How Generative AI May Reshape Higher Ed Marketing

An *Inside Higher Ed* webcast
Monday, Oct. 30, 2023
2 p.m. Eastern

Welcome

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EDUCATION DYNAMICS/

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Beginning to Understand AI

--Gil Appel
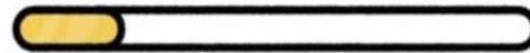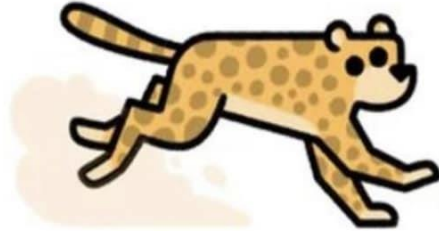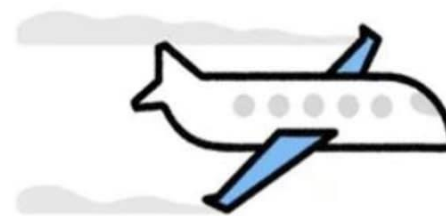
Why Should We Care?

h/t Stefano Puntoni

Just because you do not take an interest in p~~oliti~~[AI]cs doesn't mean p~~oli~~[AI]cs won't take an interest in you

Pericles
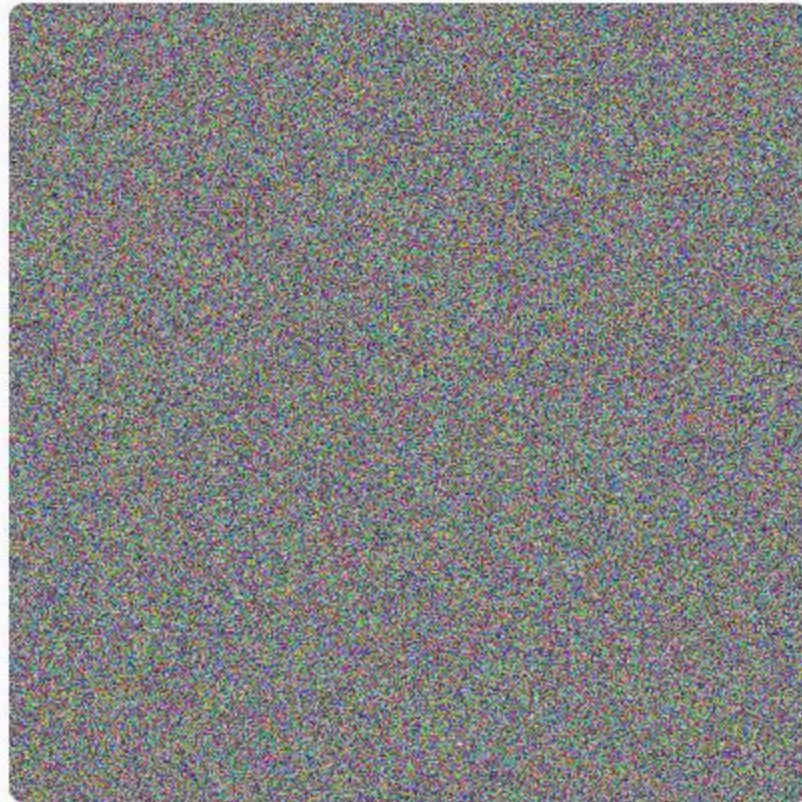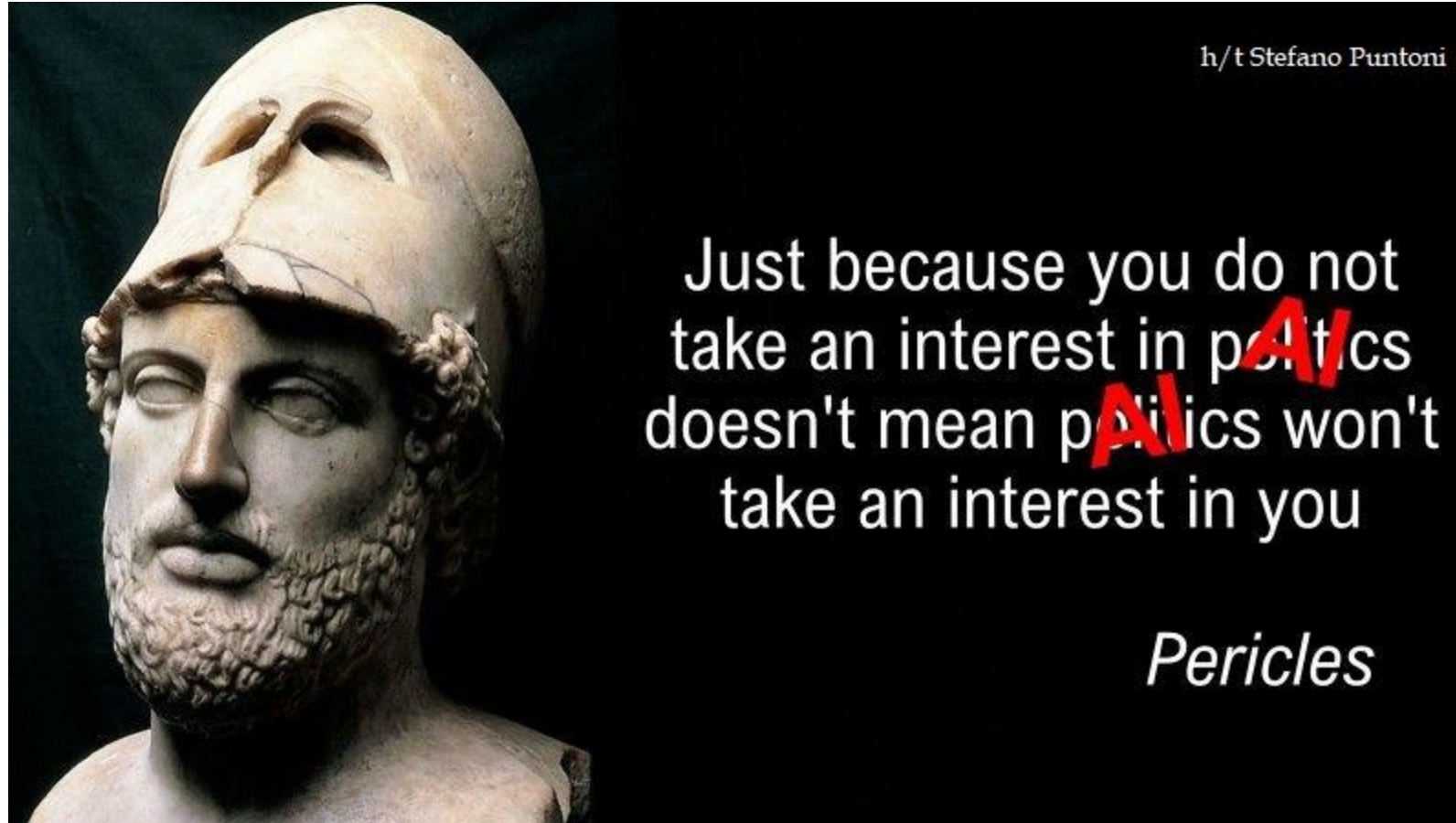
Just Another New Technology?

