AI will Not Replace You,
People using AI will.

The ONE skill to help you prepare for the AI Revolution,
and not be left in the digital dust.

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Have You ever used
ChatGPT?

Are You Still Using it?

who am I?

```
{
    "PersonalInfo": {
        "Status": "Proud Father of two Daughters"
    },
    "Career": {
        "ExperienceYears": >25,
        "Fields": ["Technology", "Marketing", "Media"],
        "FormerPositions": ["PC Magazine Publisher"],
        "CurrentPositions": ["XPLAIN – The AI Agency, Founder"],
        "Achievements": ["Innovator of the Year 2018 (US)"],
        "CorporateCollaborations": ["Fortune500 Companies": >25 ],

        "NewProjects": ["Launched XPLAIN.Academy"]
}
```

are we going to **lose our jobs?**

Technology has a pretty clear and well-known role in that regard.

the **tech revolutions**

(1760 - 1840)

industrial

The invention of the steam engine by James Watt in 1769.

(1950 -)

digital

The invention of the transistor in 1947.

(1970 -)

information

The launch of ARPANET in 1969, & IBM's First PC in 1981.

IMPACT ON MARKETING

this era saw the birth of mass marketing.

the rise of digital marketing.

SEO, SEM, email marketing & content marketing became crucial.

big data analytics allowed decision intelligence.

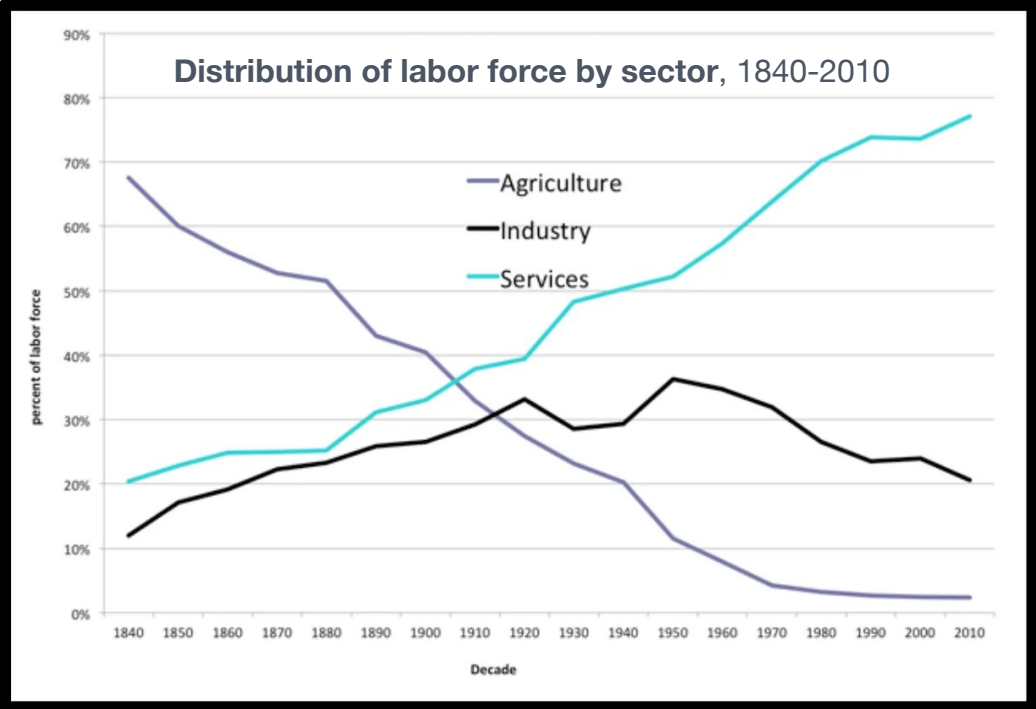# and yes, **this is the latest revolution**

(2010 -)

