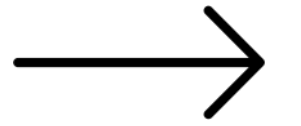
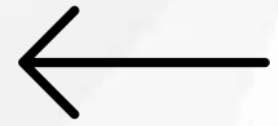


The Future of Marketing: Exploring Social Media, AI Integration, and Student Success Strategies



Welcome!



- About me
- Based in Canada
- Former Teacher & Administrator
- Currently working in Curriculum Development



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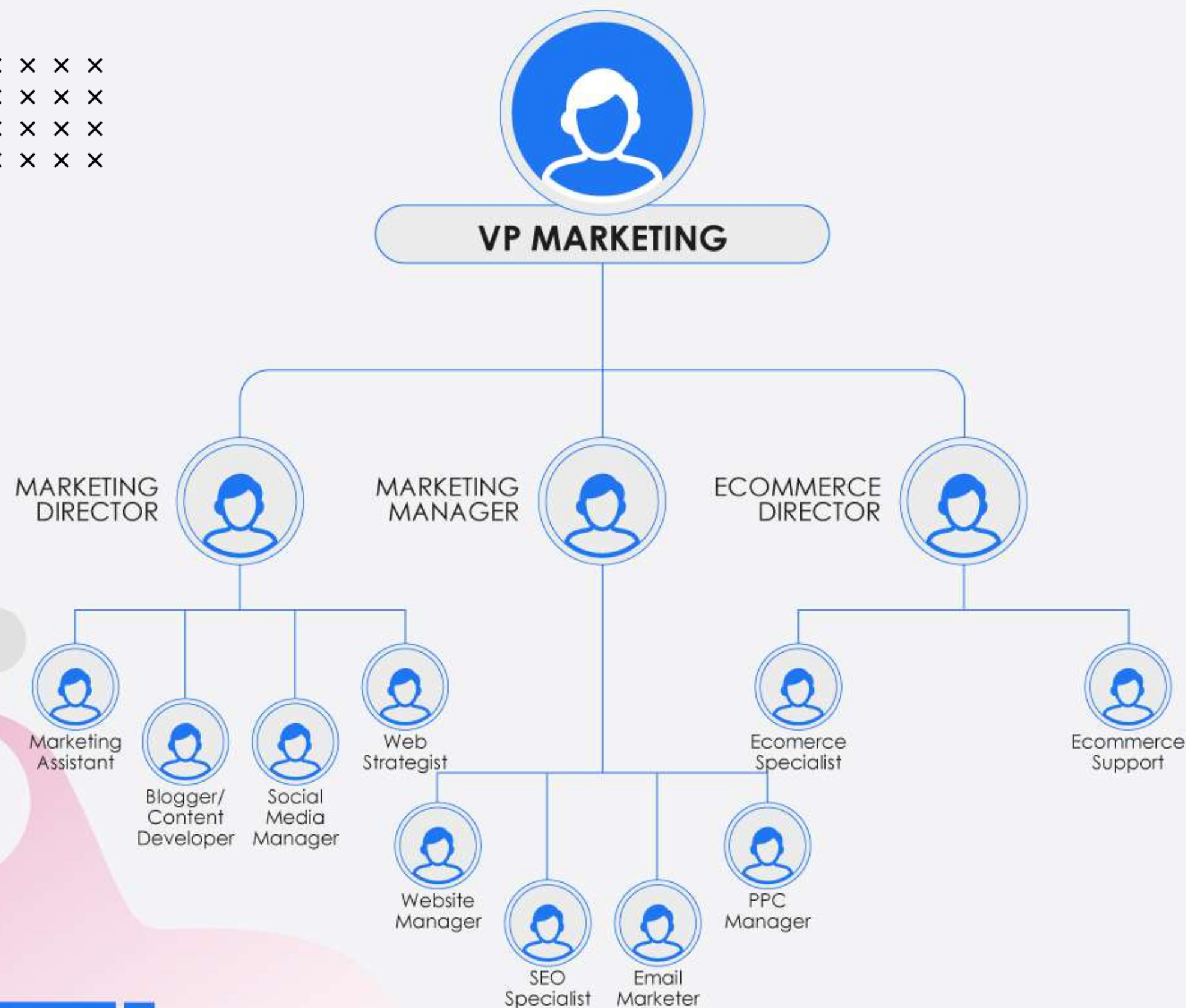
Session Goals



- Why Marketing Education & Job Market Updates
- How are AI tools being integrated currently
- What skills do students need currently & how can we teach them?
- 3 Detailed Lesson Plans & Resource Recommendations



MARKETING PATHWAY



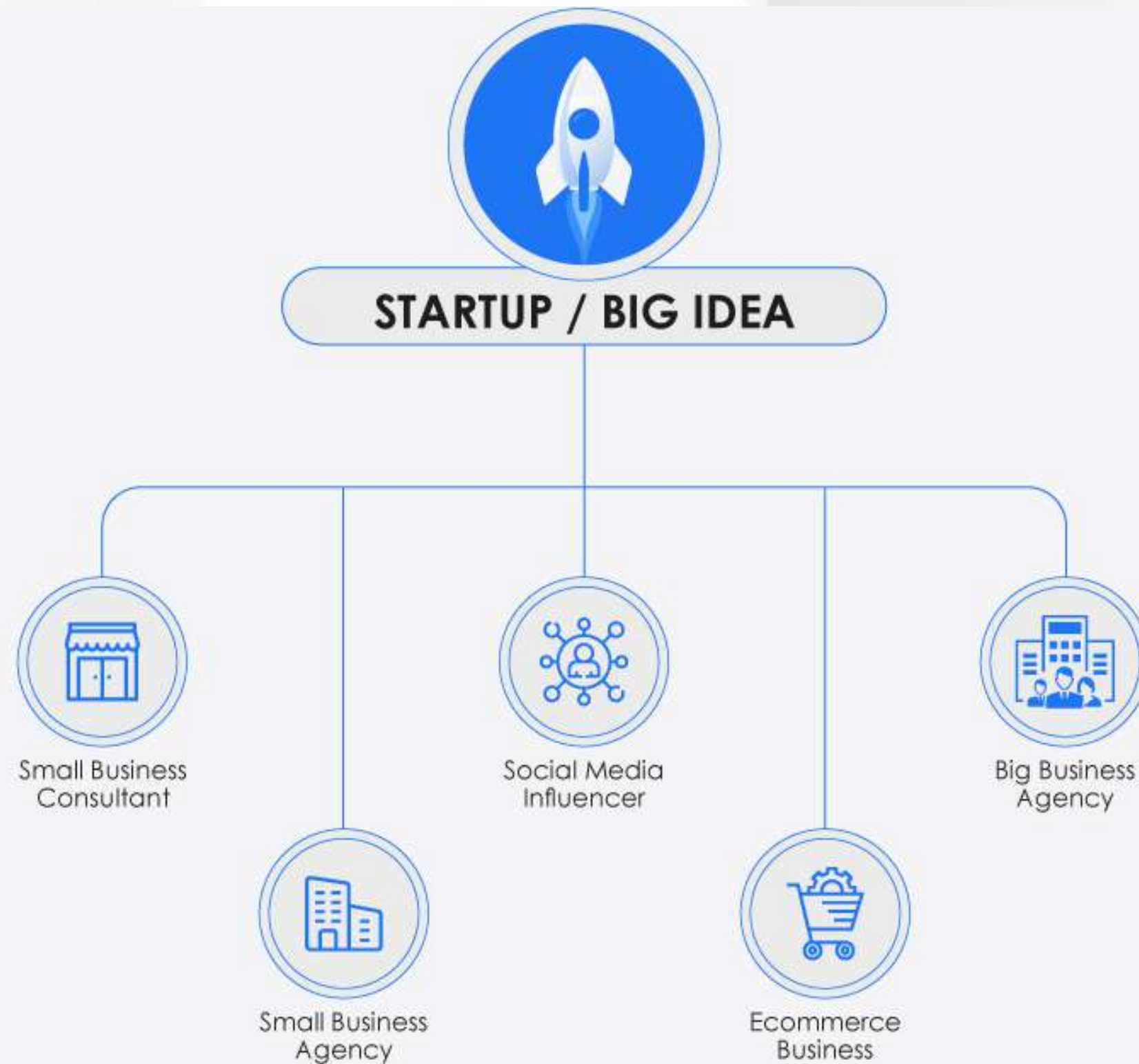
Why Marketing Education?

