



How can content teams make the most of AI?

MARKETERS

WRITERS

WEB EDITORS

DESIGNERS

CONTENT MANAGERS



Generate report

Making generative AI real for content teams

Businesses can no longer afford to treat individualized digital experiences as a luxury.

According to Salesforce's State of the Connected Customer Report, 73% of customers expect future technology to deliver better personalization.¹ When they engage with a business that doesn't offer personalized experiences, 76% get frustrated.² For many marketers, the solution to these challenges lies in generative artificial intelligence (AI). In a 2023 survey, 51% of marketers stated they're already using generative AI, and another 22% were planning on adopting it soon.³ Some remain skeptical, whether that's for ethical and legal reasons or due to a general mistrust in the technology. That's why we've put together our observations on generative AI to give you an idea of what we're seeing out in the field, including legal considerations and best practices to mitigate them.

¹ <https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/>

² <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-orwrong-is-multiplying>

³ <https://www.salesforce.com/news/stories/generative-ai-statistics/>

Understanding generative AI

Let's take a quick journey through the history of AI to see how it's shaping the world of content creation. AI is all about making technology act and think more like humans. It's a big field with lots of fancy terms, such as machine learning and knowledge representation, but let's break it down into simpler ideas.

At its core, AI is split into different categories. There's general AI, which is like the big dream where machines understand and learn just like people do. But for now, most of what we have are specific types of AI that focus on solving particular problems.

One kind is about organizing information using logic or specific meanings, which helps AI solve puzzles or respond to questions. Another type, machine learning, is about teaching computers to spot data patterns without a human having to spell out all the rules. In that way, it's somewhat similar to human learning, although way more simplistic.

Now, here's where it gets interesting for content marketing teams. Generative AI is the newly revived frontier. Picture it as a creative machine that learns from examples, based on the information it has learned so far. It's a bit like an art student learning by copying the masters and getting better with each piece of work.

One neat example is something called a Generative Adversarial Network, or GAN. It's like a creative showdown between two parts of AI: one tries to make something new, like an image or even a blog post, while the other checks if it looks or reads real based on its corpus data. As they both get better at their jobs, the content created by these machines gets closer to the real deal.



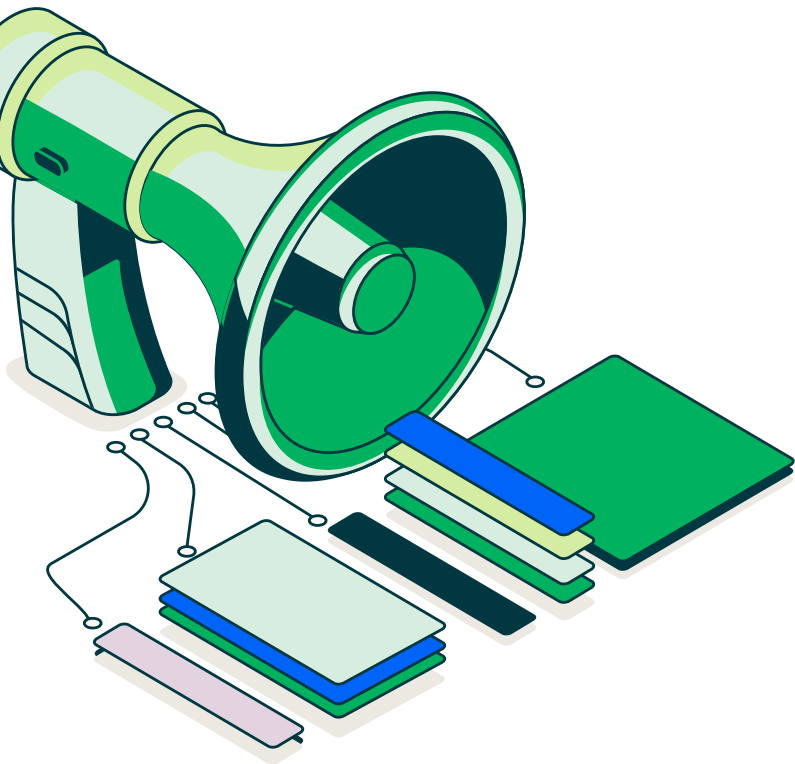
How do these AI models assist you in content management?

