San Bernardino Valley College

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A CARNEGIE COMPANY

How AI Can Help Your Marketing...

... And Put Hours Back Into Your Day!

April | 2024 | CCPRO

Meet Your Presenters

Paul Bratulin
Campus Director of Marketing,
Creative Services & Public Affairs

San Bernardino Valley College

Kathi Swanson, Ph.D.
President
CLARUS - A Carnegie Company

Markets Are Changing

- **Gen Z**
  - Born Between 1997 And 2012
- **The "Snack Media" Generation**
  - Attention Span No Longer Than 8 To 12 Seconds Max
  - Scrolling, Swiping, Clicking
- **Multitasking**
  - Can Work With Five Screens At Once
- **Tik Tok Generation**
  - Very Visual - Videos

Markets Are Changing

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Gen Z Communication Preferences - Personalization

- This generation has grown up in a tech-centric world that caters to their tastes. They're used to custom playlists, targeted ads, and personalized content and recommendations.
  - 41% of Zoomers will provide their data for a personalized experience.
  - 62% are willing to pay extra for personalization, more than any preceding generation.
  - 75% of Gen Z said they're more likely to buy a product if they can customize it.
  - 45% will leave a website if it doesn't predict what they like or need.

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Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	We prefer proper English if you please	Be cool; Peace; Groovy; Way out	Dude; Ace; Rad; As if; Wicked	Bling; Funky; Doh; Foshizz; Whassup?	Fam; GOAT; Slay; Yass queen	lit; yeet; hundo; oof; rn; idrc
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	Model T Ford Final, 1927	Ford Mustang 1964	Holden Commodore 1978	Toyota Prius 1997	Tesla Model S 2012	Autonomous vehicles 2020s
Iconic toys	Roller skates	Frisbee	Rubix cube	BMX bike	Folding scooter	Fidget spinner
Music devices	Record player LP, 1948	Audio cassette 1962	Walkman 1979	iPod 2001	Spotify 2008	Smart speakers Now
Leadership style	Controlling	Directing	Coordinating	Guiding	Empowering	Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence Advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)

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ICONIC TECH: AI

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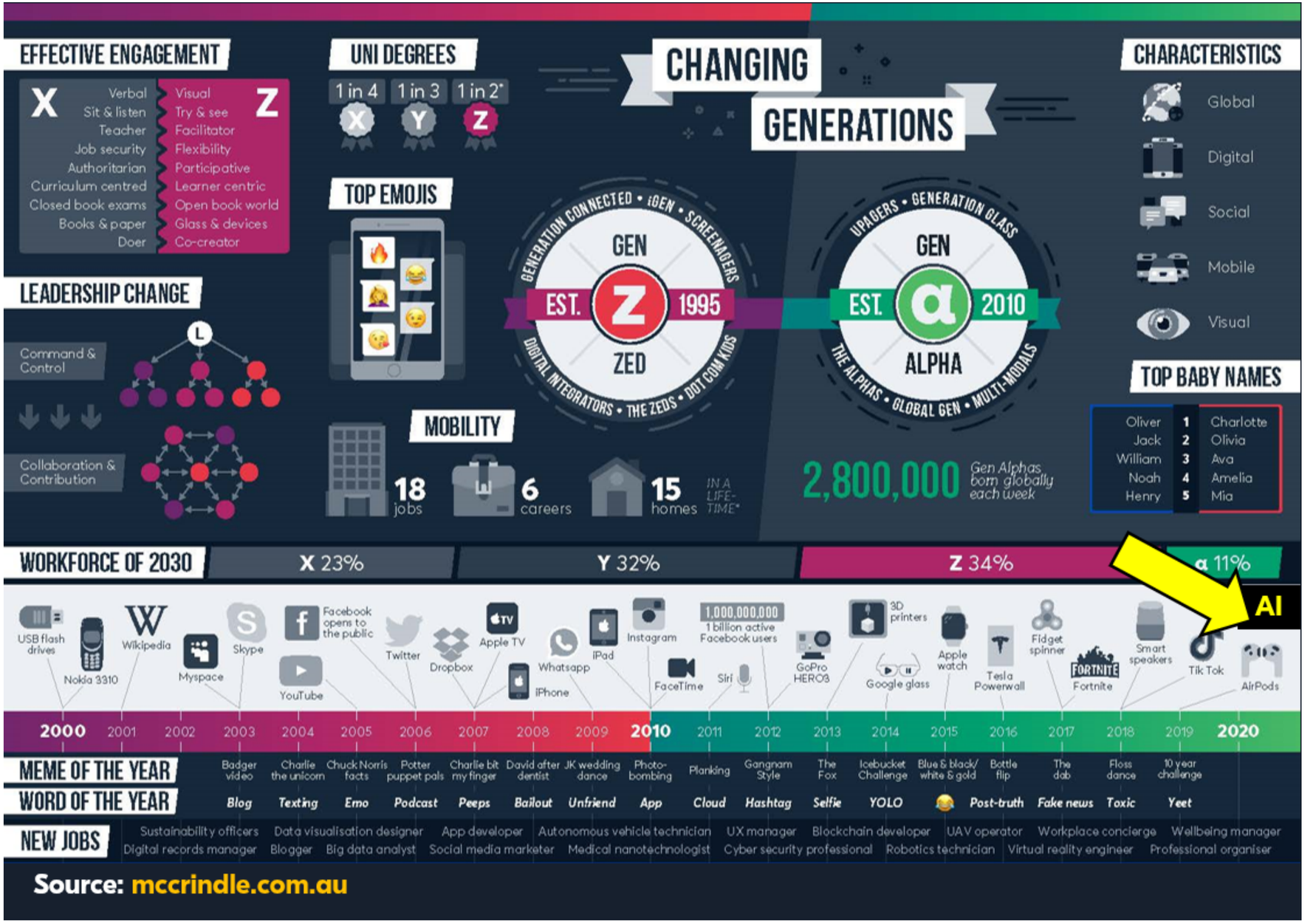
Source: **McCrindle.com.au**



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Predicted To Be An Integral Part Of Work Today And Tomorrow

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- Automate routine tasks, freeing up human workers to focus on more complex and creative tasks.
- Augment human capabilities, helping workers to perform tasks more efficiently and accurately.
- Increase efficiency and productivity, automating processes, reducing errors, and providing insights into operations.
- Increase minimal expectations of worker output in knowledge-related industries.

AI Apps Are Already Able To...

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- Create quality first drafts of written and multimedia content
- Proofread, correct, and rephrase written content
- Develop multimedia content in a specified voice or writing style
- Conduct research, interpret and compile results into plain-language outputs
- Automate marketing data analysis and optimize marketing campaigns
- Predict marketing trends using vast amounts of historical data
- Create personalized marketing campaigns that are tailored to individual customer profiles
- Provide 24/7 customer service by answering frequently asked questions and providing quick and accurate responses
- Schedule social media posts, as well as monitor and provide feedback on social media performance...

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What Is AI?

Artificial intelligence (AI) involves using computers to do things that traditionally require human intelligence. AI can process large amounts of data in ways that humans cannot. The goal for AI is to be able to do things like recognize patterns, make decisions, and judge like humans. To do this, we need lots of data inputted into them.

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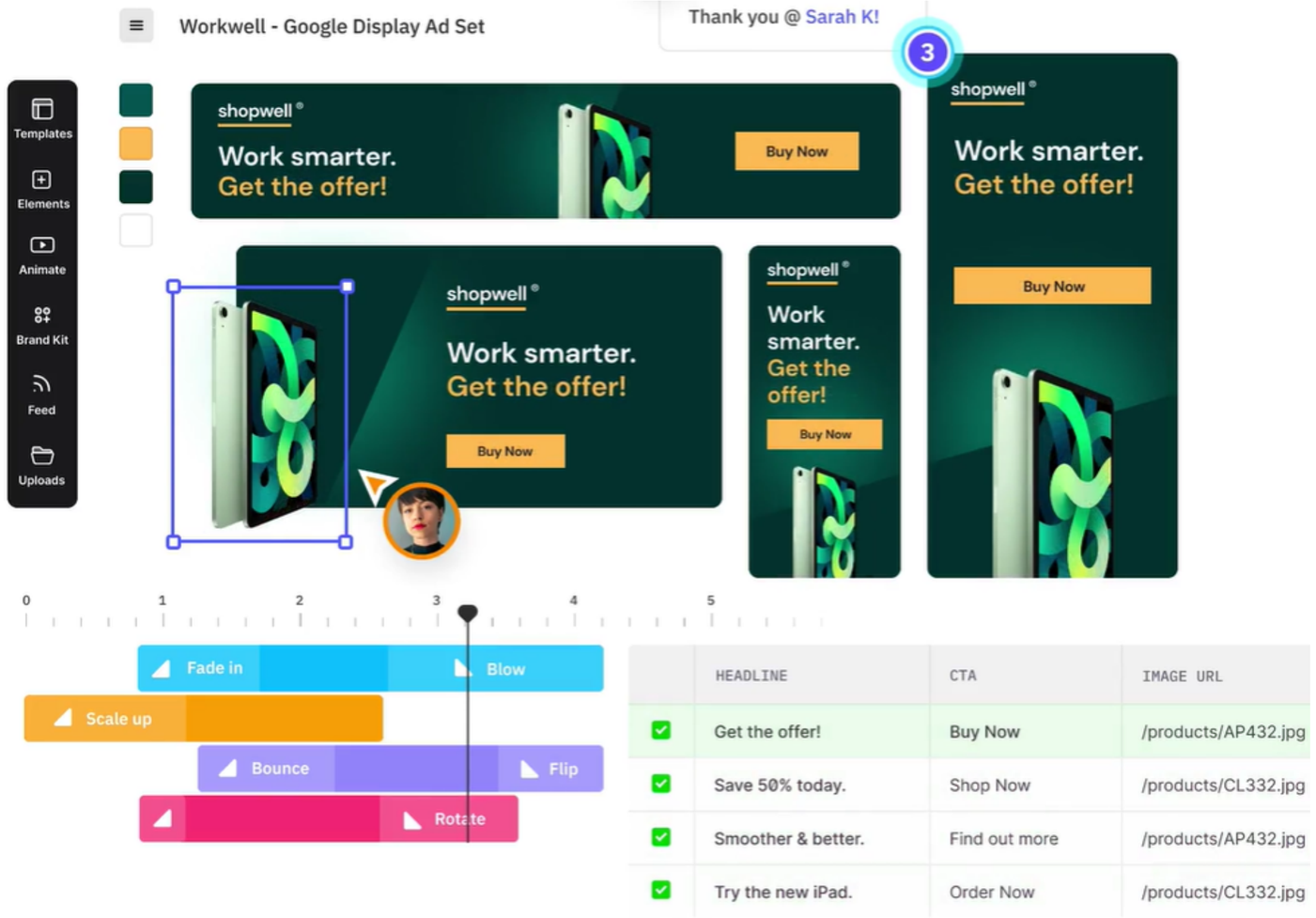
AI For Automation

