



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

AI for Sales & Marketing

January 16, 2025

Agenda

- Setting the Stage
- WCMA Member Spotlight: Getting Started with AI Tools
 - Emily Bialkowski, Sales & Marketing Manager, Westby Cooperative Creamery
- WCMA Member Spotlight: Making Marketing Easier with AI
 - Codi Regan Mustakas, Social Media Manager, Emmi Roth USA
- Q&A

Setting the Stage: The Current AI Landscape

What is AI?

“The science and engineering of making intelligent machines.”



Stanford University
Human-Centered
Artificial Intelligence

John McCarthy
Stanford University



What is AI?



artificial intelligence **noun**

1 : the capability of computer systems or algorithms to imitate intelligent human behavior

also, **plural artificial intelligences** : a computer, computer system, or set of algorithms having this capability

What is AI?

Our working definition:

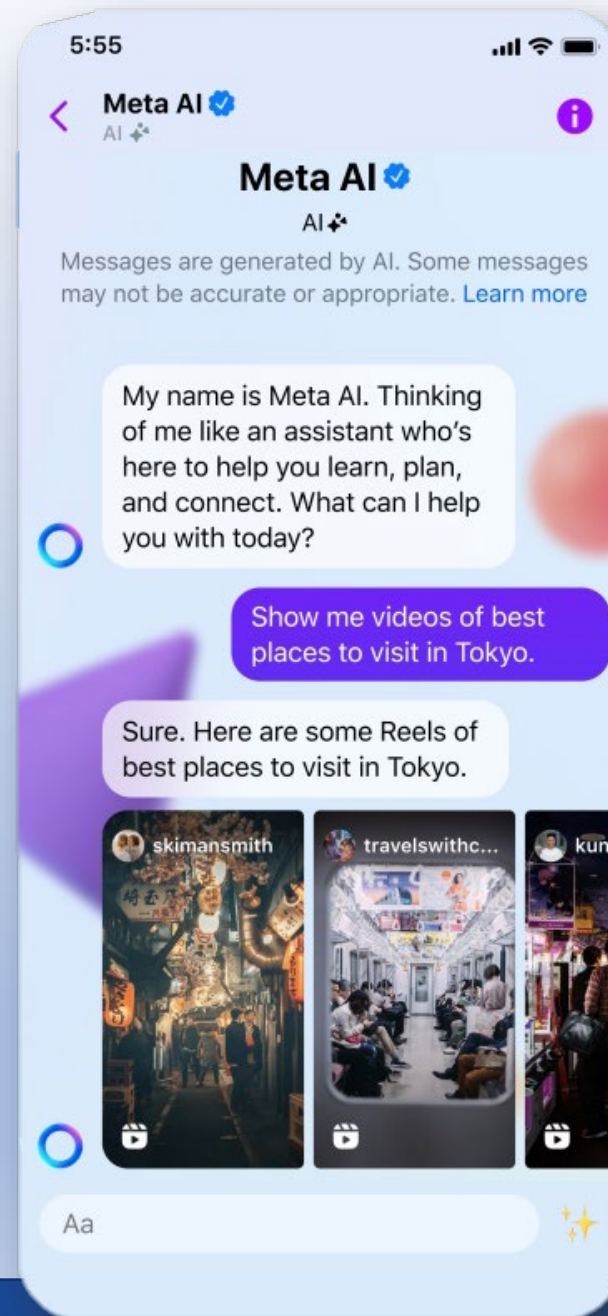
The capability of computer systems or algorithms to complete tasks in a way that **mimics** and **supplements** intelligent human behavior and learning.

...but what IS it?

