

AI in marketing is a hot topic. But underneath all the hype lies the all-important question: what, specifically, can AI in marketing do? How can your team use it in day-to-day work? Let's explore a few clever uses.

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Artificial intelligence has left an undeniable impact on the marketing landscape today. But just like any other tool, AI used incorrectly does more harm than good. Are you making any of these AI marketing mistakes?

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Explore some practical approaches to incorporating AI in Marketing with our special guest David Gutelius from Motiva AI.

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AI in marketing comes with inherent risks still being uncovered. Companies that choose to take advantage of AI need to understand the impact it can truly have, both now and as the technology continues to evolve. One excellent way to start is an AI audit.