By automating repetitive tasks, AI has the potential to free up workers' time so that they can focus on higher-level tasks. In addition, AI has the potential to improve the accuracy of these tasks, as well as to identify tasks that are most suitable for automation.

How Is AI Used In Advertising?



AUTOMATION

AD CREATION

Designing One Ad Set In Minutes

A/B Testing In Minutes

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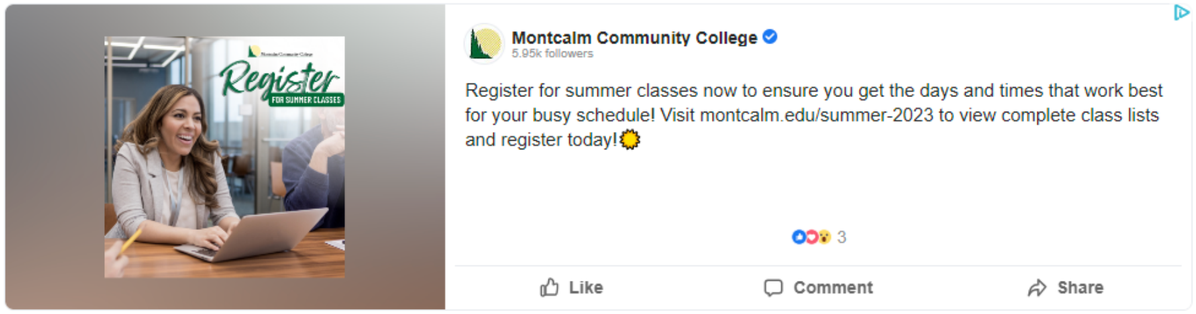
How Is AI Used In Advertising?



AUTOMATION

SOCIAL DIGITAL ADS

Social Media URLs That Are Converted To Programmatic Ad Sizes That Update As The Posts Update

Creatopy + AI: Your AI-Driven Advertising Platform: Generate Ad Creatives With the Power of AI
for what the future holds in advertising.
Let's Jump Right In This is the website

BLUE THE WOLVERINE

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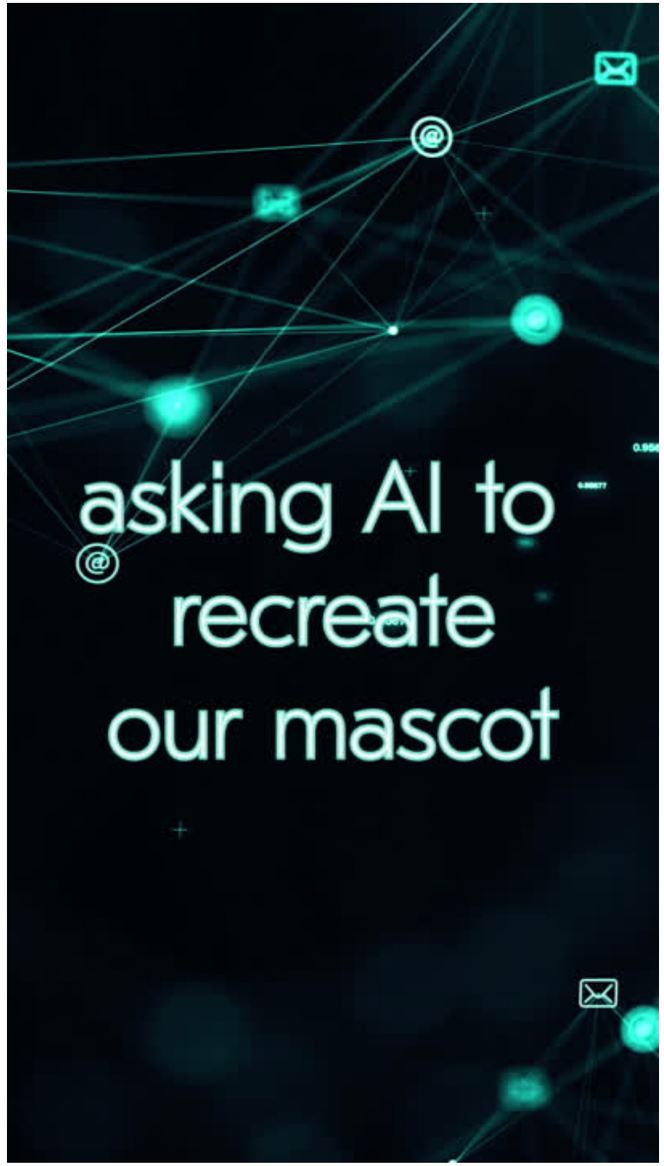
We Asked AI To Make Blue And This Is What We Got



AI TOOL: MIDJOURNEY

DALL-E, GENERATE OUR MASCOT!

AI TOOL: DALL-E

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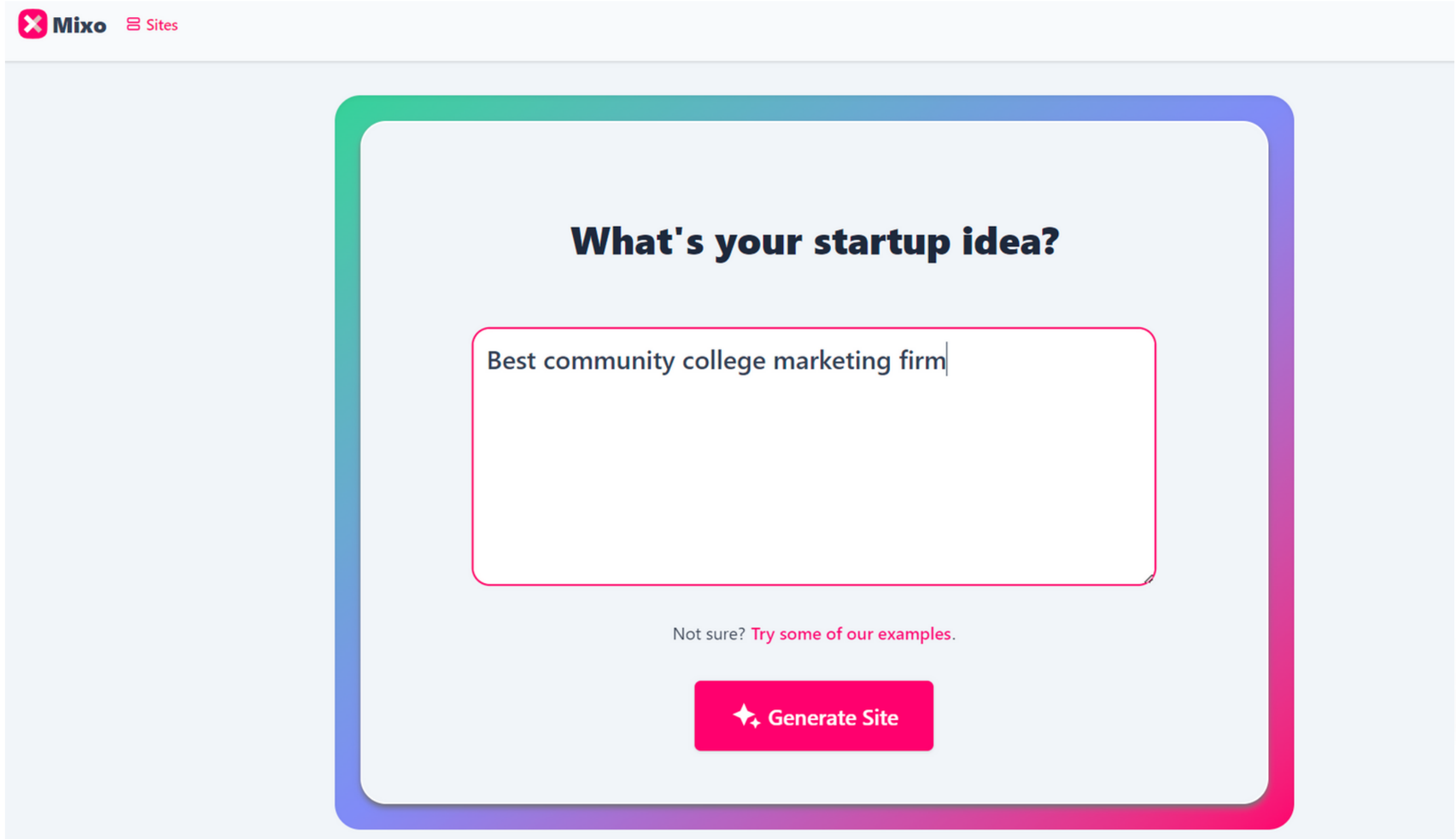
AI For Content

AI-generated content can be a higher quality than content created by humans, due to the fact that AI models are able to learn from a large amount of data and identify patterns that humans may not be able to see. This can result in more accurate and informative content.

