



APRIL 2024
ISSUE #1

Digital Leap

GenAI Unleashed: Your Quick-Start Guide to Innovation

Igniting
Creativity

Planning Your
GenAI
Strategy

Using GenAI
Responsibly

Unlocking
Marketing
Potential

How to Take
Action Now

This Issue

APRIL 2024

ISSUE #1

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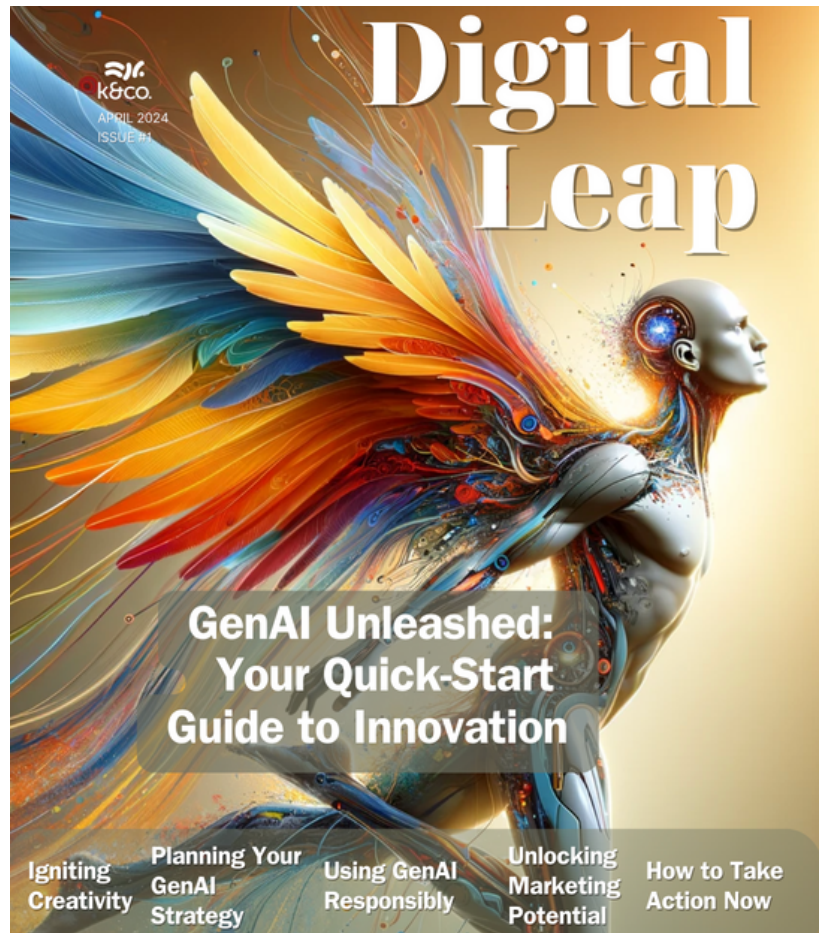
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Listen & Read



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From the Author



Xania Khan, Founder Khantent & Co.



In the ever-evolving landscape of digital marketing, Generative Artificial Intelligence (GenAI) emerges as both a frontier and a bridge. At **Khantent & Co.**, we've harnessed my three decades of experience—from publishing to leading brand governance for GenAI tools at eBay—to explore and demystify GenAI's potential, not just for SMBs but for early adopters and those who haven't yet taken GenAI for a test drive. This guide is a culmination of my curiosity, professional journey, and the proactive, hands-on approach that Khantent & Co. embodies.

Using GenAI as a co-pilot, Digital Leap mixes experiences with those of the amazing people we collaborated with, demonstrating our dedication to merging tech with our creative spark. We'll show you how you can dive into the GenAI world with confidence and with an ethical compass. Plus, we practice what we preach—all the images without captions were generated by ChatGPT4. And, as an entrepreneur, the magazine was designed in Canva, using Magic Studio to sprinkle in some extra magic.

The generosity of time and expertise of industry leaders like **Rishad Tobaccowala**, **Lisa Bennett**, **Avery Swartz**, and **Michal Dzierza** provided deeper insight for the content in this guide, further showcasing GenAI as a partner that elevates human creativity and enables genuine growth.

Before you get the keys to a new car, it's important to understand not only all the fun features but also, what's under the hood. The information presented aims to be your manual, your roadmap before embarking on the journey, offering strategic insights and practical strategies for harnessing GenAI effectively.

We're well into this era of AI. Oh the nostalgia of the internet's early days—a time to learn, evolve, and adapt. Our hope is that this guide serves as a guiding light for early adopters and newcomers, SMBs, creatives and digital marketing enthusiasts, navigating through the evolving world of GenAI with thoughtfulness and a sense of adventure.

Strategy and tech can be fun – or is that too nerdy? Imagine the excitement of mapping out a road trip, curating the perfect playlist, and pushing your vehicle to its limits. It reminds me of a solo motorcycle trip I took in 2017 to the East Coast – Nova Scotia. From thought, to planning, to an entire engine overhaul the day before I left (minor meltdown) and then finally hitting the road. That's the spirit behind this guide.

So, **hit play**, grab a cup of coffee or tea, and dive into the insights and practical strategies. Together, let's navigate this new era, leveraging GenAI as a co-pilot in crafting a future in marketing excellence where tech and human creativity merge seamlessly. We've done it before, let's do it again.