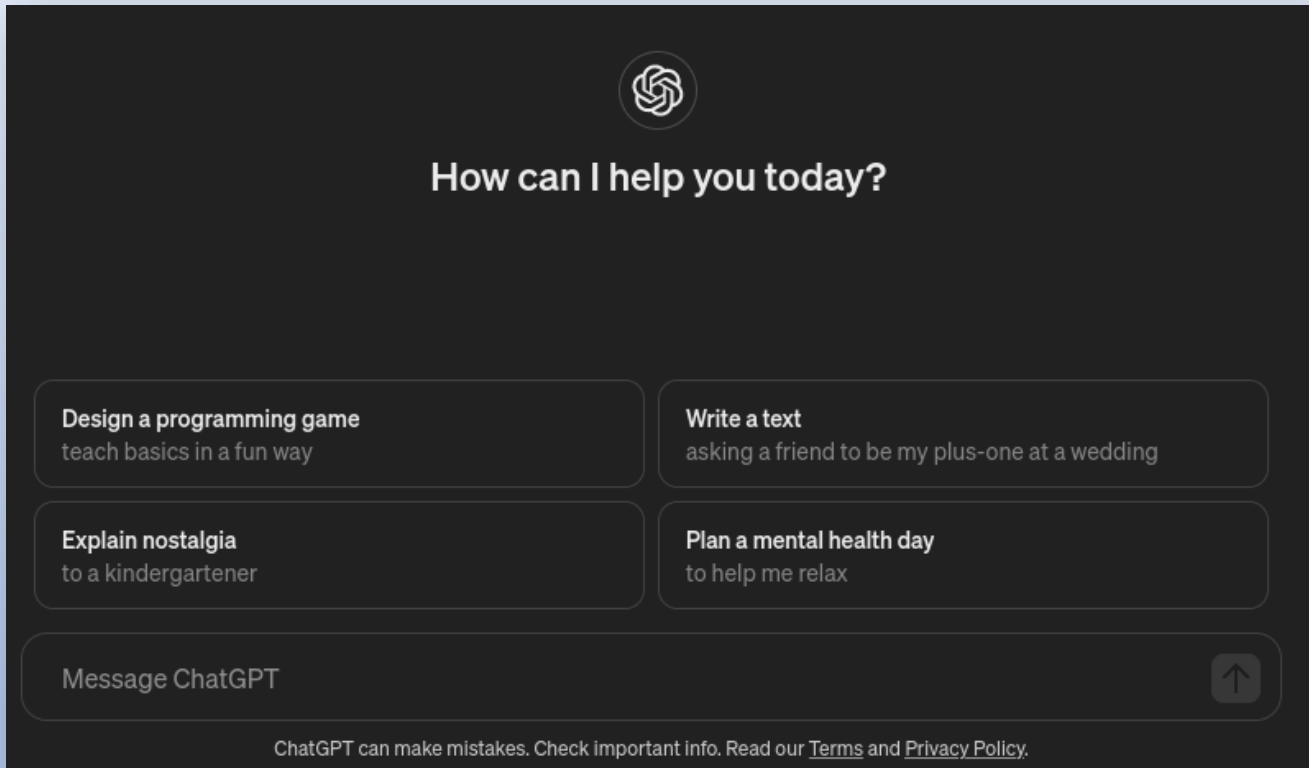




alexa



ChatGPT



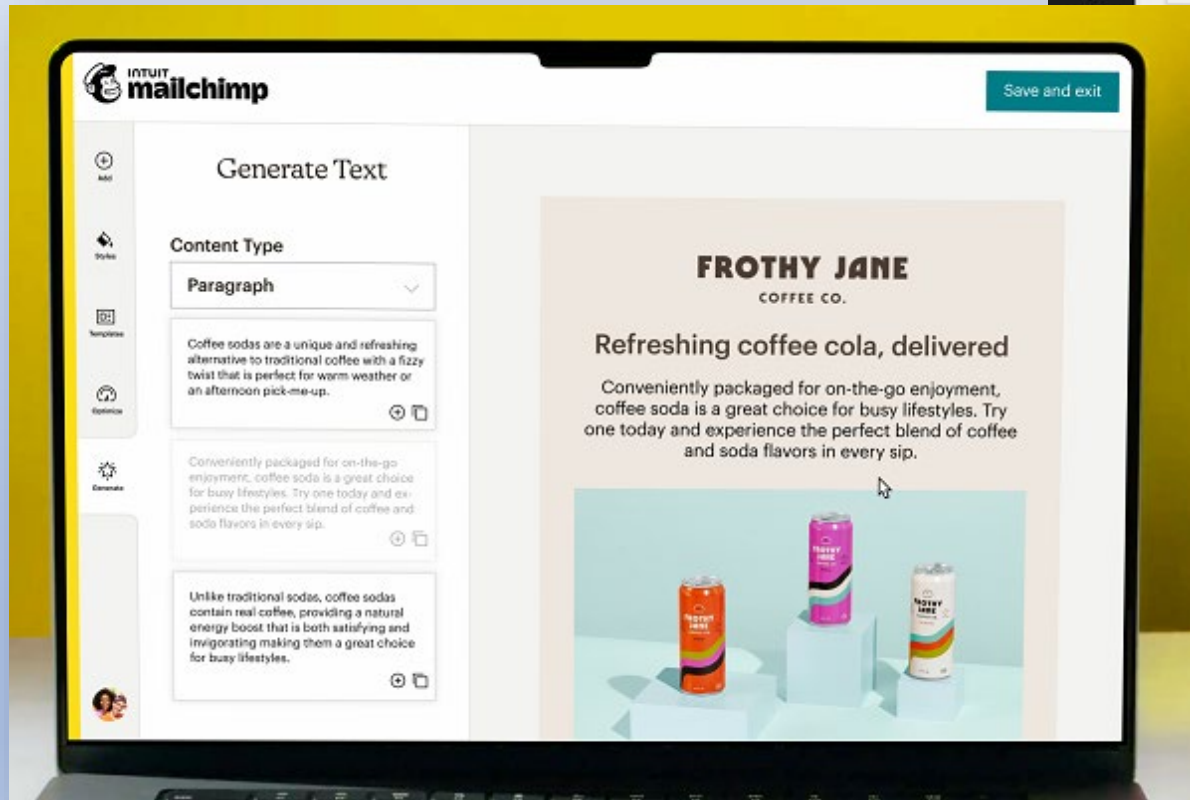
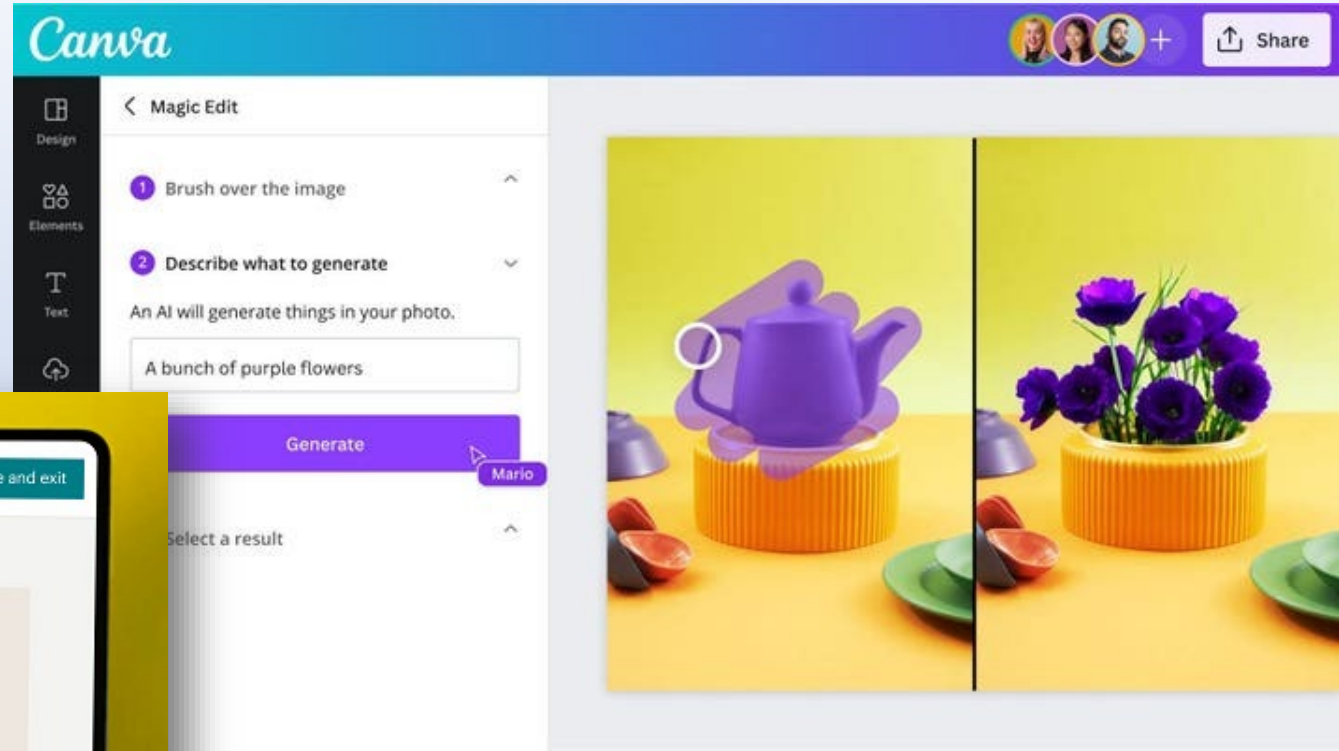
