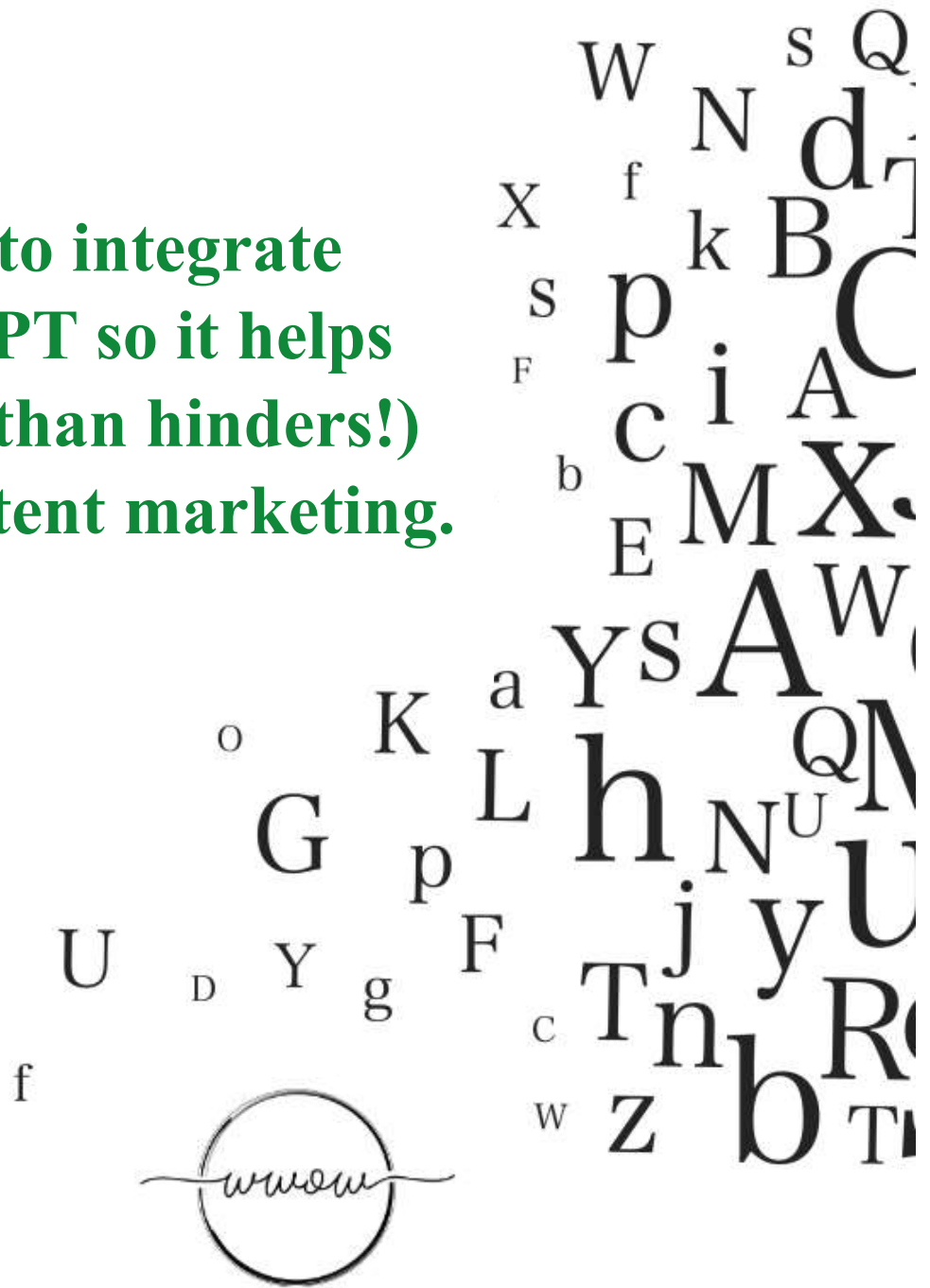


**How to integrate
ChatGPT so it helps
(rather than hinders!)
your content marketing.**



“Why won't my content convert?”