Meet the Experts



Rishad Tobaccawala

Rishad is an author, speaker, teacher, and advisor with four decades of experience specializing in helping people, organizations and teams re-invent themselves to remain relevant in changing times. He specializes in unleashing talent and turbo-charging productivity by delivering perspectives, points of view, provocations and plans of action but no PowerPoints!



Avery Swartz

Avery is the founder and CEO of **Camp Tech**, and author of the best-selling book **See You on the Internet: Building Your Small Business with Digital Marketing**. She's the resident tech contributor on CTV Your Morning and is regularly heard on CBC Radio. Avery was ranked #5 on Search Engine Journal's Top 50 Women in Marketing list, and hosted the AI Meets World podcast from Microsoft and the Globe and Mail Content Studio.



Lisa Bennett

Lisa is the Chief Marketing Officer at **Kaltura**, and is an official member of the Forbes Communications Council. Kaltura is a leading provider of video solutions, offering a comprehensive platform that enhances content creation, search, interactivity, and analytics through the integration of advanced AI capabilities. Their services cater to a wide range of event formats, including in-person, virtual, and hybrid, leveraging AI to streamline content generation, boost creativity, and perform in-depth data analysis.



Michal Dzierza

Michal is a multidisciplinary creator sitting at the intersection of content, creative and product. In his most recent role he was leading global multimedia production at eBay while also delving deeper into the possibilities offered to marketers, creators and business owners by the generative AI developments and their practical applications. He specializes in finding new ways to reach audiences with engaging content across multiple platforms and has worked for the BBC, EE, lastminute and News UK in the past.

Your Guide to GenAI in Marketing



Welcome to the era of GenAI, where the paths of marketing creativity and efficiency intersect. This guide is more than just an introduction to GenAI; it's a practical introductory manual for applying this technology to enhance content creation and audience engagement for marketers, creatives, and digital enthusiasts. While we touch on AI Governance, it's by far exhaustive.

What's Inside:

Understanding GenAI

Learn how GenAI is changing the marketing and creative landscapes, enabling the production of unique and engaging content with ease.

Expert Insights

Gain insights from industry leaders about how GenAI is impacting businesses of all sizes.

Elevate Creativity

Explore how GenAI acts as a catalyst for creativity, pushing the boundaries of innovation while safeguarding brand integrity.

Using GenAI Responsibly

Navigate the ethical considerations of GenAI, ensuring its integration strengthens trust with your audience.

Action Plans

Get actionable advice on forming a GenAI strategy, from building your team to adapting to the digital marketing evolution—we created one for solopreneurs as well!

Ready to leap in?

This guide offers the insights and steps needed to effectively integrate GenAI into your marketing efforts to foster deeper connection and creativity. Whether you're leading a small business, part of a marketing team, or just passionate about digital marketing trends, you'll find valuable takeaways.

Start your journey with this guide to fully tap into GenAI for your marketing, laying the groundwork for innovative, ethical, and strategic growth.



Igniting Creativity with GenAI

GenAI is changing the game for marketers. This journey isn't just about technology. It's about how we can use GenAI to spark new ideas, work smarter, and unleash our creativity like never before.

Think of GenAI as your co-pilot in marketing, helping you to do more in less time. Whether you're running a small business, crafting digital strategies, or just love pushing creative boundaries, we're going to show you how GenAI is opening doors to endless possibilities.

First, let's define what we mean by GenAI.

GenAI is a type of AI that automatically creates new content, from writing to images. It's a game-changer for marketing. It helps produce unique, high-quality content quickly and efficiently, levelling the playing field with larger competitors by enabling more personalized and engaging marketing strategies without the need for big budgets or specialized teams.

The Rise of GenAI in Marketing: Embracing Change and Unleashing Creativity

GenAI is transforming our marketing approaches in ways we're just beginning to explore, bringing a type of AI that can create content from thin air. For SMBs, GenAI is a game changer, offering the power to generate fresh, engaging content without starting from scratch. Yet, not everyone's on board yet.

Insider Insights from Avery



“Discussing our collective experiences with GenAI among SMBs in Canada reveals challenges without oversimplifying, but there are observable trends among the businesses I work with. There’s a definite lack of awareness and understanding of what GenAI is and how it works. The doom/hype cycle of AI reporting in the media has created fear around AI, and also overblown expectations of its current capabilities.

Anecdotally, I can say that the intentional use of GenAI tools among SMBs is relatively rare. I use the term "intentional" because many are unknowingly using AI-powered tools, such as social media filters, without recognizing them as such. The SMBs that are intentionally seeking out GenAI tools (like ChatGPT) and using them mostly for content creation: to assist in creating images, drafting copy for social media posts, brainstorming and ideation. I don’t see many SMBs using AI tools for data testing, analysis, or evaluation. That’s the stumbling point for many SMBs I’m interacting with today.”

This situation offers us a chance to better connect with our audience, enhance our marketing, and stand out. GenAI can make it easier and affordable to create unique, personalized content.

