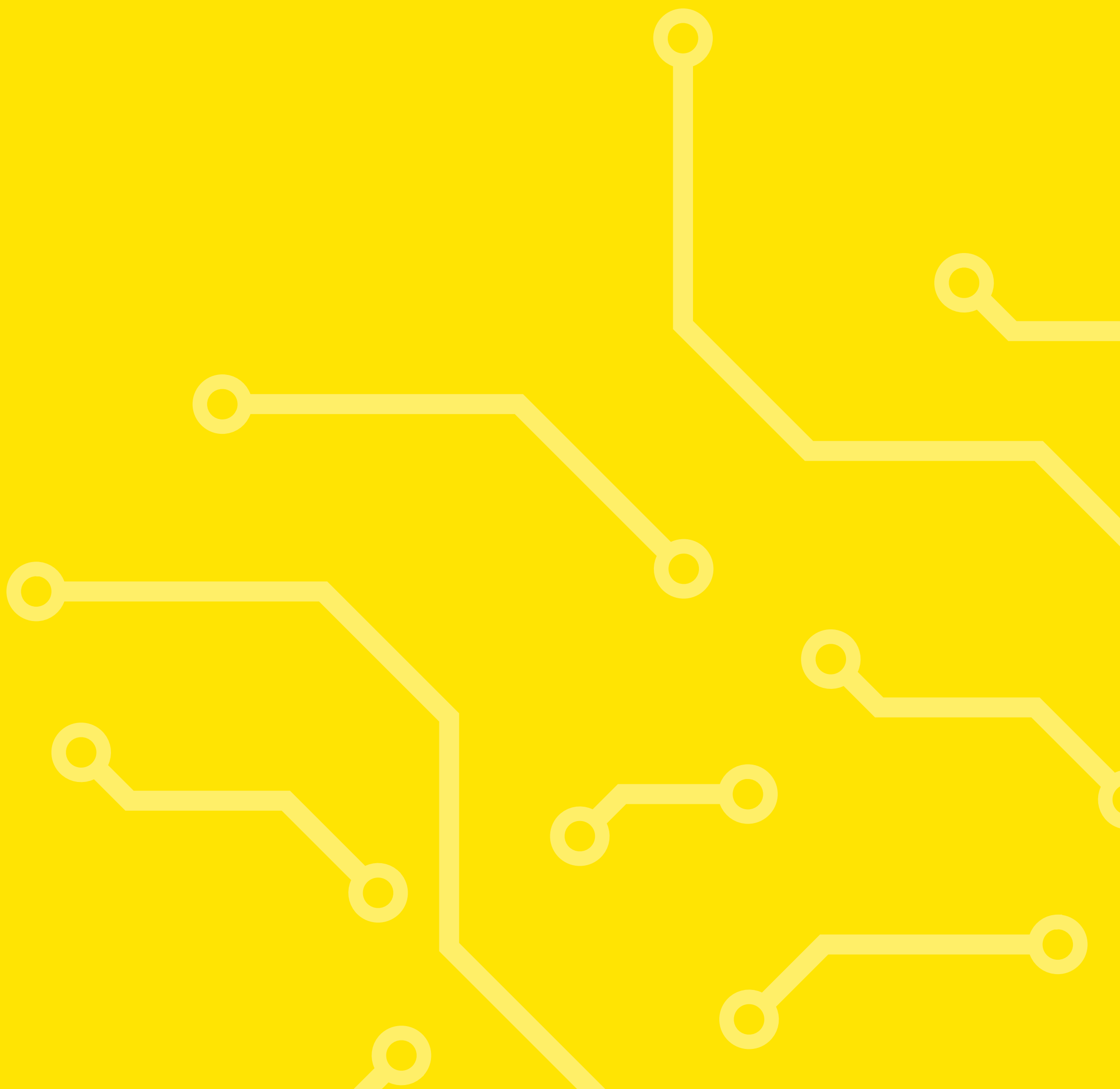
“There will be more editors than writers. People will lack writing skills, have more ideas, and be dependent on AI tools. The gap between ideas and execution will be decreased by 20x.”

“The full AI automation of simple content and more focus on branding, creativity, and uniqueness for high-value content and campaigns.”

