Advanced Social Media and Digital Marketing in Health Care
Live Virtual Conference

Keynote
Artificial Intelligence and the Future of Health Care Marketing

Sponsored by Chatmeter

Presented by:
Paul Roetzer
Founder & CEO
PR 20/20 | Marketing AI Institute

#MayoSHSMD

AHA Events

SHSMD Society for Health Care Strategy & Market Development℠

MAYO CLINIC

AI CAN BE YOUR COMPETITIVE ADVANTAGE

Artificial intelligence is forecasted to have **trillions of dollars in annual impact**, yet most marketers still struggle to understand what AI is and how to pilot it in their organizations.

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THE AGENDA

1. **What** is AI?
2. **Why** Should Marketers Use AI?
3. Piloting AI: **Problem-Based** Model
4. Piloting AI: **Use Case** Model
5. Tips for Buying **Smarter Tech**
6. AI + **You**
7. Closing **Thoughts**
8. **Q & A**

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What is Artificial Intelligence?

“AI IS THE SCIENCE OF MAKING MACHINES SMART.”

DEMIS HASSABIS
CO-FOUNDER & CEO, DEEPMIND

Source: Rolling Stone

WHAT IS MARKETING AI?

"THE SCIENCE OF
MAKING MARKETING SMART."

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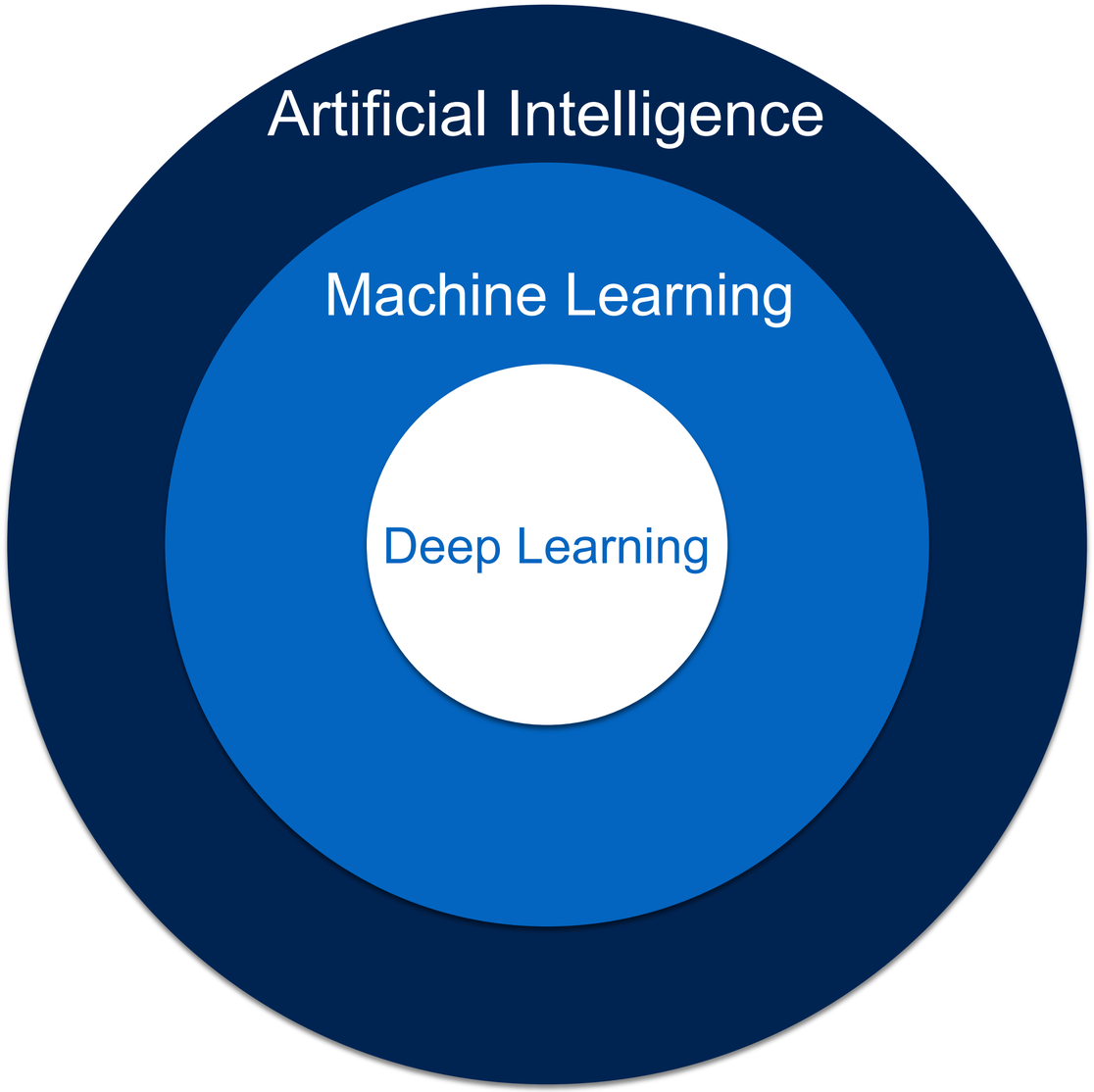

Machine learning is the primary subset of AI.

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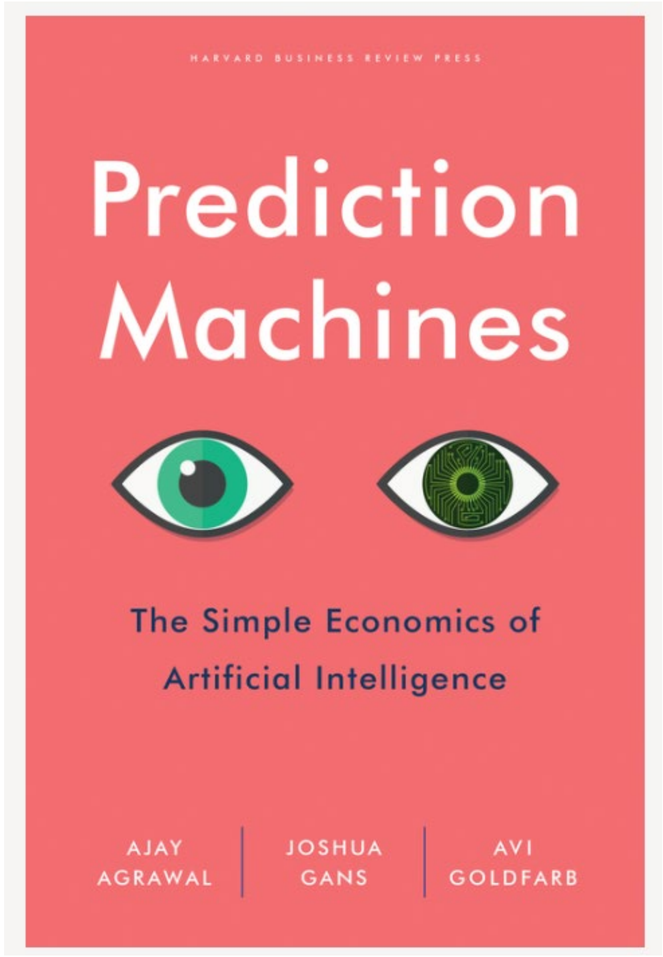
We can teach machines to be **human-like**.

We can give them the ability to **see**, **hear**, **speak**, **move**, **write** and, even, in some capacity, **understand**.

Image Source: Andreea Popa



We can tell them **what to predict**, and we can decide what to do with those predictions.

