

Thursday, September 14 | 1:00 pm – 2:00 pm

Workshop | Breakout Sessions #2

AI in Law Firm Marketing: How to Do More with Less Using AI

Body of Knowledge: Communications, Technology Management

Presenter

- Jessica Aries | Digital Marketing Strategist & Consultant, By Aries

Session Overview

Artificial Intelligence (AI) has been steadily revolutionizing various industries, and the legal sector is no exception. The advent of AI in law firm marketing is not only changing the way firms operate but also redefining their marketing strategies. Consequently, law firm marketers must adapt to these new technologies to stay ahead of the competition. In this one-hour workshop, Jessica Aries will walk through how legal marketers can use free AI tools to streamline their marketing communications efforts and better leverage the data they already have to improve their marketing communications and digital marketing efforts. BONUS: AI wrote this session description.

Session Notes

- Reiterate based on itself
- Faults – Library of text and processes that information and predicts what you need but it doesn't have the full picture
- **AI Marketing Considerations**
 - Ethics
 - Info up to 2021
 - Chat GPT is working on watermarking its data, so it puts in human generated content in the future
 - Important that you are ethical in your usage and being honest about AI vs human created content
 - Confidentiality – Chat GPT owns the info so do not put confidential information into it
 - Intellectual Property- you do not own the information -
- Using the tools to simplify the lawyer talk

- AI won't replace marketers, but marketers who use AI will replace those who do not – important to evolve as marketers
- **Campaign Development**
 - Developing Personas
 - Identifying pain points
 - Identifying desires
 - Copywriting
 - Brand voice + Messaging
- Great marketing starts with great questions and understanding our clients and our firms needs
- Chat GPT Prompt – Results – Asked Questions – Develop Personas based on the answers you provide
 - Check for accuracy and use the human touch once it spits out information
 - From there you can prompt again to ask for Brand + Voice Messaging targeted at this persona
 - Can use the information they provide see if we are doing the things they suggest on the tactics & strategies -
 - Gap Analysis – You can take copy of your marketing materials and website to further the prompt to find gaps that this persona would want to see that isn't on the page
 - You can use Chat GPT to audit what you already have to see if you are missing anything that can be helpful/useful
- **Ways to Speed up Business Development with AI**
 - Can ask to take this persona to produce an outline for a pitch deck or a proposal to present to this persona
- Beautiful.ai - builds presentations based on the information put into the ai tool
- Crystal – You can put a linked profile into the tool, and it will do a disc assessment on the person and one step further the paid version can tell you how to interact with the potential client to get them to a place to say yes.
- **Complicated Marketing**
 - LinkedIn
 - Taplio – use generative ai to use past postings to suggest future posts
 - Carousel posts get more engagement
 - So now you can paste in a URL of your content, and it will turn it into carousel posts
 - You can use other people's posts and it will give you an icebreaker to reach out

- **Working with Video Content**

- Vidyo.ai - takes longform video content and will break it down into square and landscape into short form content automatically – crunches it down into smaller things
 - Much
 - Obis Clip
 - Parmonic
- Descript – forces subject to have eye contact
 - Edit video like a word doc
 - Transcribe
 - Overdub
 - Eye Contact
 - Studio Sound
 - Color Grade
 - Ai Voice Generator
- Chat GPT 4 – Plugin Vox Script – installed to review youtube content - You can put in your video content, and it will turn it into an article – you can tell it

- **Images**

- Midjourney is the best but still complicated
- The prompting requires a lot of effort, and it is at times more difficult than it's worth
- Takeaway – Don't fire your graphic designers yet

- **Analyzing Data Sets**

- Future will use these tools
- Not very user friendly now

- **AI Marketing Road Map – Add Picture**

- This is a quick paced changing tool – be sure to remain flexible to determine which ones are new shiny objects vs what's helpful useful and implementable