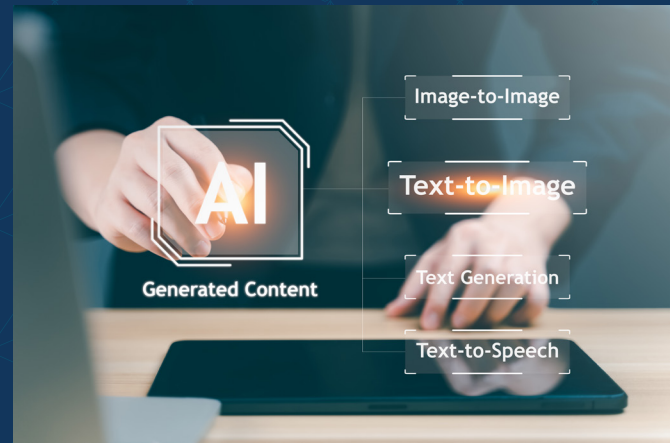


AI-ASSISTED CONTENT CREATION: PROS AND CONS

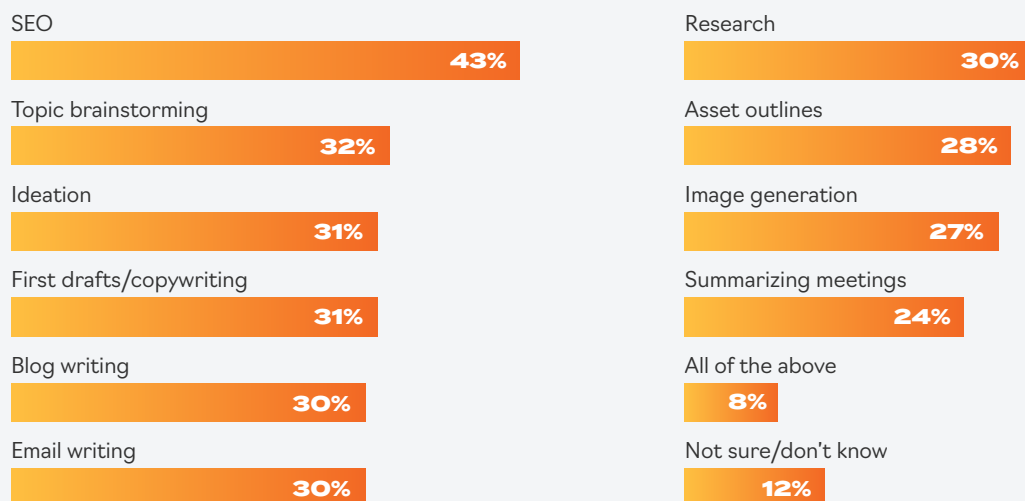


We recently surveyed 265 B2B marketers on a range of issues. When asked about how they plan to use artificial intelligence (AI), only a third said they plan to use AI for any single aspect of content creation. The takeaway? Marketers are curious about AI, but they are moving ahead cautiously—and for good reason.

If you are a marketer who is thinking about using AI to create content, generative AI tools such as ChatGPT, Jasper, Cohesive, and many others hold huge potential to help you and your team do your jobs better and faster. But you also need to be aware of the downsides.

This article provides an overview of some of the biggest benefits and drawbacks of using AI tools to create content.

► FOR WHICH OF THE FOLLOWING DO YOU PLAN TO USE AI-POWERED TOOLS?



THE PROS OF AI

AI technology can help you be more productive since it can:



Quickly write both short and long copy. Simply enter a brief description into an AI solution of what you want to create, and AI will write it for you almost immediately.



Help you do a lot of the preparation work required to create content. For example, you can use AI to research SEO keywords and information about a topic, research and analyze competitor content, brainstorm ideas, create outlines, and more.



Produce more content in different formats faster. This saves everyone time and enables your team to be more efficient when creating content.



Automate repetitive and mundane tasks and processes. This frees your team up to focus on more strategic activities instead.



Write and translate copy into multiple languages in real time. Some AI tools allow you to quickly translate copy into different languages within the software.

...AND THE CONS

While the potential for AI tools is great, be aware of these downsides:



AI technology can pose significant security and ownership risks to your company's confidential and proprietary data. For instance, if an employee or anyone else **enters your company's confidential or proprietary information** into an AI tool, depending on that AI company's policy, that information may then belong to the AI company, or become available to anyone who uses that tool.

To prevent this from happening, organizations need to create and implement a formal policy for their employees, contractors, and freelancers about using AI. [Note: Emerald Studio's policy is that our employees, contractors, and freelancers are not allowed to enter any of our agency's or our client's confidential or proprietary data into any AI solution. Right now, we only use AI technology for background activities such as brainstorming, research, and so on.]



Lack of ownership of content copyrights. As of February 2024, the U.S. copyright and intellectual property laws **only allow human beings to hold a copyright**. The laws don't protect content created by AI. Also, **the U.S. Patent and Trademark Office (USPTO) has stated** that it will only grant patents to natural humans—not AI systems.



Potential copyright infringement. As of now, content and copy written using AI technology that was trained with information scraped from the internet can potentially open an organization up to **copyright infringement** and plagiarism claims.



Generating content with AI can potentially affect your company's ranking on Google. While appropriately using AI technology to create content isn't against Google's guidelines, Google's policy is that "using automation—including AI—to generate content with the primary purpose of manipulating ranking in search results is a violation of **[Google's] spam policies**." Instead, Google's ranking system rewards original, high-quality, people-first content that exhibits E-E-A-T (expertise, experience, authoritativeness, and trustworthiness)—the exact kind of content you want to create anyway. That said, **Google plans to provide more clarification on this subject** soon.



AI struggles with generating ideas in some areas. While **new research** from the University of Montana shows that some AI technology (such as ChatGPT and GPT-4) is capable of producing original ideas and "generating a large volume of ideas," AI has a hard time "generating different types and categories of ideas."



Content and copy written by AI lacks human emotion and can't make an **emotional connection with the reader, a crucial element buyers crave in both the B2C and B2B worlds.**



AI-generated content still requires human oversight and adjustment. Even though AI can provide a lot of information, not all of it is accurate or reliable. Sometimes **AI even hallucinates** and returns **false or fictional information**. For example, two attorneys used ChatGPT to do research for a court filing and **cited past court cases** that they thought were real, only to learn later that ChatGPT had completely made them up. A few people have also shared stories on social media about how they asked ChatGPT for information about themselves and received false reports that they were dead, with the AI technology even listing a date of death and burial location.

FINDING BALANCE

When used appropriately, AI technology can be an incredibly valuable tool to help marketers create content. But it's also crucial for marketers to be aware of the potential risks, drawbacks, and limitations involved. As you experiment with new tools and technologies, remember that there's no replacement for the human touch required to connect authentically with your target audiences.