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LANGUAGE | VISION | PREDICTION

LANGUAGE | VISION | PREDICTION

- Natural Language Processing
- Natural Language Generation
- Sentiment Analysis
- Speaker Identification
- Speech-to-Text
- Text Analysis
- Text Extraction
- Text Generation
- Text-to-Speech
- Translation
- Voice Generation
- Voice Recognition

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- Emotion Detection
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- Movement Detection
- Video Recognition

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- Forecasting
- Pattern Recognition
- Personalization
- Recommendation

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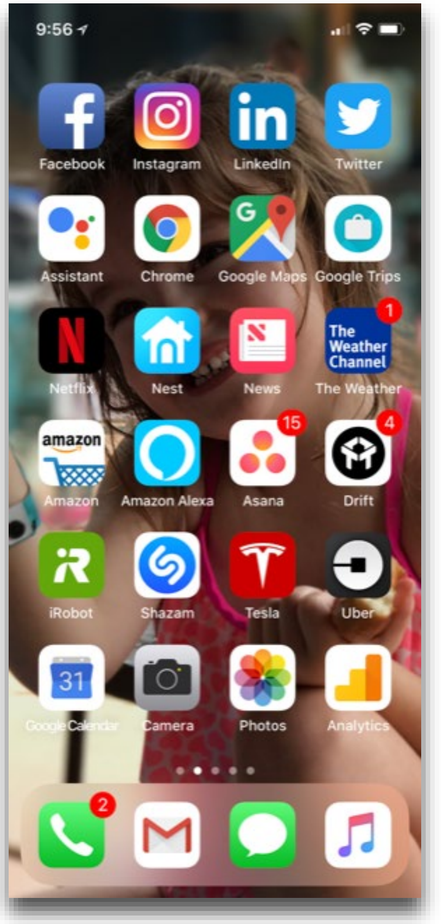

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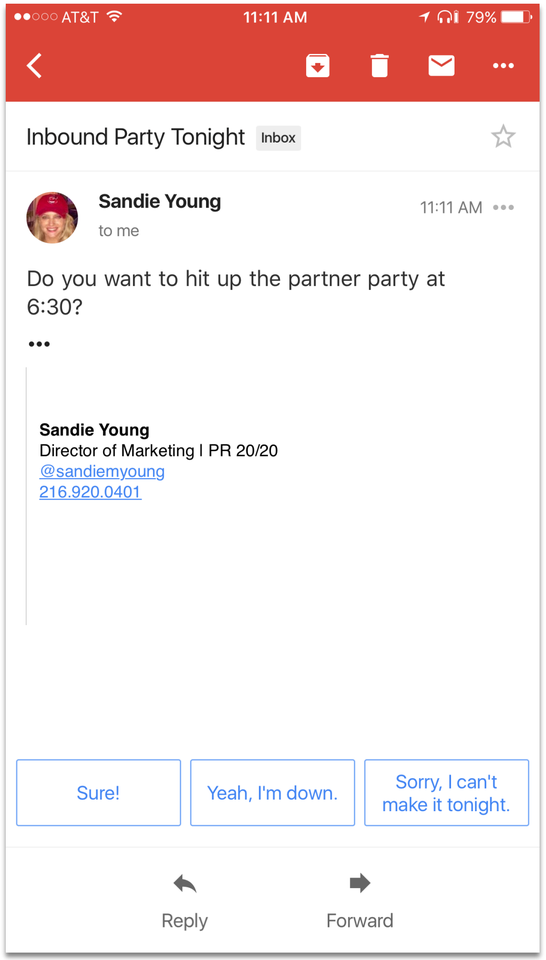

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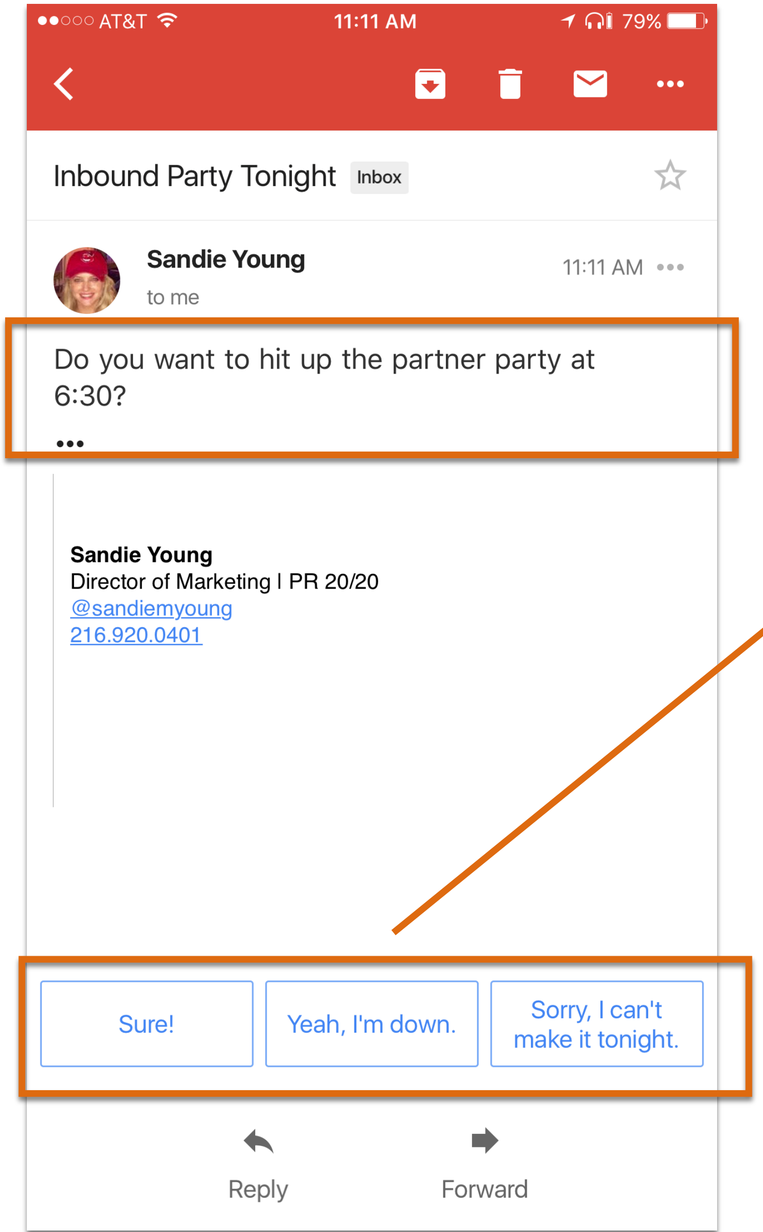
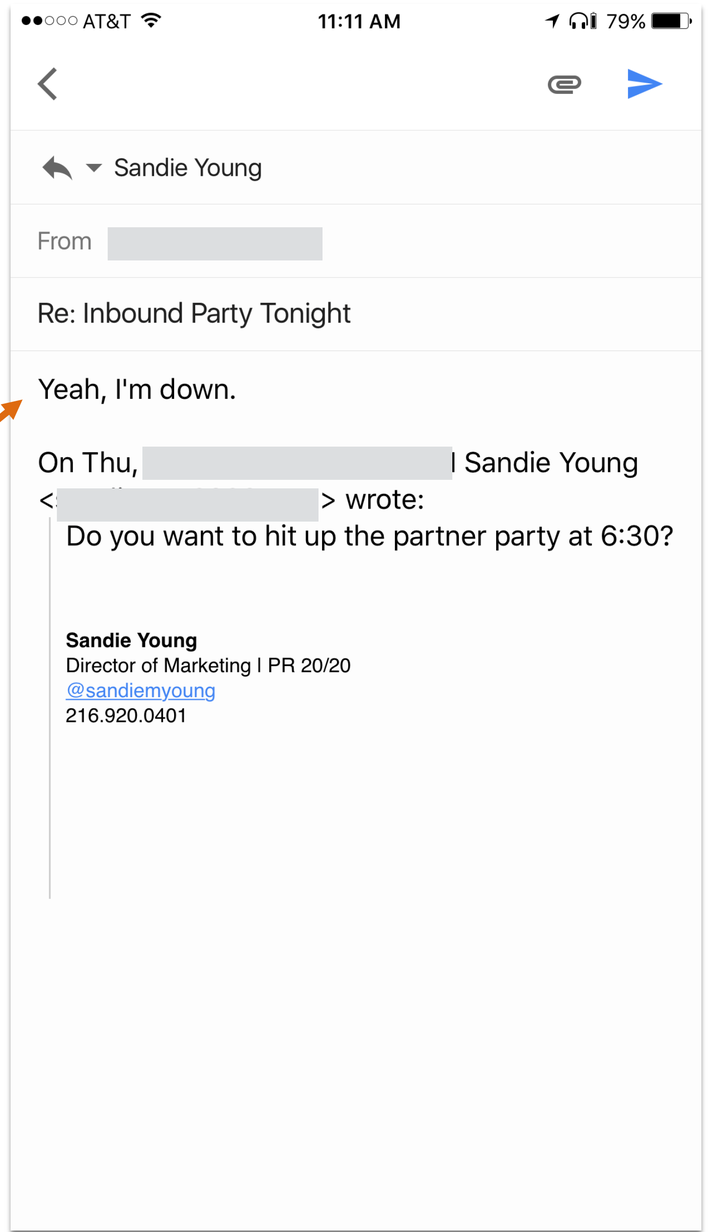