“The standard will be full automation of repetitive tasks and data analysis to spot trends and generate first drafts. There will be platforms fully dedicated to creating and optimising prompts. Human and AI collaboration will still be important.”



**We are currently  
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## In 10 years

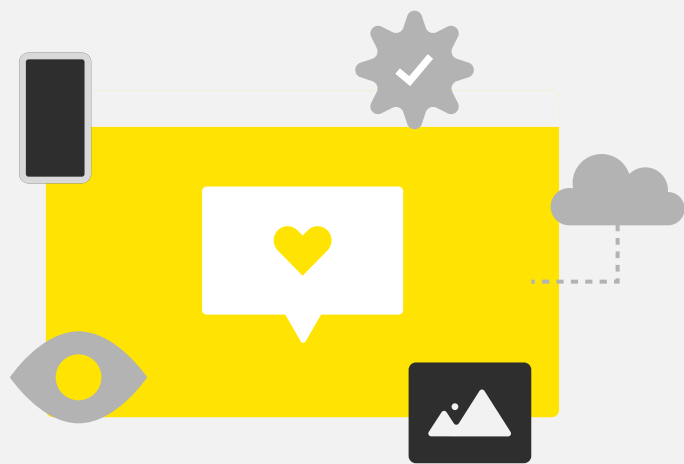
“Different formats — voice and video — will become dominant.”

“AI will handle more complex tasks and machine creativity will fully take over human-generated content. There will be fewer opportunities for folks in the content space to get their first footing in the industry, with the exception of low-skill jobs dedicated to prompt optimisation. Corporate greed will find a way of using AI to ask even more of workers, paying less.

## In 50 years

“In 50 years, everything is singular.”

“The only way humans will be able to compete with AI is by adding AI-powered enhancements to their bodies. We shift from humans as content creators to units of P2P processing to assist data ingestion and output creation.”



# How to ensure AI content creation is brand safe

One of the most pressing concerns for content marketing professionals is how to ensure AI content creation is brand safe. There are a number of risks involved, related to privacy, security, accuracy, and ethics, all of which have ramifications for reputations and revenues.

To keep things in check, brands can safeguard their bottom lines with the right mix of measures and protocols. From leadership alignment to the fine-tuning of pre-trained models, our experts suggested several checks and balances to put in place in order to remedy any risk associated with AI use.


## Reliability testing

Reliability testing for brands is a process of testing a product, system, or service to determine its ability to perform its intended function without failure, for a specified period or under defined environments. As well, this involves the ability to identify and mitigate any flaws or potential failures that may occur during real-world use.

## Data governance

Data governance involves a set of principles, policies, and practices to ensure the reliability, consistency, and security of a brand's data. The goal of data governance is to promote the availability, quality, and security of data, and to ensure that it can be trusted to drive business initiatives, inform decisions, and power digital transformations.



The background features a dark, blurred image of computer code in various colors (blue, green, yellow). Overlaid on this are several bright yellow lines that form a circuit-like pattern, with small yellow circles at the junctions and endpoints. The text is positioned in the lower-left area of the image.

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from competitors.



## Data management

This refers to the process of organising and maintaining an organisation's data to ensure that it is accurate, consistent, and accessible for decision-making purposes. Such a process involves the ingestion, processing, securing, and storing of data. Effective data management enables people across an organisation to find and access trusted data for their queries, leading to important insights that add value to customers and improve the bottom line.

## Chief AI Officer

The Chief AI Officer (CAIO) is a senior executive responsible for overseeing an organisation's artificial intelligence initiatives and ensuring that they align with the company's goals and objectives. The specific responsibilities of a CAIO may vary depending on the industry and the company's specific needs, but generally, they are tasked with managing either people, resources, or both.

## Leadership alignment

This is achieved through empowering subject matter experts to provide advice on policy and contingency plans. Protocols are established to create guardrails and to empower individuals from diverse backgrounds, which is a crucial aspect to prevent ignorant outputs that could lead to a crisis.

## Editorial oversight

Brands can ensure content guidelines and publishing processes with clear standards, including style guides and approval processes. Tools like content management systems and training for content creators help to enforce guidelines and maintain alignment with brand standards.





