



JAMESSCHRAMKO

## Where Does AI Fit in the Marketing Equation?

---

AI today is doing mind-blowing things. In this episode, James and guest Ilana Wechsler talk about its powers and explore how to use AI in marketing.



**James Schramko and Ilana Wechsler**

**James:** James Schramko here. Welcome back to my podcast. This is episode 989. Today, I'm having a chat to [Ilana Wechsler](#) from [TeachTraffic.com](#). Welcome back.

**Ilana:** Thank you, James, it is always a pleasure to come and chat to you.

**James:** So quite a lot has changed since I last spoke with you. Last year, I wrapped up my podcasting a bit early, I had a Christmas off in January. And then I watched the unfolding of AI permeating its way into the online space. Now, of course, people listening to this show will be familiar that we've been talking about this topic. I think now this is up to seven years.

### **The growing news that is AI**

We've had guests on before talking about it, saying [it's coming](#), [it can help do presentations](#), [it can help you behind the scenes](#), [the platforms are using it](#). We're all using AI anyway, even if it autofills out Gmail, or it prompts you with your LinkedIn reply. Like, AI is everywhere, but people just didn't realize it. And now of course, marketers get a hold of it and turn it into something massive.

But not only that, I think non marketers are talking about it. That's what's different. When my kids tell me about it, when my friends are aware of it, when it's in the mainstream media talking about passing university exams, when teachers are concerned about it, kids using it in the classroom, tools like ChatGPT are everywhere, big companies like Microsoft investing a fortune in it, integrating it into their search results, it's really pulled the rug on the industry.

This is a tectonic plate earthquake situation. This is the first episode where I'm talking about it in a sort of more newsworthy manner compared to predictive before. So we were saying it's coming. I remember [Mike Rhodes](#) said at the time, it will happen slowly, and then it happens suddenly. Well, suddenly has just started.

And where we'll be in a year from now will be significant, because at the time of recording this, I'm using tools like GPT-3, and then I hear that GPT-4 is 100 times more powerful. And I've seen it disrupt parts of our business, and certainly some of my partners'. Because I've got partners in search engine optimization. I've got partners like you, Ilana, in the traffic world. And I've got my own partnership in a [recruitment business](#).

We've started seeing candidates submitting perfect essays in record time, and we know that there's something going on. I've seen platforms like Upwork or Fiverr start to respond to this. Fiverr ran a full page ad saying, Hey, we come in peace, AI, we want to work with you. But that might not pan out the way it is.

## **Does AI have a role in our marketing?**

And the topic of today's episode is where does AI currently fit into our marketing matrix? You know, is it part of the equation? And I want to know, from you, Ilana, as a traffic expert, and I know you do paid traffic especially, but also you've been looking at the implications of content-related traffic as well lately in TeachTraffic.com. What are you seeing in terms of the way AI is changing the behaviors of people running ads?

**Ilana:** Yeah, it's a good question. I really think this feels like a little bit of a game changer in so far as it's just a lot more accessible for everyday people to really harness the power of it. So obviously, in my job of like, helping people run traffic, a huge part of kind of advertising, really, whether it's online or offline, it doesn't actually matter, is in research, right?

Research of customer avatars, research of the product, how does it differentiate to its competitors? What are the features, what are the benefits? And all that is really time-consuming, whether you're doing it yourself, or whether you're hiring someone to do it for you, nonetheless, that research and that marketing grunt work essentially, is time-consuming. And this really speeds it up in a pretty profound way.

And, you know, I've been playing with it some time now, and I certainly don't want to profess to be an expert. This is changing so quickly, and updates are just happening all the time. But I can certainly see applications, which just save a lot of people a lot of time, but essentially that's kind of - and that's personally the way that I'm using it. I'm using it to distill a lot of information for me. I don't copy and paste the output verbatim.

It's a starting point that I then can kind of use my own intel and, you know, swipe the cream off the top, but it just saves me a huge amount of research time that I think will really benefit your listeners in and, you know, perhaps in this episode, James, you and I can kind of pick a sample product that, you know, I would really know nothing about. And we can discuss how one could use such a tool to do their research that they could then use those outputs in sort of their overall marketing campaigns.

**James:** Well that does sound like fun. That sounds very actionable. So what you're saying is you're prepared to do a demo of the sorts of things that people could start using AI for in the background. And I imagine that a lot of this is what we paid agencies big fees to do in the background with real people with real teams, right? It's not cheap to do research.

So when they're paying a fee, probably a good chunk of that was to hire people to go and do research and laboriously build lists of keywords and map out campaigns. Are you saying that that can be leveraged now?