Page 10A The Daily Item — Sumter, S.C. Saturday, April 5, 1986

Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

AP photo

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being absurd.

strate," he said. "Teachers are shy."

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How to Think About and Use AI (and Not)

Use and Understand It	Avoid Overreliance
AI is not your replacement – it is like your co-pilot	Think of it like a car: If we stopped walking, we'd lose those muscles.
It accelerates your work and helps you with ideation	Work in groups, brainstorm, use AI as the assistant, not leader of the conversation
but still, you make the calls, you take responsibility!	Exercise your writing/ ideation muscles, or you will lose those

Uses of AI in Marketing So Far

Top 5 Uses for Generative AI According to Marketers Worldwide, May 2023

% of respondents

1. Basic content creation	76%
2. Write copy	76%
3. Inspire creative thinking	71%
4. Analyze market data	63%
5. Generate asset images	62%
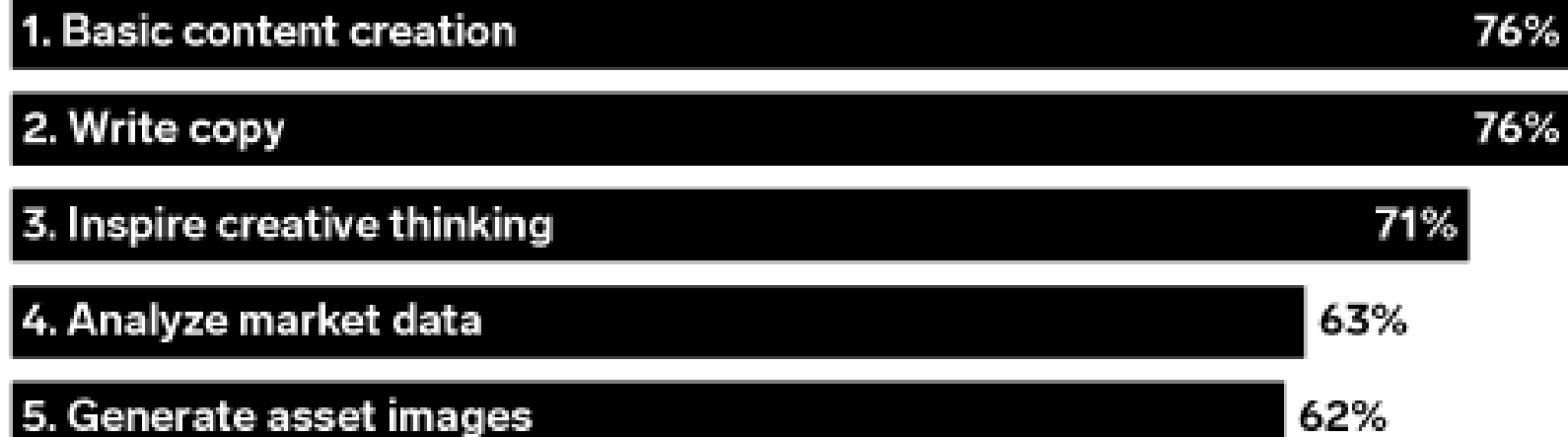
Note: among respondents in Australia, the UK, and the US who are using generative AI
Source: Salesforce survey conducted by YouGov as cited in company blog, June 5, 2023

