The Gen AI content marketing revolution has begun.

We’ve all seen how generative artificial intelligence (Gen AI) models can mimic human thinking, creativity and decision-making. They are built on massive datasets—text, images and videos—that have been used to train them. As a result, Gen AI can produce content that is not only human and relevant, but also strategic and on-brand.

An important consideration for all companies is whether to use Gen AI tools for content generation. While early adopters of this technology have already proven the potential of Gen AI in marketing, there are still significant gaps and risks that businesses must address.

Early adopters achieve unparalleled value.

Firms that have already integrated Gen AI into their content strategy, including Goya Foods, 2020 Vision, and Deloitte Consulting, are experiencing dramatic improvements in a range of content-related KPIs. These include higher employee productivity, increased content volume, and a boost in the performance of their content campaigns. These results point to an increasing reliance on these tools to produce higher quality creative content.

Modelling a path to growth.

To better understand the impact of Gen AI on content marketing, Deloitte Consulting conducted a survey of 650 leaders at US business-to-consumer and business-to-business companies with 100 or more employees. The survey was conducted in late summer 2023 and focuses on companies that have already implemented Gen AI tools or are planning to do so.

Advancing on the path.

While there is growing interest in Gen AI, the current landscape is still quite nascent. Many companies are still in the planning stages, and it will take time for Gen AI tools to become fully integrated into business processes. However, early results from early adopters are promising, and as more companies begin to implement these tools, we can expect to see even greater improvements in the performance of content marketing initiatives. 

Taking small steps while addressing big questions.

Although there is significant potential in Gen AI, companies must also be aware of the challenges. As with any new technology, there are risks associated with using Gen AI for content generation. These include legal and ethical concerns, as well as the need for ongoing training and adaptation. To address these challenges, companies will need to develop robust testing and learning strategies, training programs, and measurement frameworks. 

In summary, the future of content marketing looks bright for those companies that are willing to invest in Gen AI tools. With careful planning and execution, companies can leverage these technologies to achieve unparalleled results in terms of employee productivity, content volume, and campaign performance. However, it will take time and effort to fully realize the potential of Gen AI in content marketing.