



Kentico



Ebook

How to use AI to create texts people want to read.

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How often do you grab a calculator to do simple math or use AI to write a paragraph that you would have written perfectly yourself were it 2021? We all love tools that take the strain off our brains and allow us to be a touch lazier.

But while your calculator always provides the right results, AI is still a gamble. Sometimes the answer is perfect, and you can copy-paste the text to your social post. Other times you give up and decide to start again by yourself. To save time, people often accept generated text of poor quality. And this raises an important question:

Does anybody want to read AI-generated texts?

If you've ever wondered whether generative AI is as useful as we've been made to believe, this ebook is for you. Together, we'll explore why AI so often shoots off target and how to direct its superpower to give you what you need.



Why AI doesn't always bring the right results.

Many of us jumped into using generative AI with great enthusiasm. But we soon found out that it wasn't going to be that simple. AI often generates texts that are false, bland, and empty.

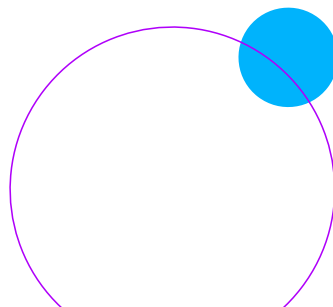
How it works in a nutshell

Generative AI, such as the best known, ChatGPT, is a language model. That means it's not a worldly person, but it knows which word most probably follows the previous one. For example, you can guess what comes after the words "curly..." or "Ladies and...". AI is countless times better and faster in this game. And it's programmed to say what you most probably want to hear.

The way it "understands" text is based on the data it was trained on. For example, the current free version of ChatGPT was trained on texts last updated in January 2022. Other AI models might be better because they have real-time access to the internet, but they are still limited to information shared online.

AI doesn't have knowledge of the offline world

That's why AI-generated texts might miss important facts. For example, if you ask AI what coffee your uncle likes, it can't help. But it can tell you what coffee is publicly known to be the no.1 choice of George Clooney. If you were to ask AI to write a social post on how easy it is to build furniture with your tools, it would spit out generic marketing fluff that sounds good but doesn't really say anything.



You

Write a social post on how easy it is to build furniture with my toolset.

🔧✨ Building furniture has never been easier! ✨🔧
Transform your living space with the power of DIY! 🏠🛠️
With my trusty toolset, assembling furniture is a breeze.
No more struggling with complicated instructions or hunting
down missing pieces – I've got you covered!

AI

AI doesn't know your brand

In addition to missing some facts, AI doesn't know your brand from the inside—it doesn't know what you want to stand for and didn't hear the discussion about your positioning at the last meeting. So instead of unique, juicy arguments, it says what everyone else does. AI also doesn't automatically grasp your tone of voice and writing style. It's fine-tuned to be neutral.

AI can't guess who your target audience is, what language your customers use, or what their pain points and preferred solutions are. So, unless you specify it, the AI-generated text will again slip into the tried and tested waters of the most probable answer.

It excels at being average

William Beutler is spot on when he talks about the future of AI in his article for The Hill: "What might really sully its reputation is its users simply becoming overfamiliar and underwhelmed with its signature style." AI brings the most satisfactory outcome if you expect a mediocre, average text. And as we see AI generated texts more and more, we can easily tell its writing style and scroll away.

Simply put, unless you manage to signpost your area of language, facts, and formats, AI won't help your marketing communication stand out. Still, it has several important benefits for which it is worth taming the beast and mastering the prompts.



Why you should include AI in your workflow.

Win the race to production

AI can process vast amounts of information at a pace that surpasses human capabilities. This speed is particularly beneficial in tasks that involve data analysis, problem-solving, and repetitive processes.

The main benefit of saving time with AI is that it creates luxurious space for thoughtful consideration. With mundane tasks automated, you can dedicate your mental energy to research and refining the specific topic you want to write about. Spending more time on strategy and planning eventually enhances the quality of your work and its impact on your marketing efforts.

Improve your writing

One step further in the workflow, AI can help you improve or change an already existing text. It can quickly change your text format and tone of voice, or detect and correct grammatical errors, spelling mistakes, and punctuation issues.

If you ask an AI-driven writing assistant to edit your text, it can provide suggestions to enhance the clarity and coherence of sentences. AI can also write your text to be easier to read, more engaging, conversational, or professional, helping you maintain a consistent tone throughout your writing.