DALL-E



...also DALL-E



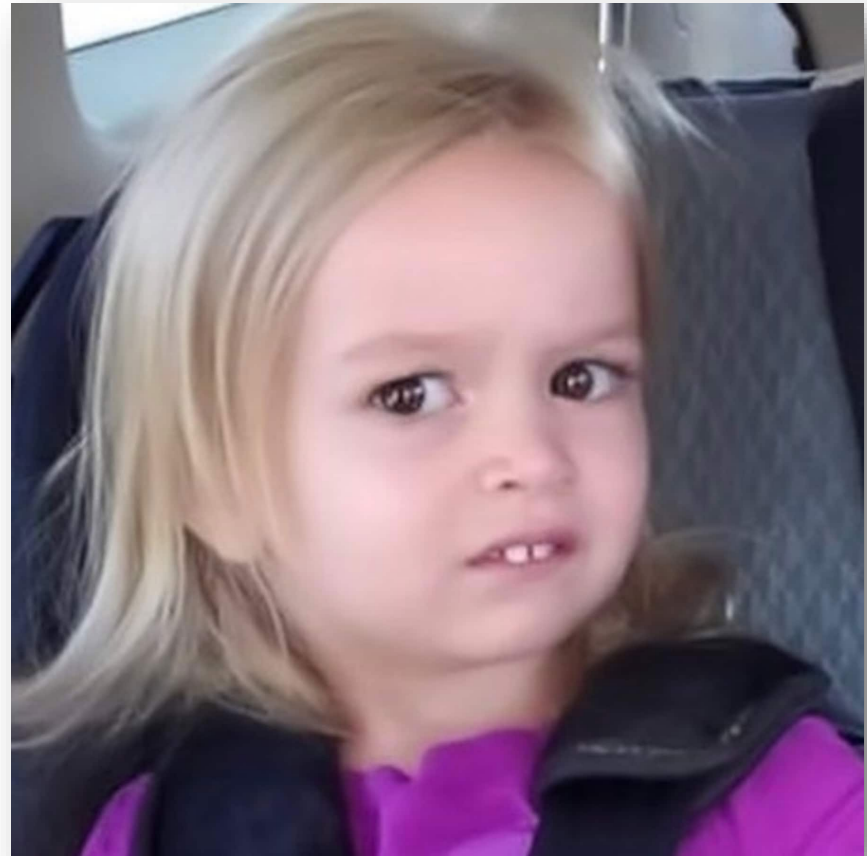
zapier



AI for Marketing: Exciting!