AT&T
11:11 AM
79%
Inbound Party Tonight
Inbox
Sandie Young
to me
11:11 AM
Do you want to hit up the partner party at 6:30?
Sandie Young
Director of Marketing I PR 20/20
@sandiemyoung
216.920.0401
Sure!
Yeah, I'm down.
Sorry, I can't make it tonight.
Reply
Forward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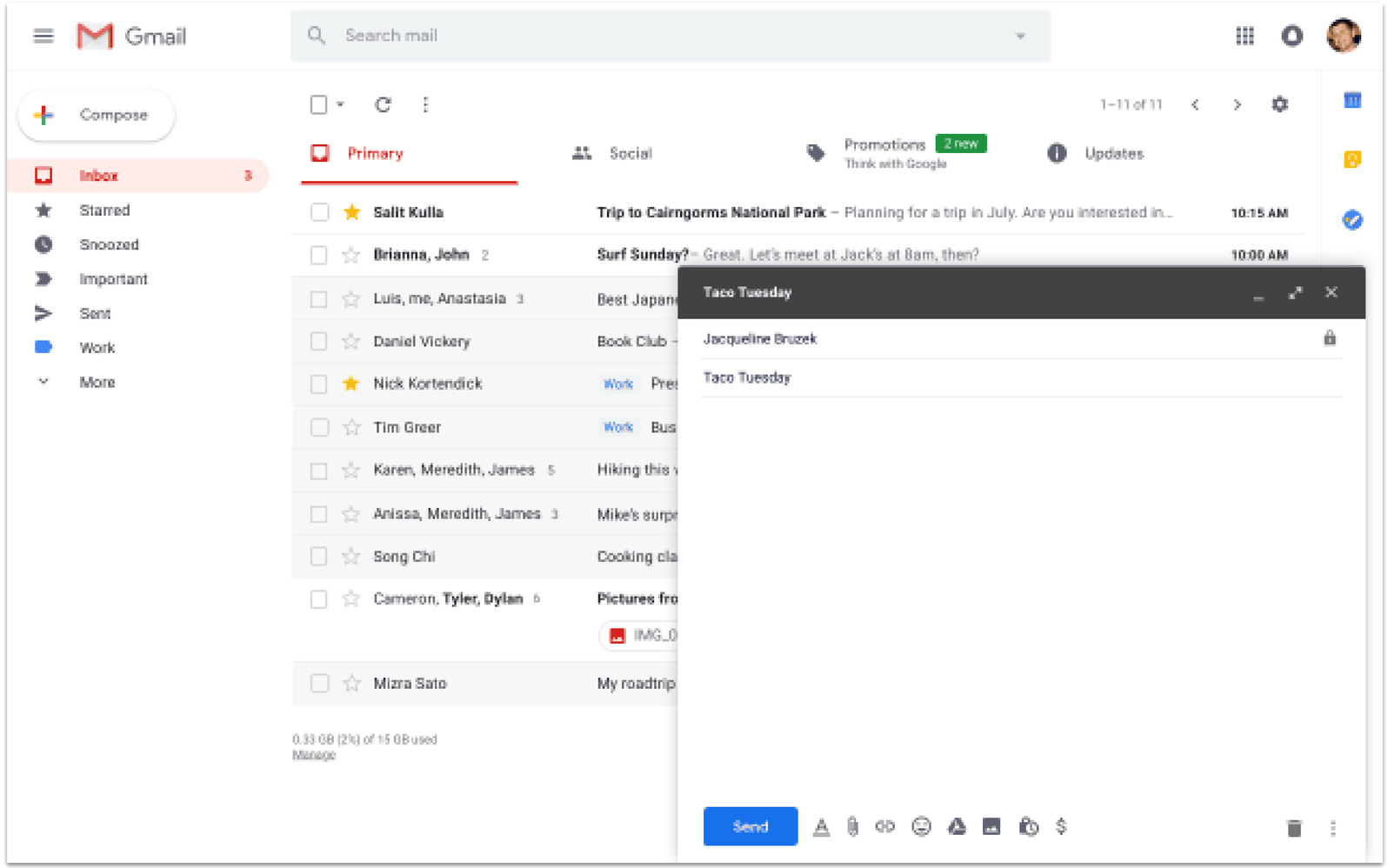

Source: [Google]

Your life is **AI-assisted**,
and your marketing will be too.

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Why Should Marketers Use AI?

“AI is probably the **most important thing humanity has ever worked** on. I think of it as something more profound than electricity or fire.”

— Sundar Pichai, Google & Alphabet CEO

Source: World Economic Forum

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"Google Cloud will be at the cornerstone of Mayo Clinic's digital transformation. We'll enable Mayo Clinic to lay out a roadmap of cloud and AI-enabled solutions and will help Mayo Clinic develop a bold, new digital strategy to advance the diagnosis and treatment of disease."

chiefmartec.com Marketing Technology Landscape ("Martech 5000")
April 2018
Advertising & Promotion
Content & Experience
Social & Relationships
Commerce & Sales
Data
Management
Mobile Marketing
Mobile Apps
Interactive Content
Video Marketing
Email Marketing
Call Analytics & Management
Events, Meetings & Webinars
Social Media Marketing & Monitoring
Retail, Proximity & IoT Marketing
Channel, Partner & Local Marketing
Sales Automation, Enablement & Intelligence
Audience/Marketing Data & Data Enhancement
Marketing Analytics, Performance & Attribution
Mobile & Web Analytics
Talent Mgmt
Product Mgmt
Budgeting & Finance
Collaboration
Search & Social Advertising
Native/Content Advertising
Video Advertising
PR
Print
Marketing Automation & Campaign/Lead Management
CMS & Web Experience Management
Customer Experience, Service & Success
CRM
Ecommerce Marketing
Ecommerce Platforms & Carts
iPaaS, Cloud/Data Integration & Tag Management
DMP
Compliance and Privacy
Customer Data Platform
Agile & Lean Mgmt
Vendor Analysis
AI makes marketing technology SMARTER.
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Produced by Scott Brinker (@chiefmartec), Anand Thaker (@AnandThaker), and Blue Green Brands.

AI **reduces costs** by intelligently automating repetitive, data-driven tasks.

Image Source: Carl Heyerdahl

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AI **drives revenue** by improving your ability to make predictions.

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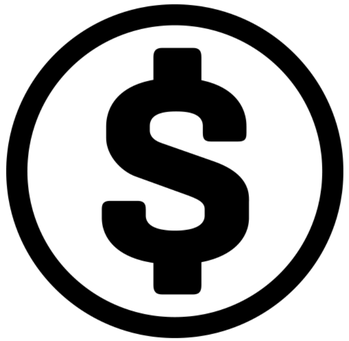
A little bit of AI can go a long way to reducing costs and driving revenue when you have the right data and the right use case.

You don't need to go from **all manual to fully autonomous** to see massive returns.



THERE ARE TWO PRIMARY WAYS TO GET STARTED

1. Problem-Based Model
2. Use Case Model

Piloting AI: Problem-Based Model

THE PROBLEM-BASED MODEL

In the **problem-based model**, you have a known pain point, a challenge that may be solved more efficiently, and at scale, with AI.

PHASE 1: DISCOVERY

1. Define the **problem statement**.
2. Build and prioritize the **issues list**.
3. Identify and prioritize the **key drivers**.
4. Develop an **initial hypothesis**.
5. Conduct **discovery research**.

