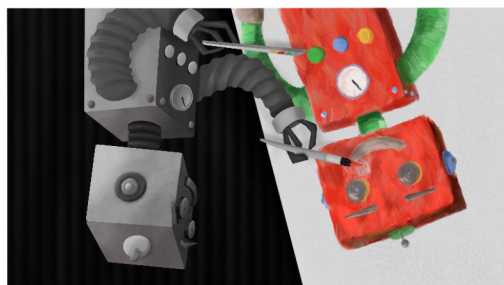
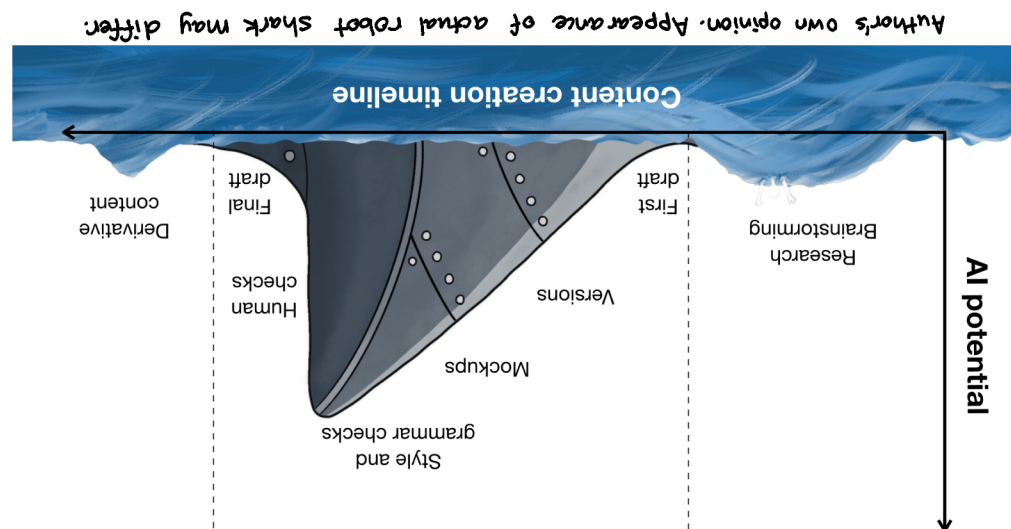
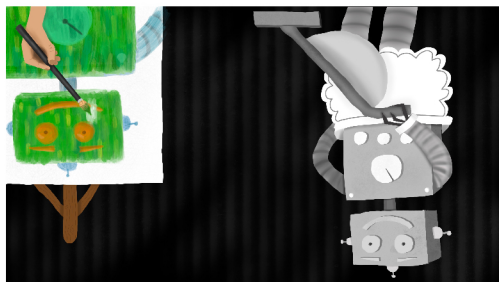


BY TESS NEEDHAM



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Potential AI usage across the content process

PREPARATION
GENERATION & REFINEMENT
PUBLICATION

JAWS' LAW



WAYS TO USE AI

PREPARATION

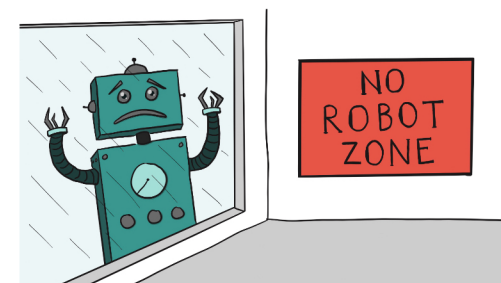
- Research
- Insights from analytics
- Content strategy
- Brainstorming

GENERATION AND REFINEMENT

- Content creation
- Transcription
- Summarization
- Tone, voice, and grammar checks

PUBLICATION

- Internal linking
- Metadata
- Pre-flight checks
- Social posts



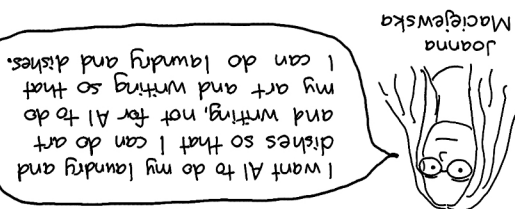
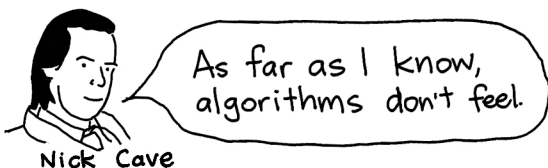
EMBRACING AI
GUIDE TO

THE
CONTENT MARKETER'S

AI ISN'T CREATIVE

AI is writing.
AI is designing.
AI is illustrating.

But there are human values of creativity that AI can never replace.



TASTE
STRUGGLE
MESSINESS

JOY
SELF-REFLECTION