As we explore how GenAI is changing marketing, it's crucial to draw lessons from the digital revolution. The internet era redefined how we accessed information. I draw on analogies like, the expanded roles of librarians that went from beyond book stacks to digital literacy guides. GenAI isn't about replacing us as marketers; it's about expanding our toolkit, allowing us to explore new creative territories. This emphasizes the need for a synergy between human creativity and GenAI's capabilities. As highlighted in an article published by **Kantar**, **Brad Lightcap** from **OpenAI** puts it succinctly, "these tools still fundamentally need humans to be creative," affirming the belief that GenAI enhances rather than replaces human ingenuity.

A recent survey by the **World Federation of Advertisers** echoes Avery's insight. It shows a significant shift towards GenAI in marketing, with a majority leveraging it for content creation, customer experiences, and ideation. GenAI as an extension of our creative capabilities.

As we learn more about what it can do, let's stay ready for the growth and improvements it offers. Using GenAI in marketing encourages us to be creative, improve our skills, and aim higher. As digital tech changes, so will our techniques and how we motivate others. This isn't just about learning; it's a push for anyone new to GenAI to dive in and make the most of these changes.

The Impact of GenAI on Creative Processes

GenAI is streamlining creative work, making processes more efficient without sidelining creativity—it's actually elevating it. By automating the grunt work, it allows us to zero in on big ideas and make deeper connections with our audience. Long before GenAI, creatives have been using AI within tools like Adobe Photoshop for image editing, Grammarly for enhancing writing, and Canva for design creation. We already use AI to handle boring tasks, spark creativity, and offer custom tips, making creative work smoother —spellcheck anyone?

Enhancing Creativity with Human Touch

GenAI acts as a creative co-pilot, assisting in writing, designing, and video production by sifting through massive amounts of data to generate fresh ideas. This enables marketers to explore new concepts while maintaining their creative intelligence. While these tools open up new possibilities, they still require human oversight for quality control, ensuring that creativity remains authentic and aligned with vision, brand integrity, and governance (more on that later).



Rishad hits the nail

“Innovation is connecting dots in new ways and is driven by a hunger for curiosity and a willingness to adapt and challenge the status quo. These are both key to be aware of how AI will change everything and also key on how a firm and talent can combine AI plus HI (Human Intelligence/Human inspiration)”.

Making Workflows Smoother

GenAI makes everyday tasks faster, freeing up time for more strategic thinking and creativity. A **Harvard Business School** study showed that using GPT-4 made tasks 25% faster and improved quality by 40%. This proves GenAI's worth beyond just new ideas—it makes us more productive too.

This means we need to focus on our goals and use GenAI to reach them, picking the best tools for our needs. We should stay open to all the ways it can help us do better work. This isn't solely about trying new tools; it's about transforming how we approach marketing.

Addressing Creative Concerns with GenAI

Overcoming GenAI hallucinations and ensuring quality while integrating GenAI into creative roles comes with its challenges, such as concerns about diluting human creativity or fears of job redundancy. But this is where we emphasize that GenAI is meant to **enhance, not replace, human input**. OpenAI's launch of ChatGPT for teams in January 2024 for \$25 per user/month is a step towards customized, collaborative spaces where creativity can flourish with AI's support. Despite fears, GenAI requires human oversight to correct inaccuracies or "**hallucinations**", ensuring quality remains high.

Job Evolution, Not Displacement

Worries about GenAI taking over creative jobs are common. However, history teaches us that new technologies usually change jobs instead of getting rid of them. Now's the time to learn new skills and welcome the changes GenAI introduces. In Rishad's post, **Remaining Relevant**, he challenges businesses and leaders to rethink, re-learn, and adapt to maintain relevance. It's not just about adopting AI but optimizing the blend of AI and human inspiration (HI). According to **Meltwater's 2024 Marketing Trends**, we should concentrate on **reskilling** and focus on how jobs are evolving, not disappearing.

"We need to review the opportunities and challenges through the prism of all business functions, so we can put in place the measures necessary to give marketers the confidence they need to make the most of the exciting possibilities that AI can offer to deliver business growth", said **Stephan Loerke**, CEO of WFA.



Notes from Michal

"We're entering an era where old rules don't apply. GenAI lets us think outside the box. Tasks that used to take a lot of time and money are now easy. Whether it's translating content into multiple languages or turning a newsletter into a podcast, there's a GenAI tool for it. The trick is knowing what you want to achieve and finding the right tool for the job."

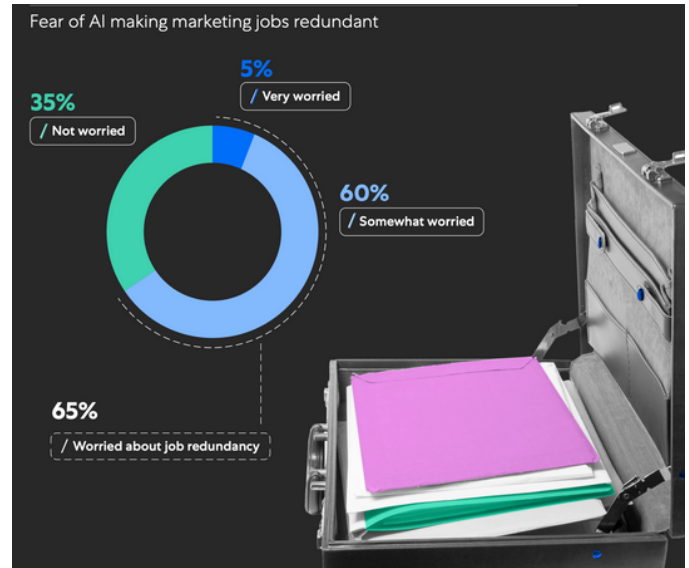
Hallucinations

Wait, let's define hallucinations. It's when the AI makes a mistake or comes up with something that isn't true or doesn't make sense. It's like the AI is getting a bit too creative and inventing facts or details that don't actually exist.

