

The power of the human touch in AI-enabled content marketing

Article

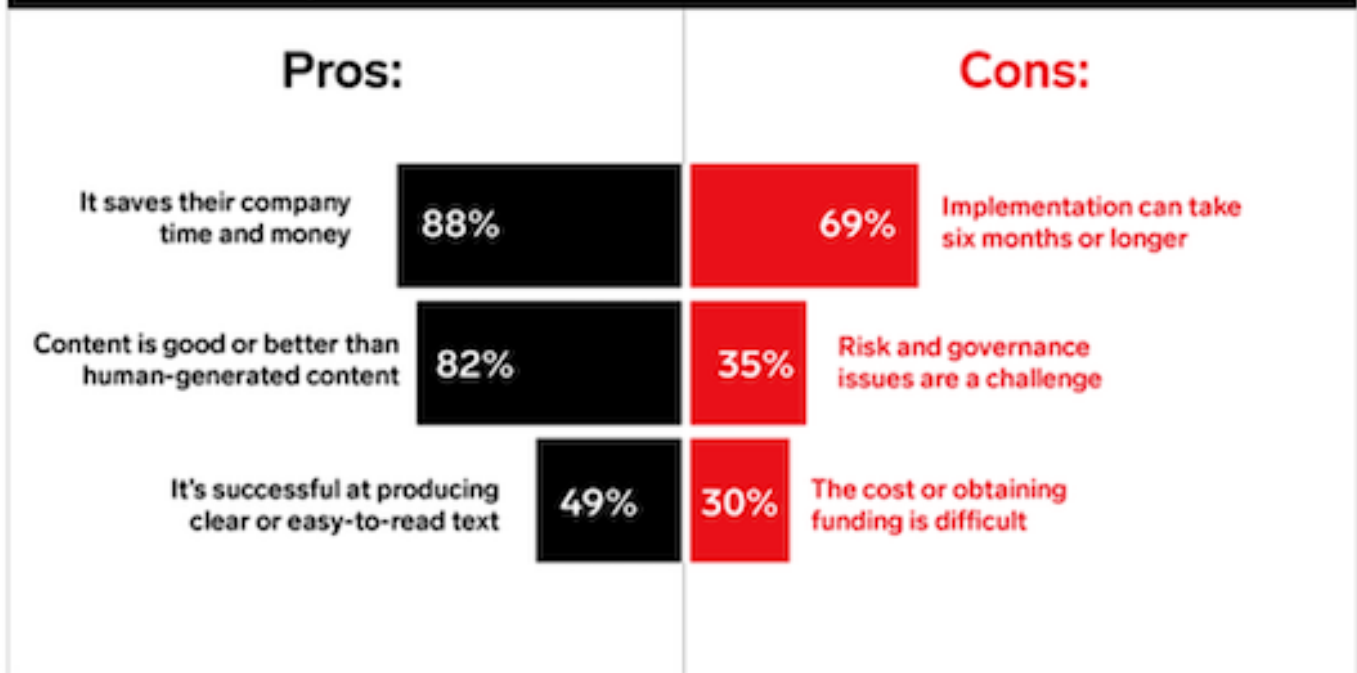
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Nearly 90% of US marketers said AI or machine learning technology saves their company time and money, while 82% said the content it generates is as good as—if not better than—human-generated content, per Capterra polling from last July. At the time of the survey, marketers

said implementation can take a long time, though this perspective may have shifted since ChatGPT burst on the scene.

AI Can Help Content Marketers But Can't Replace Them

Marketers say these are the pros and cons with AI or ML software



Note: Data is from the September 2022 Capterra "2022 AI Marketing Survey" as cited in a company blog. 185 US SMB marketers were surveyed during July 2022.

Source: Capterra, "2022 AI Marketing Survey" as cited in company blog

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Beyond the chart: Generative AI is most impactful in the brainstorming phase of content marketing. It can also produce content, but it's imperative that AI-generated content be reviewed by a human editor, as these AI tools are prone to inaccuracy and plagiarism.

Be mindful of the effect on search engine optimization, too. Google Search allows for AI-generated content, but it's prioritizing content that **demonstrates expertise**. Content marketers' best bet is using AI as a supplementary tool, then adjusting copy to make sure there's human contribution.

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