PHASE 2: PLANNING

6. Validate **issues and drivers**.
7. Analyze options and build a **solutions matrix**.
8. Synthesize **findings**.
9. Develop **recommendations**.
10. Present the **final report and plan**.

SAMPLE TIMELINE

AI Consulting: Problem-Based Model			
	Month 1	Month 2	Month 3
1) Problem statement			
2) Issues list			
3) Key drivers			
4) Initial hypothesis			
5) Discovery research			
6) Issues and drivers validation			
7) Solutions matrix			
8) Findings synthesis			
9) Recommendations			
10) Final report and implementation plan			

SAMPLE PROBLEM STATEMENT

PROBLEM: Our **email database** has grown 25% YOY, but open rates remain below industry average and our **contact-to-customer conversion rate** has steadily declined.

VALUE: A two (2) percentage point **lift in conversion rate** could generate $100,000 in sales over the next 12 months.

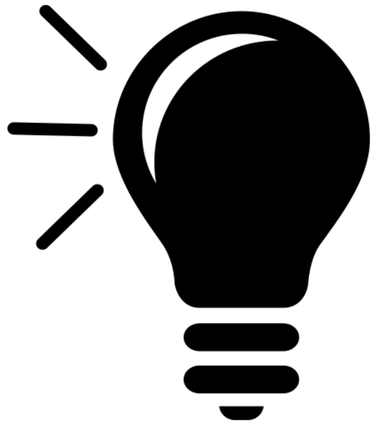
SAMPLE ISSUES

- Low **open rates**
- Low **click rates**
- Low sales **conversion rates**

SAMPLE DRIVERS

- List **fatigue**
- Email **creative**
- Duplicate **contacts**
- Lack of list **segmentation**
- Lack of **personalization**
- Highly **manual** processes
- Underutilized or missing **tech**
- Lack of **reporting** / performance management

SAMPLE INITIAL HYPOTHESIS



AI-powered technologies can be integrated to **intelligently automate use cases** that will drive email efficiency and performance.

DISCOVERY RESEARCH

- What talent, technology and strategy **gaps** exist?
- How is **performance** being monitored and reported?
- What **technologies** are being used?
- What is the structure and quality of **data**?
- How will **success** be measured moving forward?
- What are the current **processes** and activities?

THE SOLUTIONS MATRIX

- What are the **use cases**?
- Which **vendors** offer smarter solutions?
- Are there options to unlock smarter features with the **existing tech stack**?
- How do vendors compare on: features, pricing, industry specialization, API access, customer support, product roadmap, **AI vision, financial strength, compatibility, security, compliance, and ethics**?

SAMPLE EMAIL USE CASES

- Cleanse and **analyze** contact databases.
- Create **smart newsletters** personalized on an individual basis.
- Customize email **nurturing workflows** and content.
- Improve email **deliverability**.
- Optimize email **send time** at an individual recipient level.
- Segment **contact databases** and create **cohort groups**.
- Write **email subject lines**.

rasa

HubSpot

validity

seventh sense

Drift

Disclosure: Some vendors featured in this presentation may be Marketing AI Institute advertisers, sponsors or affiliates.

USE CASE FACTORS

1. **The value to intelligently automate** (**“value rating”**) all or portions of that activity, with value being defined by potential time and money saved, and the increased probability of achieving business goals.
2. **The ability to intelligently automate** (**“ability rating”**) the activity, based on existing AI tech, or solutions that could be built with the right resources.

USE CASE FACTORS

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Piloting AI Webinar Sample Email Use Cases		
Use Cases	VALUE to Intelligently Automate	ABILITY to Intelligently Automate
Cleanse and analyze contact databases.	4	5
Create smart newsletters personalized on a one-to-one basis.	5	5
Customize email nurturing workflows and content.	4	3
Improve email deliverability.	3	4
Optimize email send time at an individual recipient level.	3	5
Segment contact databases and create cohort groups.	3	4
Write email subject lines.	3	3

VALUE Rating Key

1 = No value
2 = Minimal value
3 = Moderate value
4 = High value
5 = Transformative

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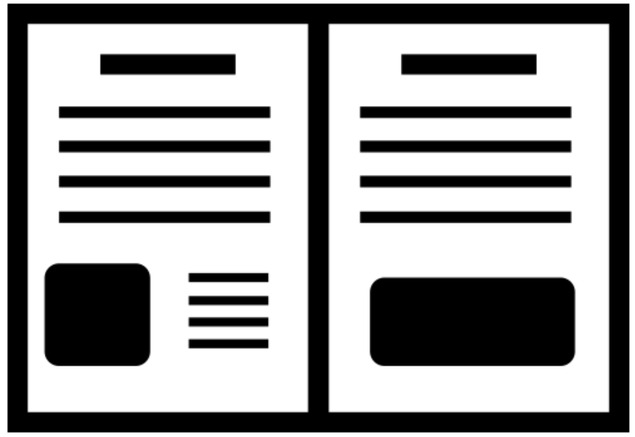
THE FINAL REPORT + PLAN

The **end deliverable** is a report with key findings and recommendations, and an implementation plan that details technologies, processes, timelines, milestones, goals and costs.



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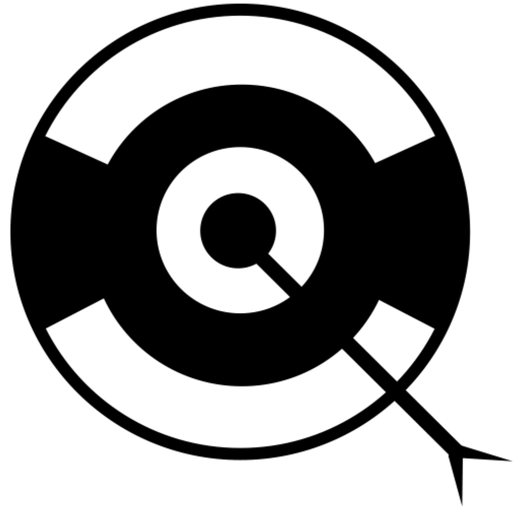
Piloting AI: Use Case Model

THE USE CASE MODEL

For most organizations, the best way to get started with AI will be **quick-win pilot projects** with narrowly defined use cases and high probabilities of success.



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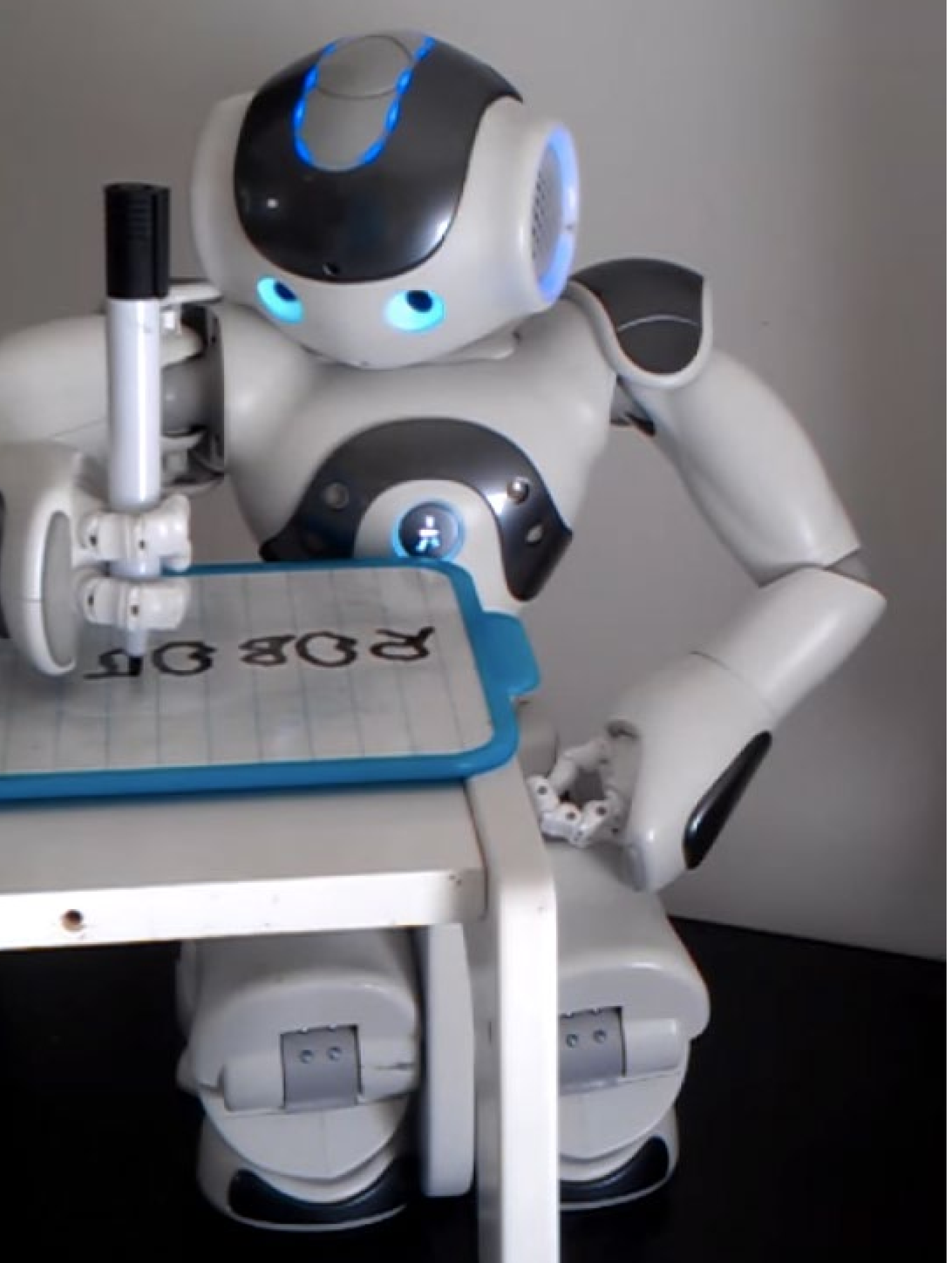