AI for Marketing: Exciting! And...



Opportunities and Challenges of AI in Sales & Marketing

Opportunities: Targeting

- Identify and prioritize high-value customers
- Spend your time, marketing budget, and energy on the people who are most likely to actually buy your products!

Example: Segments in email marketing lists

Opportunities: Personalization

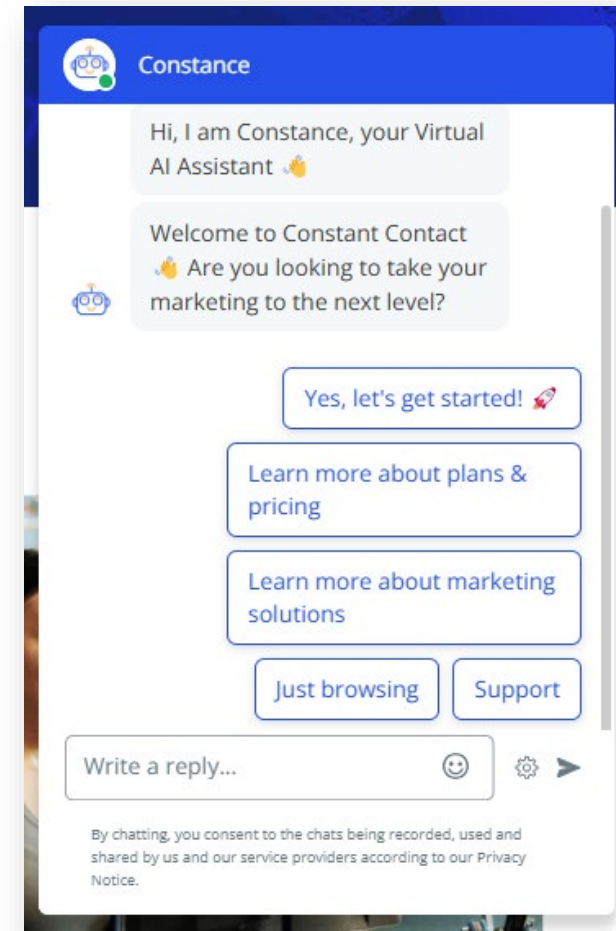
- Create unique, tailored messages and language for different segments of your customer base
- Help customers take the next step based on past actions

Example: *A marketing email that auto-fills the contact's first name in the text; product recommendations based on a customer's past purchase.*

Opportunities: Streamlining

- Capture and nurture leads
- Turn passive potential customers into active, engaged ones

Example: *Chatbots*



Opportunities: Predicting

- Predict future sales and trends based on previous engagement
- Plan ahead rather than reacting

Example: *Planning your next social media campaign for your latest product using ChatGPT.*

Challenges and Risks of AI in Sales & Marketing

Challenges: Data Privacy and Security

The Challenge:

Sharing proprietary information or embargoed news with a platform that may or may not be selling, using, sharing your data.

The Strategies:

- Use placeholders
- Try a different angle
- Have a policy!

Challenges: Being the First

The Challenge:

Using technology individually that has the potential to shift the landscape for an entire industry.

The Strategies:

- Again: Have a policy!
- Slow, small, steady

Challenges: Environmental Impact

The Challenge:

The data centers that house AI technology take a heavy toll on our environmental resources:

- AI infrastructure may soon consume 6x as much water as Denmark
- One ChatGPT request = 10x the electricity of one Google search

The Strategies:

- Think before you type
- Experiment in Word or on paper first

Challenges: Errors

The Challenge:

AI – like a human -
makes mistakes!

The Strategies:

- ALWAYS check the work!
- The more specific your prompts, the better

Opportunities & Challenges

The upsides...