## Accurate prompting

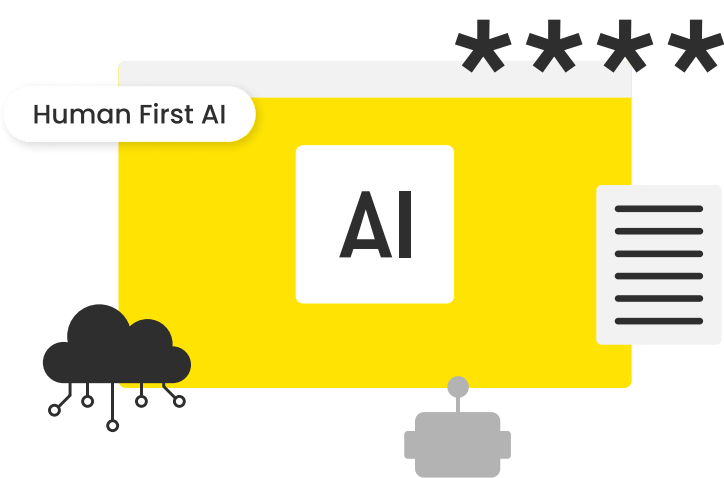
This refers to the process of generating text prompts that are precise, correct, and appropriate for a particular application or task. It involves using natural language processing (NLP) techniques to generate text that effectively conveys the intended message and achieves the desired outcome. This ensures there is no use of incorrect or ambiguous language that can have serious consequences.

## Prompt engineering

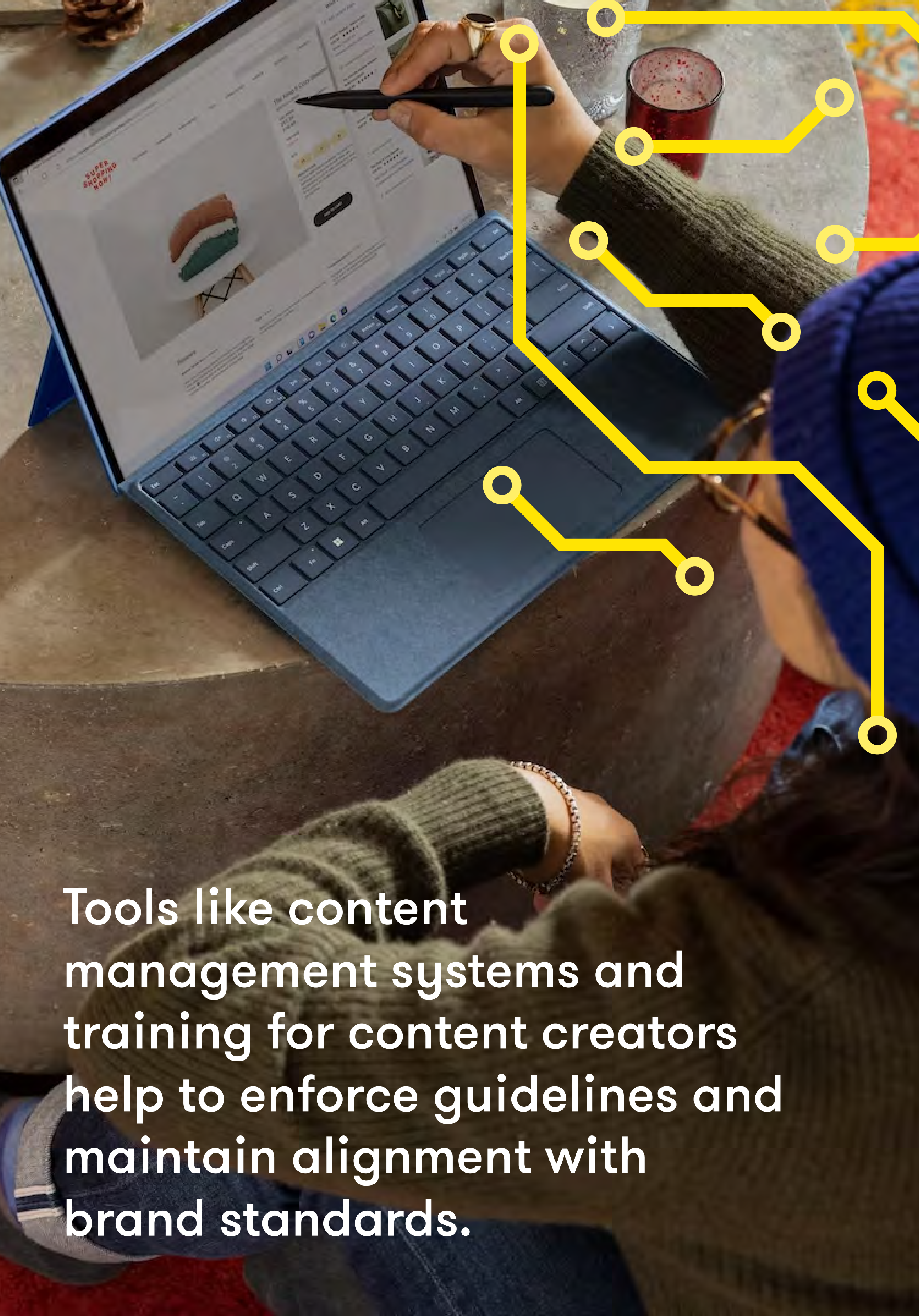
This term often refers to the process of crafting a prompt that produces desired results. Prompt engineering involves constructing a specific text input that a language model can use to generate an output that meets desired specifications. Overall, the goal of prompt engineering is to produce text that is relevant, accurate, and engaging for various applications.