Assuming AI technology could be applied, how valuable would it be for your team to **intelligently automate** each use case?

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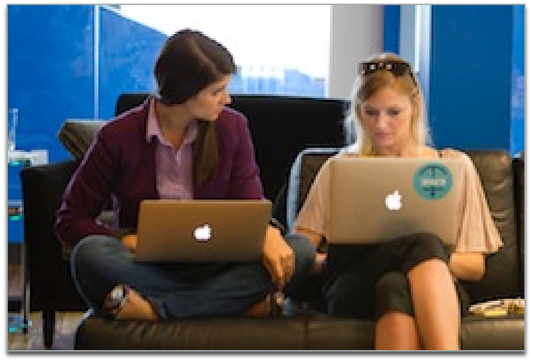

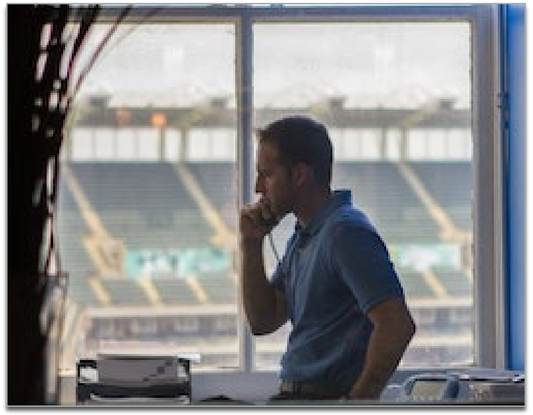

80% of what we do every day will be **intelligently automated** to some degree in the next 3-5 years.

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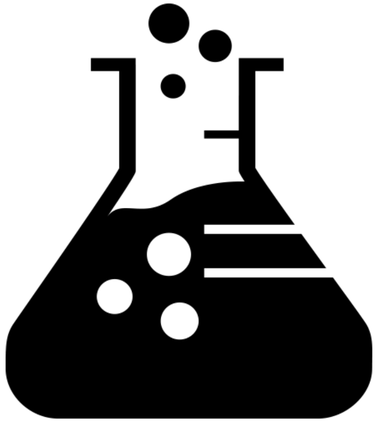
HOW TO IDENTIFY AN AI USE CASE

- Is it **data driven**?
- Is it **repetitive**?
- Is it making a **prediction**?



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AI + ADVERTISING

- Adapt **audience targeting**.
- Allocate and adjust **budgets**.
- Develop advertising **copy**.
- Monitor **competitor ad spend** and creative.
- Gain **insights** into ad performance.

albert™

PATTERN89

WordStream

[PERSADO]

Pathmatics

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AI + CONTENT MARKETING

- Analyze **existing content**.
- Choose **keywords and topic clusters**.
- Construct buyer **personas**.
- Create **data-driven content**.
- Recommend highly **targeted content** to users.

cobomba™

PathFactory™

BRIGHTEDGE

MarketMuse

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AI + DATA / ANALYTICS

- Build **attribution models**.
- Discover **insights** into campaign performance.
- Extract actionable insights from **unstructured data**.
- Forecast campaign **results**.
- Generate performance report **narratives**.

Google Analytics

CRAYON

blueconic

Lucidworks

mobilewalla

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AI + SOCIAL

- Build **influencer databases**.
- Draft and schedule social media **posts**.
- Identify real-time **news and trends**.
- Moderate **comments and reviews** at scale.
- Monitor brand **mentions and images**.

Lately

linkfluence

codec

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PR, COMMUNICATIONS & PUBLIC AFFAIRS

- Produce **press releases and media reports** with natural language generation (NLG).
- Build a **knowledge assistant/chatbot** for your brand's newsroom.
- Target **media contacts** with the greatest probability of generating coverage.
- Identify **brand logos** in photos and videos using image recognition.
- Monitor for **deepfake videos** of your company's executives and spokespersons.
- Perform advanced **sentiment analysis** on clippings and social posts/comments.

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Source: 20 Ways AI Could Transform PR and Communications

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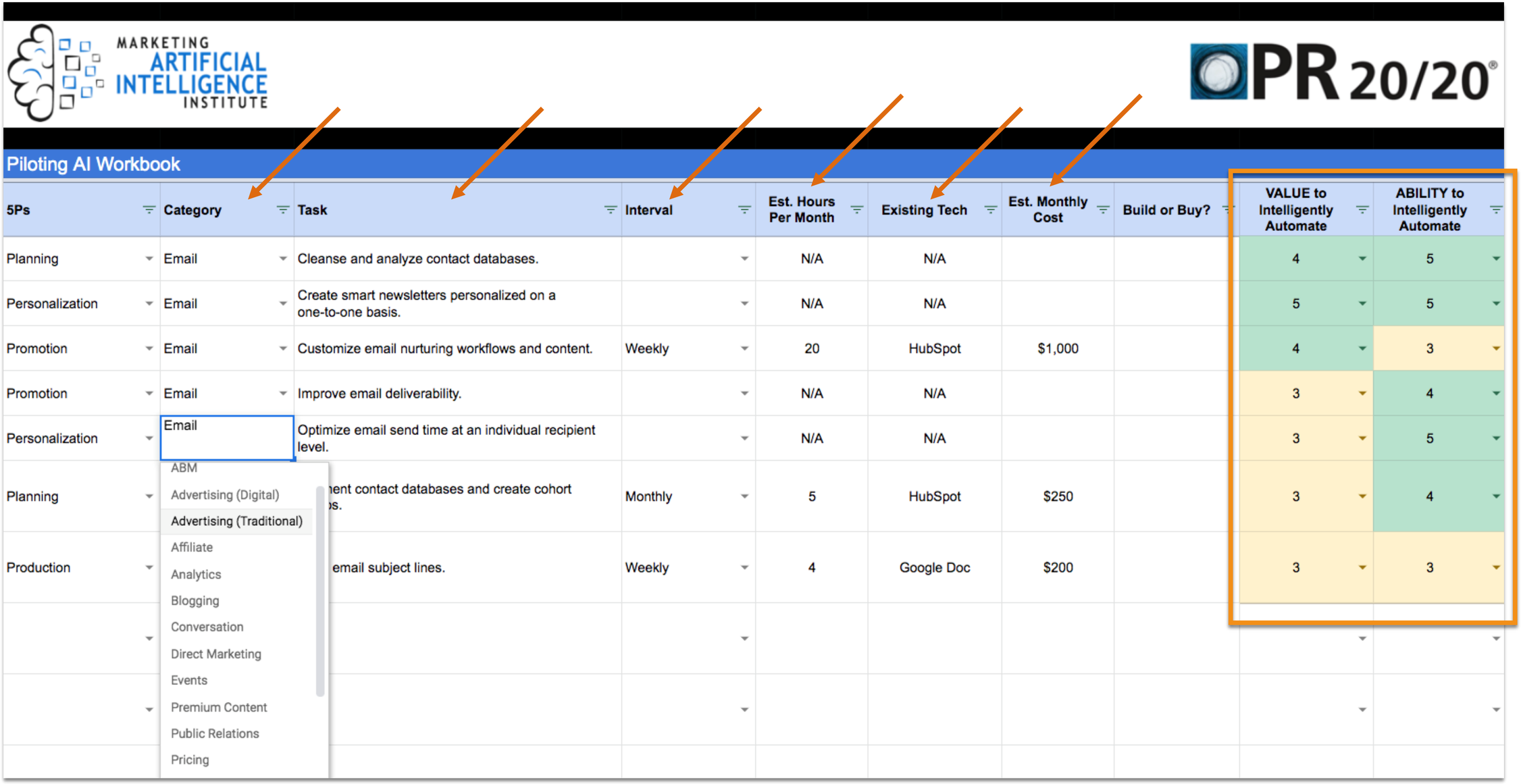
PILOTING AI WORKBOOK