- Targeting
- Personalization
- Streamlining
- Predicting

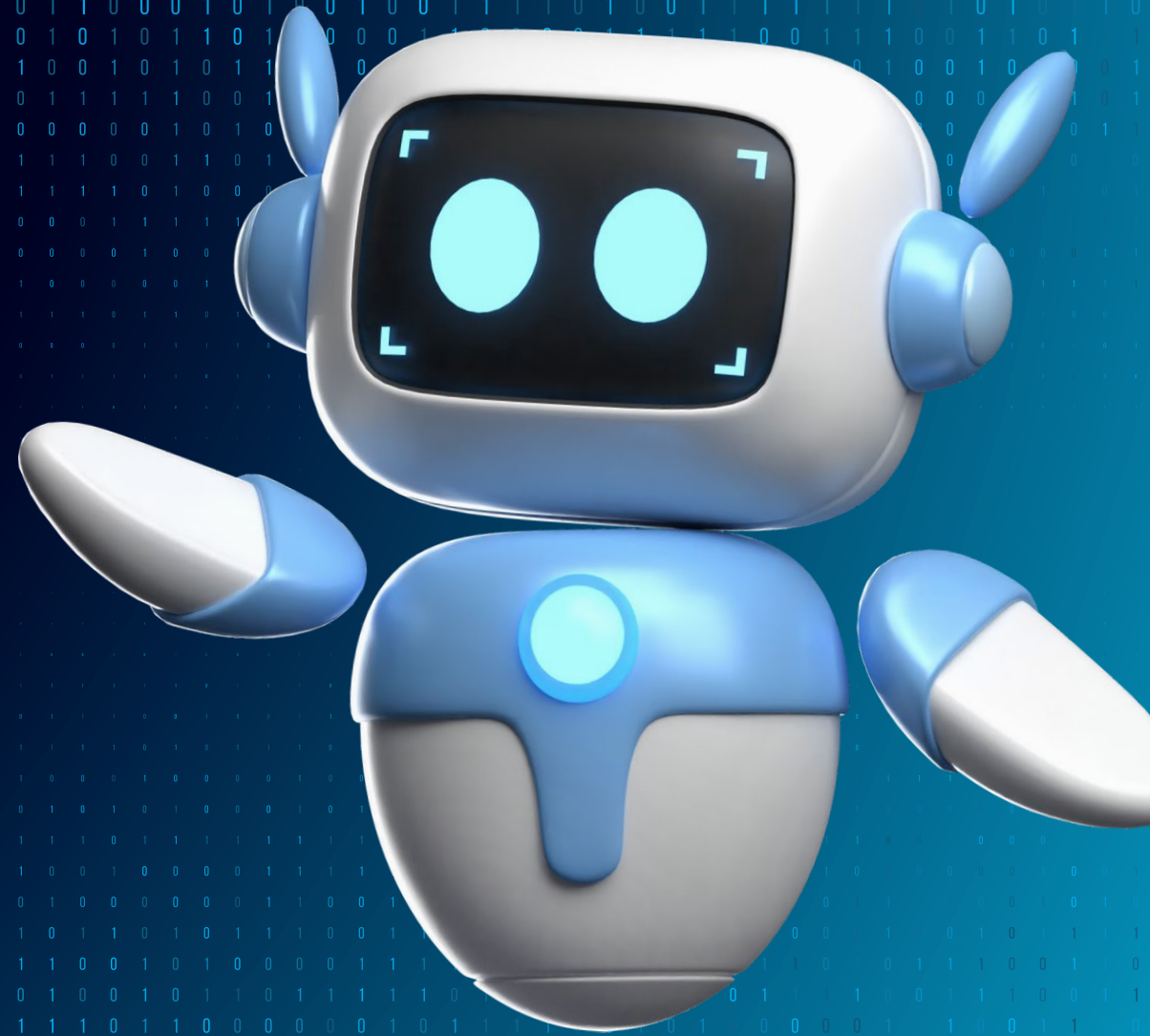
...and the (potential) downsides:

- Data privacy & security
- Being the first
- Environmental impact
- Risk of errors

WCMA Member Spotlight: Westby Cooperative Creamery

AI TOOLS

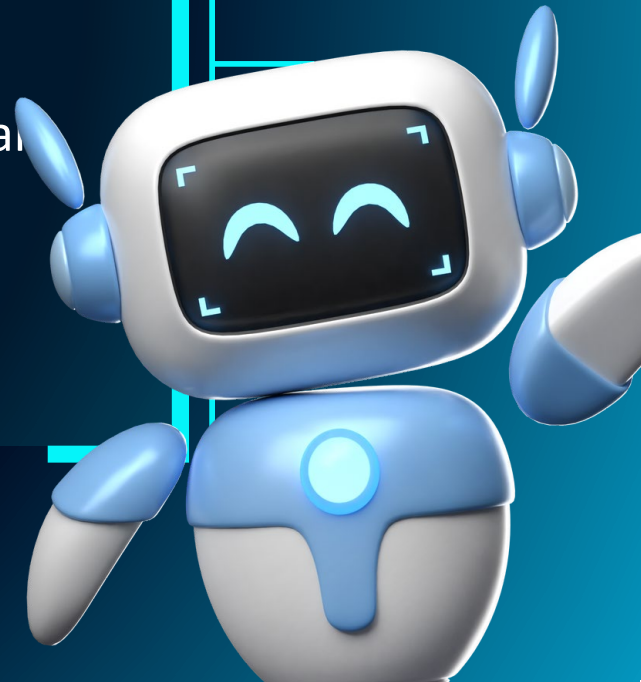
For Brainstorming, Editing &
Creative Output



What is AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence by machines, allowing them to perform tasks that typically require human cognitive functions.