282221   **Insider Intelligence | eMarketer**

Current uses of Generative AI

- It is quite broad – I can use it for almost anything

  - Create assignments (and grade them automatically)

  - Make sure my syllabus and assignments are clear

  - Demonstrate the cost of over reliance on AI (hallucinations)

  - Concerns about cheating? Not so much – if we do our job right

  - Example - How I opened my class this semester

Cautions and Concerns

Impact of artificial intelligence on human loss in decision making, laziness and safety in education

Sayed Fayaz Ahmad, Heesup Han, Muhammad Mansoor Alam, Mohd. Khairul Rehmat, Muhammad Irshad, Marcelo Araña-Muñoz & Antonio Ariza-Montes

1. Foremost priority should be ensuring that AI will not cause any ethical concerns in education. Realistically, it is impossible, but at least it can be minimized.

2. AI technology and applications in education need to be backed by solid and secure algorithms that ensure the technology's security, privacy, and users.

3. Bias behavior of AI must be minimized, and issues of loss of human decision-making and laziness must be addressed.

4. Dependency on AI technology in decision-making must be reduced to a certain level to protect human cognition.

5. Teachers and students should be given training before using AI technology.

https://www.nature.com/articles/s41599-023-01787-8

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Leveraging AI in Marketing and Admissions

--Chris Montagnino

Media Buying

Automated bidding

AI-powered workflows

AI-generated images, music, video assets

Ad copy generation

Algorithmic and programmatic ad buying strategies used in the paid media channel have been powered by AI and machine learning for several years.

These algorithms optimize creative components as well as CPC or CPM based on individualized data that influences conversion likelihood.

Automated SMS strategy

Personalized autoresponders

Custom send times & subject lines based on past performance

Content developed by generative AI

Chatbots

Admissions & Student Outreach

When leveraging AI to support your admissions and enrollment processes, the goal is to free up your team from the repetitive and administrative tasks, allowing them to spend more time on the human-driven interactions that can't be replicated through AI.

Students are still most likely to enroll with whichever school gets back to them first. AI-powered marketing automation may be an effective way to win that race to first contact.

Content Generation

Ad copy

Social media posts

Email subject lines & content

Blog topics & copy

Most AI-generated content isn't ready for publishing immediately; this is especially true for long-form content.

The most successful marketers use generative AI to brainstorm, expand on ideas, or generate portions of a piece of content. Any time saved in the content creation process should be re-invested in editing, fact-checking, and adjusting the content to make it sound more human.

The highest-quality content AI-supported, not fully AI-generated.

Creative

Unique alternatives to stock images

Automated video editing: cropping, resizing, subtitles, etc.

Budget-friendly alternative to custom photo & video shoots

The benefits of using AI to generate image and video content
for marketing campaigns include increased efficiency, cost-effectiveness, scalability, and customization.

However, they also come with certain drawbacks; the output of AI image and video generators can still fall within the "uncanny valley" realm, and the level of technical and creative skills to generate and manipulate the output can present a large barrier for marketing teams.

Data Analysis

Predictive analytics

Sentiment analysis

Data visualizations

AI models can collect and sift through large amounts of data from different sources and summarize the findings.

More advanced predictive modeling tools can leverage AI to predict the outcome of marketing campaigns by using historical data, such as leads and starts, website engagement metrics, click-through and conversion rates, and more.

Search Engine Optimization

Blog ideation

Keyword research & search intent analysis

Meta descriptions & schema markup

Competitor analysis

AI can automate and streamline various SEO tasks; AI's ability to analyze large volumes of data can uncover deeper insights into keyword trends and search intent.

However, AI-powered SEO tools can require a significant investment of money, time, and expertise to implement and maintain effectively. Like any technology, AI is not flawless and can make mistakes or produce inaccurate predictions, which can negatively impact SEO strategies if not monitored carefully.

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Discussion and Questions

Thanks