Brainstorm new ideas

AI technology can bring fresh ideas and diverse perspectives to the table. It can process and interpret massive datasets and help you detect correlations and trends that may not be immediately apparent. You can give it a role and use it as a partner in a brainstorming session, asking it to combine various concepts and analyze different data sources.

For example, it can analyze online conversations and user reviews related to your brand, providing insights into user sentiment, preferences, and expectations. This information can guide you in crafting your next marketing campaign.



Activate your “I can do it better” mode

In his book, *On Writing*, Stephen King suggests that aspiring writers benefit from reading poorly written books – it helps them learn what makes good writing and gives them the confidence that they can write it better. AI-generated text can play the same role. When you encounter a less-than-ideal AI generated text, you may instantly see how to write it better. This approach stimulates creativity more effectively than long minutes spent in front of a blank page.



Did you know?

- “Authentic” became the [Word of the Year 2023](#) with a huge increase in search volume.
- 73% of marketers adopted generative AI tools within six months of release – [martech.com](#)
- 47% of people were able to identify AI-generated content in a [Tooltester study](#).



How to use AI to create authentic content.

Use AI effectively to generate meaningful texts your readers will want to read.

Give readers a reason to read

There's one crucial thing that will help you use AI to create meaningful texts: **adding your unique message**. The digital world is flooded with information. To stand out, you need to bring something new to the table—an original message. The power of AI is in helping with the presentation. Many marketers just want to “cover a topic” and meet SEO requirements but that doesn't give the audience a reason to read. Are you sharing new facts or are you offering a new perspective on a topic? Do you have a solution to their problem? Can you add an inspiring story? If you can answer “yes”, you're on the right track.

To generate meaningful text with AI, make sure you have something to say.

- Share your expertise and experience
- Share research or knowledge from the offline world
- Add real examples

Imagine that you want to write about the ways digital technology affects our health. If you ask AI to outline it, it suggests what everybody knows – ubiquitous technology has many positive outcomes but disrupts our sleep and affects our mental health. On the other hand, if you base your article on research or an interview, it's going to be full of unique facts that we can't find elsewhere. AI can then help you structure it and write in a clear, concise language.



The human touch gives you the competitive advantage

Your unique message gives your text the human touch that we're so hungry for. In his article for [Forbes](#) Gorge Bradt says: "If you can use AI to do something, so can all your competitors. The human touch differentiates businesses based on judgment and decision-making, creativity, innovation and agility, and emotional intelligence and empathy."

So, let's give humans some credit. We're still better at judgment, decision making, and critical thinking. We're also better at stepping away from stereotypes. AI can hardly get beyond the boundaries of the most probable answer. And lastly, our writing reflects our emotional intelligence and empathy, which is vital for creating relationships with readers.

Authenticity builds trust

Authenticity and privacy are valuable assets that we mustn't lose. Use your content to build trust and protect your brand's reputation.

These tips will help you use AI for trustworthy content:

- Use it to kick off your research – Analyze a large amount of data or online sources
- Leverage it for routine tasks – For example, summarizing long-form content for its promotion, gathering keywords, and preparing video subtitles
- Always include data sources – Add a data source to your prompts and verify the information provided
- Revise the style and terminology – Editing is faster than creating from scratch
- Implement publishing workflows – Review the content against your publishing standards before releasing it to the public



Did you know?

- 70% of consumers [reportedly](#) spend more with authentic brands.
- 43% shoppers [said](#) a brand's authenticity would make them less sensitive to inflationary price increases.



Teach AI to write your way

Tone of voice

The easiest way to specify your tone of voice is to give AI access to a piece of your existing text and ask it to analyze the tone. Then, you can use the output as part of your custom prompt for all your texts. This simple technique ensures consistent communication across the whole content team and all AI-generated texts.

Target group

Always specify who the text is for. Many AI tools let you predefine your target group once, so you don't have to repeat it in every prompt. Specifying the target group affects the tone, style, and structure of the text.

The objectives

Specify what you want to achieve with your text. Whether you want to inform, entertain, persuade, or educate, having a clear goal guides the AI in producing content that aligns with your objectives.

Fit AI correctly in your workflow

Expecting that AI will produce a meaningful and usable text based on a short prompt might lead to disappointment. Instead, consider integrating it into your workflow and leverage its capabilities for more specific, well-defined tasks. The true value of AI lies in its role as a supportive tool rather than a standalone solution.