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Piloting AI Workbook

5Ps	Category	Task	Interval	Est. Hours Per Month	Existing Tech	Est. Monthly Cost	Build or Buy?	VALUE to Intelligently Automate	ABILITY to Intelligently Automate
Planning	Email	Cleanse and analyze contact databases.		N/A	N/A			4	5
Personalization	Email	Create smart newsletters personalized on a one-to-one basis.		N/A	N/A			5	5
Promotion	Email	Customize email nurturing workflows and content.	Weekly	20	HubSpot	$1,000		4	3
Promotion	Email	Improve email deliverability.		N/A	N/A			3	4
Personalization	Email	Optimize email send time at an individual recipient level.		N/A	N/A			3	5
Planning		ent contact databases and create cohort s.	Monthly	5	HubSpot	$250		3	4
Production		email subject lines.	Weekly	4	Google Doc	$200		3	3

ABM
Advertising (Digital)
Advertising (Traditional)
Affiliate
Analytics
Blogging
Conversation
Direct Marketing
Events
Premium Content
Public Relations
Pricing

Tips for Buying Smarter Tech

Become an **informed buyer** of AI-powered technology.

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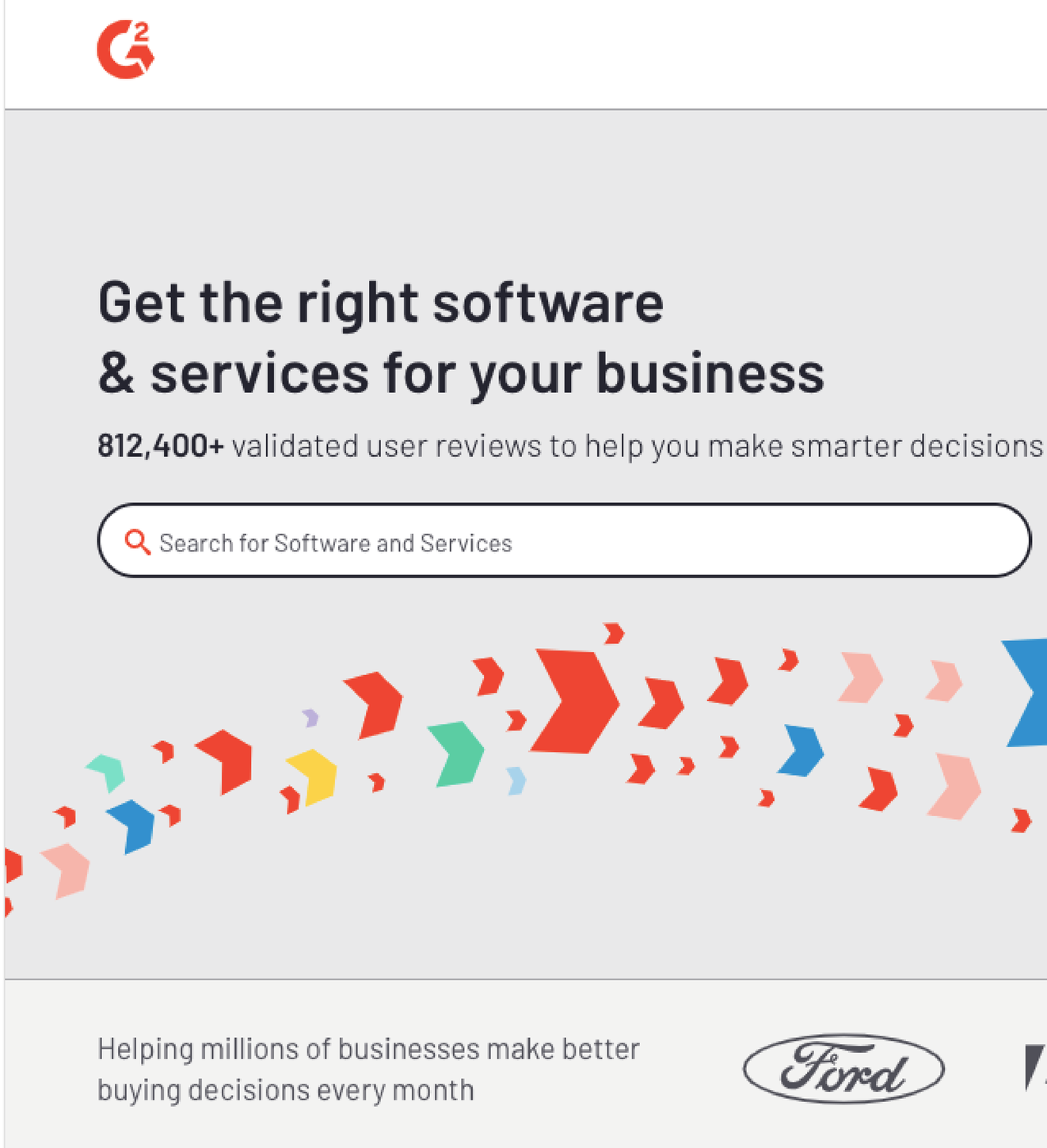