How Is AI Used In Advertising?

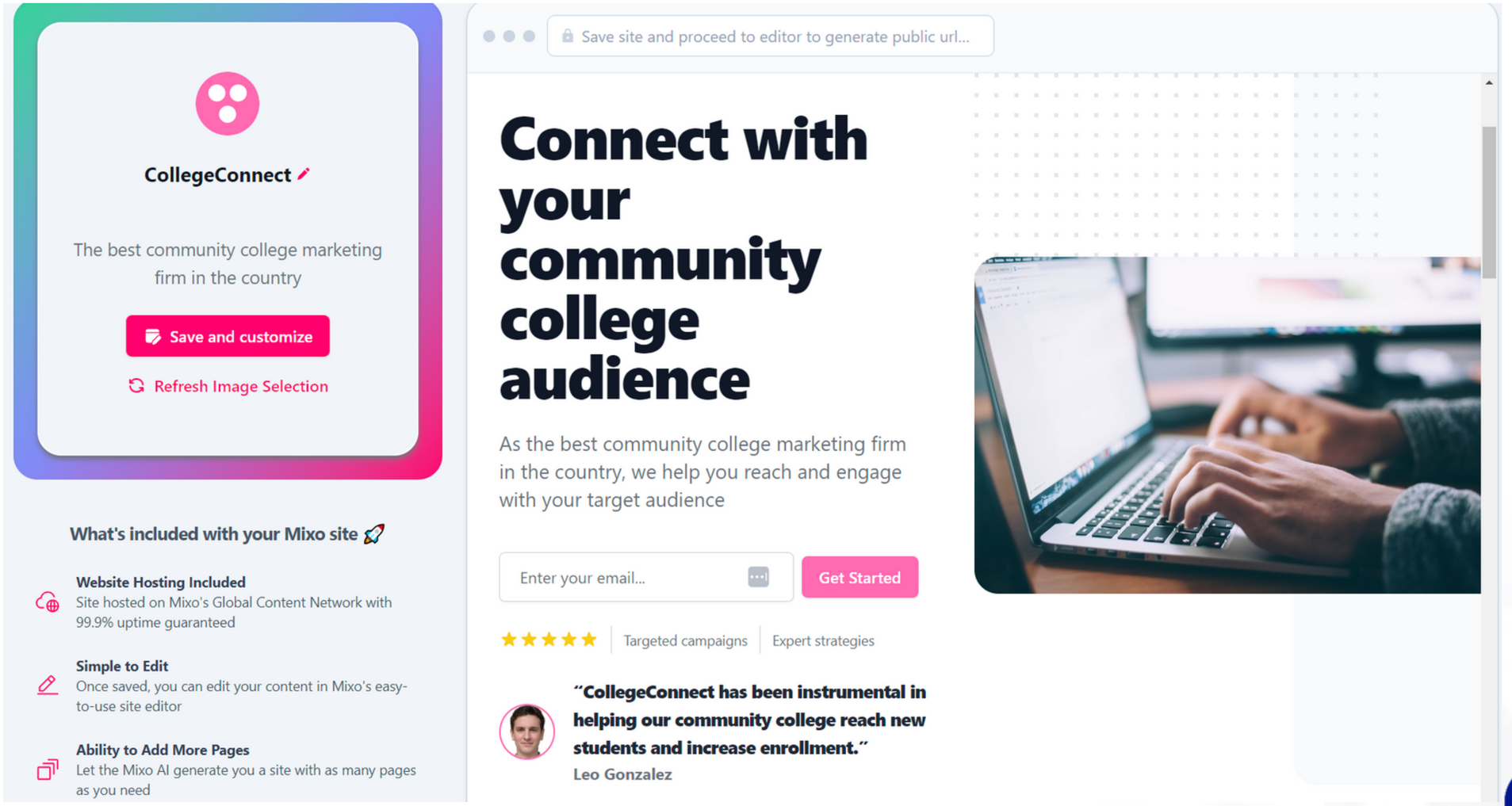


AUTOMATION

LANDING PAGE DEVELOPMENT

Creating Landing Pages In Minutes

How Is AI Used In Advertising?



How Is AI Used In Advertising?

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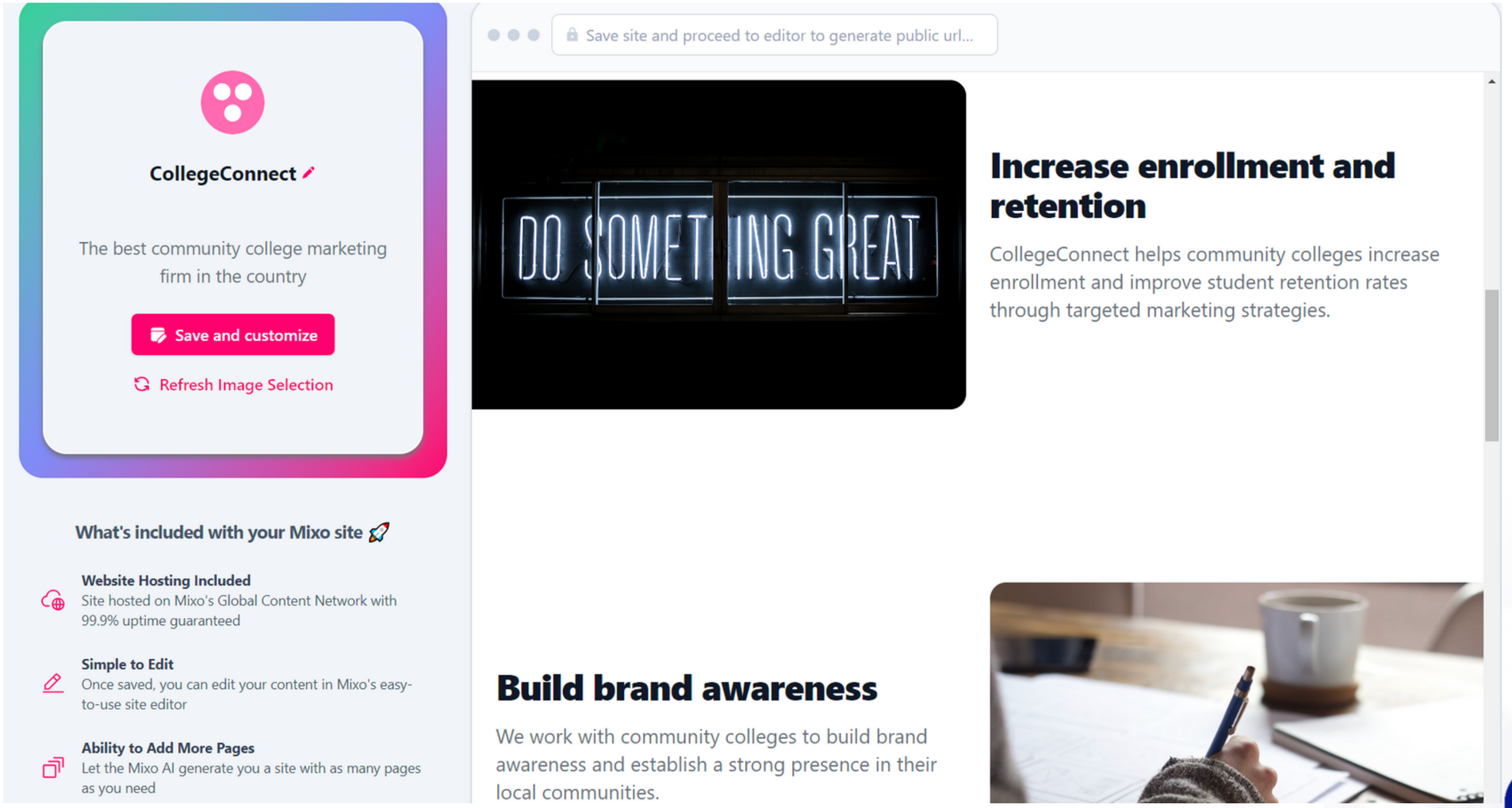