In it's simplest form, it humanizes "Googling." It can reason, learn, and plan.



ChatGPT - An AI Powered chatbot

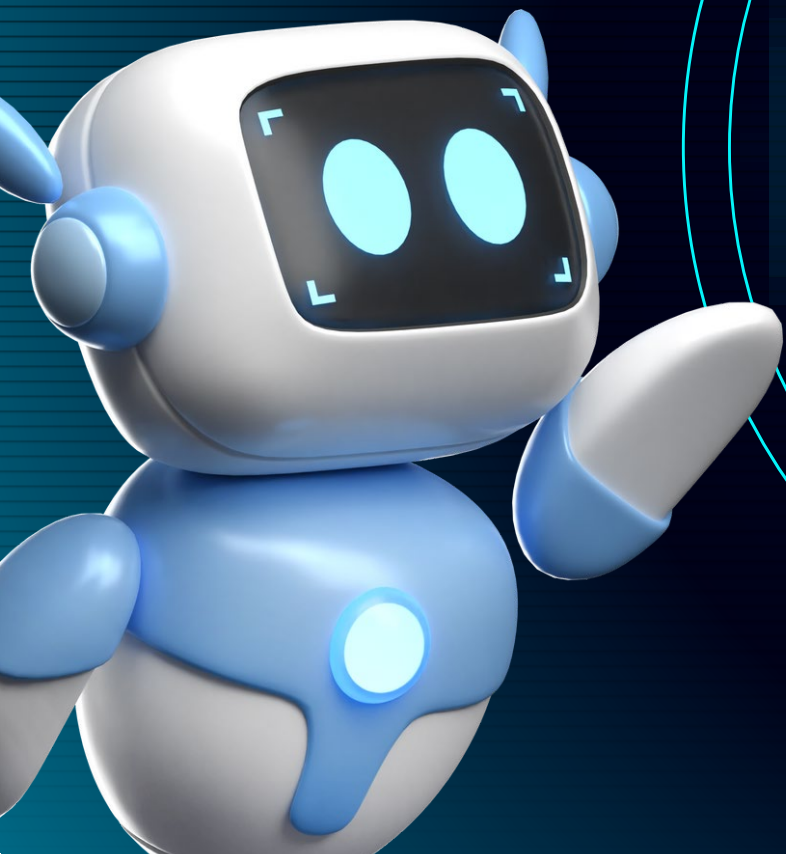
There are others, such as perplexity

ChatGPT launched November 2022

It's never too late to start using ChatGPT
and other AI tools.
You're not behind if your just starting.

Creative workmate

Think search engine with
human tone.
"Natural language processing
capabilities."



Social media & Blogging

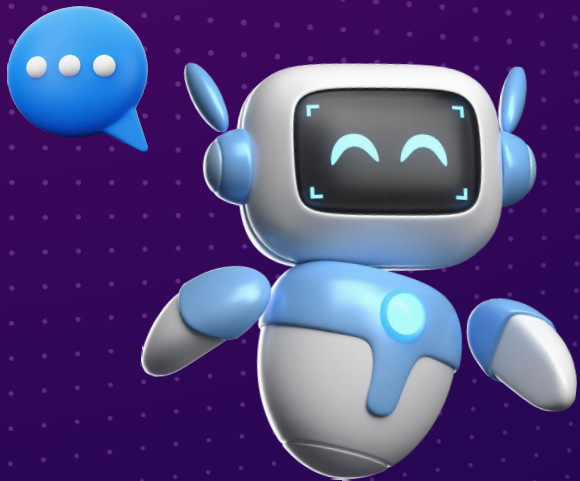
chatgpt.com

What can I help with?

Message ChatGPT

📎

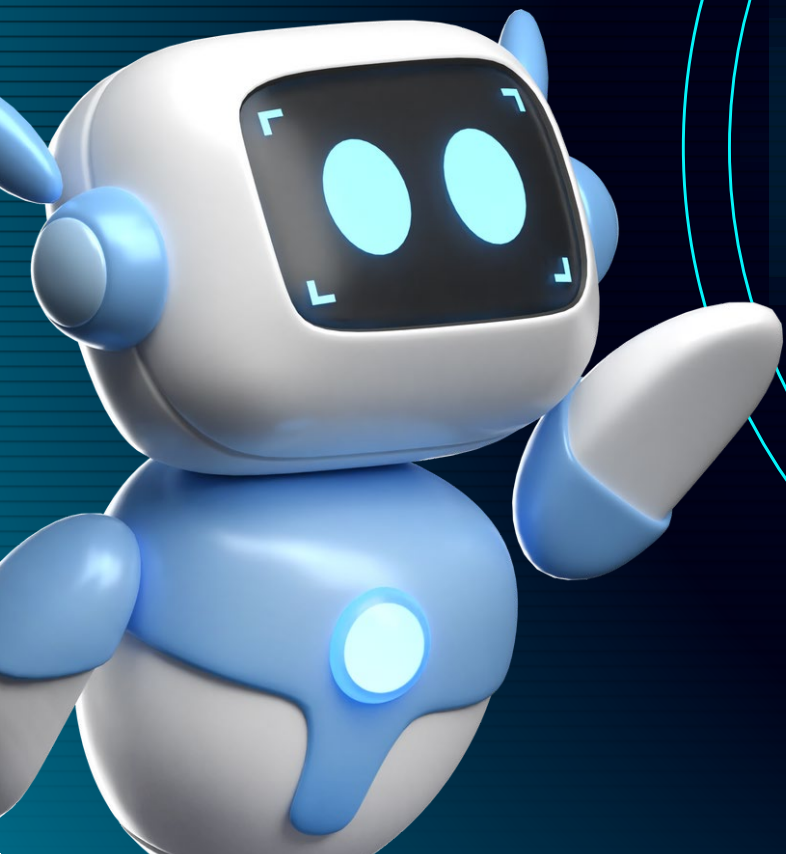
🖼️ Create image 🧠 Brainstorm 📄 Summarize text 💻 Code 📊 Analyze data ⋮ More