ai & automation

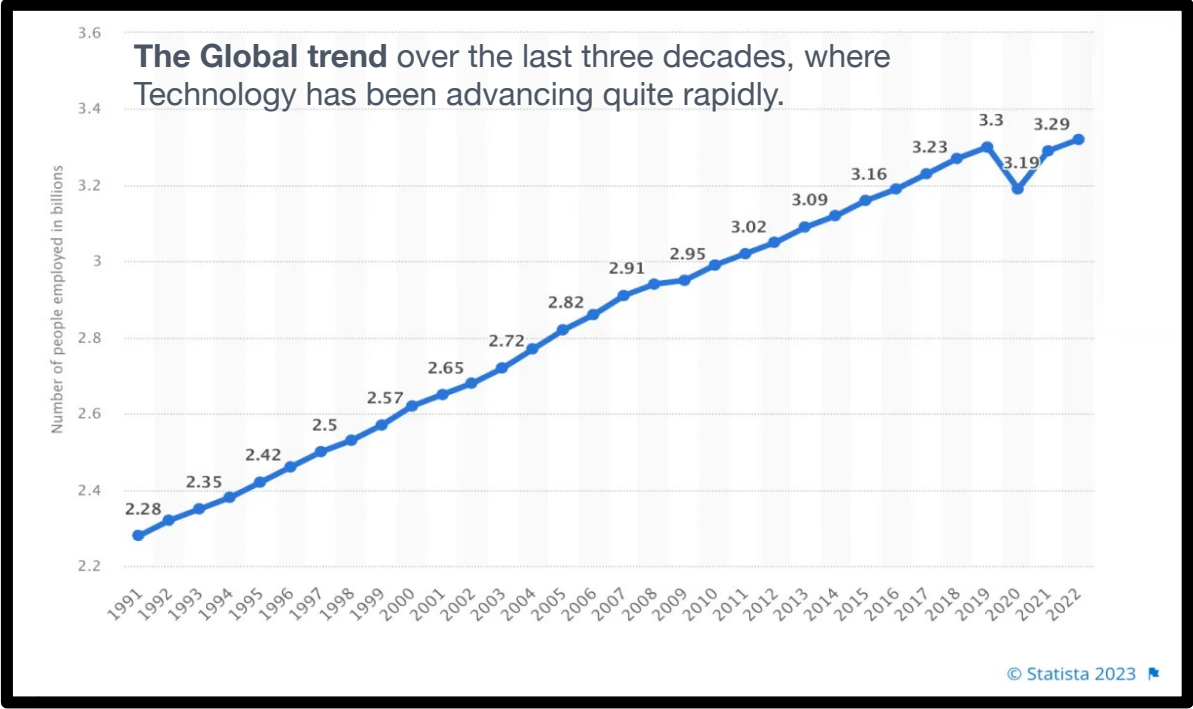*The victory of IBM's Watson over human champions in the game show "Jeopardy!" in 2011.*

the **impact: shift & growth**

Distribution of labor force by sector, 1840-2010

Source: Bureau of Economic Analysis-US Department of Commerce data.

The Global trend over the last three decades, where Technology has been advancing quite rapidly.

© Statista 2023
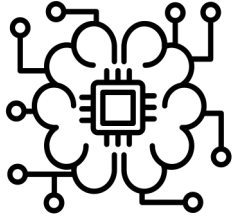
but **what is AI?**

Artificial intelligence is the simulation
of human intelligence processes by machines

Generative AI

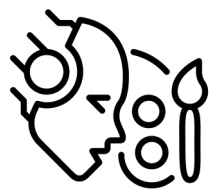**Generative AI** is a type of artificial intelligence technology that can produce various types of content, including text, imagery, audio, video, and synthetic data.
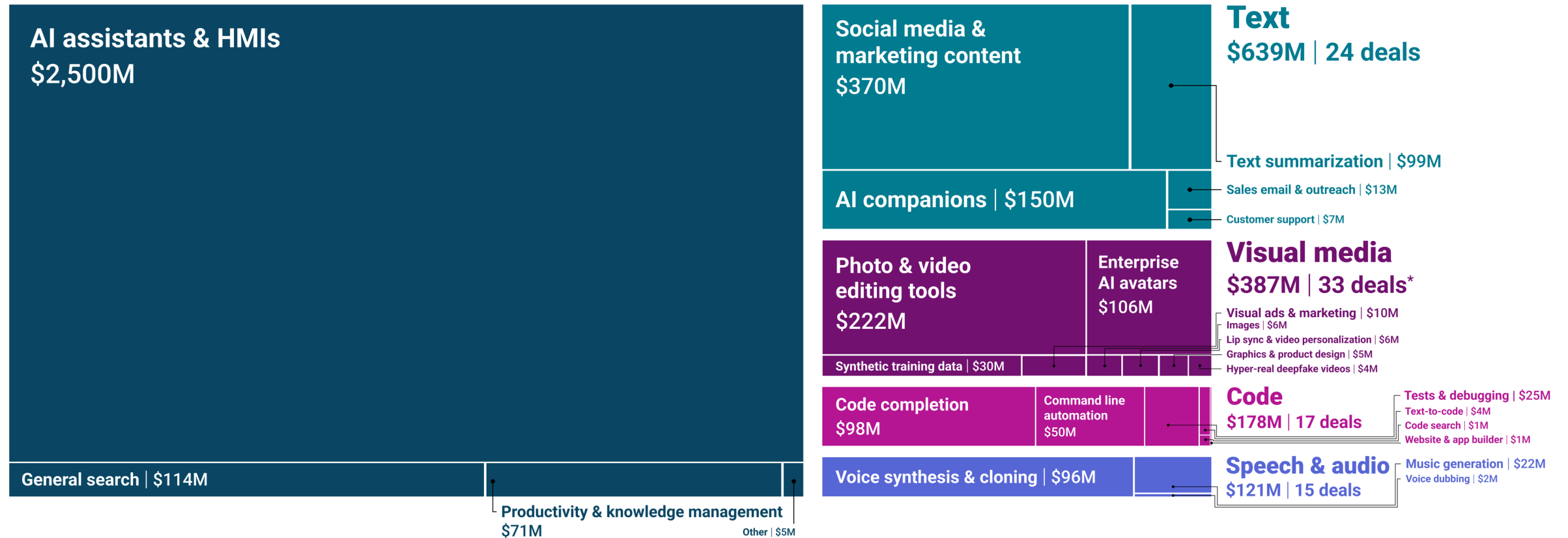
It came like a Storm

Where is all the money going in generative AI?