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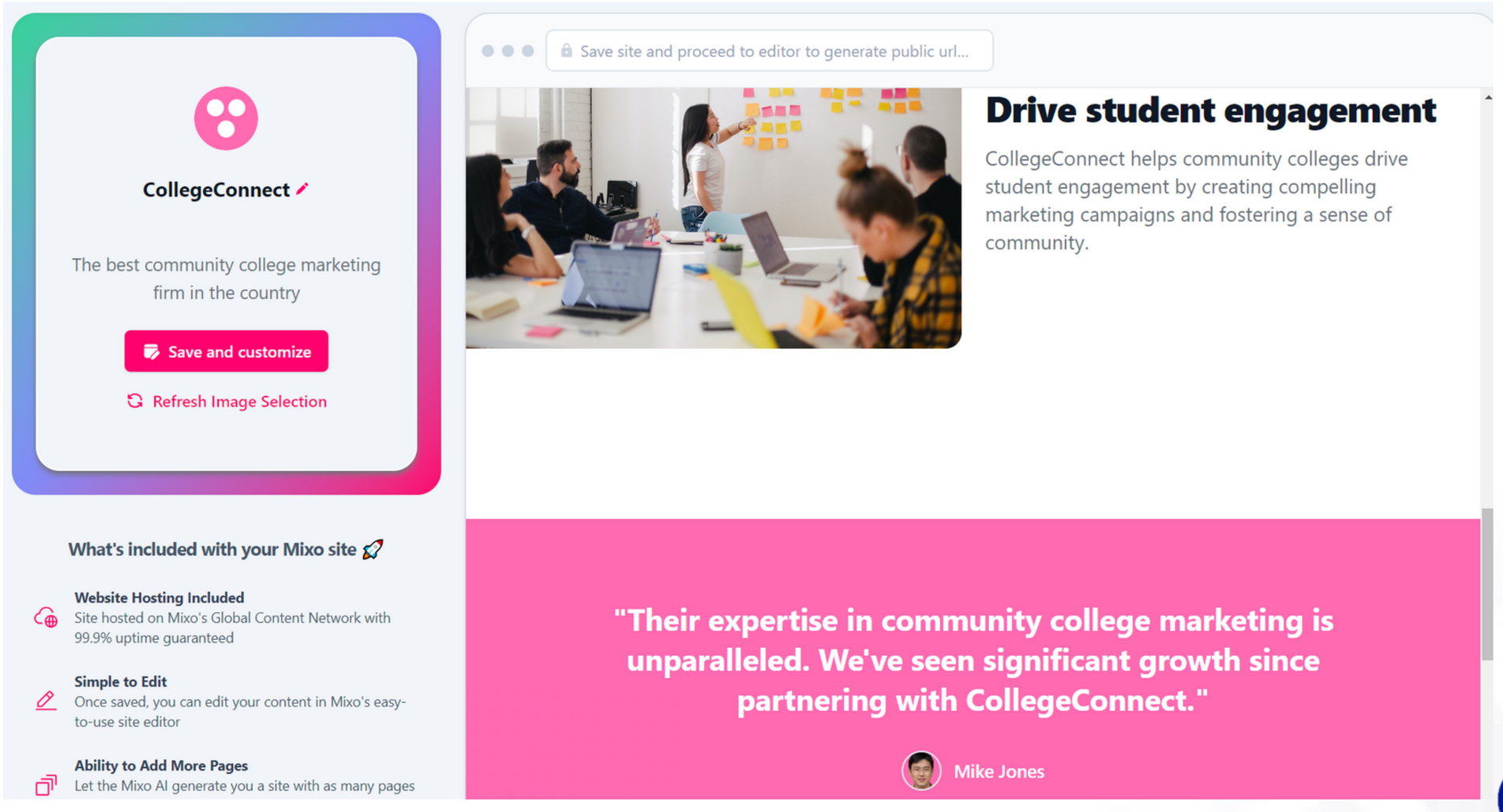
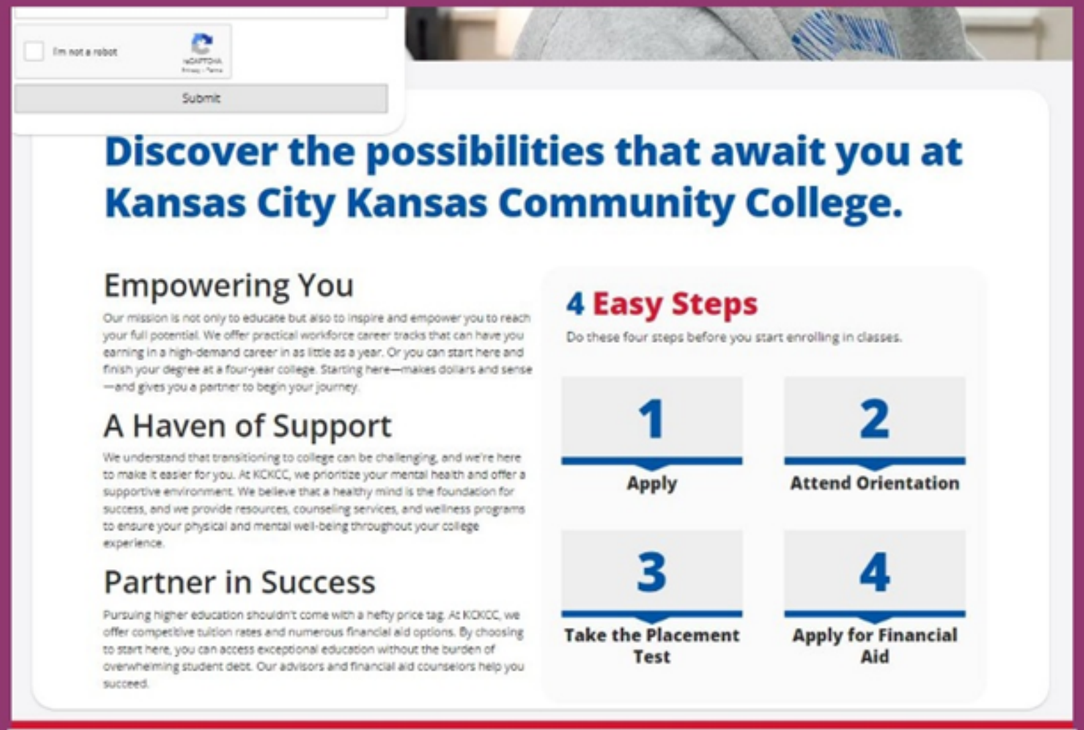


HOW KCKCC USES AI

Kansas City Kansas Community College



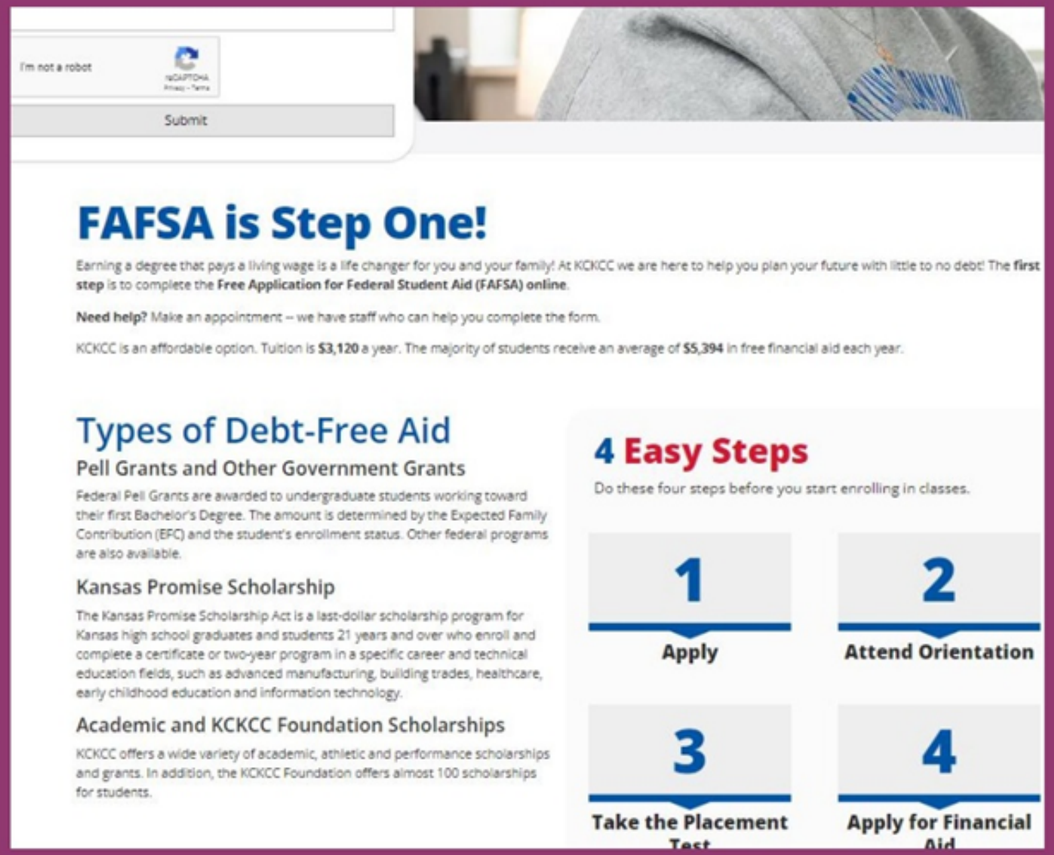
WEBSITE CONTENT

CONTENT CREATION

My team uses it at the beginning or end of our process.
Always fact-checked and reviewed by a human.

HOW KCKCC USES AI

Kansas City Kansas Community College



TASK AUTOMATION

Re-purposed from our website to be shorter with more compelling headlines.

MY AI OF CHOICE

Kansas City Kansas Community College

I have personally tried about 10 AI marketing apps and these are among my favorite

WRITE SONIC

Your target market is positively drowning! Describe the problem they face that you intend to solve.

CHAT GPT

Describe how they've been managing up until now, without the genius of your solution.

WORD TUNE

Revise content. Edit and strengthen your original work.

How Is AI Used In Advertising?

AUTOMATION

AD CREATION

Written By AI After Analyzing Hundreds Of Hours Of Film

WE ASKED AI TO WRITE & NARRATE A VIDEO IN THE VOICE OF DAVID ATTENBOROUGH

AI TOOLS: CHATGPT + FAKEYOU

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AI For Personas

A customer persona is a fictional representation that is supposed to be resembling your actual students. Based on this, you will be able to ascertain the kind of content that you need to create, the strategies that you should use, channels you should frequent and work on your messaging. AI based tools and systems analyze both publicly available data and internal data to generate actual personas for your college.