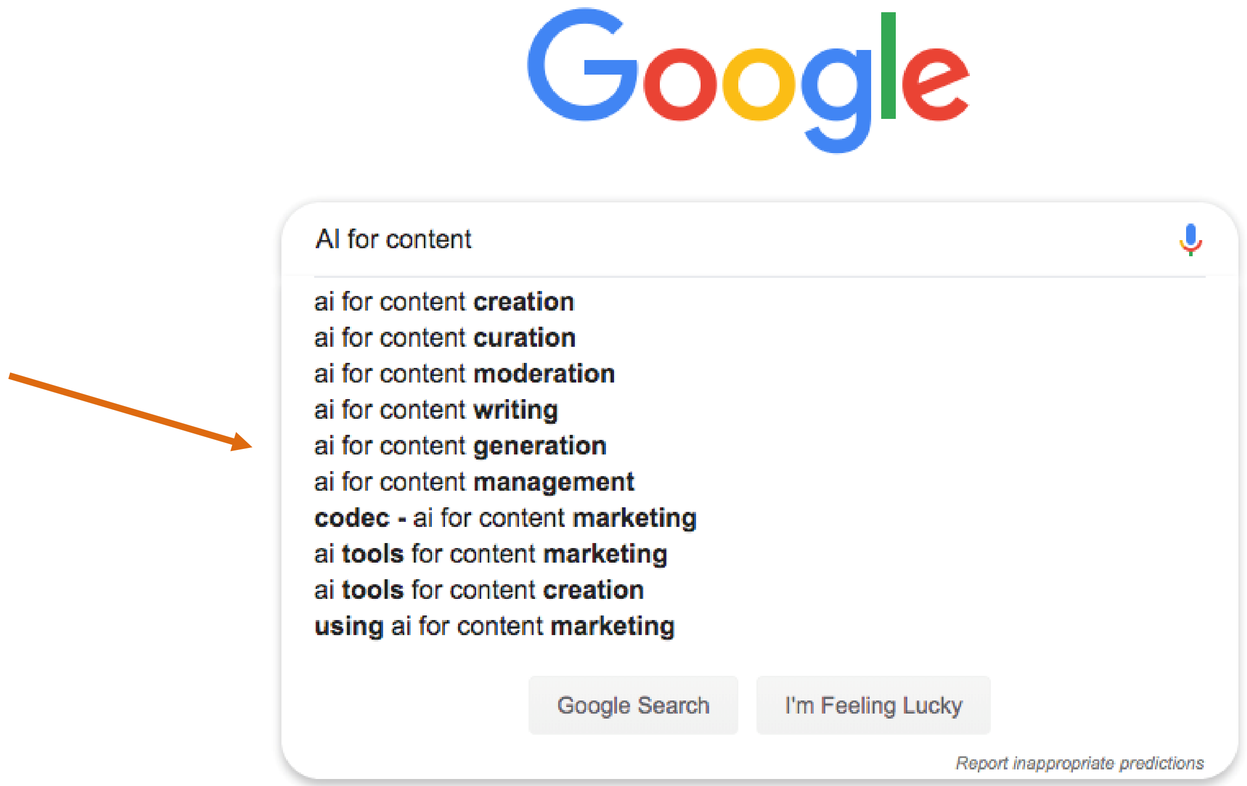

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QUESTIONS TO ASK VENDORS

1. My **top use case** is _____. Can you help?
2. How does your company **use AI** today?
3. What AI capabilities are on the **product roadmap**?
4. What **type of data** do I need for the solution to work?
5. Is there any type of **minimum size dataset** I need to use it?
6. What kind of **in-house capabilities** do I need?
7. Do you have any **case studies** specifically showing the AI features?
8. Does it **integrate** with ____?

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HOW IS YOUR SOLUTION SMARTER THAN WHAT WE'RE DOING NOW?

AI + You

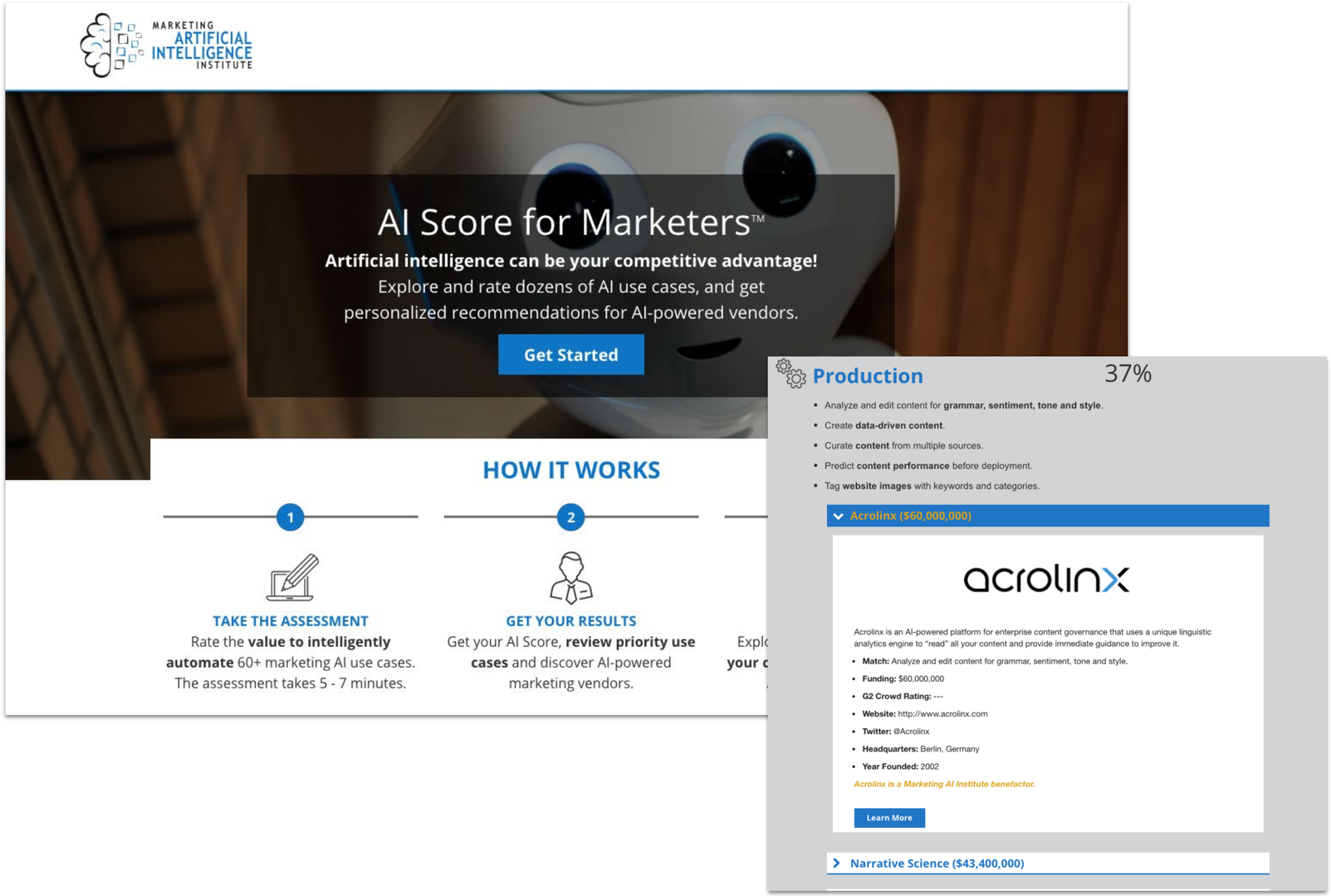
Beginner’s Guide to AI in Marketing

- **100+ resources**, including articles, videos, newsletters, books and courses.
- **Updated quarterly** with new resources.

bit.ly/marketing-ai-guide

AI Score for Marketers

- **Free assessment tool** with optional user registration page.
- **60+ use cases** across five sections with slider scale ratings.
- The report page features use-case based **vendor match recommendations** using conditional rules.



score.marketingAIinstitute.com

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- **5+ Certificates** for completion of select deep-dive Courses.
- **Quick Take videos** featuring simple answers to common AI questions and challenges.
- **Private Community** access to the AI Academy for Marketers Slack Group.
- **Ask Me Anything** Zoom sessions with Academy instructors.
- **Product demos** from leading marketing AI tech companies.

www.MarketingAcademy.ai

Closing Thoughts

WHAT IS UNIQUELY HUMAN?

Curiosity. Creativity. Strategy. Empathy. Emotion. Intuition. And, maybe most of all, **imagination**.