Job Security in the GenAI Era: Opportunity Amidst Automation

It's natural that concerns about job security are growing with the emergence of GenAI are on the rise, but this tech advancement isn't about pushing us humans out of the way. Instead, it can enhance human capabilities. A **Kaltura survey** showed about 65% of marketing professionals worried about AI affecting their jobs, yet the narrative needs to shift towards the opportunities GenAI presents. How can we reinvent, reimagine and reskill ourselves for the future to be more creative, strategic, and personal in our work?

We're guiding the technology to ensure it aligns with our goals and values. Not the other way around.



*Question allowed more than one answer and as a result, percentages will add up to more than 100%. Kaltura: Riding the wave, pg 12.

Avery's insights



Skills for Staying Relevant: Adaptability and Continuous Learning

Avery highlights how SMBs can grow by embracing GenAI, with a focus on adaptability and ongoing learning. She points out that Camp Tech's mission to provide practical tech education is key for SMBs to effectively use GenAI, turning it into a growth engine.

“Gen AI tools can be transformational for a business. Those who truly understand its capabilities, and how best to leverage it, can use GenAI as a powerful co-worker. They're able to maximize efficiency and build capacity, allowing them to grow their businesses faster and stronger.”



GenAI in Marketing: Navigating the Benefits and Pitfalls

Using GenAI in marketing means striking a balance between its big benefits and careful use. Let's explore how GenAI is changing the game in creativity, the advantages it offers, and the obstacles we need to navigate:

Key Benefits:

Boosts Creativity & Innovation: Unlocks new levels of creativity, setting our campaigns apart.

Increases Efficiency: Automates routine tasks, allowing us to focus on bigger, strategic ideas.

Enhances Productivity: Offers scalable solutions that improve our productivity without huge costs.

Fosters Experimentation: Encourages us to cultivate a culture of experimentation and forward-thinking strategies.

Challenges to Consider

Learning Curve: Adopting GenAI involves an initial learning phase for us.

Risk of Over-Reliance: It's crucial for us not to let GenAI stifle human creativity by depending too heavily on it.

Strategies for Success

Education and Training: We can use quick-start guides, online tutorials, and workshops to support GenAI adoption.

Balancing Act: We ensure innovation by combining GenAI with human creativity, not replacing it.

Impact on Morale

Empowerment: Our teams feel empowered with new tools, boosting job satisfaction.

Career Growth: Opens up opportunities for us to reskill and explore new roles in marketing.

Collaboration: Promotes deeper teamwork and brainstorming among us, enhancing workplace relationships.

Overcoming Concerns

Job Security: We communicate that GenAI creates new skills, not eliminates jobs.

Adapting to Change: We employ change management strategies to ease our transition to GenAI use.

Keeping the Human Touch

Let's remember the heart of marketing: the human touch. Our approach, filled with empathy, depth, and the art of storytelling, is something GenAI can't replace but can highlight. We can infuse even more personal touches and deeper connections into campaigns, elevating the emotional connection with the audience to new heights.

Unleashing Creativity with GenAI

There's an opportunity to bring the biggest ideas to life with a combination of clever technology and real, human empathy. Creativity is a superpower. It's not just about being tech-savvy, but using GenAI to truly connect with people and make work resonate.

Super Bowl Ads Show the Human-AI Gap

Remember the **2019 Super Bowl** ads? Many played with AI themes, like the Michelob ULTRA commercial that stood out significantly. The big takeaway from those ads is exactly what we're talking about here: even as AI gets more advanced, it still can't match the empathy, personal experiences, and creativity humans bring to the table. This highlights why human creativity is crucial and irreplaceable, even in a world full of tech.

Teamwork Makes the Dream Work

Adopting GenAI in marketing goes beyond new technology; it necessitates teamwork across various disciplines. As we explore creativity sparked by GenAI, let's pivot to strategizing its integration into our marketing efforts.





Insights from Xania

“When I was at eBay, merging our tech teams with our creative studio led to stronger and more meaningful solutions. This collaboration not only enhanced our marketing efforts with GenAI but also facilitated a smoother introduction for our creative teams. By involving them from the start, we tackled change management with empathy, ensuring everyone was on board and aligned with our innovative approach. This synergy between technology and creativity not only streamlined our processes but also enriched our marketing narratives. When we all chip in, GenAI helps us work more efficiently and boosts our creativity, helping us tell powerful marketing stories.”