Immediate High Paying Jobs

**Over 500,000 jobs
available in
Digital Marketing
in the U.S.**



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x x x x
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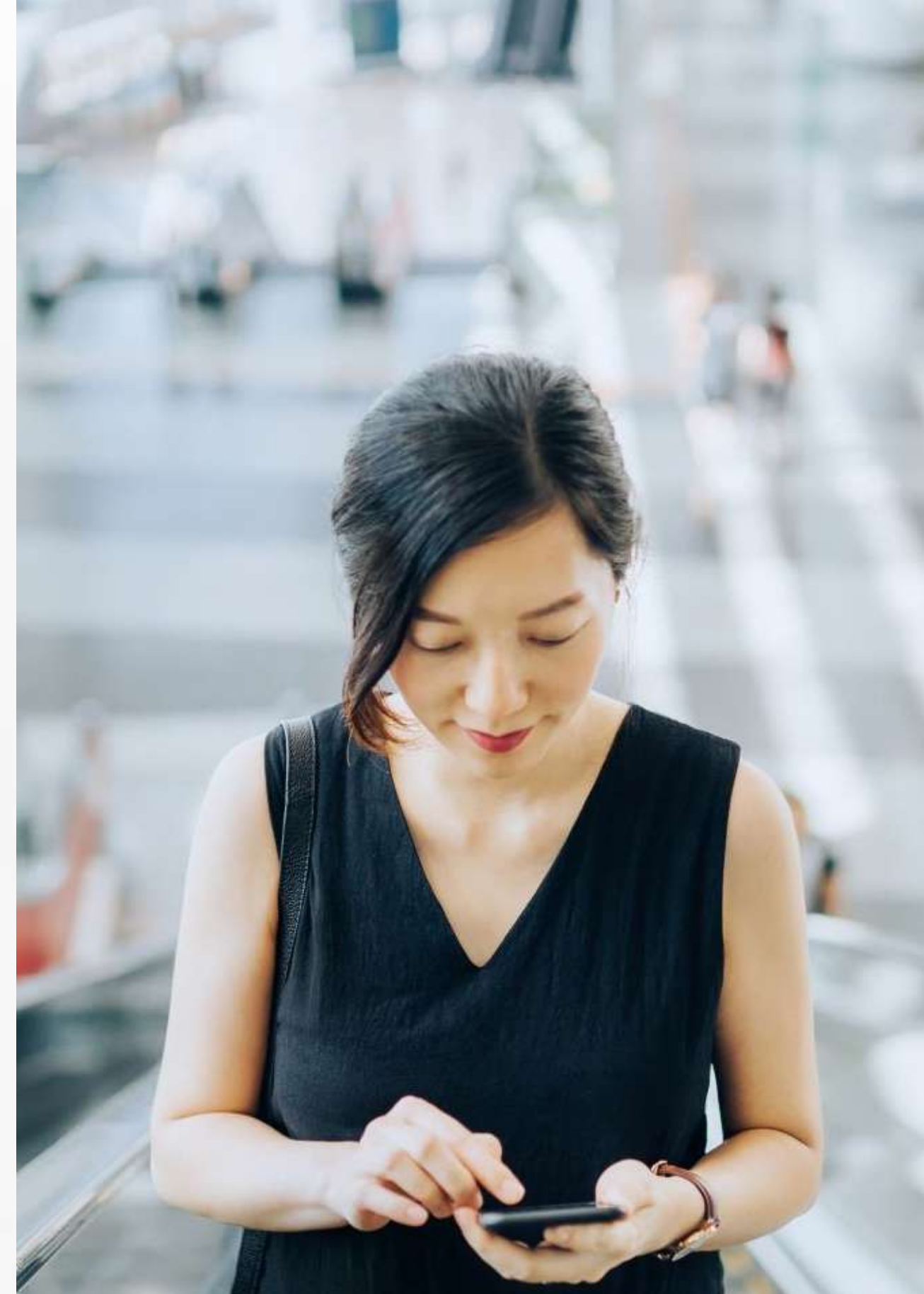
Entrepreneurship Skills

Skills learned can be applied right away to student's ideas

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The Future of Marketing: AI Skills & Integration



AI's impact on the Job Market Pertaining to Marketing ?

- 64% of marketing professionals confirm they integrate AI tools into their job in some form
- 21% of marketing professionals confirm AI is extensively integrated into their work
- A search on Indeed will show you 100,000+ entry level marketing positions asking for some AI knowledge or experience.



AI's impact on the Job Market Pertaining to Marketing ?

Creative Copywriter with AI Expertise | Join Our Remote Marketing Team!

CyberFunnels [🔗](#)

Remote

From \$25 an hour - Full-time

Apply now



Are you a talented copywriter with a passion for leveraging AI compelling marketing content? We're seeking a highly skilled copywriter to join our dynamic marketing team. As a Copywriter, your pivotal role in crafting persuasive and engaging copy that captivates audience and drives results. In addition, familiarity with renowned influencers such as Jay Abraham, Dan Kennedy, Frank Kern, are a significant plus.

Responsibilities:

- Develop creative and strategic copy for a wide range of including advertisements, landing pages, social media campaigns, blog articles, and more.
- Collaborate closely with the marketing team to understand brand voice, and campaign objectives.
- Utilize AI tools and platforms to enhance copywriting with data-driven insights, and optimize content performance
- Stay up to date with industry trends, emerging technology practices in AI-powered copywriting.
- Conduct thorough research on target markets, competitor influencers to inform copy development.
- Ensure all content aligns with brand guidelines, style guides, and key

What We'll Expect From You

- Growth mindset: Willingness to roll your sleeves up and build a program from the ground up in an exciting and emerging space
- Strong understanding and involvement in the AI/ML community: Strong knowledge where AI/ML builders go to find solutions to their problems, tools they use, and groups they belong to. Willingness and ability to be the face of AI/ML to our customers. Understanding of developer frameworks and languages, specifically as it applies to AI/ML and related infrastructure needs is a plus.
- Track record in leading marketing teams to grow revenue: Deep expertise in marketing and leading teams of marketers to utilize marketing levers to deliver revenue and customer acquisition growth. Experience with Product-Led Growth (PLG) is a plus.
- Customer empathy: Ability to relate to the challenges of direct customers and speak to their needs across the entire customer lifecycle.
- Strong project management experience: Ability to follow internal processes and keep moving multiple projects through the pipeline simultaneously.
- Track record of building internal processes and systems: Understanding of internal requirements to facilitate growth of the marketing engine.
- Collaborative expertise: A proven track record of working cross-functionally to enable shipping campaigns..
- Analytical acumen: Experience using reporting tools (Looker a plus) to gather insights, and strong presentation skills to translate insights into narratives.

AI Training for Marketing Experts

Scaleapi [🔗](#)

Remote

\$25 an hour - Full-time

You must create an Indeed account before continuing to the company website to apply

Apply now [🔗](#)



Are you interested in helping to train AI models to become better writers?

