

Cutting Through the AI Hype for Credit Union Marketers.

from your pals at
iDiz Incorporated in Indy

Your presenters:

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CU True Believer.

Shameless Plug

It's pronounced "ideas". Get it?

iDiz Inc. helps credit unions tame their marketing monsters.

We do this through purpose-driven growth strategies, monster marketing campaigns, beautiful brands, and world-class websites.

We often serve as a "virtual marketing department" for CU marketing departments large and small.

We're located in Indianapolis, and work with CUs coast to coast.



Why are we here?

A lot of AI-speak is full of buzzwords and nonspecific hype.

We want to share some real-world ways CU marketers can use AI to be more effective without losing that human spark.

We'll talk about actual use cases for AI, including some real-time, right now examples.

In other words, we assume you're interested in ways AI can make you more effective, and you're either wondering where to start or looking for ways to use AI better.

What AI is good at:

- Pattern recognition (copywriting, summarization)
- First drafts
- Idea expansion
- Data organization
- Proofing
- Checking for internal consistency
- Some kinds of image editing
- Making suggestions (curate!)
- Weighing, comparing, and organizing options

What AI is NOT good at:

- Understanding your membership deeply
- AI is aware of some compliance needs, but not every nuance
- Brand voice without lots of guidance
- Final decision-making
- Creating images, especially people or animals
- Not being repetitive
- Curation (that's your job, meatbags)
- Being human (duh)

Demo #1 - Image Modification

While generating images can be tricky, modifying an image is usually more straightforward and a big time-saver.

- Removing or modifying the background
- Modifying visual effects
- Keep the focus of the image intact
- Adding to an image to change proportions or move the focus.
- Crop and resize, but watch pixel and file sizes
- Changing style can work well, but can go uncanny too
- Some great AI tools are built in to Photoshop, etc.

Demo #2 - Re-Using Blog Content

Re-use, recycle. If you have long-form blog content at hand, AI can quickly turn quality content into a series of usable assets.

- Turn a blog post into:
 - A series of short social media posts
 - Email newsletter snippets
 - FAQ content
- Suggest related topics
- Rephrase, rewrite, reading level (curate carefully!)

Demo #3 - Brainstorming Loan Campaign

Campaigns are marketing's bread and butter, but it's definitely better to have more than one "brain" when brainstorming.

- Open by specifying a persona or perspective for the AI.
- What's your brand, your vibe?
- Identify target audience and relevant demographics
- Add product details, differences, benefits
- Too much information is better than not enough.
- Don't hesitate to iterate
- Curate carefully!

Demo #4 - Developing Personas

Personas are a fantastic strategic and creative tool.

The idea is to understand the people you're talking to **before** you begin creative work or media planning.

- Who are the people who would be interested in your offer?
- What are their general demographic and psychological attributes? (Values, needs, lifestyles, fears, dreams, etc.)
- What are their behavioral attributes?
- Refine, develop and compare multiple personas and products; look for differences and overlaps to make your campaign more efficient and effective.

MORE suggestions for using AI

- Proofreading... but be specific with what you want.
- Checking for internal consistency and logical errors.
- Fact checking, sometimes
- Summarizing, condensing
- Reducing reading level, or making it more consistent
- Checking tone, suggesting rewrites
- Making suggestions for SEO

Blogz to read

Here's all of our tagged AI blog articles...

<https://www.cuidiz.com/tag/artificial-intelligence/>

And a few other relevant background articles that touch on today's topic as well:

<https://www.cuidiz.com/ai-good-fit-credit-union-marketing/>

<https://www.cuidiz.com/do-ai-and-google-like-your-cu-website/>

<https://www.cuidiz.com/3-reasons-to-learn-to-recognize-ai/>

Thank you!

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