It's a problem that continues to plague marketers and the reason why we posed the question to the wordsmiths in the Wonderful World of Words.

Collectively, the wordsmiths in **Chapter 1: B2B tech** have worked with every type of business – from startup consultancies to major resellers and the giant vendors who reside in Silicon Valley. They've written books, won awards, established communities, spoken at conferences. Together they are specialists in:

- Tech:** including digital transformation, SaaS, cloud, cybersecurity, data analytics
- Industry:** including healthcare, finance, HR, management consultancies
- Content type:** including articles, white papers, case studies
- Domain:** including PR, journalism...even engineers who have sat in the IT department!

This white paper contains the outcomes of their discussion at our most recent roundtable, along with practical advice you can take back to your desk and use today (of course, if you'd rather use the skills of a professional copywriter or content writer, our details are at the end!).

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Have you tried ChatGPT yet?
[Create an account and get started here...](#)

The rise of the machines

On 30 November 2022, OpenAI released ChatGPT – a generative AI tool that uses natural language processing (NLP) to ingest data, understand it, and create a response that mimics human language. Overnight it became the fastest growing app of all time.^[1]

1 million
users in just five
days^[2]

100 million
users two months
after launch^[3]

60 million
visits per day^[4]



The science bit...

ChatGPT stands for Chat:

Generative: the ability to write from scratch.

Pretrained: the model learns from data it has previously ingested.

Transformer: the underlying software architecture.

Inspired by the structure of the human brain, it is built using large language models (LLMs) to create a deep neural network (DNN). This allows the software architecture to learn by processing data and fine-tuning its parameters to identify common patterns within complex speech.

Full transparency...

When GPT-4 launched in March 2023, those of us within the writing communities had a bit of a panic. Our social feeds were full of posts about how our jobs were about to be made redundant, work seemed to disappear as marketers experimented with the new shiny thing, and the horror stories started to emerge:

"I've heard rumours of writers being asked to prove their work is authentic by writing live in a Google Doc so the client can watch."



But what goes around, always comes around

Back in the early 90s, the hype was all about the Internet. We even met our friends in Internet cafés because being on the web was a big thing. The same thing happened with content marketing. Bursting onto the scene, it felt like it was going to save the world - or at least our brand awareness campaigns.

But where are these things today?

Today, the Internet sits quietly in the background underpinning everything we do, and content is just part and parcel of what a marketing team does. They're important - you probably can't do your job without them - but we don't view them as exciting because they're so ingrained in the way we work.

Everything is cyclical and once you've hit the peak of the hype cycle – where ChatGPT is now - the new shiny thing simply fades and blends into 'business as usual'. Therefore, if you take your communications seriously and want quality content, you need to know how to integrate ChatGPT into the way you work.

A word of warning!

ChatGPT isn't a silver bullet and it's not a human replacement. ChatGPT is a tool, and like every tool it has its limitations. By OpenAI's own admission^[5], ChatGPT suffers with:

Accuracy: it may generate incorrect information and doesn't cite sources.

Ethics: it may produce harmful instructions or biased content due to the data it's been trained on.

Ego: it is excessively verbose and fails to ask clarifying questions when it isn't sure.

Limited knowledge: it only knows what happened before 2021 because of the data it was trained on.

And when it comes to your marketing campaigns, ChatGPT even admits it will struggle to create content that converts due to:

- Lack of personalisation
- Poorly optimised call-to-action
- Ineffective understanding of value propositions
- Lack of trust and social proof
- Inadequate targeting

So how are marketers using ChatGPT today? Why is that putting their content at risk? And what can you do to ensure ChatGPT supports your marketing efforts?



The problem with ChatGPT is it creates...

Content for content's sake

Always keen to stay ahead of the latest trend, some agencies began offering 'ChatGPT Editing Services'. The idea is you get cheaper content because it's generated using AI, with a human simply giving it the once over. However, less than 3 months after launching these new services, the agencies are already rethinking their decision because...