How it works:

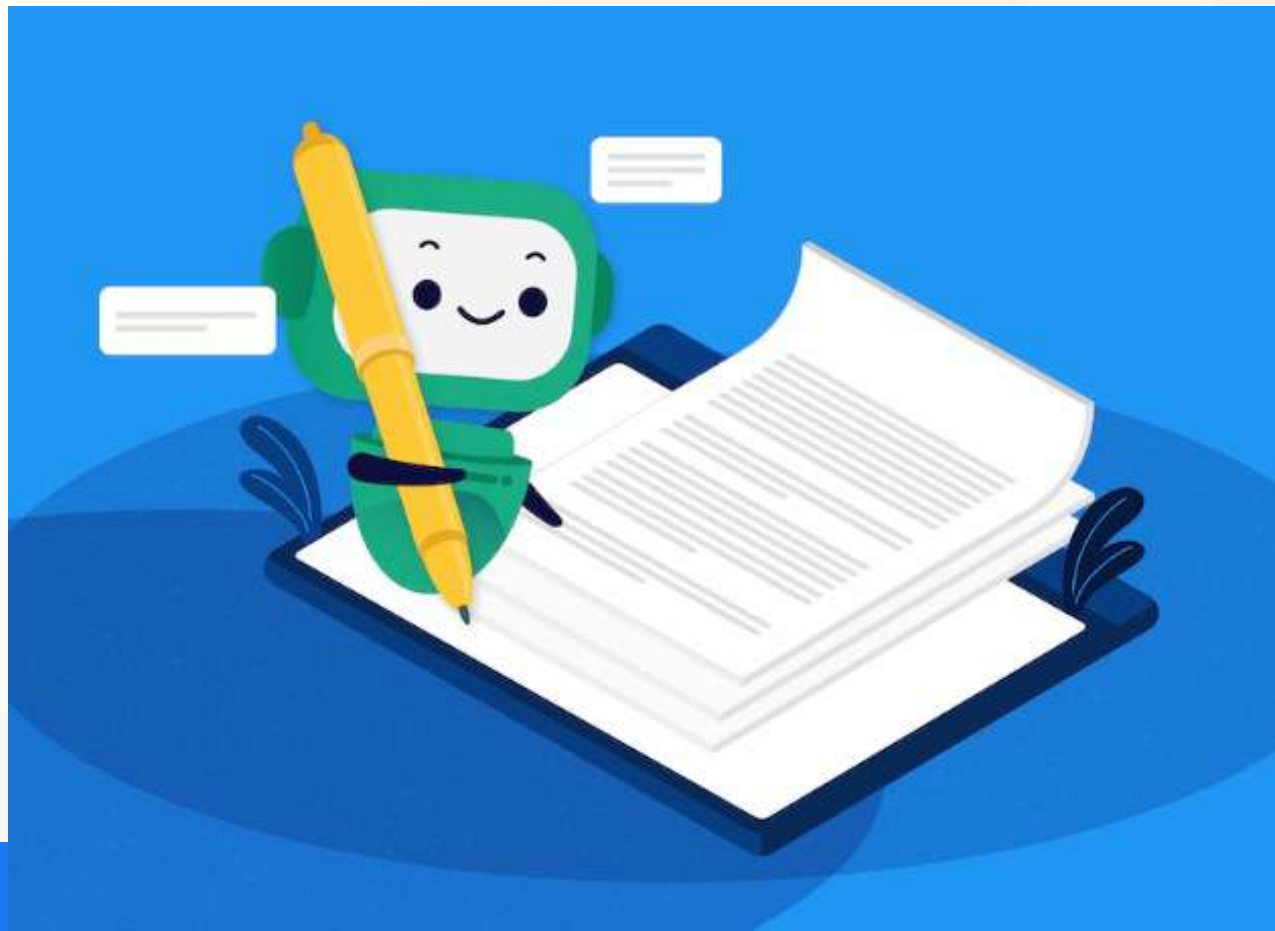
- We have several open projects where we are looking for talented writers to help train generative artificial intelligence models to become better writers on Business Operations Topics like:
 - Marketing
- You can work on all of our projects remotely.
- Your earnings from ongoing projects are sent out weekly.
- All you have to do is apply to this opportunity, and we will reach out to you with next steps if it's a good mutual fit.

You Will:

- Work on various writing projects to train generative AI models.
- Some examples of projects you might work on:
 - Rank a series of responses that were produced by an AI model.
 - Based on a given topic, write a short story about that topic.
 - Assess whether a piece of text produced by an AI model is factually accurate or not.

How are AI tools currently being utilized?

Content



- Brainstorming
- Data Analytics
- Administrative Tasks
- Chatbots
- Polishing self-made content
- Automation
- Customization

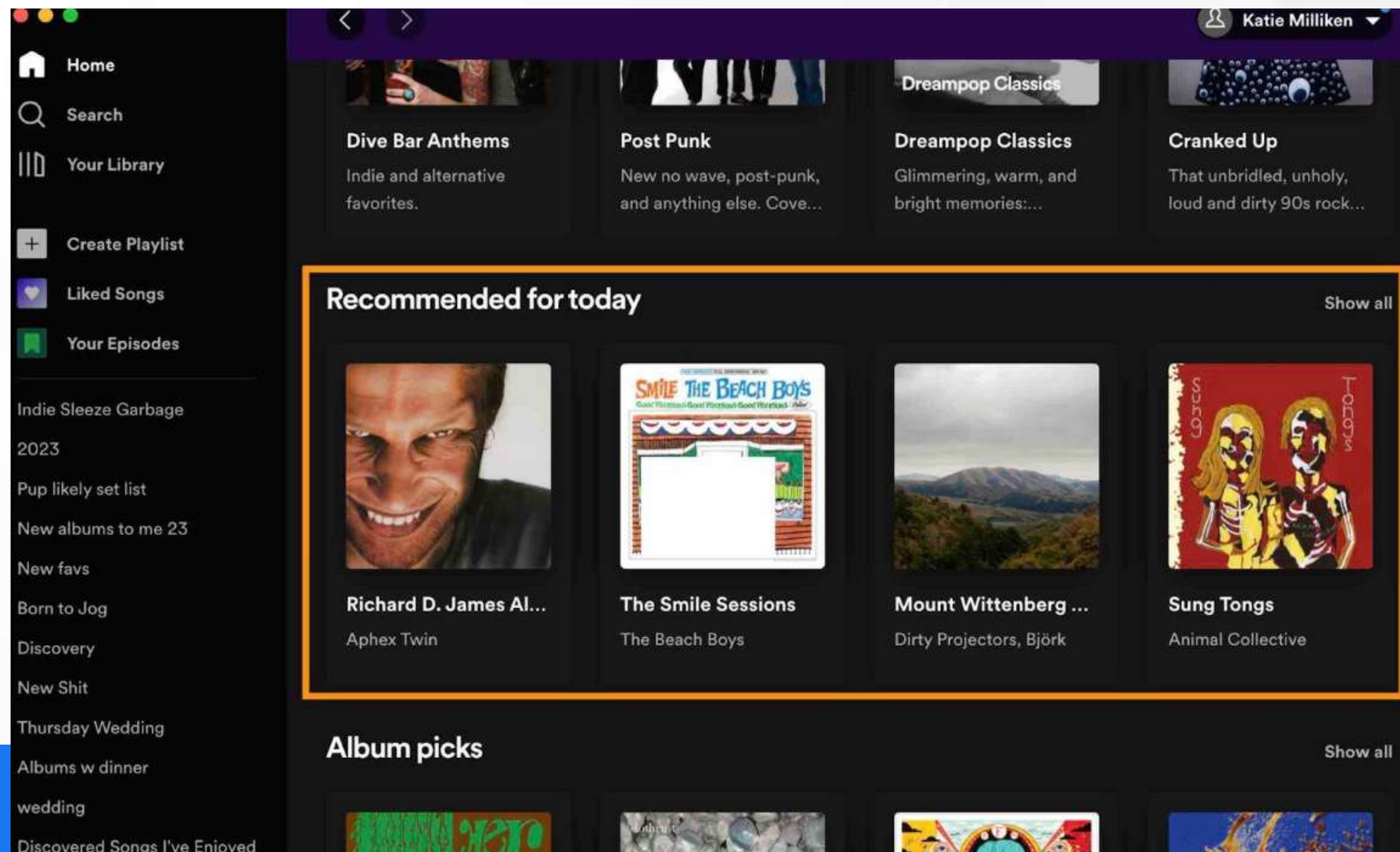
Examples

[Netflix Tech Blog](#) explains how AI data is used to increase clicks on different titles



Examples

Spotify creates [Personalized DJ](#) and daily playlists based on customer history



Evaluating the Use of AI Tools



Pros

- Time Saving
- Increase Ideation
- Improve Customer Service
- Customize Marketing



Cons

- Quality & Accuracy
- Copyright Concerns
- New Technology/Bugs
- Privacy Concerns

47% of Marketers feel overwhelmed with integrating AI tools into their jobs.