## Few-shot learning

This machine learning method uses only a few examples to teach a model new tasks or concepts, unlike traditional models that require large amounts of data. The model is initially trained on a diverse dataset to recognise and generalise patterns. Then, when given a new task or concept, it quickly adapts by using its prior knowledge.







Tools like content management systems and training for content creators help to enforce guidelines and maintain alignment with brand standards.

## Fine-tuning of pre-trained models

Brands can fine-tune pre-trained models like GPT-3/4 or open-source models like BLOOM or FLAN-T5 to fit their specific needs. This involves training the model on a smaller dataset for the company's domain, which improves accuracy and effectiveness.

Brands can select a dataset, create additional training data if needed, and adjust parameters. This cost-effective approach creates tailored AI solutions without needing extensive data or computational resources. Open-source models provide a starting point for customisation, making development faster and easier.

## LLM assessments

Companies can use language learning models (LLMs) to not only generate text but also evaluate it. LLMs can verify tone of voice or consistency with brand copy through fine-tuning or pre-existing language understanding capabilities.

By utilising LLMs in this way, companies can improve content creation and validation processes.

# The competitive advantages of AI-powered content marketing

As AI technology accelerates, not everyone will want to jump on the bandwagon. For those that do, there are a number of advantages in store, namely the ability to be more productive with less budget. Undoubtedly, early adopters will have a competitive edge, so long as they can overcome a steep learning curve.

“They will have the ability to multiply outputs and serve clients with more material at ridiculous prices and faster speeds,” argues Juan Faisal. “I still see a place for 100% human-crafted content, but it will be more of a “delicacy” for select brands on select campaigns that make it part of the selling point.”

“

**“They will reap the full benefit of content marketing and become publishers themselves.”**

Ron van Valkengoed  
CCO and Investor



Contrary to the myth that machines are here to replace us, creative human talent isn't going anywhere anytime soon. Rather, content will be produced at a much greater scale at a fraction of the price. Increasingly, brands can outsource tedious tasks to AI, freeing up time and resources for more complex, creative ones.

“They will reap the full benefit of content marketing and become publishers themselves,” says Ron van Valkengoed, CCO and Investor.

“Just imagine being able to scale content at a rate five times greater than before and for the same price, while also being able to continuously refresh outdated content. As more than 80% of the content on the websites of most companies is outdated, a refresh could generate up to 80% more organic traffic.

Overall, brands using AI content creation tools will have faster turnaround times, become more effective and efficient in producing content and more relevant to their audiences.