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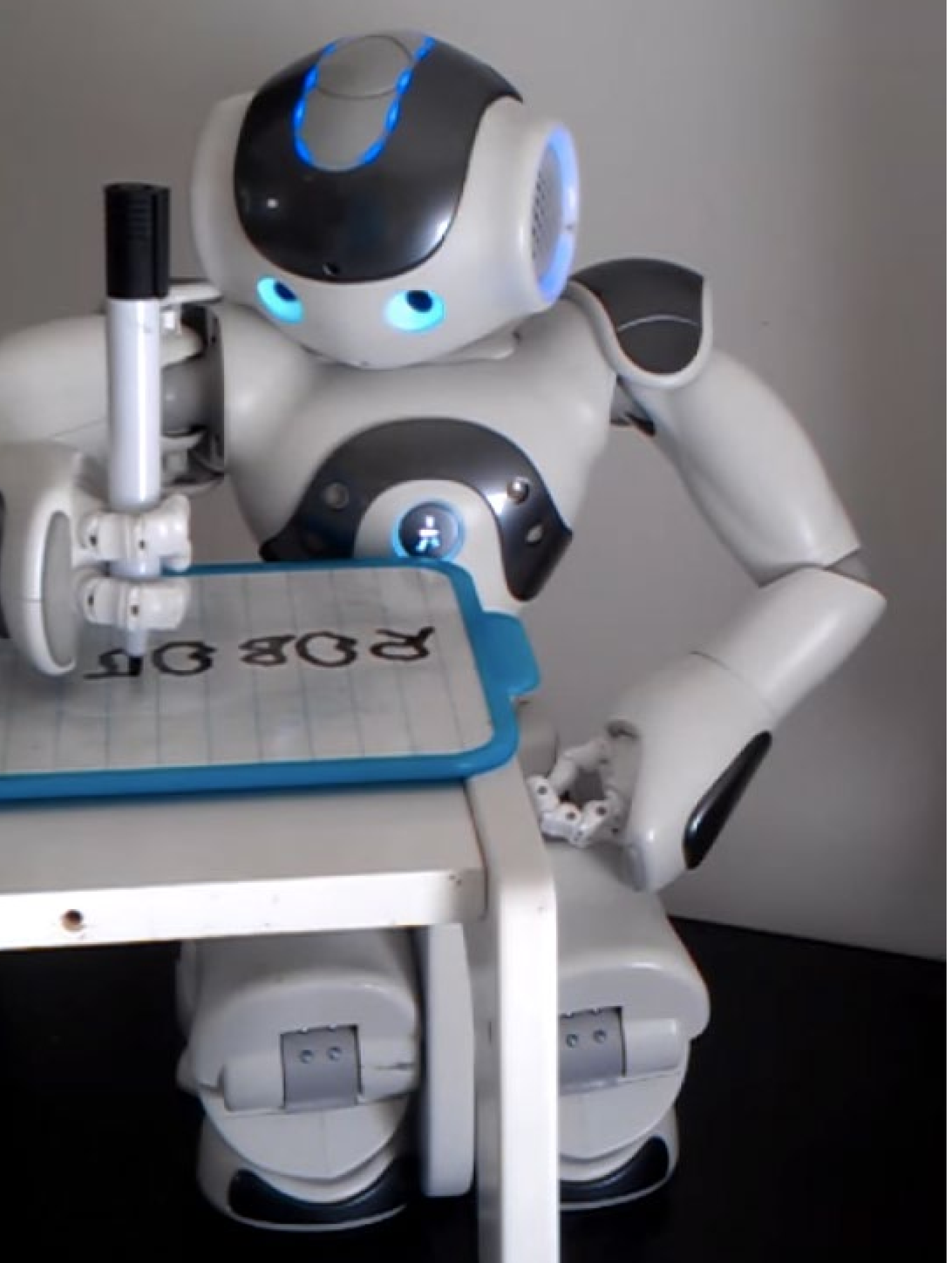

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We can give them the ability to **see**, **hear**, **speak**, **move**, **write** and, even, in some capacity, **understand**.

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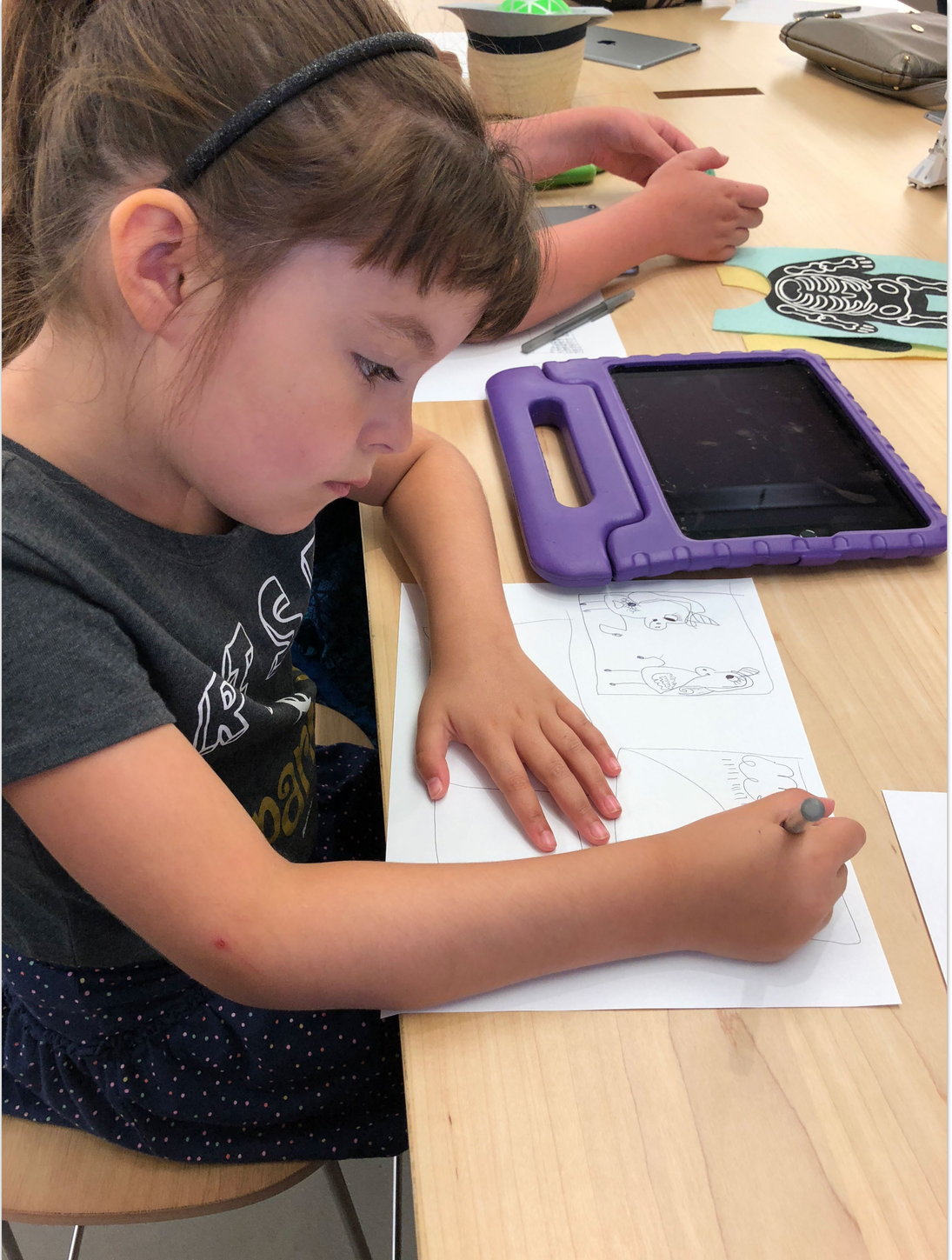

But, we can’t make them **human**.

And, as marketers, we must never forget that.

We aren’t trying to replace humans. We’re trying to **unlock their true potential**.

MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE

Being an **AI pioneer** comes with great **responsibility**.

Personalization, without invasion of privacy.

Intelligent automation, without **dehumanization**.

We can make marketing **more intelligent**,

and brands **more human**.

@PaulRoetzer

Questions?

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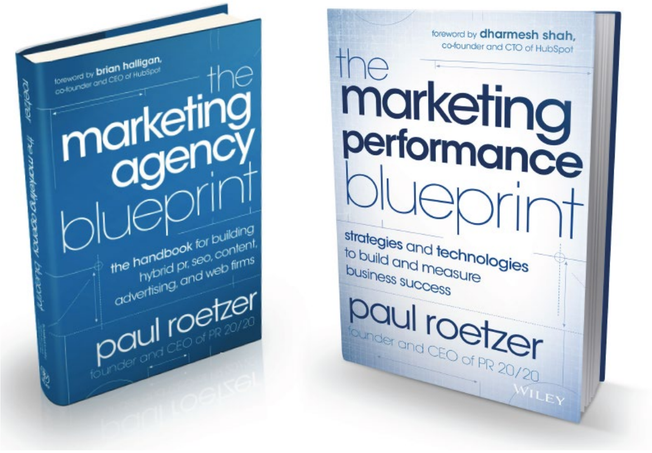

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