CRAFT A SOCIAL MEDIA PLAN FOR A
SMALL, AGRICULTURALLY-BASED
BUSINESS

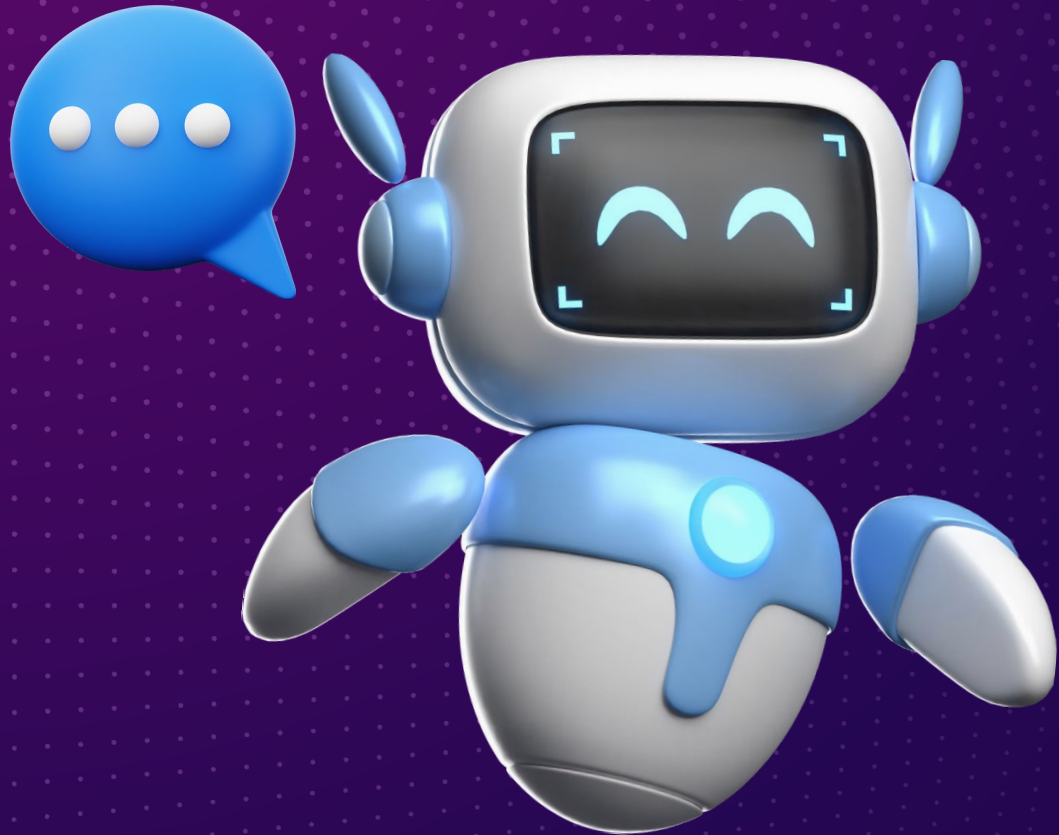
GENERATE BLOG IDEAS FOR APRIL (DAIRY
SPECIFIC)

IN 100 WORDS OR LESS TELL ME WHY
IT'S IMPORTANT TO KEEP AN ENGAGED
AUDIENCE ON SOCIAL MEDIA FOR A
DAIRY COOPERATIVE



Professional writing &
creative output

Also from chatgpt.com

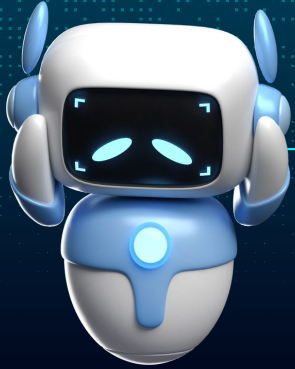


COMPOSE A BUSINESS LETTER
ANNOUNCING A PRICE INCREASE USING
A SENSITIVE TONE

CREATE WHIMSICAL SAYINGS FOR
TRADESHOW BANNERS

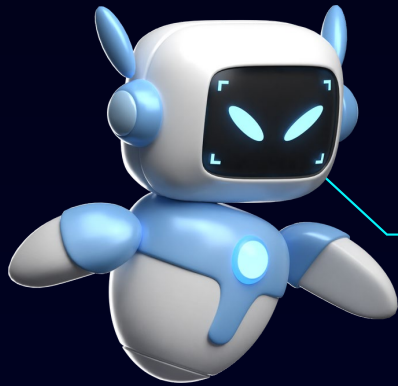
EDIT THIS BLOG POST TO SOUND MORE
ENTHUSIASTIC