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# 80%

# The biggest AI game changers

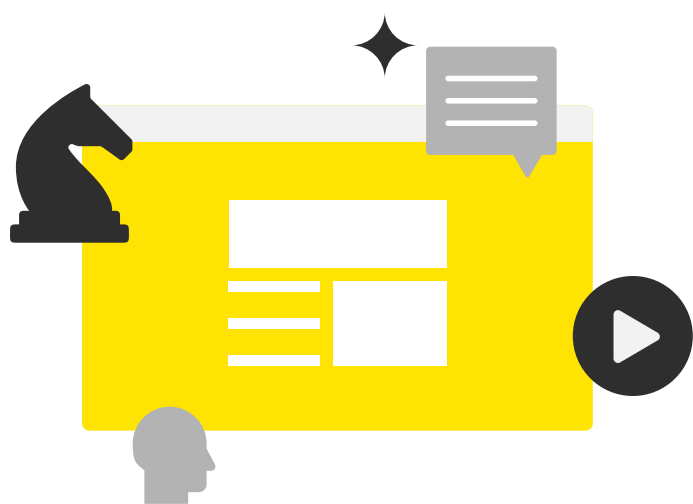
In the future, not only will there be widespread AI adoption, but also applications that understand human behaviour and thoughts. When this technology is used en masse and is more integrated into daily life, it will be a game changer for our species as a whole.

While it is difficult to accurately predict tomorrow, our experts foresee some tangible outcomes. For example, generative text-to-video, deep fakes, and presumptive selling are likely to be more commonplace. As well, it might be possible to use unstructured data for content generation.

“Conversations will be top priority,” says Arpit Singh. “People will shift from feed-based social media to groups and community-based platforms outside or inside social media apps.”

If the digital world as we know it changes, so too will content marketing. In turn, we might see new OpenAI developments, the automation of creation processes and training of AI models for brands and conversions. Altogether, these advents will yield unique insights.

In the context of work, one expert suggests, a gap might widen between the wealthy and connected and regular workers and the disconnected. Regardless, game changers can be both positive and negative. Which of these comes to fruition remains to be seen.





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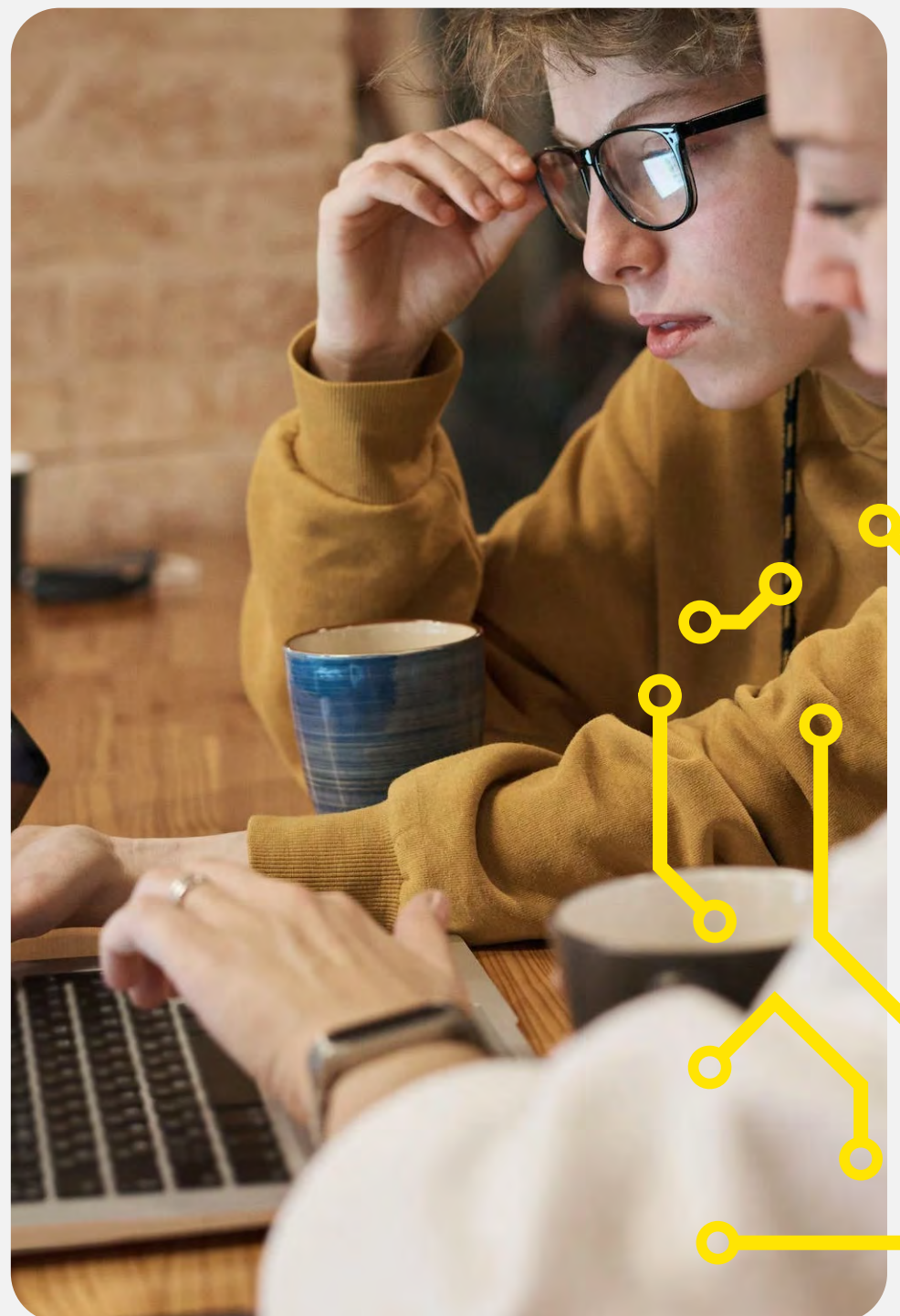
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Arpit Singh  
Growth Marketing Manager

