

Human + Machine: The Future of Content



Thanks for joining us! The webinar will begin at the top of the hour!

[PERSADO]
Words matter.



Human + Machine: The Future of Content



Agenda

- The Writing Process
- Ideation and Creativity
- The Role of Empathy in Writing
- AI and the Revolution of Creative
- Empathy and Language-AI
- AI's Impact on Content Teams
- Final Thoughts
- Q&A



Our Speakers



Paul Roetzer

Founder & CEO, Marketing AI Institute

Host



Assaf Baciú

Co-Founder, Persado

Panelist



Ann Handley

Chief Content Officer, MarketingProfs

Panelist

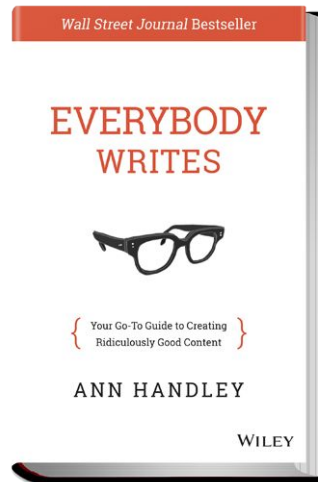
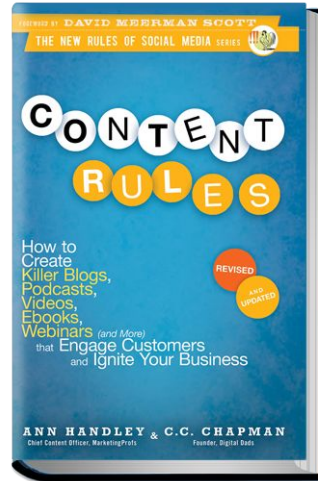


The Storyteller



Ann Handley

Chief Content Officer,
MarketingProfs



TOTAL ANNARCHY BY ANN HANDLEY

Boston, Sunday, November 21, 2021

Hullo, Gorgeous!

MASSIVE HIGH-FIVE & WELCOME to Total Annarchy #100! Today marks the "centennial" issue of this 3-year-old toddler of a newsletter! Feel that party in your inbox?!

Thank you again. And welcome!



Ann



The Technologist



FROM:
human + intuition

Approximate
Subjective opinions
Inconsistent experiences
Bias



TO:
human + machine

Mathematical certainty
Objective science
Measurable/predictable
Consistent on-brand experiences



AI and machine learning algorithms are perpetually learning, evolving and improving.

Assaf Baciú

Co-Founder,
Persado



Narrative	+	Emotional	+	Descriptive	+	CTA	+	Formatting	+	Positioning
A new you awaits		Awesome news		Our lowest prices ever		Shop now		BOLD		Emotion-CTA-description
Satisfy your wanderlust		Our way of saying thanks		The season's must-have silhouettes		Take a look		Italicized		Description-emotion-CTA
Welcome to cozy season		You're going to love this		Shop new arrivals		Next step		✓ → 😊		Description-Description
Transform your style		From us, to you		20% off + free shipping		Apply here				



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EMOTIONAL: Encouragement



NARRATIVE: Indulgence



DESCRIPTIVE: Offer transparency



FUNCTIONAL: Navigation



“Machine learning is the path to more humanity in marketing.”

We put Persado to the test in various channels, products, and services and are highly impressed with the results.”

– Abeer Bathia, Head of Marketing Growth and Innovation, Chase Card Services





Q&A



Thank you