In the world of content management, Large language models (LLMs) are of particular importance. This technology sits at the intersection of deep learning and natural language processing and is able to generate human-like text in almost any language and apparently on an endless range of topics.

You've probably encountered the most famous example of a large language model — ChatGPT, an autoregressive model that predicts the next word or token in a sequence based on the preceding context. But there are countless other examples of applications, from broad to niche use cases.

The growing importance of personalized content

The days when marketers could reach thousands of clients with the same message through a megaphone are long gone. Still, customers' growing demand for personalized experiences isn't propelled by one driving factor but a range of developments.



On the business side, it's the expansive use of fine-grained datasets, sourced from an increasing number of channels. Augmented by sophisticated analytics tools leveraging automation and AI, marketers can meticulously track every customer segment's behavior patterns and purchasing trends and relate them to business interactions and social media engagements. They can then extract actionable insights from all that data to inform future personalized strategies.

Concurrently, a pivotal driver of this evolution stems from shifting consumer expectations, as contemporary audiences increasingly seek tailored experiences that resonate with their individual preferences and past engagements. The omnipresence of digital marketing platforms in all our lives has only catalyzed this transformation. 26% of customers are already using five or more unique communication channels during their purchase experience.⁴

The same technological innovations that allowed social media platforms to customize digital experiences are now making their way to digital experience platforms, enabling businesses to personalize communications at scale.

And that's high time, given that many marketers are already overwhelmed with the data volume they're expected to handle to fulfill customer expectations while maintaining productivity and observing privacy regulations.

Generative AI may have its limitations today, but it wouldn't be wise to dismiss it based on isolated shortcomings. At the same time, customers will not simply give up their demand for personal experience, and rightly so. Combine those two findings, and it's clear that companies who aim to stay competitive have no choice but to leverage composable DXPs and AI within their workflows.

Transforming content management with generative AI

In a sense, generative AI in marketing is treated the same way we used to look at alchemy. Everyone is trying out their own experiments, hoping to stumble upon the recipe to produce gold. And while that impression can make it easy to mock enthusiasts today, AI is already reshaping the landscape of content creation and curation.

The efficiency and speed at which generative AI is crafting content tailored to different marketing channels and customer segments is unprecedented. From personalized narratives and targeted messaging to multilingual experiences and cross-platform assets, AI's impact is reaching further than any single expert could fathom.

All of a sudden, real-time content updates and sophisticated product recommendations that would have been utopian only a few years ago are common practice.

Whoever argues against the benefits of content automation usually does so from a legal, ideological, or ethical standpoint.

As an example, 65% of companies still voiced concerns about intellectual property or legal risks due to the use of generative AI.⁵ While those are legitimate worries that we all need to address over time, there's no way that they will slow down the automated workflows enabling the accelerating pace of content delivery we already observe today. This becomes clear when looking at 64% of enterprises who believe AI will increase business productivity⁶, or the estimated \$2.6 to \$4.4 trillion annually which generative AI could add to the global economy.⁷

Within the context of a composable DXP, this potential can start to become reality. A composable DXP acts as the orchestrator, providing an all-in-one unified workflow across marketing, sales, and support. This gives everyone on the team access to the necessary data to personalize customer engagements while without context-switching between tools. Not to mention, every one of those team members can prompt AI tools to provide more polished content, helping the entire marketing department to produce content at scale and subject-matter experts to weigh in with expertise.

No matter which far-fetched AI tool you're using (or developing), there's still no need to rely on copy-paste workflows. This can make for higher levels of automation and allow for more agile reactions based on market insights. For instance, if you've built a strong sense of loyalty in your newsletter and use certain wording to refer to your most loyal fans, you could use AI to quickly draft alternative product descriptions and targeted campaign landing pages referencing that wording.

The combination of generative AI and a composable DXP marks a paradigm shift, not just in content management but in the very fabric of how brands engage and evolve in the digital landscape.

The best part? There's no way of telling which tool will mark the next leap in your industry. Still, we can offer an educated guess rooted in the practices we're already seeing across industries.