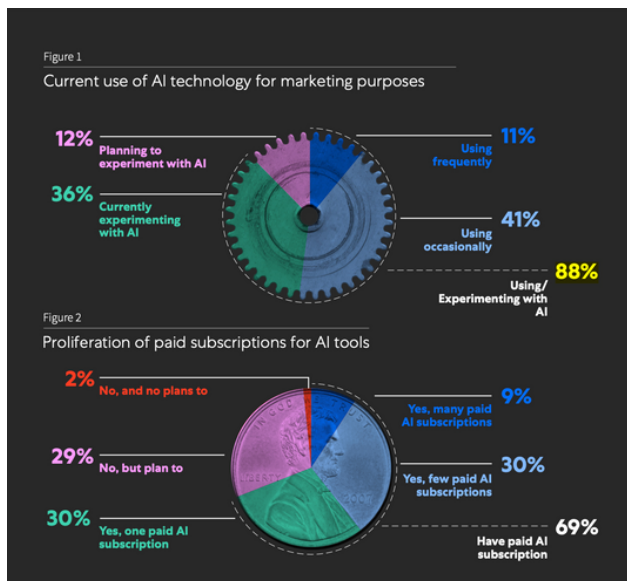
Planning Your GenAI Strategy

Incorporating GenAI into our marketing strategies ensures alignment with our overarching goals, making it accessible for every team member.

GenAI is really important for keeping up in the fast-changing world of digital marketing. **Research** from Kaltura shows an impressive 88% of marketing professionals now incorporate AI to boost their strategies. This trend is more than keeping pace with tech; it represents a strategic move to embed AI deeply within the marketing toolkit to foster innovation and push the boundaries of creativity. To add to that, the World Federation of Advertisers noted that **71%** of respondents in a recent survey “were planning to train their staff on effectively and responsibly using AI for marketing”.

Embracing GenAI mirrors our belief in its transformative power for strategy and engagement, though it introduces new challenges. Rishad points out how SMBs are navigating this shift, noting the decline in traditional lead generation methods like SEO/SEM and social media traffic, alongside the emergence of opportunities for accessing vast amounts of knowledge for free and scaling personalized marketing cost-effectively.

To make the most of GenAI, we need a plan that matches our overall goals and encourages everyone to embrace innovation. Tackle challenges right away to fully benefit from its ability to improve our marketing and connect better with customers.



Business Objectives and Measurable Outcomes

Focus on aligning GenAI with your marketing objectives, whether it's enhancing customer experience or streamlining operations. The key is to set goals that you can actually see and measure—think better customer chat interactions or quicker content turnaround. Starting with small tests helps pinpoint what GenAI tweaks really move the needle for you. Leveraging GenAI for content personalization can greatly increase audience loyalty and appeal to your brand. This advantage is not just immediate; it can future-proof marketing strategies, providing scalable solutions that adapt to your growing business needs.



Lisa's take

This is a game-changer for SMBs! If you're looking to do more with less, GenAI combined with video offers incredible opportunities. With Kaltura's AI Assistant, marketers can quickly create and refine webinar content or get real-time insights during events for better engagement. Plus, repurposing video content across marketing channels—like turning webinar snippets into social media posts or podcasts—can significantly amplify your reach.

To stay ahead in the digital economy, Rishad recommends, "Every SMB should invest in providing key employees with access to the paid versions of GPT, Microsoft Copilot, Midjourney, and other services. Combined, they cost less than \$120 a month per seat. This investment can increase productivity by at least 10%, keep you ahead of the latest trends, and help attract and retain talent eager to be AI-savvy."

Tool overload? Start here.

Streamline your stack. Dive into the AI features to simplify tasks and innovate daily.



Michal's Tips

“These tools enhance meetings, content creation, and design. Adding AI to your workflow boosts productivity and innovation, helping you grow your business and engage your audience.”



Enhanced AI

Docs: Transform drafts or create documents in Labs.
Sheets: Quickly organize data into insightful tables.
Slides: Improve presentations with Gemini-made images.

Streamlines complex tasks, boosting productivity across writing, data management, and visuals. Quickly elevates content with minimal effort, making it ideal for professional designs and creative projects. Your all-in-one solution for impactful, visually appealing work.

[Learn more.](#)

zoom AI Companion

Automatically creates meeting summaries, allows real-time language translation, and generates whiteboard ideas. Lets you fully participate in discussions without the hassle of note-taking, ensuring you never miss a beat. Included at no extra cost in select plans, making meetings more productive and inclusive. [Learn more.](#)



ChatGPT 4

Generates business ideas, summarizes content, composes engaging copy, and more. Acts as a brainstorming partner, content creator, and summarizer all rolled into one. It's like having an extra brain to help with creativity and productivity, making it invaluable for businesses looking to stay ahead in content and strategy.

[Learn more.](#)

Canva Magic Studio™

Offers quick visualization of ideas, transforms designs into new formats or sizes, and includes text-to-video and text-to-image functionalities. Empowers you to create professional-looking designs with ease, making your content visually appealing without needing a degree in design. It's a one-stop-shop for all your creative needs, from social media to marketing materials. [Learn more.](#)



Xania's advice

Have you noticed GenAI content is off-brand, or struggled with protecting sensitive data? It's possible your team is already using GenAI without officially adding it to your workflows. This signals the need for clear directions—a Charter—to effectively manage GenAI use.

