



Digital Marketing Mindset BLOG

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How To Use AI In 2024 To Build Your Audience & Brand

By: Paul Poggione



What Is AI?

It stands for Artificial Intelligence and its use in many machine learning applications are becoming more prevalent. For example, your phone has AI built into it with the search function of Siri or Alexa or Google. What changed in 2023 was an explosion of the software program [Chat GPT](#) that you can use to perform multiple functions, from searching for content suggestions, to writing text, responding to messages, or generating images. The interest in AI will likely continue to be high in 2024 as the desire to learn about AI from 2022 to 2023 increased by 550%!



Social Trends 2024 By Hootsuite

If you haven't downloaded this report by Hootsuite, we highly recommend it. You can find it in our Resources page, and we encourage you to download it for use in your company. If you are not following Hootsuite please do so. This entire blog is based on the AI data provided in this report.

How To Use AI Effectively In 2024

If you are using AI in your business in 2024 you are going to want to find the proper balance between the efficiency that AI provides and your authentic voice to the audience. This is not always easy to do but making/taking the steps early this year to set out some clear processes for content creation from start to finish would go a long way to helping you maintain this delicate balance while not alienating your audience and followers.

If you happen to purchase third party information for use in your communications finding the time to craft, refine or tweak that content to make it yours will be crucial this year to maintain and build your brand.



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Planned Use Of AI In Businesses In 2024

The number 1 reason (61%) why businesses used AI in 2023 was to reduce staff workload. If you work in digital marketing or social media, you may want to keep this in mind as you may be competing for your job in 2024 with AI. If you are a business thinking about reducing staff and replacing them with AI, you may want to use caution until you see the figures below on this.

AI Statistics Planned Business Use In 2024

- + 318%** #1 - Chat Bot to respond to messages
- + 260%** #2 - Editing images
- + 195%** #3 - Creating customer support text
- + 136%** #4 - Generating images
- + 103%** #5 - Completely revise and rewrite text

62% Of consumers say they are less likely to engage with and trust content if they know it was created by AI



Source: Hootsuite Trends Report 2024

AI Planned Business Use In 2024

In 2024, here are the top 5 ways that businesses are planning to use AI:

- The number 1 reason – representing an increase of 318% from 2023 is the use of a chat bot to respond to messages. If you are considering reducing your staff, rather than laying them off consider switching their roles or add to their existing roles allowing them to respond to messages. This would give you a clear advantage over your competition that is likely using/planning to use a chat bot.
- If you are using AI for images, consider using multiple images or mixing in some imagery that reinforces your brand. This way you maintain that balance mentioned at the outset between efficiency and authenticity.
- If you are considering allowing AI to fully write your content start to finish you will want to consider the final point before giving the content creation keys over to AI.
- Fully 62% of consumers say they are less likely to engage with and trust content if they know it was created by AI, so be cautious or your brand, influence and reach may be negatively impacted.



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AI Statistics

AI Levels Of Trust Across Generational Cohorts

Gen Z: 14 - 27

Gen Y (Millenials): 28 - 43

Gen X: 44 - 59

Baby Boomers: 60+

Most Trusting



Least Trusting



Source: Hootsuite Trends Report 2024

AI Levels of Trust Across The Generations

You need to understand the generational makeup of your audience. The baby boom generation is the least trusting of AI, so if that is your audience you should delay or reduce your upcoming dependence on AI.

AI Cheat Sheet

Use of AI to generate ideas and suggestions for content, photos and images is fine but you should add a human touch to the final product. Responding to messages and inquiries with a human will go a long way in solidifying your brand and separating you from your competition.

Update Your Guidelines, Procedures and Content Mission Statement

With the rise in the use of AI more companies and consumers are inquiring about content made with AI. Having a statement on your companies' uses of AI is an important step to take and it may involve multiple departments for larger organizations. For example, you may want to bring in your legal department to discuss protocols for the use of photos, imagery, search and content ideas from AI. Adding a statement on the use of AI into your content mission statement and communicating that with your staff is equally important to ensure a standard is in place for your organization. This is very important especially if you are expanding your staff so that new staff members are aware of the acceptable uses of AI in your organization.

Understanding the current trends and planned uses of AI is important to set up your business for success moving forward in the year ahead.

Wishing you much success and profitability in your business.