⁵ <https://www.deloittedigital.com/us/en/blog-list/2023/genai-press-release.html>

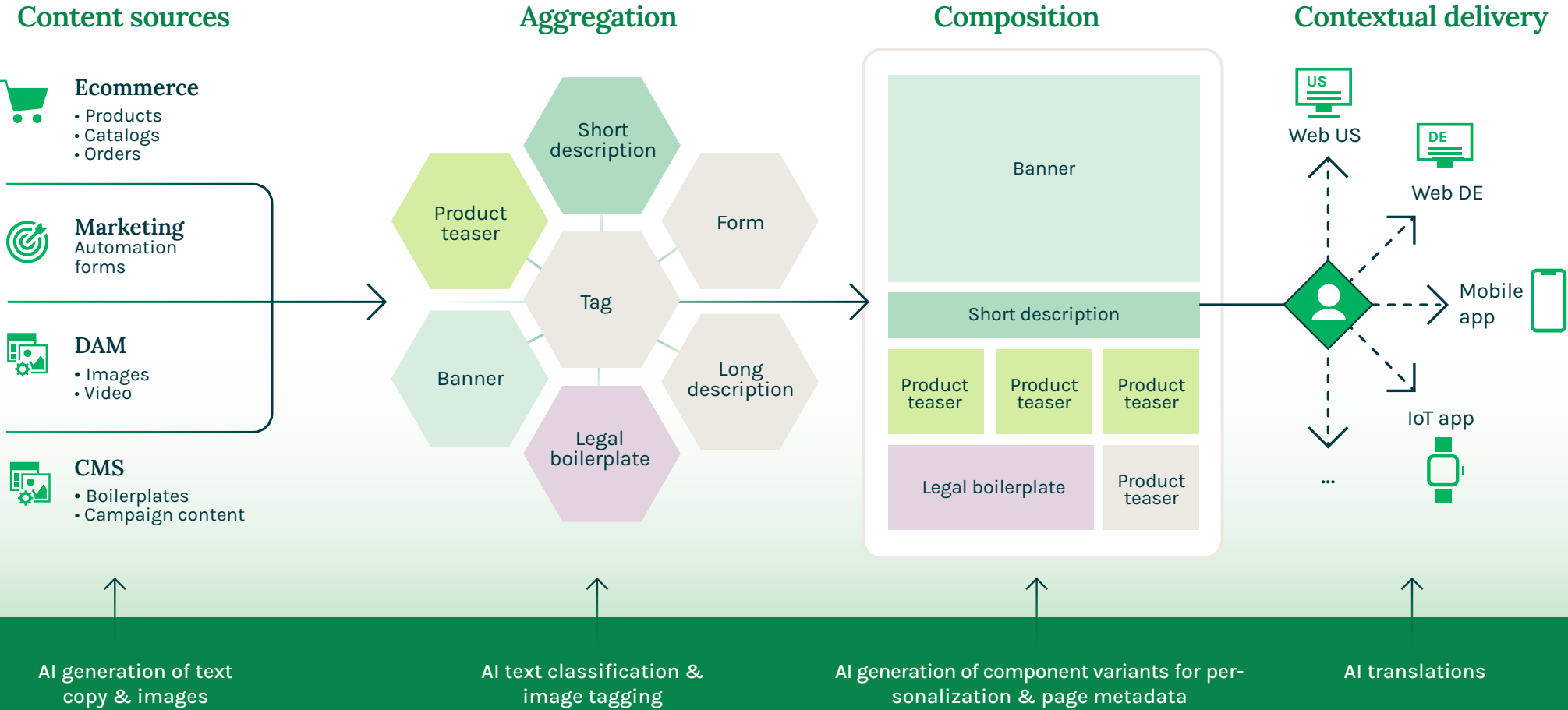
⁶ <https://www.forbes.com/advisor/business/software/ai-in-business/>

