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JONATHANS JUBILANT BLOGS: WEEK 10

Quick Recap

Welcome back everybody! In Week 9, I discussed how measuring your Return On Investment can help all of us, along with how Kpis can be set as benchmarks! With that being said, lets get into week 10!

AI: Marketing Friend or Foe?

Artifical Intelligence is on the rise in our current generatio, and as creators, we have to learn about how we as creators can use artifical intelligence to help benefit our businesses. Whitney Cornuke discussed 3 ways to use Articifal Intelligence Tools such as leveraging AI as a starting point, increasing team productivity, and add more personalizations to your assets. In this generation, we need to understand that Artificial Intelligence is here to stay, and we have to use AI to our advantages as they can be very beneficial to our businesses. However, we also need to understand that AI can be a foe with the likes of deep fakes, so understanding how to use AI in moderation is also very important.

Human Touch and Emotional Intelligence

This week, we heard from Kyle Thomas, who currently specializes in sales and marketing along with implementing Technology Solutions. In the video, he disucusses how Human Connection trumps all, even though Artificial Intelligence is on the rise. AI is definitely something that is important, but being able to connect with others remain very critical in the media field. As technology becomes more advanced, maybe we as creators can implement both to ensure we are tackling both technology, and the in person experience.

Final Thoughts

To wrap things up, AI can definitely be a good tool for businesses, but we also got to understand that moderation is key, and understand that Human Connection remains incredibly critical in our generation.

Well, thats it from me this week folks! Hope all of you have a fantastic week and we will see you for Week 11!

Thank you!