potential problems



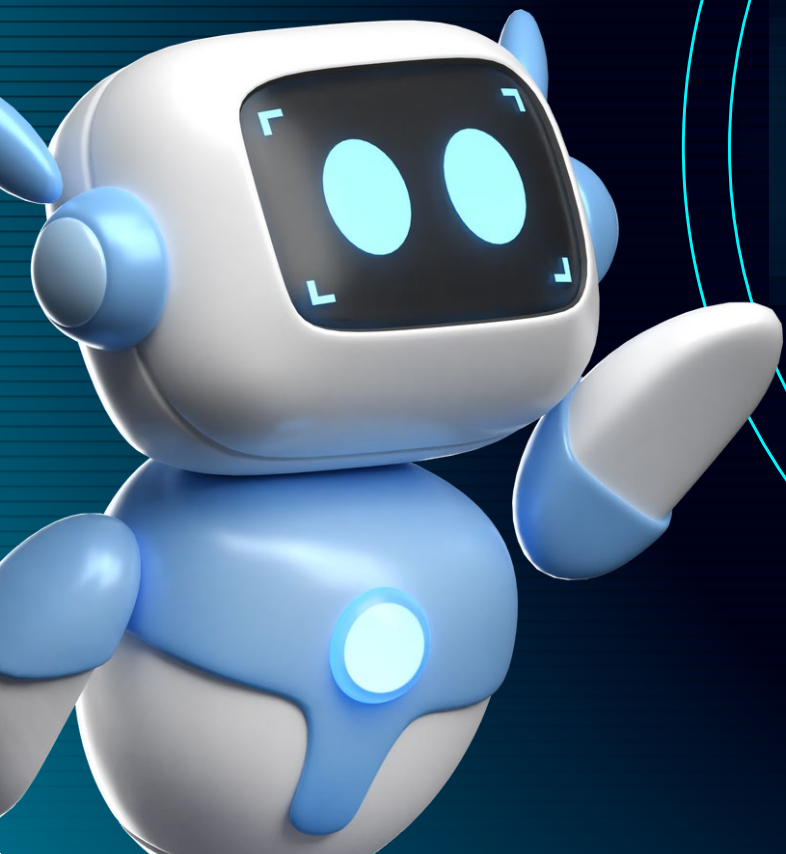
ACCURACY

AI has been documented to make things up; as in, totally false information. Read and edit EVERYTHING!



PRIVACY AND DATA CONCERNS

Avoid using your company's name and customer names when prompting.



AI IS LIKE AN UBER CREATIVE
WORKMATE WHO YOU ENJOY
COLLABORATING WITH BUT YOU
WOULDN'T GIVE THEM THE KEYS
TO YOUR HOUSE

WCMA Member Spotlight: Emmi Roth

Making Marketing Easier with AI

MY MOST-USED AI TOOLS



ChatGPT



Copilot



Brandwatch

Canva

ADMIN



Meeting Notes

Record & summarize meetings



Day-to-Day Tasks

To-do lists, emails, file search



Research & Summaries

Summarize long documents

PLANNING



Brainstorming

Taglines, messaging, or ideas



Analyzing Trends

Insights for campaign strategy



Audience Development

Predict audience behavior

CONTENT CREATION



Social Media

Copy, ideation, tone of voice



Email Marketing

Planning, copy, editing



Ad Development

Turn ideas into campaigns

DELIVERABLES



Reporting

Data points into action items



Presentations

Outlines, copy, flow



Refine Language & Tone

Catering to audience focus

Tips for Success

1

Choose 1-2 generative AI tools that work best for you

2

Prompting and feedback are the **most important skills you can have**

3

Practice with non-work scenarios and areas where you're an expert already

4

Think of generative AI as your intern, **always review** their work

5

Don't be afraid of AI!

Questions and Answers

Q&A

I use AI a lot, but what are some successful case studies of AI implementation in public relations?

Q&A

What's the best tool to reach our target audience at the plant level? We want to stay as close to our customers as possible on relevant topics related to plant upgrades and expansion.

Q&A

How is the Cheese & Dairy industry implementing AI in processing and packaging stages of production? Is it simply data collection? Automation? I would love to know where AI is being used the most and to best effect.



**WISCONSIN
CHEESE MAKERS
ASSOCIATION**

EST. 1891

Join WCMA's next free
member webinar!

**AI for Dairy
Processing**

**Thursday, February 13
1:00 p.m. (CT)**

Register Now!
WisCheeseMakers.org/Events