AI can help you at several phases of your writing process:

- Researching topics and ideas – Generate the FAQs around a certain topic, analyze online reviews and a competitor's website, or give AI a role to play and ask for its pain points
- Creating a first draft – Get a suggestion for an outline of a blog, a paragraph on a topic, emails, headlines, or conclusions
- Editing and proofreading – Ask AI to rephrase your draft, change the tone of voice, or shorten your text
- Promoting – Generate meta tags, copy for paid ads, social posts, or alternative email subject lines



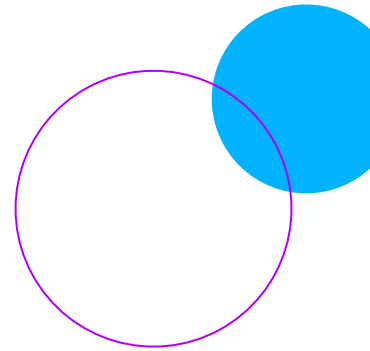
Create authentic digital experiences with inbuilt AI.

If you already have some high-quality authentic content on your website, use AI to reach its maximum potential! If you have an excellent blog post, why not send an email teaser to your contacts? Email is still considered one of the most effective marketing channels but [53% of marketers](#) say changing the content format is the primary barrier to regular emailing. Luckily, an AI email writer incorporated within your digital experience platform, such as [Xperience by Kentico](#), can generate emails from existing content with just one click.

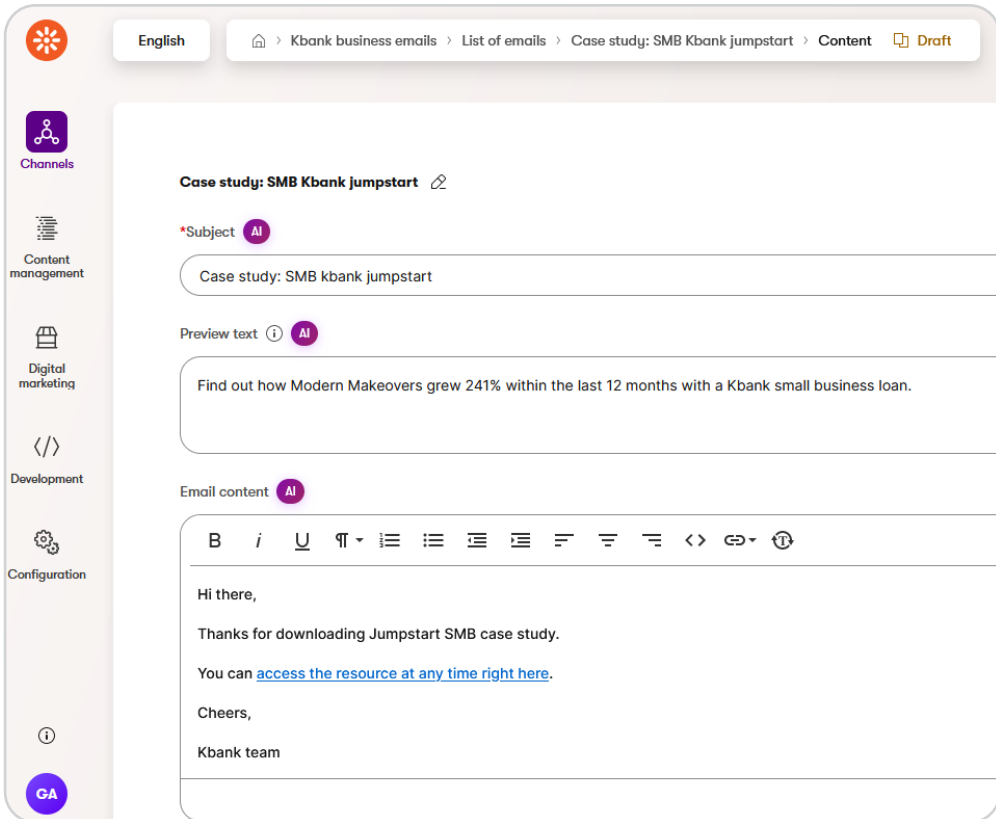
The inbuilt AI functionality analyzes the selected content and extracts all the relevant information. Based on that, the AI drafts a new email considering preferences like tone of voice, CTA, and target audience.

The AI email writer helps you:

- generate email subject, preview text, and email content
- adjust the length of your text
- set the tone of voice
- keep your brand communication consistent
- save time manually recreating copy



The aim of such a tool is to help editors with omnichannel content management. Artificial intelligence can transform existing content into newsletters, social media, blogs, and other pieces of content, adjusted for the specifics of each channel.



About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

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