**Ilana:** Absolutely. I mean, you want to hire as an agency to do a number of things to do, obviously, product research, to then use that product research to write ad copy, sales copy, Facebook ads, 10 possible Facebook ad headlines, YouTube ads script of a certain length, write a sales page, I mean, you name it.

**James:** In a certain tone, or certain voice.

**Ilana:** Exactly, first person versus third person, do you write a joke, I mean, all these kinds of stuff. So I mean, it's kind of mind-blowing, actually. And I mean, the applications and the opportunities are actually really endless. And many people are freaking out about this. I personally find this incredibly exciting because this does, like you said, feel like a tectonic shift, in that it's now accessible to many people. And as you said, AI is not new. And so it's really just become, there's a lot more applications for it, I would say.

## **The long way the tech has come**

**James:** Well, it's definitely been in the background. And it's been used by companies, predictive analysis, etc. I think it's just been brought close to the people; we now have access to it. So it's kind of like computers. When I was at school, towards the end of my schooling, computers were starting to come in.

You'd go to the computer room at the school. And you could use a computer for one lesson, which we mostly played games, like trying to kill each other in virtual mazes. Then I'd go home, and we had a 16 - I think it was 16k computer, a MicroBee, 16B or something, it was incredibly unpowerful. And you'd load a cassette to load up a game. But they were kind of really only available in small doses.

And then now of course, we carry around a phone that has more power than what took man to the moon, if you believe that we went to the moon, which we probably did, some people still don't.

I tell you what AI has really done; it's crossed the threshold of where it's usable. Now I've got a shortcut on my phone, where I've got a link to ChatGPT.

If you're on an Apple phone, for example, in Safari, when you go to any website, you can basically save the link to your home screen and then now you've got an icon, so you're basically turning any website into an app. So I've actually been using ChatGPT more, and because I had a couple of months off recording podcasts and was actually overseas, I was having an inception holiday. You know, like it's a holiday when you have a holiday within a holiday.

So I went from Australia to the Philippines and then from the Philippines, I went to the surf region. So it was like, there were just my phone for weeks on end. And I was finding I use it every day. And it's really powerful. It can do anything, from design a house floor plan through to come up with a business plan for a particular type of business.

It's a good research tool, like it can play a dietitian, it can play a doctor, it can play a poet. Speeches, for example - you could ask it to write a speech, include these three stories and make sure to include a joke, right? And then it can come up with something pretty fun.

So yeah, what we're seeing is where you used to pay for services or supply, you can now have that tool in house and augment with your own team or just yourself and get a long way down the track. That's really the punchline, right?

## **A couple of caveats for using AI**

**Ilana:** Absolutely. I do want to stress though, you know, the temptation for people is just to have a look at the output and just copy paste and then just use that. Don't do that. I see this really as a tool of so that you don't stare at a blank screen.

“I’d rather have someone dig out a diamond and then I just polish it, than have to go and dig it out.”

- JAMES SCHRAMKO



**James:** Yeah. No copywriter would have a blank screen anymore; it shouldn't be possible, because you can get a starting thing. And I've always said, I'd rather have someone dig out a diamond and then I just polish it, than have to go and dig it out, right? So an example in my team, right, I've said to my team, No one in our team is being replaced by AI.

I know Hormozi had a popular video, which was kind of clickbaity anyway, I told my team to replace themselves. But there's so many things that AI can't quite do just yet. But I've basically - all these tools are coming to the market. And there's a competition. It's a space race right now, for the best tools.

I've said to the team, Do not buy any AI tools on annual, because they'll probably be dead in a year from now. There'll be so many new tools come into the market. But when we do find a little tool that we like, a client of mine, actually, [Rick Mulready](#) referred me to a tool that he was using. And he used that tool to replace an agency. And that was interesting enough for me to try it.

I gave it to my team. And they've used it to increase our output from one short video per day to three short videos per day. And the tool just augments what they were doing manually. But we still hand finish the last part of the process. So this is the big point. So point one, AI tools are now in your hands as a consumer. Point two, they probably won't replace something fully, and you can't use their end output, you need to still have a human finish.

An example of that might be where, let's say English isn't your first language, but you're using AI to produce English output samples of something. But it still takes an English native speaker to have the context to know if this is good or bad or if it meets the mark or not. They won't really have any way of knowing unless they have the context, right? So that's where the human interaction, and the emotion, and the gut feel, and the judgment can still be quite useful at this time. That might get way better in a year from now.



