

RESEARCH

Be specific. Use prompts like "challenge this hypothesis" and "present this in the form of..." to speed up the research process. The beauty of chatbots is the ability to have a conversation and add to your request.

REWARDS

- **Fresh ideas:** AI can generate near-limitless angles for further investigation.
- **Expert viewpoint:** Ask an AI system to take on the role of reviewer and get an analysis of a set of research ("act as an expert in integrating AI solutions to a B2B software stack").
- **Data analysis:** Quickly analyze data, generate reports, and fact-check conclusions.
- **Time savings:** 69% of company leaders surveyed by Canva said AI is saving their teams at least two to three hours per week.
- **New sources:** Exposure to new references that may not have been discovered with a traditional search.

RISKS

- **Inaccurate results:** Assess if any time saved in using AI is lost in fact-checking.
- **Increased biases:** AI algorithms can inherit and propagate biases present in the training data.
- **Misleading conclusions:** Data analysis may not be applied with the same level of context as a human reviewer.
- **Data privacy:** Many systems, by default, use user prompts to train their models.

CLIENT COMMUNICATIONS

Prompts like "create a follow-up email draft to ..." or "summarize the key points discussed in the client meeting we had earlier today. Provide a concise overview and action items for both parties" allow you to quickly formulate client responses.

REWARDS

- **Speed:** Often, a rapid response is what's most important.
- **Brand alignment:** AI systems can help ensure content matches a brand identity and voice.
- **Synthesis:** Use AI to swiftly transition from concise bullet points to a comprehensive message in a matter of seconds.
- **Grammar help:** AI offers high performance in writing checks.
- **Clarity:** Use AI as a second set of eyes or a sounding board.
- **Capture the details:** AI systems that not only create but assess transcripts and develop action items can help with meeting and digital overload.

RISKS

- **Inaccuracies:** Always fact-check before sharing data points or other statements of fact.
- **Depersonalization:** If it sounds too much like an AI bot wrote it, then consider the context before hitting "send."
- **Technical challenges:** Dependence on AI features may result in technical challenges, such as errors in transcription or translation.
- **Privacy concerns:** Communications surrounding proprietary information should not be used in training AI systems.
- **Accuracy:** LLMs don't always interpret and return messages that hit the mark.

PRESS RELEASES

Use prompts like "analyze this for any logical reasoning gaps..." or "create a press release outline based on..." to hit the ground running.

REWARDS

- **Faster output:** Speed the process up from creation to dissemination.
- **Critical viewpoint:** Prompt a system to evaluate from the perspective of a journalist or other target audience.
- **Say it right:** Optimize language, tone, and style based on the preferences of the target audience.
- **No flying solo:** From grammar to language, AI can help those tasked with press releases have additional support.

RISKS

- **Inaccuracies:** Always fact-check!
- **Limited nuance:** AI systems don't always capture the nuance or precision required for product launches or precise technical details.
- **Sensitive data:** Never put client data into an AI system that uses inputs to train models!
- **Writing quality:** Bland, uninteresting content won't win any press coverage.

LONGFORM CONTENT

Use prompts like "use one word for [insert long phrase]" or "list 10 analogies for ..." to keep reader interest in lengthier assets. Be sure to include tone, author, and audience when asking for long-form content.

REWARDS

- **Automate marketing:** Speed creation of copy and collateral for multiple channels.
- **Brainstorming:** Prompt systems can be used to generate ideas, help organize thoughts, and offer real-time feedback.
- **Connect thoughts:** Quickly go from shorthand ideas to full assets.
- **Repurpose content:** Turn a long-form asset quickly into short-form content for distribution across other channels.

RISKS

- **Generic content:** Potential for uninspiring content that doesn't sound distinctive or interesting.
- **Going off script:** Ensure what you use from AI is consistent with branding, voice, and tone.
- **Making up sources:** Hallucinations remain a challenge for citations, quotes, and accuracy.
- **Prompt timing:** Assess whether the time to repeatedly prompt your way through an assignment is faster than just doing it yourself.

SOCIAL MEDIA

Prompts like "create a Threads post for..." or "change this to be a LinkedIn post..." allows you to easily repurpose content from one platform to another.

REWARDS

- **Speed:** Rapid copy development to ease the burden on writing teams.
- **Increase cadence:** Maintain a consistent posting schedule, ensuring a continuous presence.
- **Campaign planning:** Ask AI to create a social media plan or look for gaps in a current strategy.
- **Get to the point:** Get assistance in creating concise language.

RISKS

- **Overreliance:** This may lead to a loss of the brand's personality and connection with followers if solely used.
- **AI stigma:** Negative public perception if it becomes known that AI, rather than human expertise, is solely responsible for social media content.
- **Quality control:** Using AI exclusively or substantially should include a human in the loop.

GRAPHICS

Include the style of graphic in your prompts, like "create a photo of a robot cooking dinner in photorealism," or tell it to fix something, like "remove the green-painted curb from the photo" to generate or edit your graphics. Be mindful of images that increase biases and use prompts that ensure equity.

REWARDS

- **Get started fast:** AI generates ideas quickly that can kick-start the creative process.
- **Save time:** By generating base designs, icons, etc, reducing the need for designers to hand-draw every detail.
- **Creative tools:** Easily expand your background to a new size, remove objects, and add objects with AI to streamline the image manipulation process, eliminating the need for tedious tasks.

RISKS

- **Hallucinations:** Image generators are filled with small hallucinations that take an image off-brand.
- **Lack of detail:** AI is often unable to reach the level of detail, precision, or aesthetics that human designers can achieve, potentially resulting in less visually appealing outcomes for client deliverables.
- **Biases:** AI may struggle to generate diverse and culturally inclusive images, leading to biased representations.

VIDEOS

Use prompts like "create a detailed storyboard" or specify the emotional tone desired for different parts of a video (e.g., happy, suspenseful, melancholic), and let AI suggest appropriate visual and audio elements.

REWARDS

- **Audio manipulation:** Tools like an audio splitter and enhancer enable seamless audio edits without in-depth knowledge of audio editing.
- **AI transcripts:** Eliminate the manual effort of typing out each word.
- **AI animations:** Synchronize movements with sound, ensuring faster and more precise beat alignments.
- **Voiceovers:** Add a talking head to narrate your video with ease, eliminating script reading, multiple takes, and editing.

RISKS

- **Blandness:** Lack of the level of detail, precision, or aesthetics that human designers can achieve, potentially resulting in less visually appealing outcomes.
- **Biases:** Training data may lead to underrepresentation or misrepresentation of certain racial or ethnic groups in video content, impacting the diversity and inclusivity of the generated videos.
- **Quality control:** Avoid stretching the team too thin by overwhelming them with content, given AI's ability to generate new assets quickly.