What Now?

How can High School Marketing teachers
keep up with this evolving industry?



Focus on **SKILLS** rather than specific tool proficiencies



- **Exposure** to AI tools
- **Experience** tools to expand & improve their current work ex. efficiency, quality, consistency
- Adapt to new technology while critically **Evaluating** possible uses, and limitations

x x x
x x x
x x x
x x x

Three Lesson Ideas for ANY Marketing Class



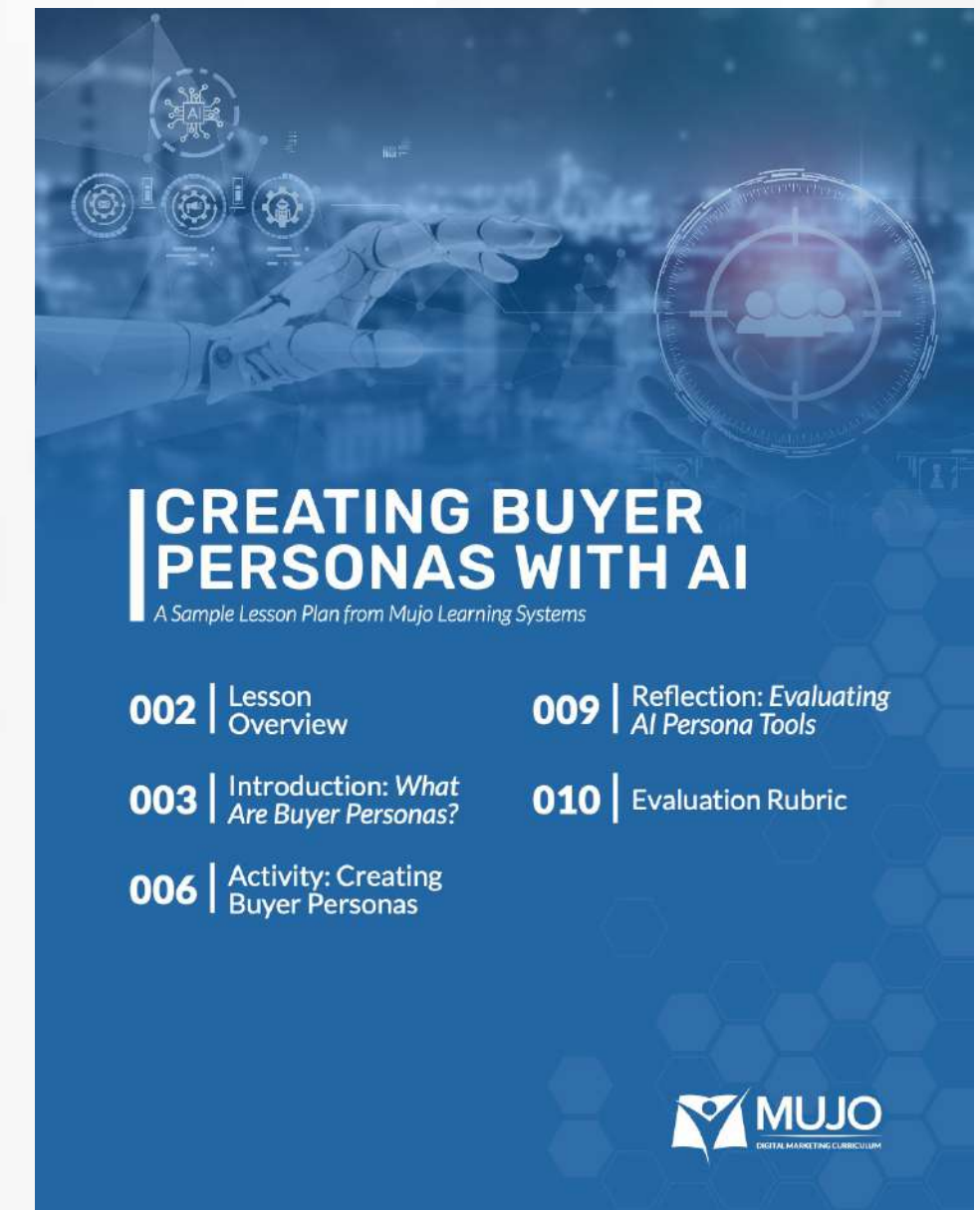
Skills: Exposure, Experience, Evaluation

Lesson: Creating Buyer Personas

With AI Tools

SKILLS other than content creation

- Exposure & Experience to tools: Buyer Persona Automation, Chat GPT
- Prompting Skills: Chat GPT
- Adapting Strategy based on tool: plugging information vs prompting
- Critical Thinking about use of AI tools: reflection on limitations



Lesson Overview

This package provides teachers with everything they need to teach students about buyer personas and AI-powered persona development tools. A rough estimate of the content timing and sequencing has been provided below.

Timing Estimate	Content
20 minutes	Introduction: What are Buyer Personas
40 minutes +	Activity: Creating Buyer Personas
20 minutes	Reflection Worksheet
30 minutes +	Discussion: Evaluating AI Persona Tools

Activity: Creating Buyer Personas

One of the best ways to understand the strengths and limitations of an AI-powered buyer persona tool is through experimentation. With that in mind, this activity will task you with working with two different AI tools to generate buyer personas.

This activity consists of four steps. When you are finished, you will combine all four steps to hand in to your teacher for evaluation:

Manual Persona Development

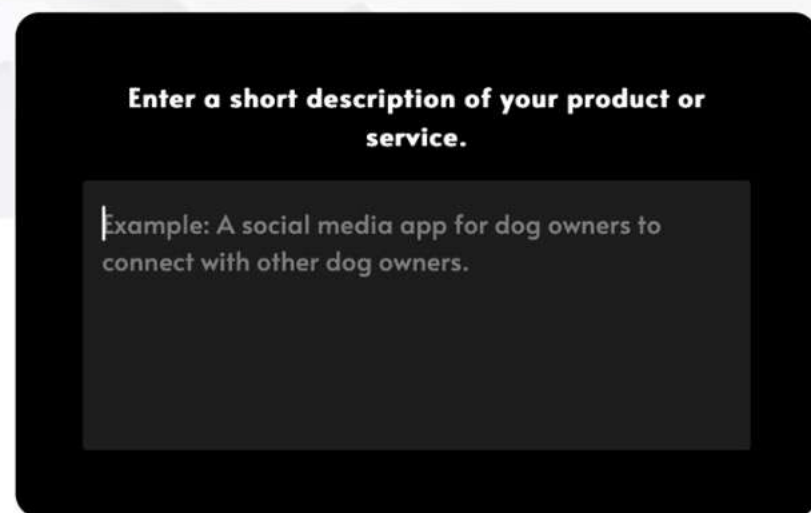
Start by manually developing a buyer persona without the assistance of an AI powered tool. To do this, start by choosing a business and use a search engine to build your understanding of the business's target audience while completing the below worksheet.

AI Consulting Tools' User Persona Generator

Once you have manually created a buyer persona, use AI Consulting Tools' User Persona Generator to manually create a second persona. Your teacher can provide you with a link.

To create your buyer persona using this tool, enter the detailed business description you developed in the previous step into the prompt field and click "Generate User Persona".

Be sure to **save a screenshot of your generated persona**.



GENERATE USER PERSONA



How can I help you today?

ChatGPT Persona Development

Next, use ChatGPT to create a third buyer persona. ChatGPT can be used to generate a wide range of outputs, so you will need to construct a prompt that gives it a clear sense of what you want. This may take some experimentation.

As a rule, a strong ChatGPT prompt will be as specific as possible about what to create. It is generally more effective to prompt the tool to create a buyer persona with the specific elements you want, rather than simply asking it to create a buyer persona.