Distribution of generative AI funding, Q3'22 – Q2'23

Generative interfaces
$2,690M | 23 deals

AI assistants & HMIs
$2,500M

General search | $114M

Productivity & knowledge management
$71M

Other | $5M

Social media & marketing content
$370M

Text
$639M | 24 deals

Text summarization | $99M

AI companions | $150M

Sales email & outreach | $13M

Customer support | $7M

Photo & video editing tools
$222M

Enterprise AI avatars
$106M

Visual media
$387M | 33 deals*

Visual ads & marketing | $10M
Images | $6M
Lip sync & video personalization | $6M
Graphics & product design | $5M
Hyper-real deepfake videos | $4M

Synthetic training data | $30M

Code completion
$98M

Command line automation
$50M

Code
$178M | 17 deals

Tests & debugging | $25M
Text-to-code | $4M
Code search | $1M
Website & app builder | $1M

Voice synthesis & cloning | $96M

Speech & audio
$121M | 15 deals

Music generation | $22M
Voice dubbing | $2M

CBINSIGHTS

Generative AI Platforms

ChatGPT
Bart
MidJourney
Dal-e
Perplexity
Claude2
H2O
Silatus
Character

and +1.500 more

chat.openai.com Audience Demographics

Audience composition can reveal a site's current market share across various audiences. chat.openai.com's audience is 57.49% male and 42.51% female. The largest age group of visitors are 25 – 34 year olds.

Monthly Visitors:

1.5B

Gender Distribution ⓘ

Age Distribution ⓘ

- Female
42.51%
- Male
57.49%

25.99%
34.5%
18.73%
11.47%
5.83%
3.48%

18 – 24   25 – 34   35 – 44   45 – 54   55 – 64   65+

Key Applications of Gen AI in Marketing

Content Creation	Ad Design & Optimization	Customer Segmentation	Personalization	Predictive Analytics

Increased Efficiency

Improved Targeting

Better ROI

Enhanced Customer Experience

Creating on-brand backdrops
with Midjourney

Ok Ok,
are we going to **lose our jobs?**

AI **or** Ai-hasou?

Embrace or Deny?

What you must do to move forward

- **Embrace (or Just be Curious)**
- **Learn (start with ONE thing)**
- Apply & Optimize
- Differentiate or Die Hard

Embracing AI-driven Marketing can provide your business with a significant competitive advantage.

How?

Keep this word in mind :
Prompt

It's the question, command, or statement that you're asking the AI to respond to.

The structure of a prompt can greatly influence the quality and relevance of Gen AI's response!

Prompt Engineering

The primary purpose of prompt engineering is to help AI engines (like ChatGPT) produce desired outputs by providing them with specific and relevant input instructions.

Prompt Engineering

The game-changing skill to keep your job alive.

Prompt Engineering

In the US, 7 out of 10 Marketing Job offerings ask for Prompt Engineering skills!

Source: LinkedIn data.

Without proper prompts, the outputs generated can be very generic, often not aligned with the desired output.

==However, with a well-crafted prompt, the AI engine can produce outputs that closely match the intended output==.

This makes prompt engineering an essential skill for anyone looking to leverage the potential of generative AI engines.

Prompt's Structure 4 Key Elements

Clarity and Precision

Make your prompt as clear and precise as possible.

Ambiguous or vague prompts can lead to equally vague responses.

Contextual Information

Include relevant contextual information that can help guide the AI's response.

This could be background information about the topic at hand, the specific format or level of detail you want in the response, or any other information that specifies what you're looking for.

Direct Requests

If you need a particular kind of information, ask for it directly.

For example, if you want a list, ask the model to provide a list.
If you want pros and cons, ask for pros and cons.

Step-by-step Instructions

For complex queries, asking the model to provide a step-by-step answer can help ensure a comprehensive response.

Prompt's Structure is CRITICAL

Bad Example:
  Craft a marketing plan for our product, Carbonated Soft Drink.

Good Example:

  Act as an experienced Marketing Consultant.

  Craft a Marketing Plan in the style of Allan Dib's 1-page Marketing Plan for our Carbonated Soft Drink (Lemon Soda).

  Our target audience is 15-25 years old, living in Urban Areas.

  Our USP: Our lemon soda contains probiotics to boost energy levels throughout the day.

  Our main marketing goals are to build brand awareness & drive sales.

  I also want you to suggest the marketing channels I must use for the above goals.

Ok Ok,
are we going to **lose our jobs?**

AI will help improve and increase overall employment.

危机

Crisis : Opportunity

Prompt Engineering
is a crucial skill set.

Now you know.

XPLAIN
Academy

Generative AI
is Your Personal Booster

Make it Your Own Daily Assistant

```
"StayHungry": {
    "Thank You!"
}
```

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          Academy