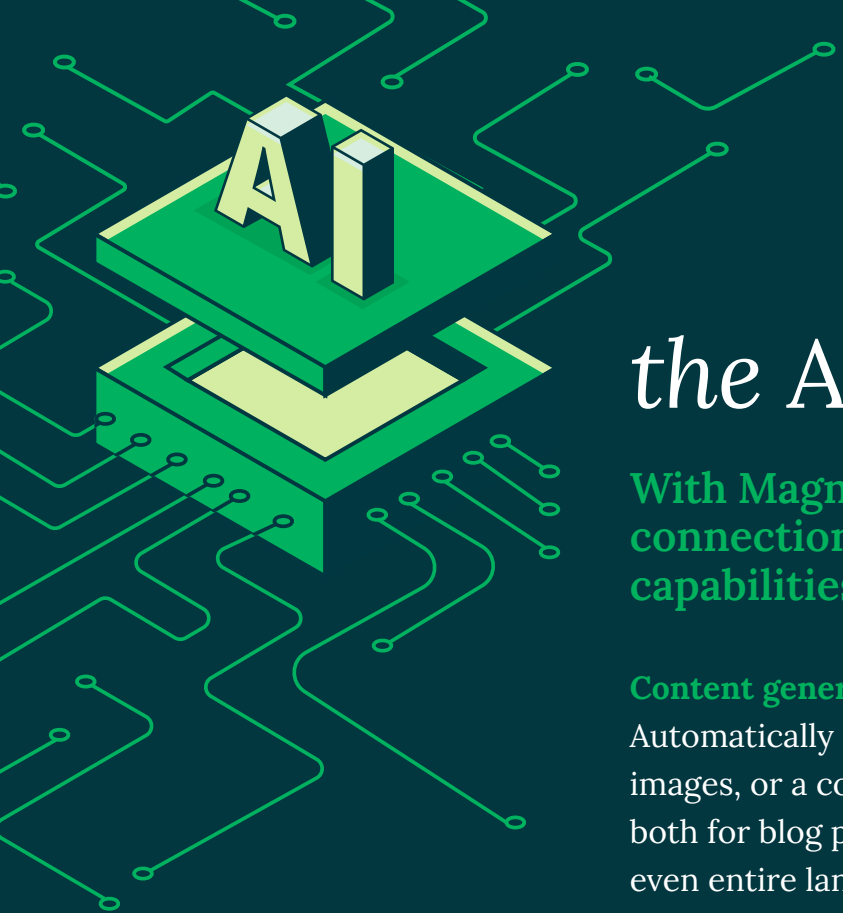
⁷ <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-AI-the-next-productivity-frontier#key-insights>

Generative AI in real content workflows

Talk is cheap, and it's even cheaper when you can generate it. Rather than talk about abstract possibilities, let's walk through a typical content generation workflow in the enterprise world.

Generative AI can bring tremendous benefits at every step of the content lifecycle.





the AI Accelerator

With Magnolia's AI Accelerator, a dedicated composable tool that supports connections to any generative AI engine of your choice, you get capabilities that speed up content creation across the entire workflow:

Content generation:

Automatically create text, images, or a combination of both for blog posts, stories, or even entire landing pages.

Content classification:

Automatic analysis, recognition, and tagging of text and images, making search more relevant for editors and end users.

Image generation:

Generate a wide range of images based on text input, offering a new form of creative freedom to all team members, irrespective of their artistic abilities.

Personalization:

Automatically generate component variants. Create your content once and let AI do the heavy lifting for each customer segment and demographic.

Content optimization:

Generate metadata, blurbs, social media copy, and image descriptions based on existing content.

Translation:

Speed up your localization process and write precise, high-quality content to approach audiences worldwide.

All these processes interlock during content generation, saving you time while elevating your marketing collateral. Imagine the manual steps involved in crafting compelling material: drafting the copy, uploading it into your backend, laboriously adjusting and rearranging sections, metadata, and CTAs.

With Magnolia's AI Accelerator, this entire process is streamlined into a few clicks. You simply pick a template, select your presets to fine-tune the outline, and effortlessly generate content for your main areas — headlines, text blocks, and images — all within the same interface.

Powered by DALL-E and ChatGPT or another AI you could embed through an API, you can easily generate image variations with coordinated meta information and even OG descriptions with just a few notes.

With more elaborate prompts, creating a dynamic and personalized storyline or headline variations for each customer segment is no longer a daunting task. Instead, you can effortlessly tailor content to specific visitor segments and seasonal campaigns, whether that's a Black Friday campaign for female visitors in EMEA or a Christmas story that's translated for every child around the world. The same goes for matching image variations, which users can generate with a short prompt.

Now, contrast this with the manual alternatives: painstakingly creating content variants for each segment, dealing with translations for countless target audiences, and tediously adjusting product descriptions for every customer persona.