Try at least two different prompt variations and be sure to **take a screenshot of the resulting buyer personas**.

Reflection

Finally, complete the below reflection worksheet based on your experiences throughout this activity. Be sure to give an honest evaluation of the AI tools you worked with, and consider how useful they might be for real digital marketers.

Think of a local business to create your buyer personas for. Name the business and create a brief description *Be detailed. Instead of “a bakery” describe the business; “a bakery that serves vegan baked goods and ethically-sourced coffee ”.*

Business Name: **Spin Co Studios: A boutique fitness studio that offers Spin & HIIT classes. It also**
Description: **contains a café that serves kombucha and local baked goods.**

Manually Created Buyer Persona: Consider the questions below to create a buyer persona for your chosen business.

Demographics

Age Range: 20-45

Income: Students and middle income, \$40,000+

Gender: Mostly female, some male

Location: Inner City/Downtown Core

Occupation: Professionals and Stay at Home parents

Marital Status: Single and Married

Interests: Fitness, health, exercise, outdoors

Hobbies: Exercise, shopping, socializing, coffee

Pain Points: Fairly busy, wants a workout that is quick and effective and has convenient class times



Emily Stevens



Age/Gender
28/Female



Location
Urban city area



Occupation
**Marketing
Coordinator**



Family Status
Single

Bio

Emily is a young professional who prioritizes her health and wellness. She enjoys staying active and trying new fitness classes.

Motivations

Emily is motivated by the feeling of accomplishment after a challenging workout, the support of a group class environment, and the convenience of having a fitness studio with a café.

Devices

Smartphone, smartwatch, laptop

Goals

To maintain a healthy lifestyle, improve her fitness level, and find a sense of community through group fitness classes.

Pains

Emily struggles to find time to exercise consistently with her busy work schedule and often feels overwhelmed by the demands of her job.

Brand Affiliations

Lululemon, Nike, Starbucks



You

Create a buyer persona for me for a business called Spin Co Studios: A boutique fitness studio that offers Spin & HIIT classes. It also contains a café that serves kombucha and local baked goods. include Demographics: Age Range, Income, Gender, Location, Occupation, Marital Status, Interests and Hobbies.



ChatGPT

Buyer Persona for Spin Co Studios:

Name: Sarah Thompson

Demographics:

- **Age Range:** 28-40 years old
- **Income:** \$40,000 - \$80,000 annually
- **Gender:** Female
- **Location:** Urban or suburban areas with a focus on health-conscious neighborhoods
- **Occupation:** Marketing Manager at a tech startup
- **Marital Status:** Single or in a committed relationship
- **Interests and Hobbies:** Fitness enthusiast, health-conscious living, wellness trends, socializing with friends, trying new cafes and eateries, mindfulness and meditation, outdoor activities such as hiking and yoga retreats.

Background and Behaviors:

Sarah leads a busy urban lifestyle, balancing her career with her commitment to health and wellness. She appreciates boutique fitness experiences that offer a sense of community and personalized attention. As a tech-savvy individual, she enjoys discovering new trends in fitness and health through social media platforms and online communities.

Motivations and Goals:

- Sarah seeks a fitness routine that not only helps her stay in shape but also provides a mental escape from her demanding job.
- She values convenience and flexibility in her schedule, looking for fitness options that offer early morning, evening, and weekend classes to fit her busy lifestyle.
- Sarah is conscious of her health and seeks out holistic wellness experiences, including kombucha and healthy snacks, to complement her fitness routine.

Pain Points:

- Limited time for self-care and relaxation amidst her hectic work schedule.
- Difficulty finding fitness options that offer a balance between high-intensity workouts and mindfulness practices.
- Concerns about maintaining a healthy lifestyle while navigating a busy urban environment.

Reflection: Evaluating AI Persona Tools

1. What differences did you notice between the three buyer personas you created? Which persona that you created do you feel was the most accurate?
2. Do the AI created buyer personas this feel like real people, or are additional details needed? If so, what sections feel like they need to be further developed with more detail?
3. What did you learn from creating your own prompt when creating a buyer persona with Chat GPT? Did you need to adjust your prompt at all?
4. Which tool(s) would you be likely to use in the future? Why?

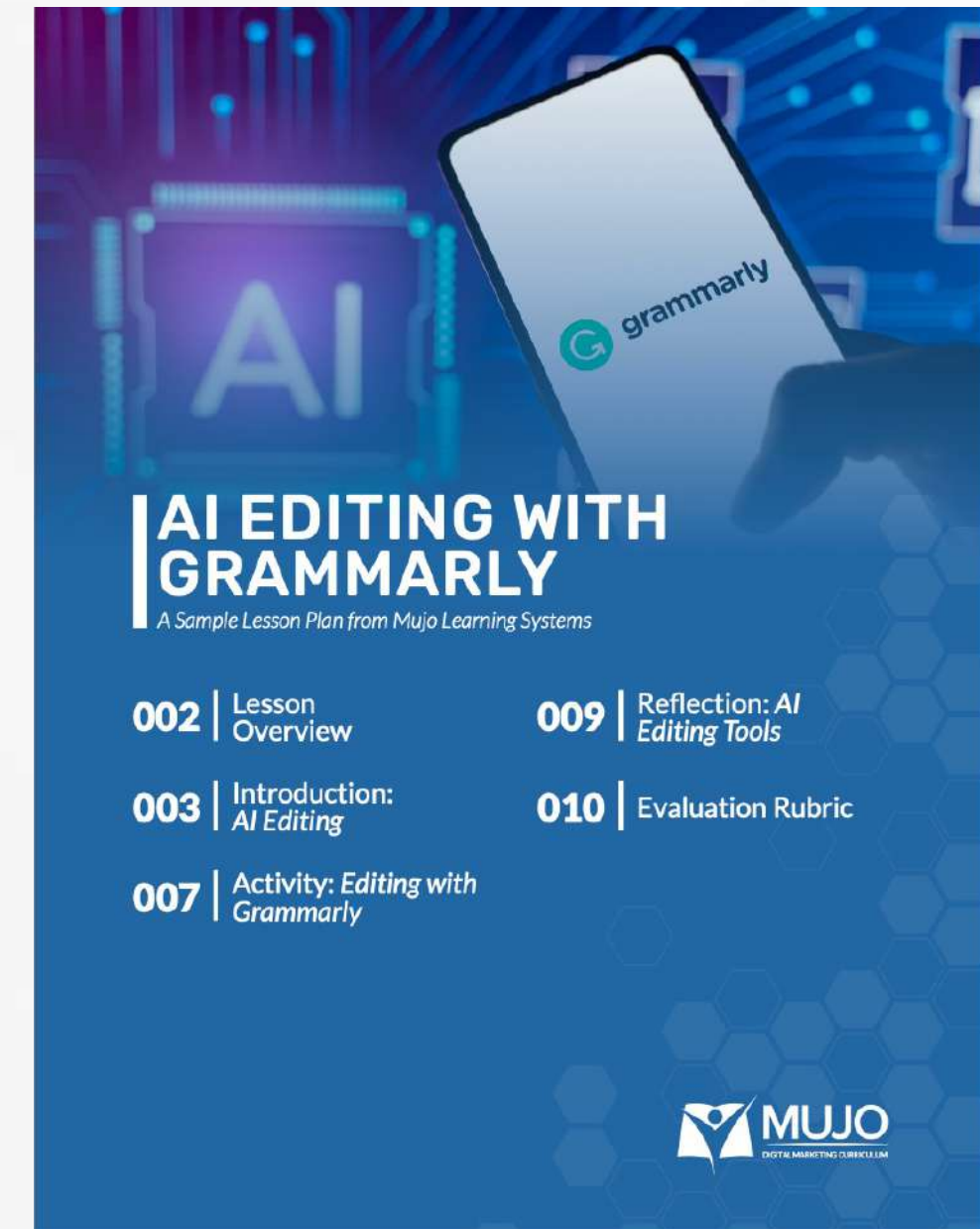
Evaluation Rubric

Criteria	3 Points	2 Points	1 Point
Manual Buyer Persona	Buyer persona is clearly identified and described in detail.	Buyer persona is identified with some detail.	Buyer persona includes minimal detail.
AI Consulting Tools Persona	Generated persona is based on a clear and detailed description of the chosen business.	Generated persona is based on a somewhat clear description of the chosen business.	Generated persona is based on an unclear or thin description of the chosen business.
ChatGPT Persona	Generated persona includes relevant details and is based on a clear and specific prompt.	Generated persona includes some details and is based on a somewhat specific prompt.	Generated persona is based on a thin or ambiguous prompt.
Reflection/ Discussion	Reflection answers demonstrate a meaningful engagement with the topic at hand.	Reflection answers demonstrate some engagement with the topic at hand.	Reflection answers demonstrate minimal engagement with the topic at hand.