"What AI churns out isn't cutting the mustard."

Long gone are the days when marketers simply 'threw spaghetti at the wall to see what sticks'. Marketing isn't a numbers game. Marketing is a strategic discipline that uses creativity to target specific niches in different ways. So when ChatGPT admits it lacks the ability to personalise content, it's not surprising these editing services haven't taken off.



Take a moment to consider one of the most effective tactics at your disposal, Account-Based Marketing (ABM), where you speak to one person at one company. When you've identified the specific issues they face, you can create personalised content, which speaks to that individual.

AI can't do that.

By its own admission, ChatGPT has inadequate targeting, so it's only ever going to be able to speak to the masses. This means the content needs to be generic – and as we all know, generic content never converts.

Duplicated content

ChatGPT has one massive flaw, and most marketers haven't realised it yet...

Out of curiosity, one of our wordsmiths performed an experiment with a client. Sending the subject matter expert some questions, both writer and client used slightly different prompts to 'interview' ChatGPT.

The result?



Not similar copy, but a carbon copy – the exact same output with the exact same wording.

Imagine you used ChatGPT to create an article about the latest trends for the modern workplace. Your article will be a duplicate of the article any other organisation, or competitor, has created using the technology. No one sounds the same, which leads to brands becoming interchangeable – and on a tactical level, you're all competing for the same keywords, which means no-one is going to rank. Furthermore, you're churning out content, which is never going to convert. And you are in no way demonstrating thought leadership from your subject matter experts, which shows the value that your brand delivers.

Something to ponder...

If ChatGPT wrote the content, does it really belong to you?

What would stop someone else from legitimately stealing that content?

Content that leaves you feeling cold

We can't deny that ChatGPT is a sophisticated tool – never before have we had the ability to generate content from scratch using technology. However, there is a big and really important difference between information and communication. Eddie Shleyner, Founder of [VeryGoodCopy](#), beautifully demonstrates the difference with this example:

I asked one of the big AI writing engines a question:

“Can you describe meeting your first born child?”

The AI thought for a moment, then it produced 88 words:

Meeting my first born child was a truly magical experience. It was a moment of joy and excitement that I will never forget.

When I held my newborn for the first time, I felt a wave of love and warmth that I had not experienced before. I was filled with so much joy and pride that I was now a parent.

My little one looked so peaceful and content in my arms. Seeing my baby for the first time was an unforgettable moment that I will cherish forever.

I read it, then wrote my own description (limiting myself to the same 88-word count):

“He’s so quiet,” I said, looking up at the nurse.

She smiled behind her mask. We all wore masks. Gowns, too. Gloves and hairnets, too.

“Is that ok?” I said. *“Is it ok he’s not crying?”* (I thought healthy newborns cried.)

“It’s ok,” said the nurse, *“he’s quiet but alert,”* she said. *“Just look at him looking at you.”*

I looked.

“He’s looking right at you.”

He was. He was looking in my eyes.

“He’s saying hello,” she smiled.

“Hello,” I said. I felt like crying. *“Hello, son.”*

[Read the full article here...](#)

Both sets of copy meet the brief. But while the human copy makes you goose bumpy, the AI-generated copy leaves you feeling cold, because it doesn't add the emotional layer that gets you to feel.

You can give your audience all the facts in the world, but facts only ever lead to reasoning. It's only emotion that converts your audience because you make a personal connection that leaves them feeling compelled to take action.

Inaccurate content

In the Wonderful World of Words we are fortunate to benefit from the expertise of ex-IT professionals. People who have sat in IT departments configuring infrastructures and developing apps. People who essentially 'get' how technology works and why.

When OpenAI launched ChatGPT, one of our wordsmiths performed extensive research into the technology and made a startling discovery...