**JAMESSCHRAMKO**

**“You have a bad input,  
you get a bad output.”**

**- ILANA WECHSLER**



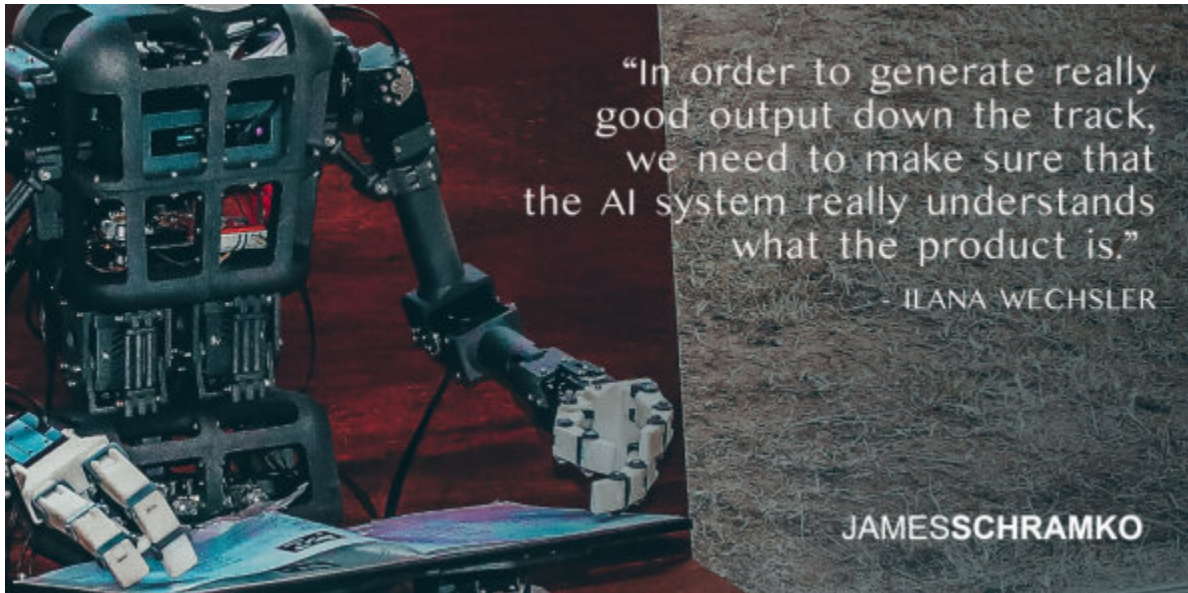
**Ilana:** And I'm sure it will, you know? We'd be foolish to think that it won't improve markedly. But it doesn't mean that you don't start using it now. And as you say, using the output to really discern what is good output and how do you refine that and refine that, and a lot of that comes down to writing good inputs, you know? You have a bad input, you get a bad output. So how does one get really good inputs in order to get some really good output?

**James:** I reckon they find a data analyst, a former data analyst who knows about these things, and then puts them on the spot with a case study scenario. [laughs] So in this case, Ilana, by chance, were you ever a data analyst?

**Ilana:** It's true, true story, in my past life.

### **In a hypothetical scenario...**

**James:** Perfect. All right, well, then, so why don't we just imagine that I'm a small business, I'm into the vegan-type market, and that I have a cookbook, and I'm interested in running some marketing campaigns for this, and I have a blank canvas. I don't have an agency, I don't have tens of thousands of dollars to pay someone to do this. And I don't have 10 hours a day to tool around trying to learn how to get the basics going. What sort of prompts could I use to start getting marketing happening for my vegan cookbook?



**Ilana:** Great. Okay, so like, I've played around with this a lot. And what I've found is that in order to generate really good output down the track, we need to kind of make sure that the AI system really understands what the product is, and all that kind of stuff. So we kind of have to tease kind of some information out initially. Okay? So I would type in something like this. And we can just do it as we go.

**James:** And which tool are you going to use today, Ilana?

**Ilana:** I'm going to use the ChatGPT.

**James:** Okay. And that's because it's the most widely available and easily accessible tool at this time. And that will change, of course, with Google's Bard coming into the play, even though the first demo went so poorly, they dropped \$100 billion in share value the same day. And I'm using GPT3, primarily because it's always available, and if you prompt well, it still works great. But I think this is a really great example to use in this scenario.

**Ilana:** Yeah, and I think it would be quite applicable to your audience because, you know, there are a lot of information marketers out there. And so if you're trying to sell a cookbook, it's obviously selling information. So I started initially with, I would like to write - so this is the prompt, I would like to write some content for a product I'm trying to sell. The product is a vegan cookbook. Do you understand?