Lesson: AI Editing with Grammarly AI Tool

SKILLS other than content creation

- Exposure & Experience to tools: Grammarly AI
- Adapting Strategy based on tool: Self edit, peer edit, AI edit
- Critical Thinking about use of AI tools: reflecting on use



Lesson Overview

This package provides teachers with everything they need to teach students about using AI tools to edit written content. A rough estimate of the content timing and sequencing has been provided below.

Timing Estimate	Content
20 minutes	Introduction: AI Editing
45 minutes +	Activity: Editing with Grammarly
30 minutes	Reflection: AI Editing Tools
15 minutes +	Discussion

Drafting

First, choose a movie and write a brief synopsis that might entice people to watch it. Your synopsis should be at least 100 words. It should introduce the premise for the film, and include any relevant details such as notable actors who appear in the film or any awards it has won. You can use a search engine to learn more about your chosen film. **Copy your first draft into the worksheet to compare to the edited version later.**

Editing

Once you've finished writing and adding your first draft to the worksheet, exchange film synopses with a partner. Review your partner's synopsis (without the use of an editing tool) and look for grammatical errors, as well as awkwardly phrased sentences and anything that you might change to improve the overall tone of the piece.

Once you have reviewed your partner's synopsis, enter it into Grammarly's editor. You may need to make a free account before you can use the platform. Take note of any of the additional changes that Grammarly suggests. Be sure to note mechanical as well as stylistic suggestions.

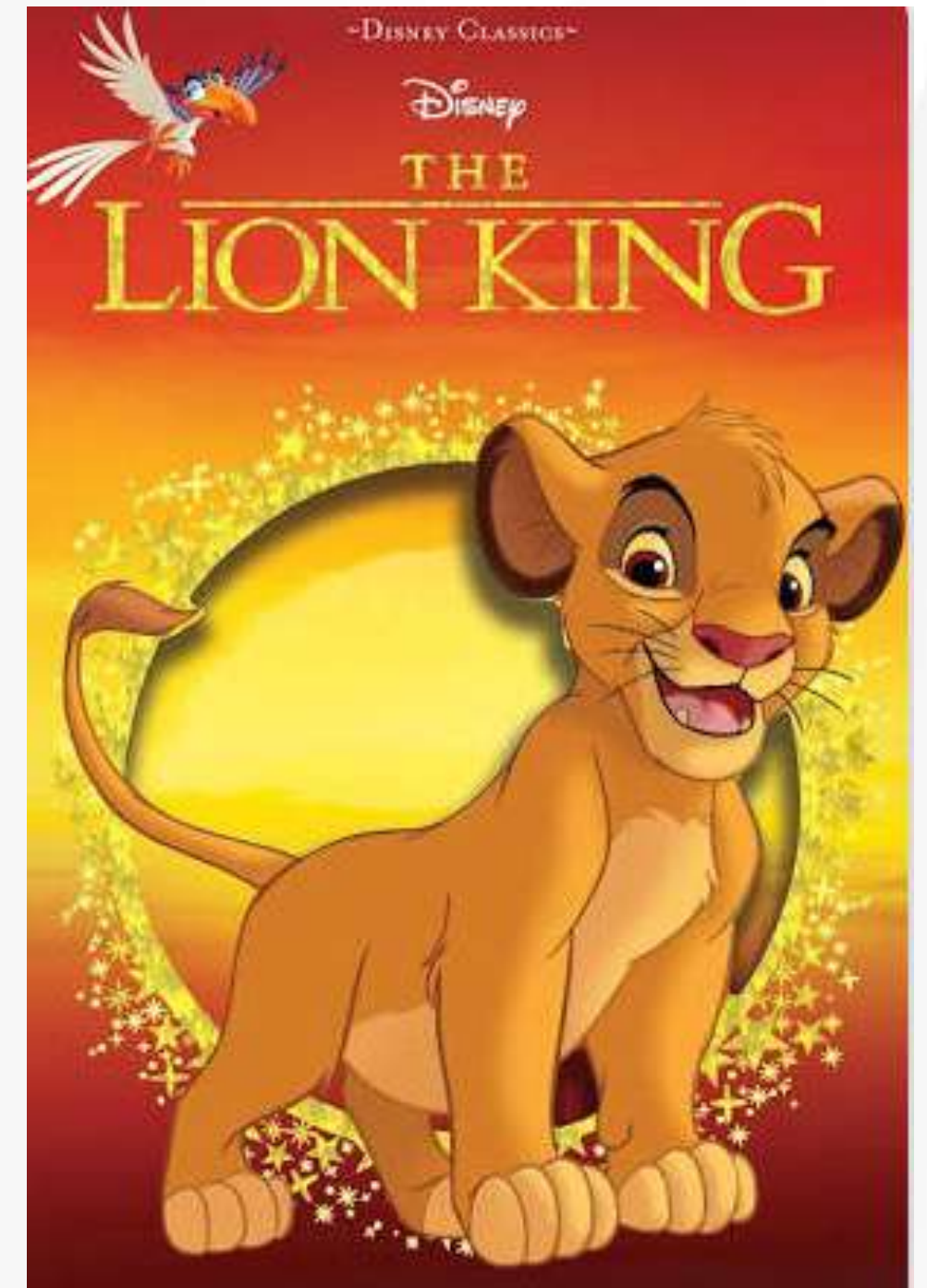
Revising

Return your partner's synopsis and discuss any edits they might make based on your own review, as well as Grammarly's suggestions.

Finally, revise your own synopsis using your partner's and Grammarly's feedback. Add your edited copy to the worksheet and answer the reflection questions that follow.

First, choose a movie and write a brief synopsis that might entice people to watch it. Your synopsis should be at least 100 words. It should introduce the premise for the film, and include any relevant details such as notable actors who appear in the film or any awards it has won. You can use a search engine to learn more about your chosen film

The Lion King is an amazing Disney movie set in the African Savannah. It follows the life of a young lion named Simba, who must live up to his destiny to become King of the Pride lands. The film is full of heartbreak, love, laughter and triumph and is sure to please all audiences from young to old. The animation is breathtaking and the soundtrack contains songs from Elton John. The Lion King has won two Academy Awards. Experience the circle of life by watching this Disney classic today!



The Lion King is an amazing Disney movie set in the African Savannah. It follows the life of a young lion named Simba, who must live up to his destiny to become King of the Pride lands. The film is full of heartbreak, love, laughter and triumph and is sure to please all audiences from young to old. The animation is breathtaking and the soundtrack contains songs from Elton john. The Lion King has won two Academy Awards. Experience the circle of life by watching this Disney classic today!

Generative AI



Correctness · Add a comma ⓘ

...love, laughter , and triumph and...

Accept

Dismiss



Capitalize word

john

"The Lion King" is an outstanding Disney movie that takes place in the African Savannah. The story revolves around the life of Simba, a young lion who must fulfill his destiny of becoming the King of the Pride Lands. This movie is a perfect blend of heartbreak, love, laughter, and triumph which can be enjoyed by all age groups. The animation is breathtaking, and the soundtrack features songs from Elton John. "The Lion King" has won two Academy Awards. Don't miss out on experiencing the circle of life by watching this Disney classic today!