Segmented campaigns can bring up to 760% revenue growth for businesses⁸, but these advantages can quickly evaporate in a fully manual workflow.

A recent survey found that for 45% of companies, automation improved the ROI in marketing. For 39%, it helped to identify better leads.⁹ Just like the first digital cameras, social media platforms, or smartphones, the combination of generative AI and composable DXPs will transform the way we think about digital experiences and online content. With more enterprises including these opportunities in their workflows, it's only a matter of time before another level of personalization becomes the new normal.

As artificial intelligence (AI) is becoming increasingly widespread, at Magnolia we're here to use it for real-world needs: that is to help digital teams produce outstanding, quality content – in one unified workflow.

The **Magnolia AI Accelerator** is a collection of generative AI features that save time and energy for marketers and other editors throughout the content lifecycle, from planning and creation, through to content optimization, classification, and rollouts of multilingual, personalized content.

[Learn about the AI Accelerator](#)

⁸ <https://blog.salesmanago.com/marketing-and-business/top-10-mind-blowingstatistics-about-hyper-segmentation-you-have-to-know-in-2021/>

⁹ <http://dx.doi.org/10.21256/zhaw-2402>

Best practices for prompt engineering

Your prompt can either make or break your entire workflow, so it's important to train your team on best practices in prompting different AI models and to revisit this issue as technology evolves.

Basically, a prompt is a helpful guide for the LLM to deliver information and formats that suit your needs. Considering that you could ask ChatGPT to generate a Shakespearean sonnet about social media marketing, it's a good idea to provide as much information as possible. Here are some pointers to inform your prompts:

DO:

"Please write a 300-word blog post about renewable energy technologies focusing on solar panels and their impact on reducing carbon emissions."

"Explain the concept of quantum computing for a beginner audience interested in technology."

"Provide a concise comparison of the top three smartphones released in the last quarter, focusing on camera capabilities and battery life."

Try to specify topical focus, audience, and length

DON'T:

"Write about green energy."

"Discuss quantum computing."

"What's the best smartphone?"

Avoid being brief and non-descriptive

Notice that our examples specify the main topical focus, audience, and output length. Your requirements may differ, but it helps to treat your prompts just like briefings. Specificity is key and avoids future revisions. Speaking of which, once you've received your first answer, refine your prompt or ask about details for more suitable results. That way, you'll enjoy the creative back and forth with your model and stumble upon the occasional surprise you hadn't thought of yet.

"To achieve content that perfectly matches your brand's values, whilst also being optimized for the right audience and for search engines, simple prompts won't cut it."



Sorina Mone,
Senior Product Marketer

That's why at Magnolia we've built Hyper Prompt, an app to create and reuse complex prompts that include:

- tone of voice
- approved messaging
- keywords and other SEO considerations
- or anything you need to create content that is on brand, on target and highly optimized.

Addressing copyright infringement issues

Now, let's address the needle that might pop our balloon filled with endless streams of content — *copyright*.

Of course, we're not treating this issue lightly. But simply negating AI altogether is just as unrealistic as considering it as a cure-all. Here's some guidance to help you navigate the evolving legal frameworks attached to generative AI.

Current legal complications

A comprehensive examination of this issue requires a thorough understanding of the legal framework and copyright laws applicable within specific jurisdictions or industry branches. These days, artists, curators, legislators, and developers are still dealing with the effects of generative AI on copyright on a case-by-case basis. In many of these, the decision comes down to the definition of fair use, the level of human involvement in content creation, or the question of who owns the rights to generated content.

Just in the past few months, the Digital Millennium Copyright Act (DMCA) has been used to file a class action suit against OpenAI¹⁰ while Google filed another lawsuit targeting companies exploiting that same law to harm competitors.¹¹ That doesn't even take into account data privacy laws, whether that's the EU's GDPR, or most recently, individual U.S. states signing privacy bills into law.¹²

AI itself can't keep up with the headlines about compliance, lawsuits, and changing regulations, and you'll encounter valid points on both sides. So what can you do to develop strategies and mitigate copyright risks?

Best practices to stay compliant

First, it's advisable to establish explicit policies regarding content ownership and attribution. Depending on your industry or recent legislative changes, that may require additional research to explore how these policies align with industry-specific regulations or the latest international copyright conventions.