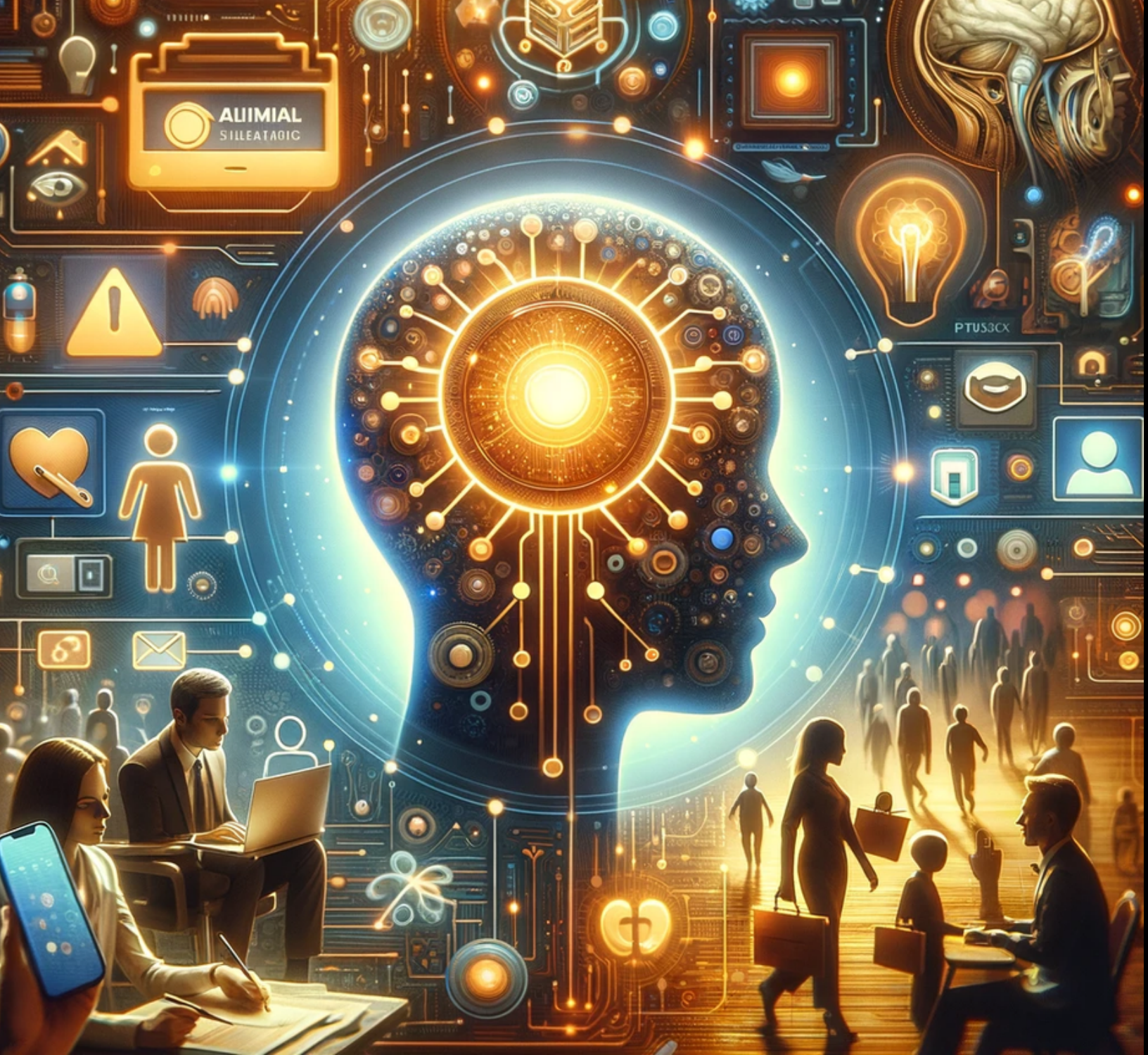
Imagine a dedicated team tasked with bringing this Charter to life and creating rules to safeguard your brand and customers. How can GenAI become a better co-pilot to your marketing teams to support your business goals and stay true to your brand? What's its impact on job security and keeping a human touch in workflows? Addressing these questions motivates the formation of a squad, focused on embedding GenAI ethically into your operations.

Consider establishing a GenAI Squad to weave GenAI smoothly into your operations, making sure it aligns with your values and objectives. Their job is to operationalize the Charter, selecting the right tools, shaping brand governance, and drafting an AI Use Policy. This work ensures GenAI serves your objectives while establishing guidelines for its ethical use, laying the foundation for a strategy that safeguards your brand.

This approach encourages you to consider how GenAI can refine your marketing and operations, using the technology to enhance your business, protect your data, and engage your customers, moving towards a future where innovation and integrity coexist.

The strategic use of GenAI reinforces the importance of adopting ethical approaches in your strategy. Next, we'll explore some high-level ethical guidelines that should shape your journey with GenAI. It's by no means exhaustive but intended to introduce you to AI governance.





Using GenAI Responsibly

Using AI responsibly stresses the importance of addressing data privacy and ethics. It's important to note that this topic is broad and requires you to keep up with research and understand evolving government regulations.

Data Privacy in the AI Era

The **Cisco 2024 Data Privacy Benchmark Study** highlights growing concerns around data privacy in the GenAI era. Over 90% of professionals recognize that GenAI introduces unique challenges that require new data management and risk mitigation strategies. This emphasizes the importance of maintaining customer trust through thoughtful governance.