How Is AI Used In Advertising?

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RESEARCH

Asynchronous Focus Groups; Individuals Particiapte At Time Right For Them - Not At The Same Time; AI Measures Intent And Tone; Moderator Bias Removed

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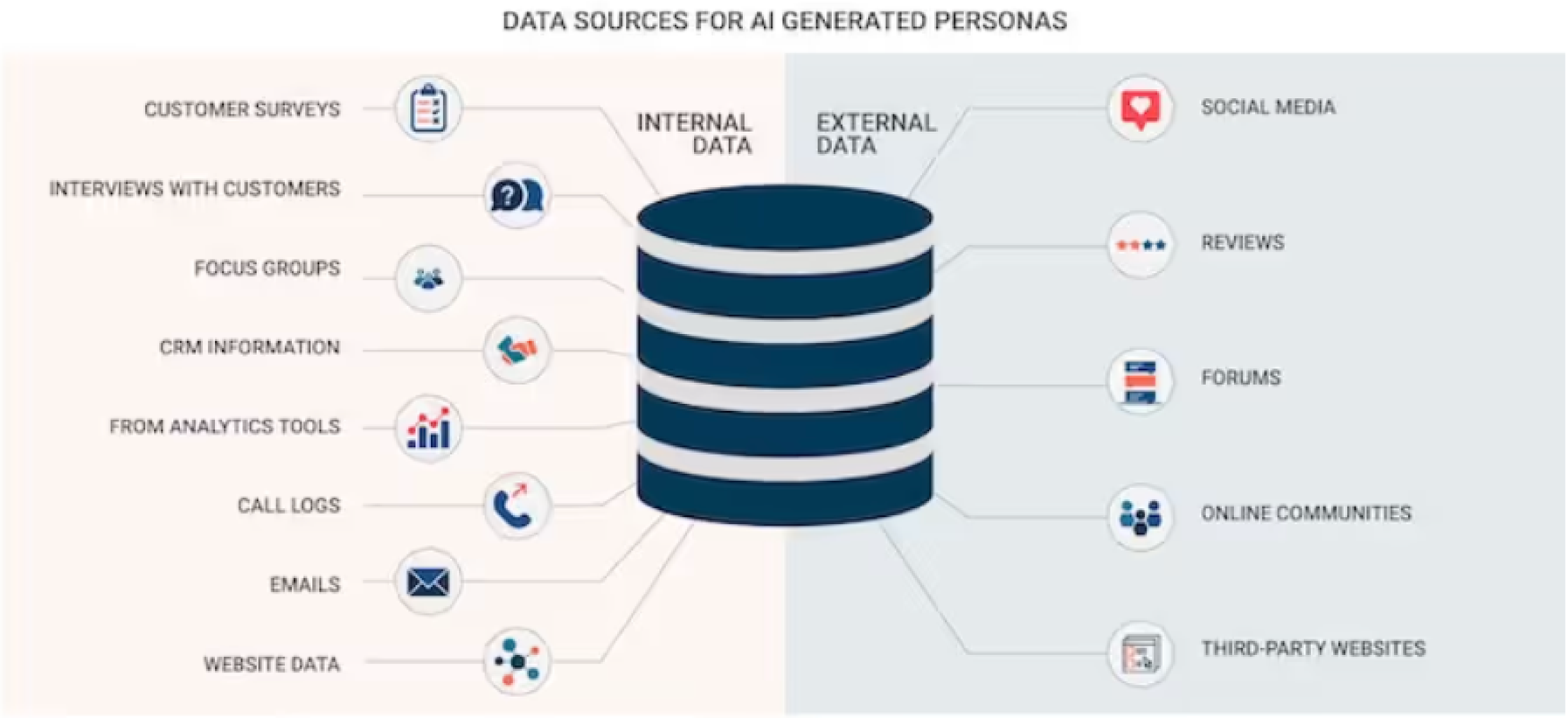
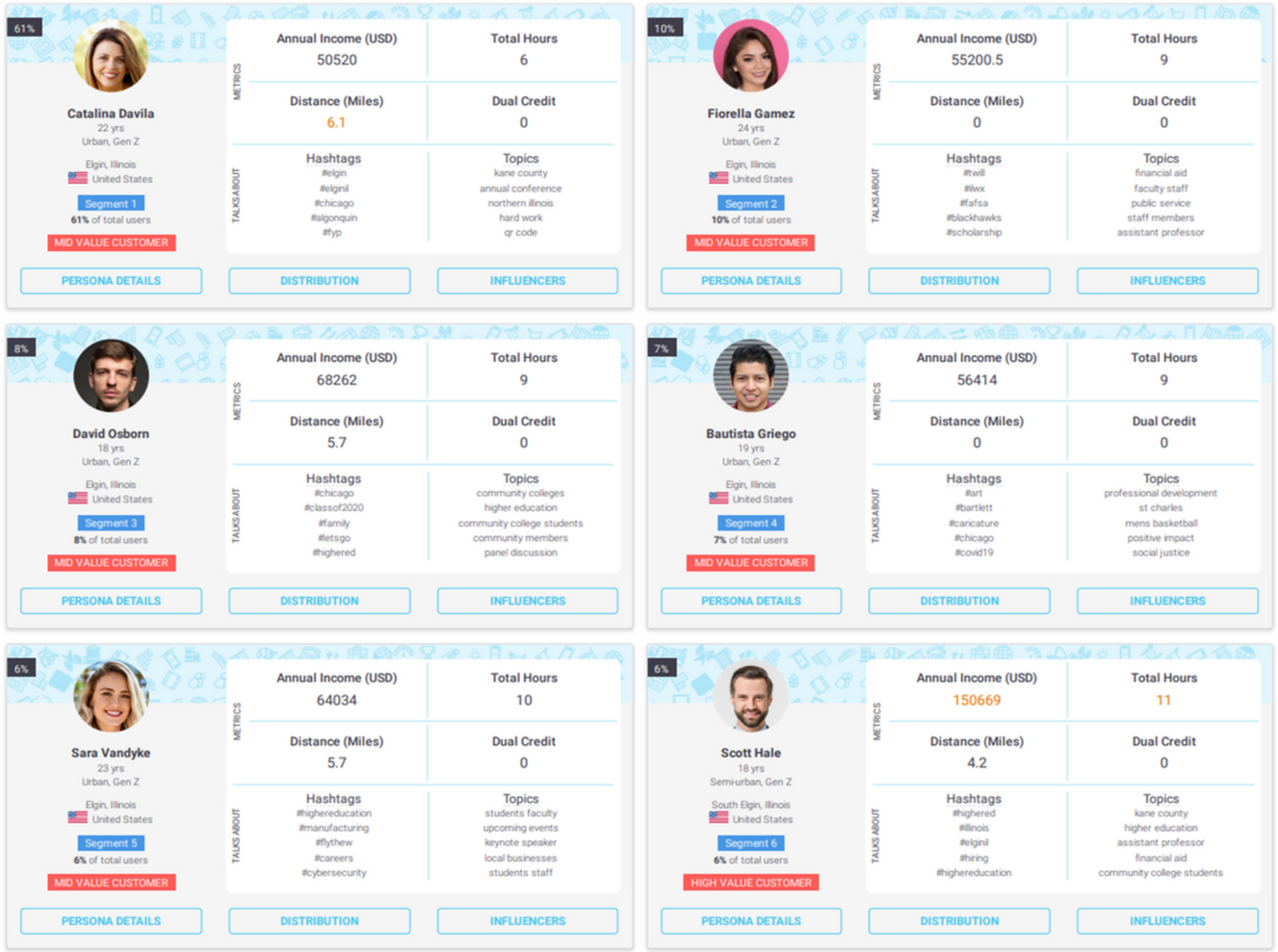
How Is AI Used In Advertising?



PERSONA DEVELOPMENT

Understanding Your Current Students

How Is AI Used In Advertising?