## The most effective AI use cases

Beyond content marketing, AI technologies can benefit marketers in a number of ways. Here are some of the most effective AI use cases that our experts identified:

1. Attribution
2. Churn prediction
3. Hyper-personalisation
4. Advertisement optimisation
5. Sentiment analysis
6. Empathetic chatbots
7. Real-time pricing optimisation
8. Micro-influencer discovery
9. A/B testing
10. Data quality improvement





# Why human oversight is critical for success

As AI usage accelerates, checks and balances must be put in place to ensure safe, responsible, and ethical widespread adoption.

Brands rushing to onboard AI content creation tools should be mindful of the risks involved. A seemingly quick fix for scaling content could prove disastrous in the long run.

One expert suggests using the “four-eyes principle,” an internal control mechanism that requires two independent and competent individuals to confirm or approve activities involving material risk profiles, thus mitigating potential harm or financial loss to an organisation.

In the context of AI-powered content marketing, this would mean ensuring that human oversight is an essential part of the content creation process. In such a scenario, at least two people would assess content based on a fixed set of questions, which can include:

1. What assumptions are being made that do not have a source reference?
2. Which of these assumptions can be attributed to common sense? And why?
3. Can I find a credible source that supports the claims being made in this article? If so, include the respective sources. If not, either remove these claims or explicitly mention that these claims are assumptions and not founded on publicly available information.

With a thorough review process that incorporates exceptional content moderators and editors, brands can establish trust, authority, and credibility. This, coupled with data government and management, can set up brands to successfully mitigate any and all risks associated with AI content creation tools.



# Conclusion

Generative AI has the potential to revolutionise content marketing, but its effectiveness depends on various factors. According to our experts, we are currently in the "gold-rush era" of AI-powered content marketing, resulting in high demand for generative AI. However, since the technology is still in its early stages, brands must use it strategically.

While large language models lack human ingenuity, they can produce reasonable answers and follow instructions using probability to predict the next sequence of characters based on input. However, it is crucial to involve human beings to ensure quality content creation, as the output of generative AI may not always be desirable or unique. Given this, brands should use generative AI as a powerful tool for content marketing, while remaining aware of its limitations and using it in conjunction with human expertise.

As AI-powered content marketing continues to evolve, brands will learn to leverage the infinite potential of AI to differentiate themselves from competitors. In the coming years, idea generation will become faster, freeing up time for more imaginative pursuits. However, it is important to note that AI will not replace the creativity and strategy that human marketers bring to the table. Therefore, brands must find the right balance between human expertise and generative AI to achieve the best results.





Contentoo is Europe's leading content creation platform. Combining AI-powered, cutting-edge technology with creative human talent, we empower brands to create scalable, performance-optimised content.

With a human and AI tech pairing tailored to your needs, seamlessly build any type of content, no matter how niche or complex. From in-depth articles to housing listings and product copy, our solution provides you with budget-friendly, high-quality content.

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