



## How Generative AI May Reshape Higher Ed Marketing

Monday, October 30, 2023 at 2 P.M. ET

### Additional resources:

- ChatGPT Plus: <https://help.openai.com/en/articles/6950777-what-is-chatgpt-plus>
  - Gives you access to GPT-4, DALL-E 3, data analytics, internet browsing and much more
- Bing Chat (Bing will give you some access to most of the above ChatGPT Plus apps for free): <https://www.bing.com/chat>
- Jasper (Relies on GPT-3 model, supports the copywriting process in an integrated way): <https://www.jasper.ai>
- LinkedIn profile for Ethan Mollick, Associate Professor, The Wharton School: <https://www.linkedin.com/in/emollick>
- Generative AI courses on LinkedIn Learning: <https://linkedin.com/learning/topics/generative-ai>
- Futurepedia (AI tools directory): <https://www.futurepedia.io>

### Programs to generate image and video content using AI:

- Adobe Firefly: <https://firefly.adobe.com>
- Adobe Photoshop: <https://helpx.adobe.com/photoshop/using/photoshop-beta-desktop-app.html>
- DALL-E 3 (Commercial): <https://openai.com/dall-e-3>
- Bing Image Creator (Powered by DALL-E 3, yet non-commercial): <https://www.bing.com/create>
- Canva Magic Media: <https://www.canva.com/your-apps/text-to-image>
- DreamStudio (Open source): <https://beta.dreamstudio.ai/generate>
- Ideogram (Best in incorporating text): <https://ideogram.ai>
- Leonardo.Ai: <https://app.leonardo.ai>
- Makeayo (Run it locally if you have a strong graphics card): <https://makeayo.com>
- Runway Gen-2 (Text or image to short burst videos): <https://research.runwayml.com/gen2>
- Synthesia (Text to video narration): <https://www.synthesia.io>
- Fireflies (Notetaker, highly recommended by our speaker Gil Appel): <https://fireflies.ai>
- PromptBase: (AI prompt marketplace): <https://promptbase.com/>
- PromptHero (AI prompts others have used): <https://prompthero.com/>
- HeyGen (Video generator): <https://www.heygen.com/>

**AI-powered SEO tools:**

- Semrush - Has some AI-powered tools integrated within their platform, specifically to drive keyword research: <https://www.semrush.com>
- Surfer AI - Helps analyze the websites that are ranking on particular search terms and how your strategy can evolve to capture some of that search share: <https://surferseo.com>
- Jasper - For content marketing: <https://www.jasper.ai>