Insights on Ethical AI Practices

Organizations like the **World Economic Forum's AI Governance Alliance**, **IAPP**, and **Responsible AI** offer invaluable insights into AI governance – and offer certification programs. These resources ensure compliance, positive societal impact, and sustaining consumer trust. **Keeping informed about your government's regulations is crucial in a rapidly evolving landscape.**

Even when using third-party tools, it's crucial for everyone to stay informed about local federal and national regulations on AI. The **EU AI Act**, for example, outlines safety, rights, and penalties for non-compliance, highlighting the global shift towards stricter AI oversight. Adapting to these changes ensures compliance and maintains customer trust.

Build Trust and Transparency

To build trust and transparency with GenAI, be clear and uphold your ethical standards. Genuine connections and showing care are as crucial as innovation. Consider these key ethical points:

Transparency and Communication

Inform your customers about how GenAI influences their interactions with your brand. Commit to being transparent, especially regarding data usage, to make sure customers feel respected and valued.

Data Privacy and Protection

Strictly adhere to privacy laws and implement security measures to protect your customers' data. This will reinforce their trust in your brand and ensure you comply with regulatory standards.



Rishad's advice

“The ethical concerns are many, from using IP (intellectual property) without paying the rightful owners to deepfakes that break trust. I would not let these issues slow me down since they will be solved at a national or government level and using these as excuses not to move fast will leave you in the dust.”

Bias Mitigation

Actively seek out and correct any biases in your GenAI applications. Strive for fairness and inclusivity in all your marketing efforts to ensure that your technological advancements benefit everyone equally.

Accountability and Governance

Set up a dedicated GenAI squad/team within your business. This team should ensure the ethical deployment of GenAI tools, aligning them with your brand's values and standards, and enhancing your marketing strategies ethically.

Navigating GenAI Use in Marketing

Integrating GenAI in marketing calls for a blend of innovation and your brand's integrity, along with your organization's commitment to responsible use. This strategy focuses on building trust and complying with government regulations.

Forming Your SMB's GenAI Squad

Unite talent from across your organization, from marketing and technology to operations and legal, to form a GenAI Squad. This team is central to your SMB's initiative to leverage GenAI, aligning innovation with your business ethics and objectives. Focused on cross-functional collaboration, the squad is crucial for integrating GenAI technologies into your strategies, elevating your competitive edge while upholding ethical standards.

Tapping Into Your Team's Potential

Look closely at your team—those with a knack for tech, problem-solving skills, and ethical insights stand out. They're pivotal as you embrace GenAI to gain a competitive edge and empower your team. Encourage them to take on roles like GenAI Coordinator and Innovation Advocate, focusing on ethical GenAI use to expand your business. Their work won't just make GenAI successful; it'll improve productivity and inspire innovation, all while reflecting your company's values. This approach not only enhances their skills but also positions your business as a leader in growth and creativity, fully prepared for the digital era.

Upskilling for the Future

To keep your team sharp and ahead of the curve, consider upskilling in areas critical for GenAI success. Dive into data analysis to uncover insights faster, ethical AI use to navigate the complexities of modern tech responsibly, and prompt engineering to communicate effectively with AI. Investing in these specific skills transforms your team into GenAI power users.

Practical and Strategic Measurement

Establish practical KPIs that align with your business's size and goals. Choose targeted, meaningful metrics that reveal the impact of GenAI, guiding your strategy with actionable data.

Strategic External Collaborations

For SMBs, partnering with external consultants or services can supplement your team's expertise, offering fresh perspectives and strategic guidance.

Adaptive Feedback Mechanisms

Create a feedback loop that includes all stakeholders, from employees to customers, to refine your GenAI approach continuously, ensuring it aligns with business goals and customer needs.

Additional Guidance

Leading in the GenAI era means getting your team future-ready. Use external expertise and explore online courses on GenAI to enhance growth and job satisfaction. Your team's skills in analytical thinking and ethical judgment are crucial. Integrating GenAI expands your capabilities, paving the way for innovation, ethical practices, and lifelong learning. By leveraging your SMB's agility and your team's talents, you turn GenAI challenges into opportunities, helping your business and team excel.

For a more targeted approach to integrating GenAI in your marketing strategy and workflow, consider reaching out to **Khantent & Co.** We offer customized sessions tailored to work with SMB leaders on setting your vision, charting your course, and assembling your GenAI Squad.





Unlocking Marketing Potential with GenAI

A Strategic Leap



Expert round-up! Dive into GenAI to revolutionize your marketing strategies. This fusion of creativity, strategic insight, and technology opens up unparalleled potential for growth and innovation.



Continuous Learning and Adaptation

Rishad points out, "SMBs will turbocharge marketing by enhancing insights in real-time, allowing for customization of marketing, enhancing productivity and speed, and eliminating costs. The key is to embrace the technology, adapt processes and organizational design, and decide how human talent will complement the algorithmic talent of AI." This vision reinforces the need for SMBs to be adaptable, embracing GenAI for a competitive edge.

Build Your GenAI Squad

Alongside establishing a charter, bring together talent from various departments – marketing, technology, operations, and legal – to create your squad. Through collaborative efforts, the squad not only operationalizes the charter, ensuring alignment with your business ethics and goals but also integrates tools into your strategies, enhancing your competitive edge while maintaining ethical standards and fostering trust.