Human language is complex. It has intent, nuances, colloquialism, synonyms, sarcasm, slang – which developers have spent years trying to unpick. Their objective was to figure out how users can ask search engines questions in natural language, rather than force users to craft a prompt based on how they think the underlying database is organised.

And they did it. NLP was the breakthrough we needed to unlock a new wave of innovation using AI. When the academic paper was published, OpenAI, and many other machine learning tools in the current wave of generative AI, built their models using NLP.

But there was a problem.

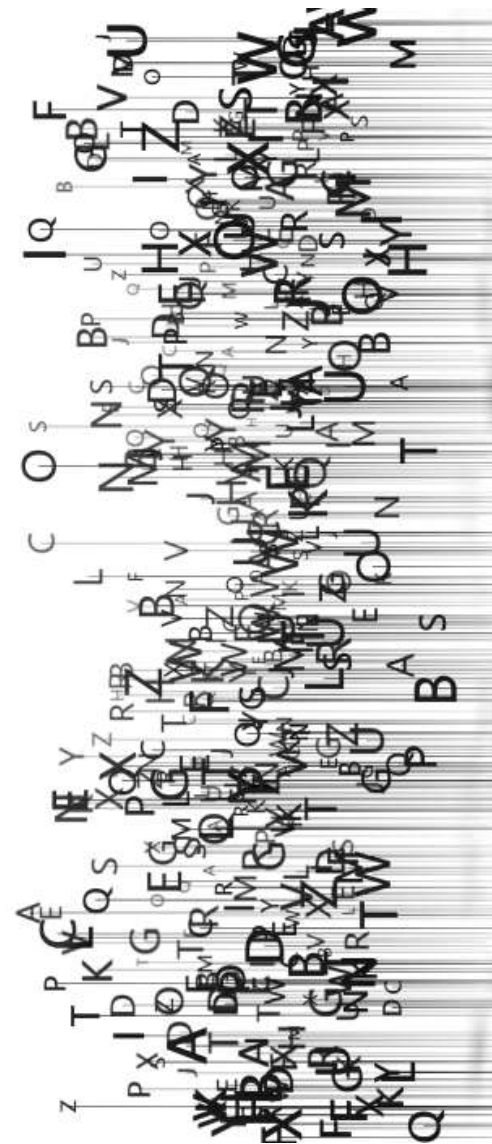
The paper focused on how to maximise the range of NLP to make it look and sound as **plausibly human** as possible.

But things that are plausible are not always accurate. Therefore, you cannot trust what ChatGPT says because accuracy was never the priority when the model was developed and trained. Ask it a question, and you will always get an answer. But:

Any stats and research reports could be fake: fail to check sources, and it can land you in hot water – two New York lawyers landed a \$5,000 fine after submitting a legal brief with fake case citations generated by ChatGPT.^[6]

Information could be factually inaccurate: highly likely when it was trained on data from Wikipedia^[7].

Content could be biased: again, highly likely if the data it's trained on, is subject to unconscious bias.



7 ways you can use ChatGPT to best effect today

Like every marketing tool, ChatGPT has its limitations. But it also has some interesting use cases – in particular, as a good starting point for...

High-level research

If you're new to a subject and you're not sure where to start, ChatGPT can act in the same way as a search engine. Ask it a simple question and it will quickly surface some areas that you can research in greater depth.

List 3 current trends in the modern workplace.

Certainly! Here are three current trends in the modern workplace:

Hybrid Work Models: Many organizations are embracing hybrid work models, which combine remote and in-person work arrangements. This trend allows employees to have more flexibility in choosing where and how they work, while also fostering collaboration and maintaining a sense of connection.

Employee Well-being and Mental Health Focus: The well-being and mental health of employees are receiving increased attention in the modern workplace. Employers are implementing wellness programs, offering mental health resources and support, and promoting a healthy work-life balance to ensure the overall well-being of their workforce.

Automation and Artificial Intelligence (AI): Automation and AI technologies are being adopted to streamline processes, improve efficiency, and augment human capabilities. Organizations are leveraging automation to handle repetitive tasks, while AI is being used to enhance decision-making, customer experiences, and data analysis. This trend is reshaping job roles and requiring employees to upskill and adapt to new technologies.