The prompt comes back. The output is, Yes, I understand. I'd be happy to help you write some compelling content for your vegan cookbook. What type of content would you like me to write? The overview of the book, product description, or something else? So I want to make sure that this system understands the benefits and the features.

**James:** So you're basically setting it up. And I've seen similar ones like, I'd like you to act as a marketing specialist.

**Ilana:** Yeah, that's coming up.

**James:** You basically set the frame for it.

**Ilana:** Exactly. So then I say, What are the benefits of eating vegan? So forget about the fact that it's a cookbook, let's just kind of think about what are the benefits of just eating vegan as a concept. And so, you know, There are a number of benefits to eating vegan - this is the output, by the way - There are a number of benefits to eating a vegan diet. Some of the most significant include - I won't go into the full details, but the bullet points are improved health, weight management, better digestion, better environment, animal welfare. These are just a few of the benefits of a vegan diet, by including a variety of plant-based foods, you can ensure you're getting all the nutrients you need to feel your best.

Now, these benefits, these five bullet points of improved health, weight management, these are all potential bullet points on your sales page. They're potential bullet points or benefits in your Facebook ad. So it's sort of compiling and summarizing a lot of that research that I would have to do of what are the benefits to eating vegan.

**James:** And if you had put together a vegan cookbook, you would look at this and instantly know if it's in the wheelhouse or not, like if there was something wrong, you'd say, Oh, hang on, this is actually completely wrong, which sometimes happens. But also you would know, Oh, gosh, yeah, I hear that one all the time from my clients, you'd start to be able to weight them even.

**Ilana:** Absolutely. And I mean, even as the output says, These are just a few of the many benefits of vegan diet. I mean, the next prompt, I could say would be...

**James:** Give me a hundred more.

**Ilana:** Yeah, exactly. I mean, if some of them weren't quite right, I could go, Well, I guess that's good, but I want more. (I didn't.)

**James:** Well, that's where it's good to specify a number sometimes. I might say, I'd like you to give me 10 counterintuitive clickbait style titles in relation to the topic of vegans that most people think are true, but actually aren't, etc. And you can get it to set up in a certain style.

**Ilana:** Absolutely. And the important thing here is each of those benefits are, as I said, have an application in many other forms of your marketing. You could write a content piece on each of those, or obviously get ChatGPT to write your content.

**James:** A podcast episode on each topic.

**Ilana:** Exactly.

**James:** A training lesson.

**Ilana:** That's right. So then I go and say, What problems does eating vegan solve? Once again, because I want to be using that in sales copy. And so the output is, Eating a vegan diet can help solve or mitigate several problems, including - and I won't go into the full descriptions, but the bullet points are health issues, environmental problems, animal welfare, food sustainability. By choosing a vegan diet, you can help address some of the most pressing problems facing our planet and inhabitants.

## **ChatGPT plays marketer**

And so then I say, Consider yourself a marketer, create a customer avatar for someone who is likely to purchase a vegan cookbook. So this is where I'm really leaning in on what would be my potential marketing agency, right? Because this is the type of work that they would do, right, of building a profile of the type of person who would purchase a cookbook, they're just doing it for me.

So sure. Here's an example of a customer avatar for someone who is likely to purchase a vegan cookbook. Name: Sarah, age: 35, occupation: marketing manager. So Sarah is a 35-year-old marketing manager who lives in San Francisco. She is health conscious and has an interest in plant based for several years, she follows several vegan influencers on social media, and that goes on to that, she's an active person, likes trying cooking, etc. I mean, I know a little bit about vegan. I'd say this is pretty bang on, you know?

**James:** It does. And this is the part of the podcast where we say right, I'm not endorsing vegan or unendorsing it. I have no opinion on it. I eat meat, so this doesn't apply to me specifically. But it does sound about right. You know, the part that I would not have necessarily thought of that it sort of reminds me is, absolutely these people will be following influencers. This is a very influenced type of way to eat. These people are usually very strongly opinionated and will passionately argue and debate this.

It's kind of like that saying, How would you know if there's a vegan in the room? Don't worry, they'll be the first to tell you. Right? [laughs] When the waiter is around or whatever. And I used to laugh at that joke until I've sort of discovered through DNA testing or whatever that I probably shouldn't be eating too much gluten. And now, I'm the one looking on the menu for the gluten-free option, and I'm like, Okay, well, that's kind of karmic payback for laughing at the vegan joke.

**Ilana:** I wonder what my karmic payback will be, because I laughed at that vegan joke. [laughs] Anyway, okay, so then my next input is to write a sales page for this customer avatar, Sarah, because the output was that the person's name is Sarah. And I say, Use concepts and ideas from the marketing book breakthrough advertising, I mean, you know, pretty amazing.