Reflection: AI Editing Tools

1. How effective was Grammarly at editing your film synopsis? Did it catch anything you didn't?

2. Did Grammarly make any useful tone or style edits? What limitations do you think AI tools might face when evaluating for tone or style?

3. How likely are you to use AI powered editing tools in the future? Why?

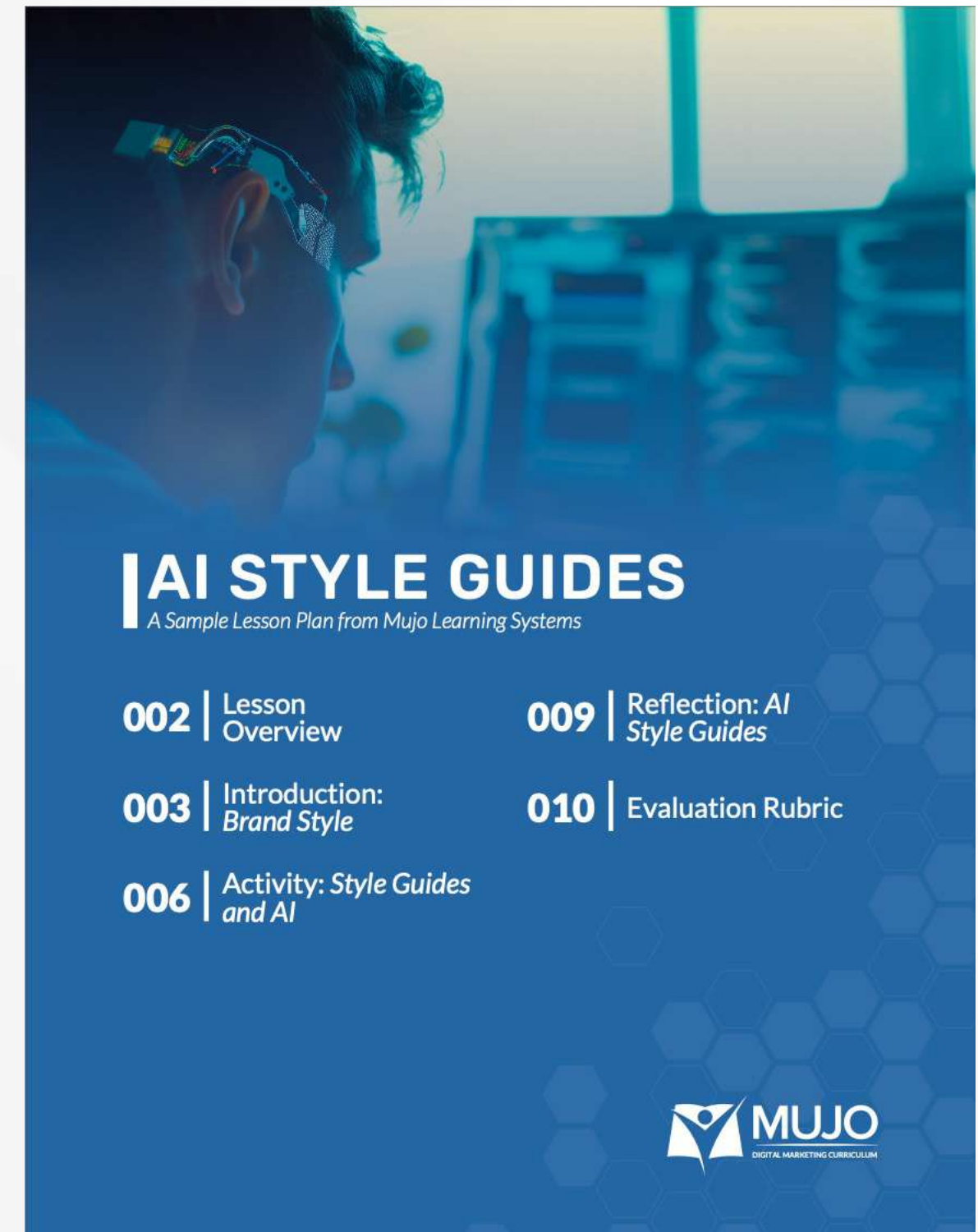
Evaluation Rubric

Criteria	3 Points	2 Points	1 Point
Drafting Editing	The student has made a meaningful effort to review and edit their partner's synopsis.	The student has made some effort to review and edit their partner's synopsis.	The student has exerted minimal effort in reviewing and editing their partner's synopsis.
Revising	The synopsis has undergone meaningful changes since its initial draft	The synopsis has been slightly changed since its initial draft	The synopsis is unchanged from its initial draft.
Reflection/ Discussion	Reflection answers demonstrate a meaningful engagement with the topic at hand.	Reflection answers demonstrate some engagement with the topic at hand.	Reflection answers demonstrate minimal engagement with the topic at hand.

Lesson: AI Style Guides

SKILLS other than content creation

- Exposure & Experience to tools: ChatGPT and/or Gemini
- Adapting Strategy based on tool: Prompting, adapting prompts
- Critical Thinking about use of AI tools: reflecting on use



Lesson Overview

This package provides teachers with everything they need to teach students about using AI style guides. A rough estimate of the content timing and sequencing has been provided below.

Timing Estimate	Content
20 minutes	Introduction: Brand Style Guides
45 minutes +	Activity: Style Guides and AI
30 minutes	Reflection: AI Style Guides
15 minutes +	Discussion

Activity: Style Guides and AI

Style guides are typically designed with a human writer in mind. But they can also be used to ensure that generative AI content matches the style of a brand. When working with generative AI tools, marketers can include an abridged version of their style guide, as well as a sample of their writing style to help the writing tool better understand their style.

For this activity, you will be tasked with engineering an AI style guide that teaches a generative AI tool to create content in the style of an existing business. To complete this activity, first choose a business that is active on a text-heavy social media platform, such as X.

This activity can be completed in three phases:

Research

Once you have chosen your business, review their social media posts to get a sense of their style. Create an abridged version of their brand style that would help a generative AI tool replicate the brand's style.

Pay attention to the elements of style discussed in the introduction, and answer the questions on the provided worksheet.

Style Guide Development

Once you have completed your research into the brand, you can use that research to craft an abridged style guide that you can include in your prompt.

This abridged style guide can be included as part of a prompt, and should include many of the same elements of a traditional style guide. You can draft your abridged style guide using the guiding questions on the provided worksheet.

Generation and Revision

Once you have created your abridged brand style guide, prompt an AI tool such as Google Gemini or ChatGPT to generate 10 short posts (such as X posts or Instagram captions) that could be used to promote an upcoming sale from the business.

When prompting your chosen generative AI tool, be sure to:

1. Give the generative tool a clear sense of what you want it to do. For example, you might ask the AI to "act as a social media manager and draft 10 Instagram captions" for your chosen business.
2. include your style guide within the prompt with a clear indication that the generative tool should follow the guidelines.

Finally, review the generations. Are they in the correct style? If not, either manually adjust the posts yourself to better match the brand's style or adjust your prompt and try again.

Once you have completed the activity, reflect on your experience with AI style guides by completing the AI style guides reflection worksheet.

Company: STARBUCKS

Research Questions	
<ol style="list-style-type: none">1. What kind of voice does the brand seem to convey? Are they aiming to be friendly? Informative? Humorous?2. Who is the target audience for this brands posts?3. Is the brand using American spelling conventions?4. Does the brand make use of any emojis? Which ones?5. Does the brand make use of any hashtags?	<ol style="list-style-type: none">1. Brand is casual and friendly, uses humor and follows trending language2. Target Marketing being general population, middle class, both male and female aged 13-603. American spelling,4. Emoji heavy, uses the coffee emoji and star emoji lots5. Does not use hashtags <p>Uses terms Tall, Grande, and Venti for cup sizes</p>

Prompt Engineering	
<p>Voice: What kind of personality and tone should the AI convey?</p> <p>Grammar: How complex should the writing be?</p> <p>Spelling: Are there any unique spelling conventions that the AI should observe?</p> <p>Emojis: Should the AI make use of any particular emojis?</p> <p>Hashtags: Should the AI make use of any particular hashtags?</p> <p>Sample text: Is there a short example of writing in the correct tone that the AI could use as a reference?</p>	<p>Voice: A friendly, humorous voice</p> <p>Grammar: Writing should be simple, sentences should be short and not too complex</p> <p>Spelling: Company uses the words Tall, Grande, Venti to convey sizes small, medium, large.</p> <p>Emojis: Use the coffee and star emojis, as well as any others that convey the message</p> <p>Hashtags: No hashtags</p> <p>Sample Text: Maybe Mercury is retrograde or maybe you just haven't had your coffee yet.</p>

Generation and Revision

Once you have created your abridged brand style guide, prompt an AI tool such as Google Gemini or ChatGPT to generate 10 short posts (such as X posts or Instagram captions) that could be used to promote an upcoming sale from the business.