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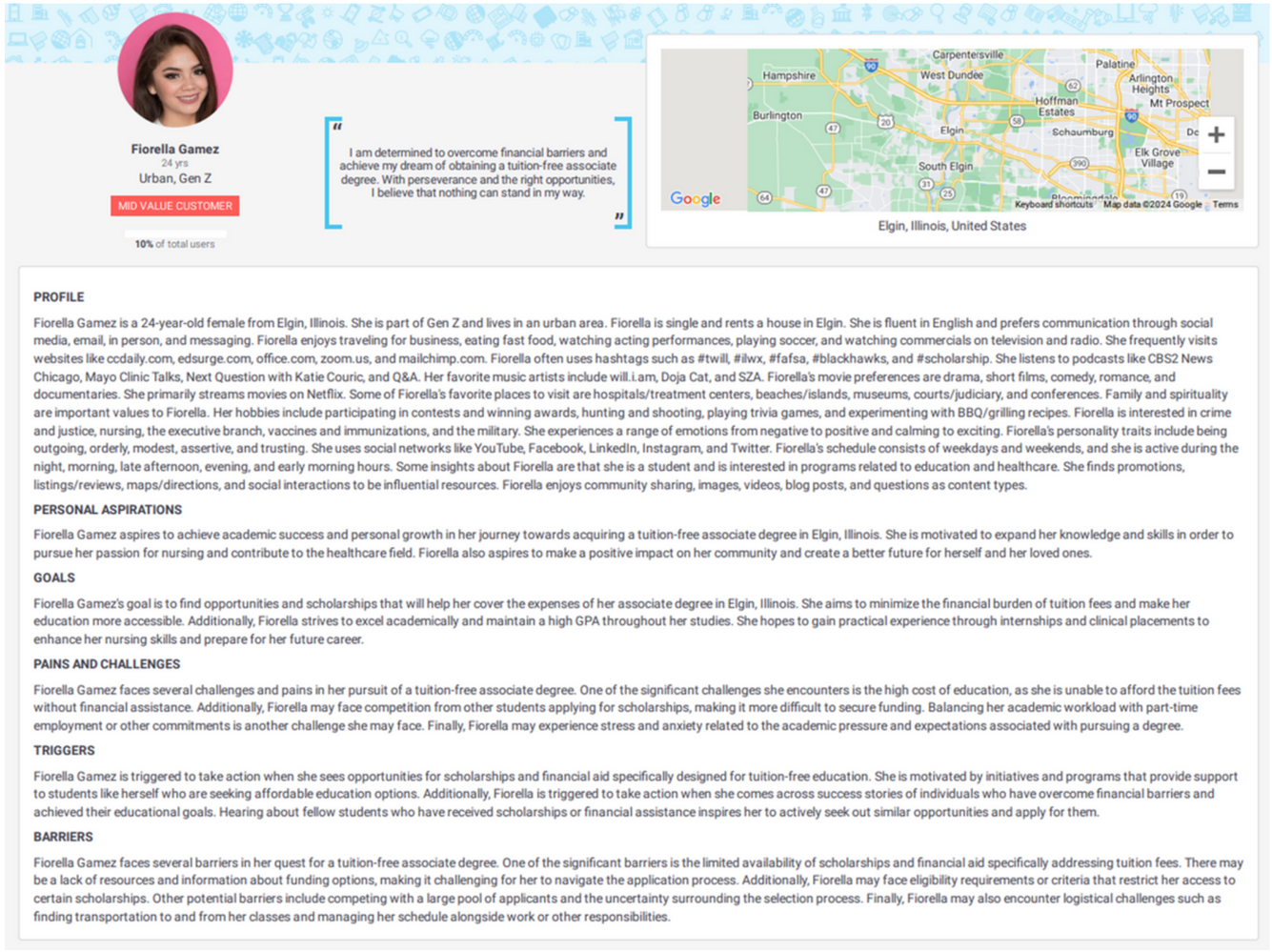
PERSONA DEVELOPMENT

Understanding Your Current Segments

How Is AI Used In Advertising?



Fiorella Gamez
24 yrs
Urban, Gen Z

MID VALUE CUSTOMER

10% of total users

"I am determined to overcome financial barriers and achieve my dream of obtaining a tuition-free associate degree. With perseverance and the right opportunities, I believe that nothing can stand in my way."

Elgin, Illinois, United States

PROFILE

Fiorella Gamez is a 24-year-old female from Elgin, Illinois. She is part of Gen Z and lives in an urban area. Fiorella is single and rents a house in Elgin. She is fluent in English and prefers communication through social media, email, in person, and messaging. Fiorella enjoys traveling for business, eating fast food, watching acting performances, playing soccer, and watching commercials on television and radio. She frequently visits websites like ccdaily.com, edsurge.com, office.com, zoom.us, and mailchimp.com. Fiorella often uses hashtags such as #twill, #ilwx, #fafsa, #blackhawks, and #scholarship. She listens to podcasts like CBS2 News Chicago, Mayo Clinic Talks, Next Question with Katie Couric, and Q&A. Her favorite music artists include will.i.am, Doja Cat, and SZA. Fiorella's movie preferences are drama, short films, comedy, romance, and documentaries. She primarily streams movies on Netflix. Some of Fiorella's favorite places to visit are hospitals/treatment centers, beaches/islands, museums, courts/judiciary, and conferences. Family and spirituality are important values to Fiorella. Her hobbies include participating in contests and winning awards, hunting and shooting, playing trivia games, and experimenting with BBQ/grilling recipes. Fiorella is interested in crime and justice, nursing, the executive branch, vaccines and immunizations, and the military. She experiences a range of emotions from negative to positive and calming to exciting. Fiorella's personality traits include being outgoing, orderly, modest, assertive, and trusting. She uses social networks like YouTube, Facebook, LinkedIn, Instagram, and Twitter. Fiorella's schedule consists of weekdays and weekends, and she is active during the night, morning, late afternoon, evening, and early morning hours. Some insights about Fiorella are that she is a student and is interested in programs related to education and healthcare. She finds promotions, listings/reviews, maps/directions, and social interactions to be influential resources. Fiorella enjoys community sharing, images, videos, blog posts, and questions as content types.

PERSONAL ASPIRATIONS

Fiorella Gamez aspires to achieve academic success and personal growth in her journey towards acquiring a tuition-free associate degree in Elgin, Illinois. She is motivated to expand her knowledge and skills in order to pursue her passion for nursing and contribute to the healthcare field. Fiorella also aspires to make a positive impact on her community and create a better future for herself and her loved ones.

GOALS

Fiorella Gamez's goal is to find opportunities and scholarships that will help her cover the expenses of her associate degree in Elgin, Illinois. She aims to minimize the financial burden of tuition fees and make her education more accessible. Additionally, Fiorella strives to excel academically and maintain a high GPA throughout her studies. She hopes to gain practical experience through internships and clinical placements to enhance her nursing skills and prepare for her future career.

PAINS AND CHALLENGES

Fiorella Gamez faces several challenges and pains in her pursuit of a tuition-free associate degree. One of the significant challenges she encounters is the high cost of education, as she is unable to afford the tuition fees without financial assistance. Additionally, Fiorella may face competition from other students applying for scholarships, making it more difficult to secure funding. Balancing her academic workload with part-time employment or other commitments is another challenge she may face. Finally, Fiorella may experience stress and anxiety related to the academic pressure and expectations associated with pursuing a degree.

TRIGGERS

Fiorella Gamez is triggered to take action when she sees opportunities for scholarships and financial aid specifically designed for tuition-free education. She is motivated by initiatives and programs that provide support to students like herself who are seeking affordable education options. Additionally, Fiorella is triggered to take action when she comes across success stories of individuals who have overcome financial barriers and achieved their educational goals. Hearing about fellow students who have received scholarships or financial assistance inspires her to actively seek out similar opportunities and apply for them.

BARRIERS

Fiorella Gamez faces several barriers in her quest for a tuition-free associate degree. One of the significant barriers is the limited availability of scholarships and financial aid specifically addressing tuition fees. There may be a lack of resources and information about funding options, making it challenging for her to navigate the application process. Additionally, Fiorella may face eligibility requirements or criteria that restrict her access to certain scholarships. Other potential barriers include competing with a large pool of applicants and the uncertainty surrounding the selection process. Finally, Fiorella may also encounter logistical challenges such as finding transportation to and from her classes and managing her schedule alongside work or other responsibilities.

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PERSONA DEVELOPMENT

Defining Segments

How Is AI Used In Advertising?

Persona: Fiorella Gomez, Age 24, Urban, Gen Z

Academic Innovation And Expertise

Our expert faculty will help you expand your knowledge and skills so you can excel academically.

An Inclusive Environment Where People Matter And Belong

Our diverse student body includes people like you who are overcoming barriers to achieve their goals and improve their lives.

Wrap-Around Support That Provides Necessary Resources And Guidance

Our goal is for you to graduate with as little debt as possible. Our financial counselors will provide the guidance and resources necessary to find scholarships and other assistance to help you pay for college.

Don't stress! Our success coaches are dedicated to helping you navigate all aspects of the college experience.

Collaborative Connections And Partnerships Throughout The Community

Our connections and partnerships give you critical practical experience through internships and clinical placements that will prepare you for your career.

Persona: Bautista Griego, Age 19, Urban, Gen Z

Academic Innovation And Expertise

Driven to excel academically? Elgin's innovative programs and expert faculty will prepare you to achieve your goals.

An Inclusive Environment Where People Matter And Belong

Find a place to belong at Elgin. Whether your goal is to develop leadership skills, expand your professional network, or discover a new passion, you'll connect with others who share your interests.

Wrap-Around Support That Provides Necessary Resources And Guidance

You'll maintain your balance at Elgin. Our success coaches provide the necessary support and guidance to help you navigate all aspects of the college experience.

Elgin has the resources to help you graduate with as little debt as possible.