A Leap into the Future with GenAI

Start small but think big. Rishad and Avery recommend beginning with foundational GenAI tools and gradually scaling up based on effectiveness. This pragmatic approach ensures SMBs can confidently incorporate GenAI into their strategies.

Michal urges us to, "Instead of doing what you'd normally do, go sideways, do a u-turn, start something you couldn't start before. With AI, a lot of things are possible that less than a year ago would take ages, cost a fortune or, quite simply, be impossible".

Empowering SMB Marketing with GenAI and Video

Lisa encourages SMBs to dive into GenAI and video: "Get started by testing in small scale and see what works from there—and just do it!" Michal reminds us that GenAI challenges traditional marketing paths, opening up new possibilities for innovation and customization.

Starting Your GenAI Journey

Leverage the agility of SMBs to experiment and adapt swiftly with GenAI tools. This flexibility is a critical advantage, allowing for rapid innovation and impactful marketing strategies without substantial investment.

Avery adds a practical perspective, advising SMBs to "Start small, see what works, and scale from there." Her approach at Camp Tech mirrors this, offering training that demystifies GenAI and empowers SMBs to harness these tools effectively.

Leaping Forward

Khantent & Co. provides fractional leadership and expertise in navigating the GenAI landscape, focusing on strategic growth, brand governance, and assembling your GenAI Squad for tailored marketing strategies. Seeking more specialized insights? Reach out to one of the experts in this guide.

By following this structured approach to integrating GenAI into your marketing efforts, you align your business with future trends, ensuring that your brand remains competitive and resonant with your audience in the digital age.

5-PHASE ACTION PLAN



Embarking on a GenAI journey is an exciting step toward transforming your SMB's marketing strategies and operations.

<p>1</p>	<p>FOUNDATION SETTING</p> <p>Set your Vision: Pinpoint how GenAI can amplify your brand's objectives. Dive into specific goals where it can make a significant impact.</p> <p>Develop a Charter: Essential for guiding how GenAI supports your marketing strategy and vision while staying true to your brand. Clearly defines its purpose, why your teams are using it, and where it'll be applied.</p>
<p>2</p>	<p>STRATEGY DEVELOPMENT</p> <p>Form a GenAI Squad: They'll operationalize your Charter, create an AI Use Policy to provide guardrails for brand governance, responsible AI, and stay on top of government regulations.</p> <p>Set Clear Objectives and KPIs: Establish specific, measurable goals (e.g., increase customer engagement rates by 10%) to guide your GenAI integration efforts.</p>
<p>3</p>	<p>OPERATIONAL EXECUTION</p> <p>Select and Pilot Tools: Based on initial explorations in Phase 2, understand where GenAI can elevate your marketing, starting with accessible tools like ChatGPT and Canva's Magic Studio for preliminary exploration.</p> <p>Upskill for the Future: Train your teams in proper tool usage, emphasize responsible GenAI practices, and highlight the importance of human oversight. Engage experts, join workshops & webinars, and explore online tutorials.</p>
<p>4</p>	<p>FEEDBACK LOOP</p> <p>Commit to Continuous Monitoring: Regularly review GenAI applications for performance and ethical adherence, and be ready to make necessary adjustments.</p> <p>Open Communication: Encourage feedback from all stakeholders, including customers, to continuously refine your GenAI strategy and maintain trust.</p>
<p>5</p>	<p>EXPANSION & ENGAGEMENT</p> <p>Engage with the Community: Participate in discussions, attend events, and join forums to exchange insights and stay informed on the latest developments. Join LinkedIn groups: Digital Leap, GPT for SMB, AI Marketing Community.</p> <p>Leverage External Expertise: Seek advice from consultants and experts and consider partnerships with technology providers to broaden your capabilities.</p>

5 Quick-Start Steps for Solopreneurs

1.

Explore How GenAI Benefits Your Business

Investigate how GenAI can streamline marketing tasks and elevate customer interactions. Identify specific benefits tailored to your business needs.

2.

Plan Your Approach with Targeted GenAI Tools

Figure out which GenAI tools will make your work easier and more creative. Lay out a strategy for integrating them into your daily tasks.

3.

Collaborate with Peers

You're not in this alone. Connecting with other solopreneurs can multiply your GenAI benefits. Share resources, insights, and tackle challenges together for greater success.

4.

Start Small and Adjust

Begin with a few GenAI tools to test their effectiveness. Stay flexible and adjust your strategy based on results.

5.

Invest in Education

Enroll in GenAI courses, workshops, or coaching sessions to deepen your understanding and enhance your GenAI journey.

Key Takeaway: Try! Embrace the initial steps, remain open to learning, and remember, you're part of a supportive community.

About Khantent & Co.



At Khantent & Co., we're not just a service provider; we're your strategic allies. We put ourselves in your shoes, delivering the insights and expertise of fractional marketing leadership without the overhead of a full-time executive.

Our method? Custom digital marketing that resonates deeply with your audience, paired with dedicated support for your GenAI ventures to ensure they seamlessly integrate with your brand's voice and objectives.

Facing the complexities of the digital marketing world or integrating GenAI into your marketing strategy? Our services are designed to sharpen your strategy and maintain your brand's authenticity.

Let's start this journey together. **Contact us** to explore how we can make it happen.

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