SEO keywords

If Search Engine Optimisation (SEO) isn't your strong point, identifying the 'right' keywords can feel a bit daunting. ChatGPT is skilled at detecting synonyms, so can be a useful tool to help you identify those initial keywords, ready for further research into search volumes and competitiveness.

What are the best keywords to rank for B2B copywriter?

When it comes to ranking as a B2B tech copywriter, targeting the right keywords is essential. Here are some of the best keywords to consider:

1. B2B tech copywriter
2. B2B technology writer
3. B2B copywriting services
4. Technology content writer
5. Technical copywriter
6. B2B IT copywriter
7. Technology marketing writer
8. B2B software copywriter
9. Tech content creation
10. IT copywriting services

Content ideation

The 'hub and spoke' technique is one that content writers frequently use to explore a topic in depth. In the centre (hub) you place your product/service/idea/trend/theme, and then around it you place anything and everything that relates to it (spokes). These ideas are then refined and prioritised to help inform your content plan.

Where ChatGPT can help is to create the 'spokes'. Simply ask a prompt about your 'hub' – for example, 'data and analytics' – and in a few seconds it will return a list of ideas for you to explore further.

List 10 blog titles about data and analytics

Certainly! Here are 10 blog title ideas about data and analytics:

1. "The Power of Data: Unleashing Insights for Business Success"
2. "Demystifying Data Analytics: A Beginner's Guide"
3. "The Role of Artificial Intelligence in Data Analytics"
4. "Data Visualization: Transforming Numbers into Actionable Insights"
5. "Predictive Analytics: Unlocking the Future with Data"
6. "Leveraging Big Data for Competitive Advantage"
7. "The Ethics of Data Analytics: Balancing Privacy and Innovation"
8. "Data-Driven Decision Making: How Analytics Drives Business Success"
9. "Mastering Data Governance: Ensuring Quality and Compliance"
10. "From Raw Data to Actionable Insights: The Analytics Journey"

Think: where can you use ChatGPT to enhance your current working processes?



A/B testing

A powerful technique in every marketer's toolkit, A/B testing allows you to experiment and refine elements of your content, which optimises your campaigns and boosts their return. Use ChatGPT to generate alternative headlines or subjectlines for you to trial.

Write 3 alternative headlines to 'How to create SEO content that engages your target audience'

1. "Crafting Compelling SEO Content: Captivate and Connect with Your Target Audience"
2. "Mastering Audience Engagement: Strategies for Creating SEO-Optimized Content"
3. "The Art of Engaging Your Target Audience through SEO Content Creation"

Editing

ChatGPT can help you to enhance your copy. As you go through your content, you may come across a clunky sentence, one that doesn't quite feel right, or even a word that seems to stick out (for all the wrong reasons!). Why not ask ChatGPT for an alternative, a metaphor, or ideas for improvement?

What's a better way to phrase 'cloud solutions'?

Here are a few alternative phrases you can use instead of "cloud solutions":

- Cloud-based services
- Cloud computing offerings
- Cloud-powered solutions
- Cloud technology solutions
- Cloud-enabled services
- Cloud infrastructure solutions
- Cloud-native solutions
- Cloud deployment options
- Cloud-based applications
- Cloud computing solutions

Social starters

While ChatGPT is not a great tool for generating an original article, if you provide the context – such as a white paper, case study, or ebook - it can be useful for creating social snippets that drive traffic to that asset. But please don't share anything that is under NDA, because you don't want to land yourself in hot water.