Collaborative Connections And Partnerships Throughout The Community

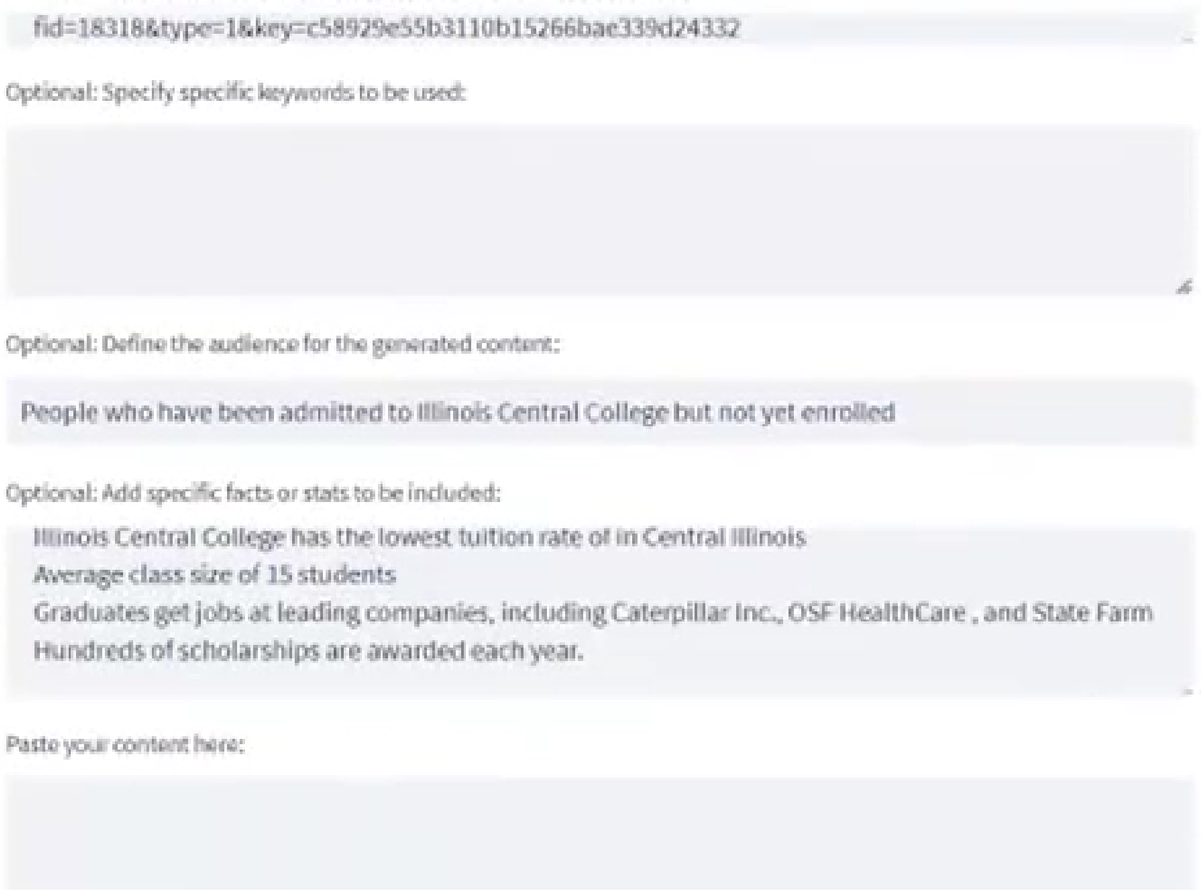
Elgin's industry partnerships and community connections lead to internship opportunities for students.

PERSONA DEVELOPMENT

Informing

Creative

How Is AI Used In Advertising?



PERSONA DEVELOPMENT

Developing Content For Personalization

How Is AI Used In Advertising?

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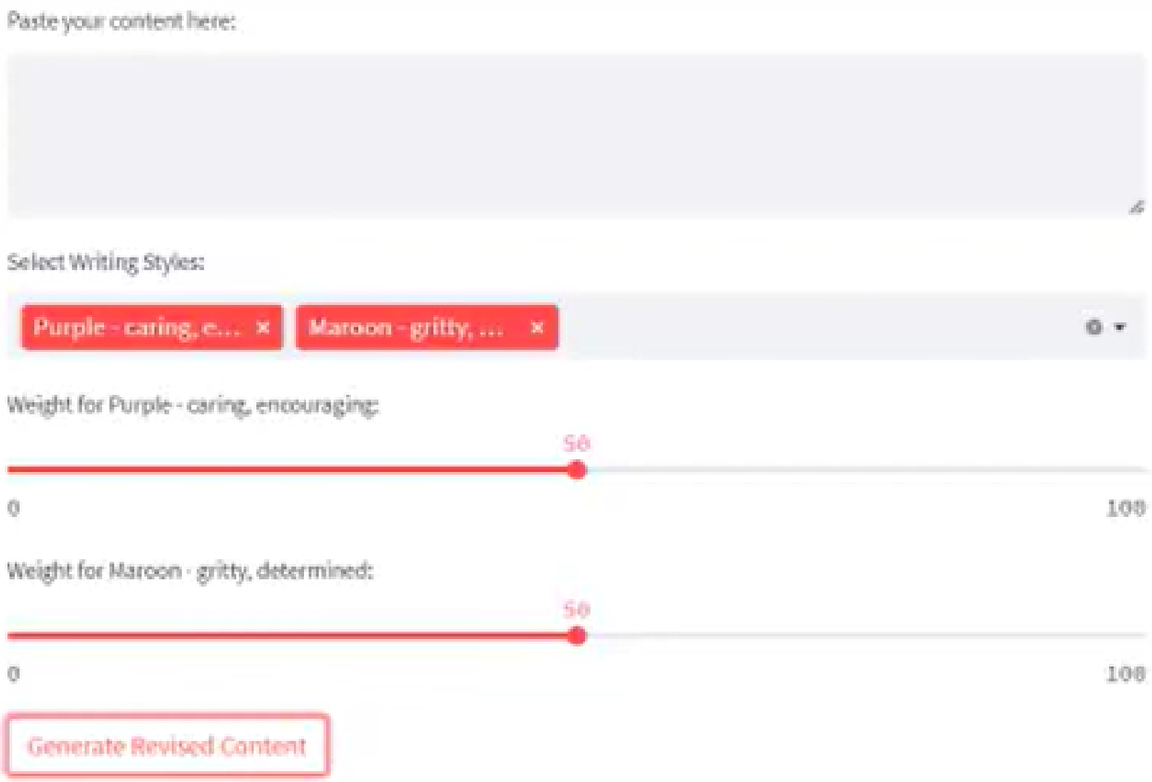

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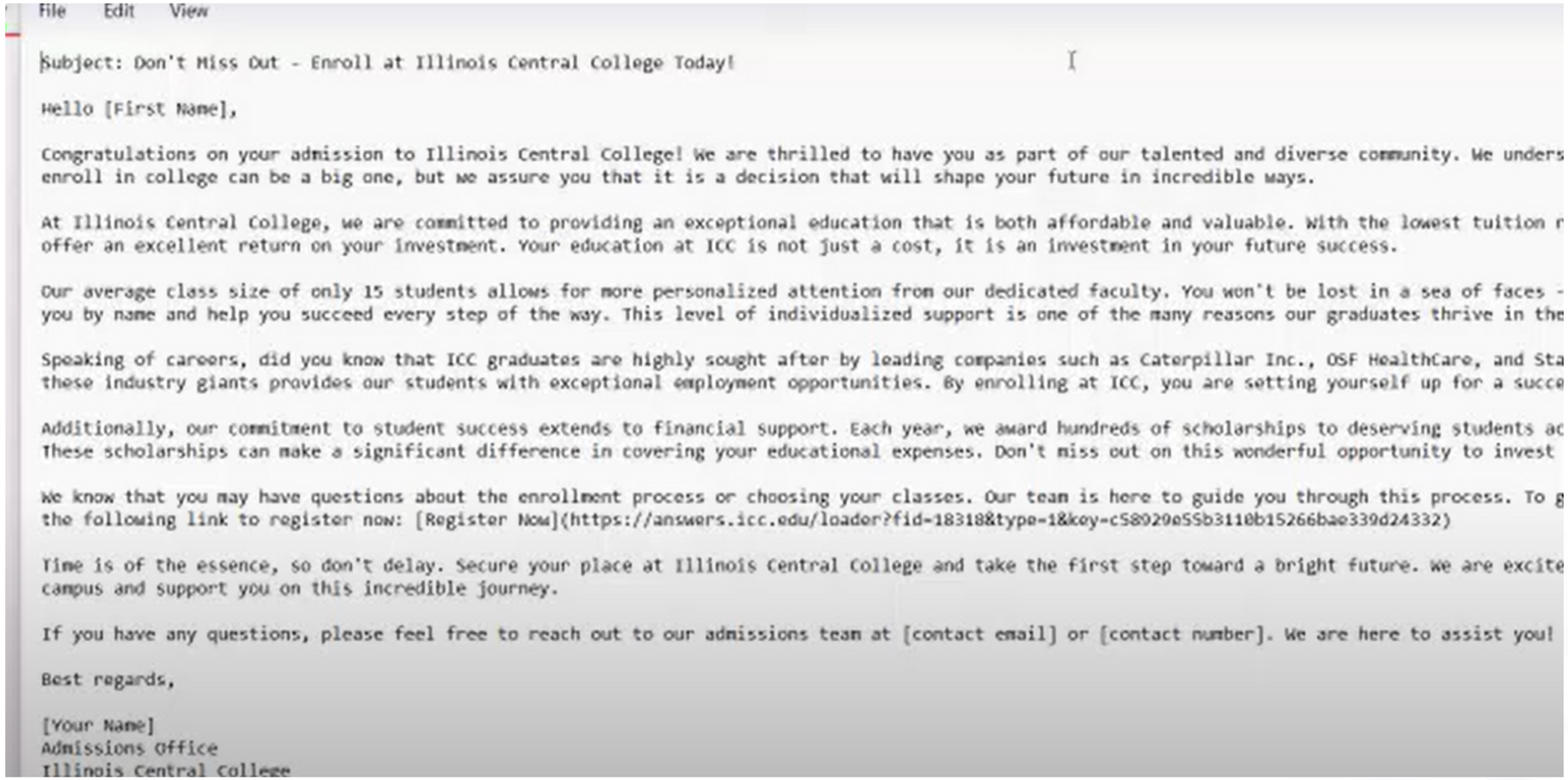

File Edit View

Subject: Don't Miss Out - Enroll at Illinois Central College Today!

Hello [First Name],

Congratulations on your admission to Illinois Central College! We are thrilled to have you as part of our talented and diverse community. We unders
enroll in college can be a big one, but we assure you that it is a decision that will shape your future in incredible ways.

At Illinois Central College, we are committed to providing an exceptional education that is both affordable and valuable. With the lowest tuition r
offer an excellent return on your investment. Your education at ICC is not just a cost, it is an investment in your future success.