If you're already using generative AI as part of your workflows, it's also worth looking into the respective vendor's terms and conditions. Some companies may choose to retain the rights to content generated by their models, which may affect how you can use it for business purposes.

Other vendors have introduced licensing models for commercial use of generated content. For example, OpenAI's promise is that prompts entered under their paid version of ChatGPT won't be used to train the algorithm.

Researching the nuances of these licenses can inform your leadership about best practices and potential pitfalls in navigating the usage of AI. To operationalize compliance efforts, organizations are advised to implement a robust human review process for all generated content. Additional opportunities for research and workflow development emerge in AI-driven content moderation technologies that can aid in ensuring adherence to copyright laws and editorial guidelines.

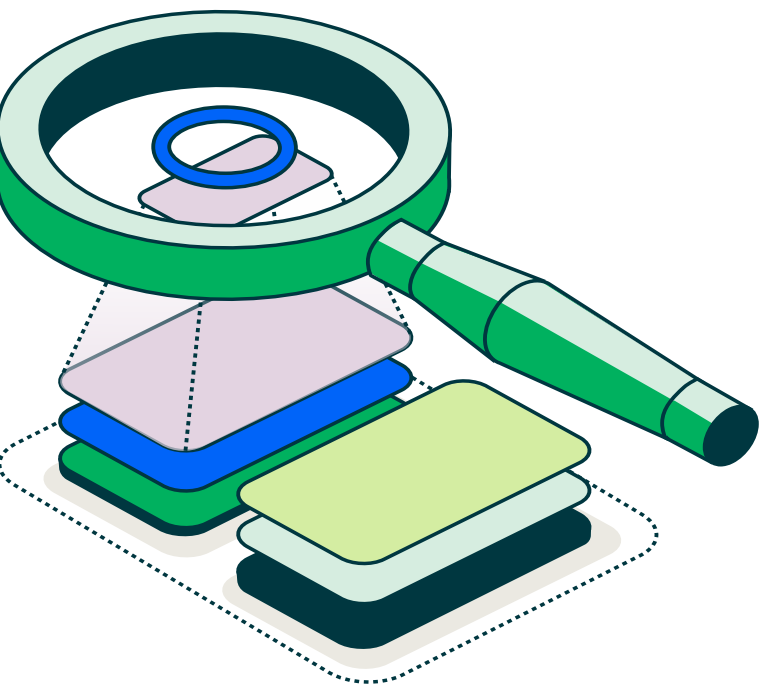
¹⁰ <https://www.reuters.com/legal/litigation/writers-suing-openai-fire-backcompanys-copyright-defense-2023-09-28/>

¹¹ <https://blog.google/outreach-initiatives/public-policy/taking-legal-action-to-protect-users-of-ai-and-small-businesses/>

¹² <https://www.forbes.com/sites/forbestechcouncil/2023/06/22/how-companies-can-use-generative-ai-and-maintain-data-privacy/>

The importance of human review in AI-generated content

Despite all the applications and the time-saving potential of generative AI, we're not at a point where we could omit human oversight without harming content quality.



To truly leverage AI, it's important to understand where it exceeds human capabilities and where it still relies on our oversight. Countless journalistic outlets have already experimented with generative AI, and their results can help you decide how to implement it in your business.

For the most part, there's consensus that AI can improve the quality of work when it's used to analyze large data sets that would simply overwhelm human writers.¹³ When it comes to stories that require real-world experience or subject-matter expertise beyond basic definitions, you'll often find that large language models start hallucinating, causing factual errors in your copy.¹⁴

This is even more critical considering the many ways in which customers engage with content these days. Nowadays, it's more than likely that an instruction manual could be AI-generated. But with regulations like the GDPR demanding the right not to be subjected to decision processes that are solely guided by automation and with more statutes following suit, it's crucial to consider the legal circumstances of those scenarios.

The European Commission's AI Act proposal even requires that AI systems need to be designed to enable effective oversight.¹⁵ Those regulations also mirror how businesses approach AI. 93% of decision-makers state the importance of human oversight when using AI or ML for significant decisions.¹⁶

While it's easy to make this resolution, implementing processes to guarantee editorial standards and compliance requires considerations that are new for all of us. Here are some best practices that delineate when and how human intervention augments automated content generation, ensuring the accuracy and coherence of generated content alongside its ethical and legal adherence.