Write 3 Tweets about this blog:
<https://wonderfulworldofwords.co.uk/4-content-marketing-lessons-ive-learnt-from-my-cat>

"Discover unique content marketing lessons from an unexpected source: cats! Check out this insightful blog post that explores the feline wisdom behind successful content strategies. Meow-velous read! 🐾
#ContentMarketing #LessonsFromCats"

"Curious about how your feline friends can teach you a thing or two about content marketing? Dive into this captivating blog post where the author shares four valuable lessons inspired by their cat's behavior. It's a purr-fect blend of insights and cuteness! 🐾
#ContentMarketing #CatWisdom"

"Attention all content marketers and cat lovers! This blog post is a delightful blend of marketing wisdom and adorable anecdotes. Uncover the four valuable lessons the author has learned from their furry companion. Don't miss out on this unique and insightful read! 🐾💡
#ContentMarketing #CatLovers"

Descriptions

Content marketing isn't just about the big-ticket items, like blogs, articles, case studies, white papers...etc. Attention also needs to be given to all the small spaces that are often overlooked. Product descriptions, image captions, and meta descriptions are great opportunities to communicate with your audience, and ChatGPT can create some initial ideas to get you started.

Write a meta description for this page:
<https://wonderfulworldofwords.co.uk/about>

Discover the fascinating world of words at Wonderful World of Words. Our About page gives you an insight into our passion for language, our diverse team of writers, and the services we offer. Explore the wonders of storytelling, content creation, and language expertise. Join us on this linguistic journey today.

How will ChatGPT fit into your content marketing strategy?

Only professional writers possess the language and life experience to create content that makes an emotional connection with the audience. They have the problem-solving mindset that allows them to think strategically about the problem. They see beyond the technology to understand how it can make the audience feel - and when we feel, we become emotionally invested, which significantly increases the likelihood of conversion.

Marketing tools exist to serve a purpose.

Google Analytics. HubSpot. Mailchimp. Buffer. Hootsuite. SEMrush. Ahrefs. Moz. Google Ads. Facebook Ads Manager. LinkedIn Ads. Twitter Ads. Instagram Insights. Hotjar. Optimizely. Unbounce. Leadpages. Zapier. Trello. Asana. Slack. Adobe Creative Cloud. Sprout Social. Mention. BuzzSumo. Sprinklr. Google Tag Manager. SurveyMonkey. Google Trends. WordPress. Yoast SEO. Moz Keyword Explorer. Buffer Publish. Wistia. Google Optimize. Salesforce. Pardot. Marketo. Drift. Intercom. Kissmetrics. Mailshake. Clearbit. Sendinblue. Klaviyo. ActiveCampaign. Shopify. WooCommerce. BigCommerce. Shopify Plus. Magento. Wix. Squarespace. ClickFunnels. Instapage. OptinMonster. Sumo. Google Search Console. CrazyEgg. Finteza. Snov.io. Outbrain. Taboola. Facebook Business Manager. Google My Business. Local SEO Checklist. Moz Local. BrightLocal. Yext. SEMrush Listing Management. Zoom. GoToWebinar. WebinarJam. Loom. Adobe Photoshop. Canva. Crello. Piktochart. Animoto. Powtoon. Google Workspace. Microsoft 365. Dropbox. Evernote. Grammarly. Hemingway Editor. ToggI. Harvest. Google Drive. Slack. Monday.com. Jira. Basecamp. Salesforce CRM. Pipedrive. Zoho CRM. HubSpot CRM. Freshworks CRM.

...and now Chat GPT.

Marketers who get distracted by the new shiny, risk undoing all the hard work they've invested to date. But the few who use it wisely reap the rewards because they figured out how it can enhance their internal capabilities.



Step into the **Wonderful World of Words**

The Wonderful World of Words provides original, community generated thought leadership from the industry's masters, who have *'been there'*, *'done that'* - and probably wrote the slogan on the t-shirt.

When you step into the Wonderful World of Words, we can help you discover why your copy doesn't convert, reveal the latest industry trends, and unlock tried and tested strategies to overcome your barriers to success.

Meet your wordsmiths:



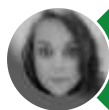
Alice Hollis (*alicehollis.co.uk*)
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Visit: wonderfulworldofwords.co.uk/contact

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