Our average class size of only 15 students allows for more personalized attention from our dedicated faculty. You won't be lost in a sea of faces -
you by name and help you succeed every step of the way. This level of individualized support is one of the many reasons our graduates thrive in the

Speaking of careers, did you know that ICC graduates are highly sought after by leading companies such as Caterpillar Inc., OSF HealthCare, and Sta
these industry giants provides our students with exceptional employment opportunities. By enrolling at ICC, you are setting yourself up for a succe

Additionally, our commitment to student success extends to financial support. Each year, we award hundreds of scholarships to deserving students ac
These scholarships can make a significant difference in covering your educational expenses. Don't miss out on this wonderful opportunity to invest

We know that you may have questions about the enrollment process or choosing your classes. Our team is here to guide you through this process. To g
the following link to register now: [Register Now](https://answers.icc.edu/loador?fid=18318&type=1&key=c58929e55b3110b15266bae339d24332)

Time is of the essence, so don't delay. Secure your place at Illinois Central College and take the first step toward a bright future. We are excite
campus and support you on this incredible journey.

If you have any questions, please feel free to reach out to our admissions team at [contact email] or [contact number]. We are here to assist you!

Best regards,

[Your Name]
Admissions Office
Illinois Central College

PERSONA DEVELOPMENT

Developing Content For Personalization

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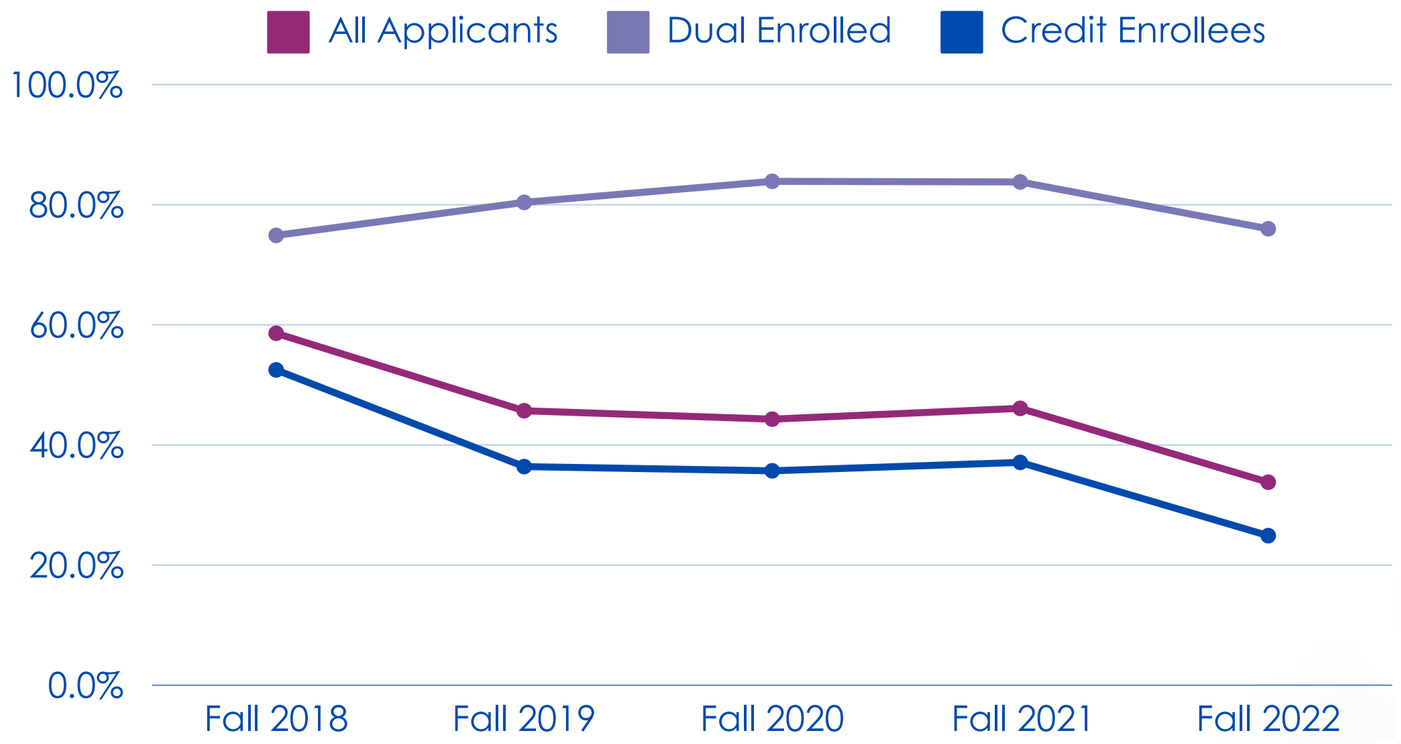
AI For Predictive Modeling

Predictive AI systems are designed to forecast outcomes based on historical data patterns and existing information. These models rely on machine learning algorithms to identify trends, correlations, and statistical patterns in datasets.

How Is AI Used In Advertising?



Applicant Conversion Rates Are At An All Time Low - 25% To 35%

When Excluding Dual Enrolled/ CCP Students

How Is AI Used In Advertising?

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Key Variables Impacting Enrollment
Statistically Significant At p< .0001

- City Of Residence
- State Of Residence
- Zip Code Of Residence
- Educational Goals
- Gender
- Father's Educational Attainment
- Mother's Educational Attainment
- Planned Enrollment Status
- Program Of Interest
- Educational Goals
- Employment Status
- Other Colleges Attended
- High School Track Of Applicant
- Educational Level Of Applicant
- Admit Status Of Applicant

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What Variables Are Most Important?

COMMUNICATION IMPACTS

- How Do We Determine What Variables Have The Most Impact?
- Predictive Modeling
- All Variables Significantly Impacting Enrollment
- Human Brain Cannot Process That Many Interactions - Enter Predictive Modeling

How Is AI Used In Advertising?

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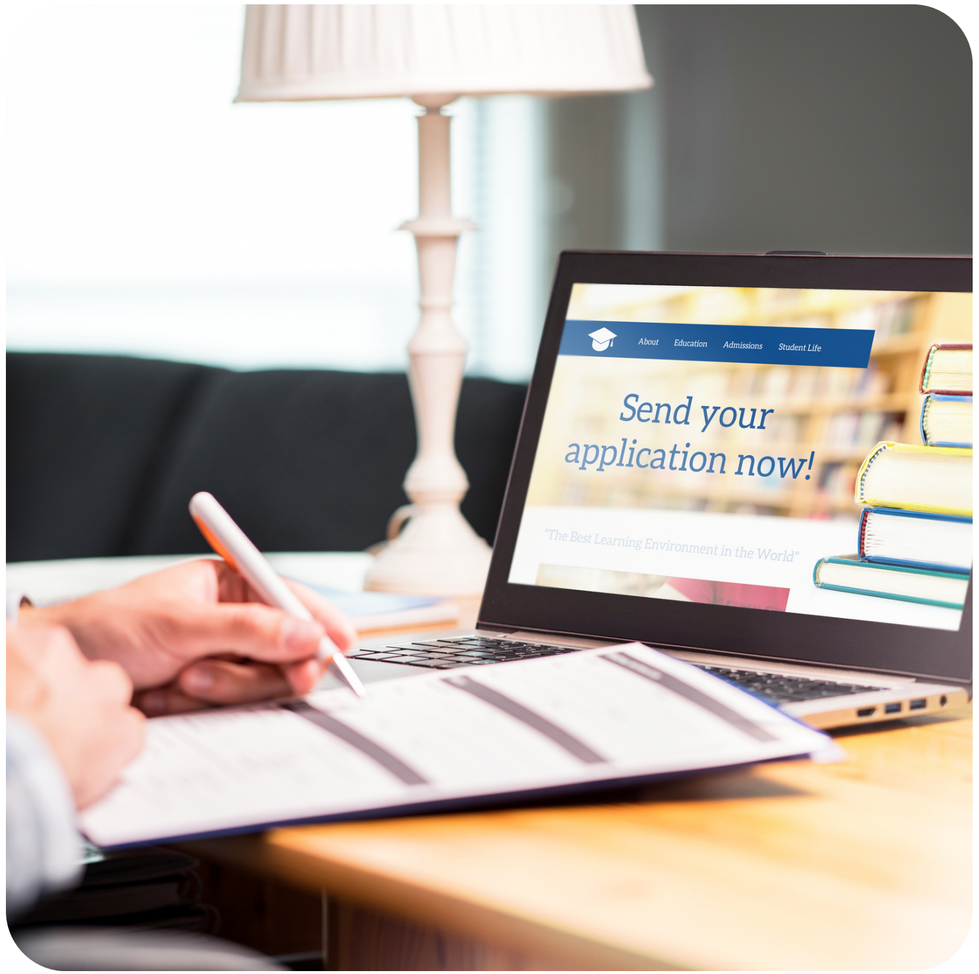

USING THE MODEL TO SCORE APPS

- Predictive Model Is Scoring At 67% Accuracy - Will Get Better With More Data
- Score Every Application Entering The College
- Provides A 0% To 100% Score Of Enrolling Per Application To Allow For Better Communication And Assistance
- Can Create Buckets For The Applications (40% To 70%)

AI Can Help!

- Understaffed?
- Recruiting Talent?
- Maintaining A Sufficient Budget - Reductions In Budget?
- Generating Leads - Increasing Enrollments?
- Finding The Right Tools/ New Tools?
- Finding New Markets?
- Retaining And Training Staff?

Thank you!
Questions?

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carnegiehighered.com

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