How AI Transforms Content Marketing

A Practical Approach to Hyper-Personalization

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Presented by:

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Everyone Wants Everything Personalized
But... Content marketing mostly feels **canned**.
There’s good news…

AI can hyper-personalize content marketing to specific individuals.
There’s better news…
Leveraging AI in content marketing is easier & less expensive than you may think.
A simple dynamic:

Human curiosity drives engagement, which generates data...
...data feeds AI to make content marketing truly personalized, and therefore impactful.
Interest in AI is peaking

Spotify’s Discover Weekly playlists

iPhone X facial recognition

Google’s self-driving cars
What’s the root of AI?

artifice

/ˈærifɪs/ ər-

noun
clever or cunning devices or expedients, especially as used to trick or deceive others.
"artifice and outright fakery"
synonyms: trickery, deceit, deception, duplicity, guile, cunning, artfulness, wiliness, craftiness, slyness, chicanery; More
A practical definition of AI

• Computers interacting like humans
• Computers doing things we can do only much faster
• Computers doing things we can’t do
AI’s ‘extended family’ has multiple branches

- Images
- Gaming / Decision-Making
- Language
- Others
The language branch has 3 siblings

- **NLP**: Natural Language Processing
- **NLU**: Natural Language Understanding
- **NLG**: Natural Language Generation
Alas, NLG is hugely underappreciated.

• NLG enables computers to turn information into meaning

• Compared to other AI branches, it’s less expensive to develop

• And, it’s easier to implement. You can roll it out next quarter
NLG…

turns structured data into
stories, using human-designed
templates & logic
How NLG is used today:

- Stock reports
- Weather reports
- Business Intelligence

Reduce content creation cost

- Fantasy sports

Personalize content
Where NLG gets interesting to marketers:

Ask people questions, then make content reflect their individual answers.

Hyper-personalized experience

Unique recommendations delivered in story form based on what people told you about themselves.
User Experience

1. Person answers questions

2. Logic & NLG combine with that person’s answers to generate a written narrative with links, images, etc.

3. Person gets an individualized set of recommendations that are highly readable.

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Behind-The-Scenes Tech

Quiz/Survey Response Submitted → Data Table Populated → AI Generates Personalization → Results Delivered

Client Content & Data Extracted In Advance → Client Styles/Design Applied
What Hyper-Personalized Feels Like

“Thanks for telling us a bit about your interests. Here are our recommendations around getting the most out of Travel Industry Conference 2018:

This year’s show on October 13-15 in Ft. Lauderdale is shaping up to be a must-attend event for your travel agency, because this year’s event has several sessions focused on growth in the Asia-Pacific region.

Specifically, there’s a session on Tuesday the 13th entitled Appealing to the Chinese Global Traveler. On the afternoon of Wednesday the 14th, executives from Google will present New Tech for OTA’s, which is perfect given your need to keep up with travel-related tech innovations. And American Airlines will present on the Steady Increase of Airport Taxes.

When you last attended Travel Industry Conference in 2016, there were plenty of other marketing professionals like you, and the networking was abundant. This year, Travel Industry Conference has extended the networking breaks, which should give you time to compare notes with your peers, since you’re planning some investment in tech innovation this year.

Did I mention the speakers? Keynoting is Brian Chesky, Founder of Airbnb and Karin Timpone, Global Marketing Officer for Marriott International. The full list of speakers is here for you to check out.”
Resource Recommendations

STANDARD
Products, articles, content, courses sit in a catalog, that people slog through.

HYPER PERSONALIZED
A person’s answers generate only relevant options, wrapped in a readable narrative.
STANDARD
People speak with a sales rep to determine which solution is right for them.

HYPER PERSONALIZED
People respond to questions & a custom solutions guide is delivered.
STANDARD
People hunt for products & suppliers that meet their needs.

HYPER PERSONALIZED
Relevant products & suppliers are highlighted based on peoples’ responses to questions.
STANDARD

Information overload & decision fatigue, leading to lower engagement.

HYPER PERSONALIZED

Client Case Study: Event Marketing

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Events can be overwhelming.

100’s of sessions
1000’s of exhibitors
10000’s of products & services

Too many options. Not enough time or energy.
Goal: Boost event registrations by helping prospective attendees discover the ‘why’ aka relevance
Experience embedded within event website
Engagement → Data → Personalization → Action

PROSPECT GIVES:
Answers to 7 questions

PROSPECT GETS:
5-8 most relevant sessions
3-4 most relevant exhibitors
4-6 most relevant products
Context + Justification
Path to purchase
49% of those completing survey registered to see personal recommendations

45% of those who saw personalized reco’s clicked thru to register for conference

58% of survey registrants reported they’re new to the conference

>$200K incremental revenue generated by CredSpark solution

>12x ROI on CredSpark investment

Results with impact

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How can you make your content hyper-personal?
Start with your goals.

• What don’t you know about your audience?
• What do they need to know to buy more from you, your clients, or your sponsors?
• If you knew _____, then you could recommend _____.
Map what you know about individuals on their *journey*.

What do you know about people at various points along their way to becoming customers?
Define the information gaps.

Where are the opportunities to learn more; and what specifically do you need to ask?
Find a great solutions partner.

- Look at their track record with AI-powered development.
- A customizable front-to-back interactive content platform with sophisticated data integration and NLG capability.
- Intermediate NLG solutions can be built at around $15-25K.
- Partners with solid Cred that can Spark your innovation are great bets. 😊
Takeaway Thought:
Want engagement? Deliver relevance.

Thanks for listening. Let us know if we can help.

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Questions?

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