When prompting your chosen generative AI tool, be sure to:

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2. include your style guide within the prompt with a clear indication that the generative tool should follow the guidelines.

Finally, review the generations. Are they in the correct style? If not, either manually adjust the posts yourself to better match the brand’s style or adjust your prompt and try again.

Once you have completed the activity, reflect on your experience with AI style guides by completing the AI style guides reflection worksheet.



You

Act as a social media manager and draft 10 X posts for Starbucks using the style guide I will paste below



ChatGPT

Sure, please provide the style guide, and I'll be happy to draft 10 social media posts for Starbucks based on that style guide.



You

Voice: A friendly, humorous voice

Grammar: Writing should be simple, sentences should be short and not too complex

Spelling: Company uses the words Tall, Grande, Venti to convey sizes small, medium, large.

Emojis: Use the coffee and star emojis, as well as any others that convey the message

Hashtags: No hashtags

Sample Text: Maybe Mercury is retrograde or maybe you just haven't had your coffee yet.



ChatGPT

Great, based on the provided style guide, here are 10 social media posts for Starbucks:

1. Rise, shine, and sip! ☕️✨ Because every day is better with a cup of Starbucks in hand.
2. Feeling like a Venti kind of day? We've got you covered! Treat yourself to something delicious today. ✨☕️
3. Monday blues? Let's turn them into Monday brews! Swing by Starbucks and start your week off right. 💙☕️
4. Life's too short for bad coffee! Thankfully, we're here to make sure you never have to settle for anything less than amazing. ☕️✨
5. Need a little pick-me-up? Our baristas are here to turn your day from drab to fab with your favorite drink in hand. Let's caffeinate and conquer! 💪☕️
6. Can't adult before coffee? Don't worry, you're not alone! Swing by Starbucks and let us help you adult like a pro. 😊☕️
7. Forget about counting sheep, we're all about counting coffee beans! Let's make those dreams a reality with a cup of Starbucks goodness. ☕️💤
8. You know you're a true coffee lover when your favorite scent is freshly brewed coffee. Indulge your senses at Starbucks today! ☕️🌿
9. When life gives you lemons, trade them in for a Grande Caramel Macchiato! Let's turn those sour moments sweet with Starbucks. 🍋➡️☕️
10. Feeling a little out of sorts? Maybe it's just your inner barista calling for a Starbucks fix! Swing by and let's turn your day around, one sip at a time. ☕️🔄

Reflection: AI Style Guides

1. How effective were your AI generated prompts? Did they accurately reflect the style of your chosen business?

2. What do you think are the limitations of these kinds of generative AI style guides?

3. What other kinds of marketing content do you think generative AI tools would be useful for creating ?

Evaluation Rubric

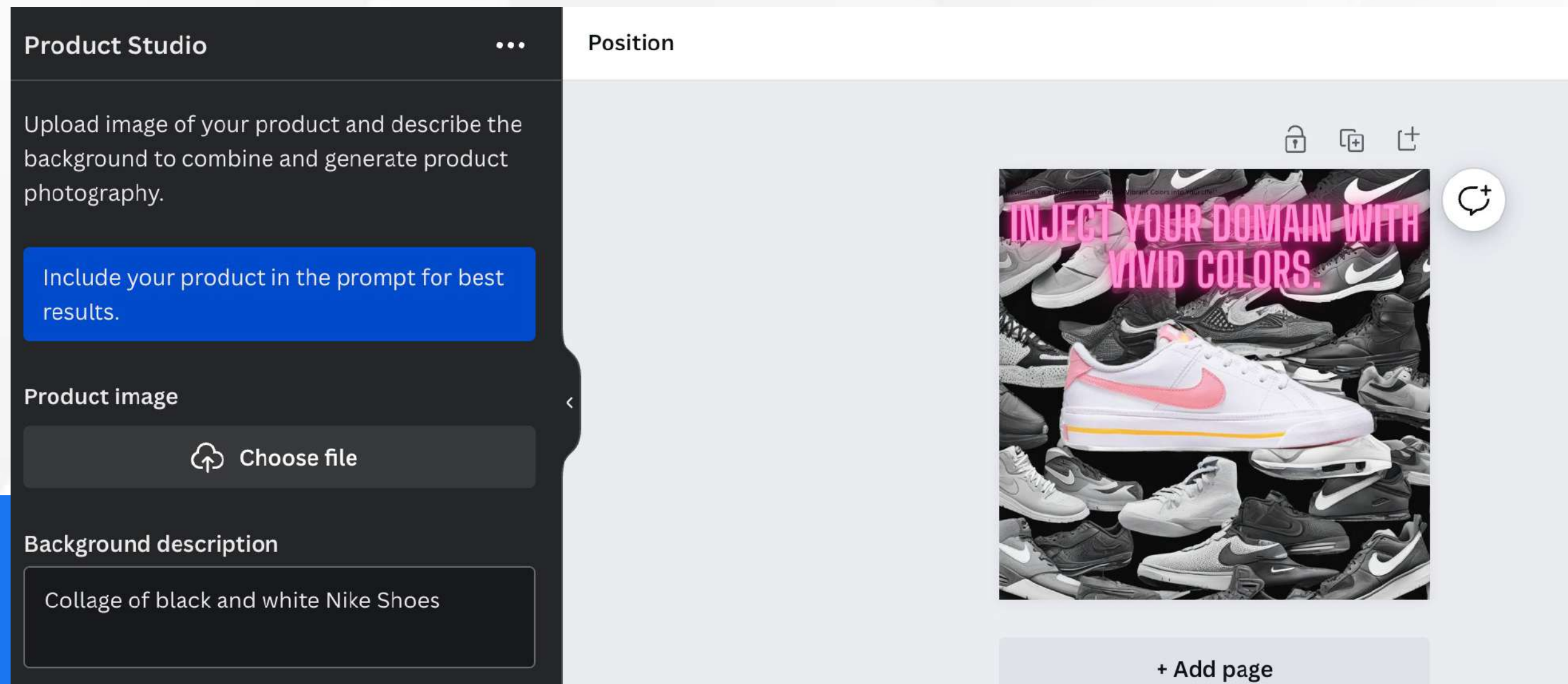
Criteria	3 Points	2 Points	1 Point
Research	The research questions are thoroughly answered and demonstrate a strong understanding of the chosen business's style.	The research questions are answered and demonstrate some understanding of the chosen business's style.	The research questions are minimally answered and show little understanding of the chosen business's style.
Prompt Engineering	The prompt gives clear and precise directions to the generative tool.	The prompt gives somewhat clear directions to the generative tool.	The prompt gives weak or vague directions to the generative tool.
Generation and Revision	The generated posts are effective and in the style of the chosen business.	The generated posts are somewhat effective and similar to the style of the chosen business.	The generated post are ineffective and are not in the style of the chosen business.
Reflection/ Discussion	Reflection answers demonstrate a meaningful engagement with the topic at hand.	Reflection answers demonstrate some engagement with the topic at hand.	Reflection answers demonstrate minimal engagement with the topic at hand.

Content Creation Tools

Canva Apps: AI Tools

- Content Creation
- Many options to use and evaluate

Canva



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