¹³ <https://www.theguardian.com/help/insideguardian/2023/jun/16/the-guardians-approach-to-generative-ai>

¹⁴ <https://www.theverge.com/2023/1/25/23571082/cnet-ai-written-stories-errors-corrections-red-ventures>

¹⁵ <https://doi.org/10.1007/s00146-023-01777-z>

¹⁶ <https://www.workday.com/en-us/why-workday/our-technology/artificial-intelligence/research/ai-iq.html>

The steps to consider in a human review

■ Check legal requirements

Prioritize understanding and adhering to legal requirements related to AI-generated content, considering specific regulations in different industries or regions.

■ Test internally first

Conduct rigorous internal testing before public release, ensuring that generated content meets quality, compliance, and ethical standards.

■ Learn to mistrust

Educate personnel about AI limitations despite grammatically correct output. Providing examples of common errors fosters a healthy level of skepticism and critical review of generated content.

■ Verifying information

Implement robust factchecking processes for statistics, copyrighted information, quotations, and mathematical computations generated by AI, ensuring accuracy and credibility.

■ Adequate prompts

Craft clear and detailed prompts for models to ensure the generation of relevant content, e.g. by using the “Act as” prompt in ChatGPT.

■ Assistant tools

Leverage additional tools for grammar checks, research assistance, and compliance verification to complement human oversight.

■ Decision-making

Define clear boundaries and limit the extent of decision-making entrusted to AI, emphasizing human judgment where ethical, sensitive, or complex decisions are involved.

■ Quality control

Establish documented processes to measure and document the level of human involvement in content generation, ensuring quality and accountability.

■ Impact assessments

Conduct regular assessments to gauge the impact of AI-generated content on stakeholders, ensuring alignment with organizational goals and ethical standards.

■ Gather feedback

Encourage continuous feedback loops from both internal and external stakeholders to refine AI models, processes, and human oversight practices.

■ Disclose AI use

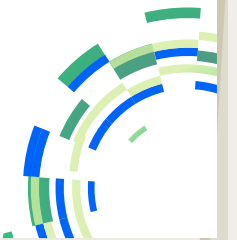
Clearly communicate and disclose when customers are engaging with AI to foster transparency and trust in your brand.

■ Clarify roles for human oversight

Define explicit roles and responsibilities for human oversight in AI-generated content processes, ensuring clarity in policies to address frequent legislative changes.



Steps like these can safeguard your business and ensure the safe use of AI. Make sure to adjust those policies as you move along based on requirements in your industry or the unique capabilities of AIs you developed.



LEARN MORE ONLINE

For more insights on the role of generative AI, watch our webinar

There's no doubt that the artificial genie is out of the bottle. Generative AI will continue to shape the business landscape and transform how we do business, no matter your industry.

We can already see how models like ChatGPT let you generate content in seconds, giving a magic wand to those who were previously excluded from the creative process and streamlining the workflows of marketing teams. That said, it's also important to implement the necessary processes to guarantee the responsible use of AI within your business from legal considerations to editorial guidelines.

A composable DXP can be a great tool to streamline those efforts by offering templates and routine workflows for standard procedures and exchanges across your organization.



“In content management, personalization, and design, the implications of generative AI are profound. With Magnolia, you can take full advantage of AI to meet the real needs of content teams.”

Jan Schulte, Head of Consulting

[Watch Jan's webinar recording](#)

Get started with Magnolia

Navigating the wide range of digital experience technologies available today can be difficult. Even after exploring different solution types, deployment options, editorial experiences, development approaches, and delivery methods, you need to carefully weigh the benefits and drawbacks of each choice for your marketing and technology teams.

Magnolia helps you capitalize on the best technologies for your business while overcoming key limitations. You gain a truly composable, modular platform with essential building blocks for creating a robust DXP plus the flexibility for change. Magnolia also fosters real collaboration, enabling multiple teams to work together using a single, unified interface.

Importantly, Magnolia is committed to your success. Instead of remaining invisible to a large DXP vendor or attempting to build a DXP all on your own, you can work closely with our digital experience architects to help you realize your ideal business outcomes.



Cass Weber,
Manager of Professional
Services

Ready to learn more?

[Book a demo with our services team](#)