So then it does a sales letter for me. This is all instant, by the way, like, your listeners should know this. I didn't wait days for a response. It was instant. Dear Sarah, are you looking for delicious, healthy and easy-to-follow vegan recipes? Do you want to learn more about the benefits? Look no further, our vegan cookbook has everything you need to start the journey toward a healthier and whatever - I'm not going to write the whole thing. But it kind of goes through bullet points, With our cookbook, you'll learn how to incorporate more plant-based options in your diet, choose the right ingredients.

**James:** Where do you think that rates in terms of, you know, someone who's gone through a three- or four-year marketing course and graduates and they're now in a junior role in an agency, do you think they'd be able to produce something around this similar level?

**Ilana:** I do believe so. But as I said, this is an amazing starting point of which some...

**James:** It's instant, yeah. It's so good, isn't it?

**Ilana:** It really is. I mean, this is something that you can have a really good crack at editing.

**James:** Now they warn you that the thing that AI is generally not good at is emotion and stories. But I do think if you prompt it well, you can tell it to include emotion, or to be sure to include an anecdote, or to use a story modeled around Goldilocks and the Three Bears. Right? And it does it, which is crazy. I've been using it for story frameworks.

**Ilana:** Yeah, amazing. I then say, Now rewrite this sales page, because I'm not quite happy with the first draft using the first person and use a joke and the benefits of eating vegan. I say that because I'm referencing what I previously asked. Also let people know we offer a money back guarantee. Okay? So yeah, it rewrites it completely.

**James:** Where's the joke? I need to hear the joke.

**Ilana:** Yeah, let's have a look for it, Plus throw in a few jokes to keep things light in front of the kitchen. I mean, what's the point of cooking if you can't have a little laugh, right? And the best part, I offer 100% money back guarantee.

**James:** It's definitely light and fun, isn't it? It's got a tone about it.

**Ilana:** Yeah, exactly. And then we can say, Now turn this sales letter into a YouTube ad, write a one-and-a-half-minute ad script, which would work on YouTube. Use the principles of direct response advertising using the problem, agitate and solution framework. And actually, I've just put this in now as we're typing, and it's producing a YouTube ad for me.

So it's got a voiceover. Hi, Sarah, are you tired of feeling stuck in a cooking rut? Do you want to make healthy delicious food that's also good for the planet? Look no further, I've got the solution you've been searching for. And then it's got visuals of Sarah cooking in the kitchen, looking frustrated. I mean, this is a great brief that you could send someone.

**James:** Wow. And you can load this text to some of the tools like Descript or some of the other AIs, which will read that in your voice. If you train it on your voice, it can read that with your voice, or any voice you tell it to read it in, or load samples of, which is crazy. You could have this read by a famous actor's voice. You're probably not allowed to, you've got to tick the box saying you own the copyright to it. But you can train it on any voice, and it will read it in that voice.

**Ilana:** Exactly. Then we can say, Now rewrite this script using a joke and let people know we're a family business and offer a money back guarantee. Once again, it is spitting it out automatically. So I mean, this is exactly what, I hate to say it, an agency would be doing for you. All this grunt work that they're doing that is...

**James:** Why do you hate to say it? What's the emotion there?

**Ilana:** Well, I guess it's, you know, agencies are going to have to really pivot and adapt, you know? That's true.

**James:** What does it mean for an agency? What I think it means is they should definitely be augmenting their in-house fulfillment with these tools, providing their team access to this to leverage it. They might want to be careful about over-hiring at the moment. And they'll definitely want to be good. You've got to be better than the tool's standard to stand above it.

I mean, the first question I asked myself when I saw all this lately is, can my clients replace me with AI? And I came up with the answer, no. And I asked, why not? Because currently, they can't replace my experience, my in-person experience, which isn't written and documented on the web, because all of this information was loaded in by a human, right? It said, Here's all the stuff we want to start with. And then a human programs it.

And they can't replace my judgment and my cross-pollination access. They don't have access to my database. They don't have access to my experience, and they don't have access to human empathy and compassion, yet. So lean into the areas that the AI cannot replace. That's probably the most important thing.

And if you're a particularly good copywriter or you're particularly good at running ads, then find out where you're the absolute best in the world at and lean into that. But definitely, if you're running a mediocre shop, or if you're not doing anything particularly special, you need to adapt right now.

## **How does AI perform as a copywriter?**

**Ilana:** Absolutely. Yep. Just to continue on our little experiment here, I then write, Now write a Facebook ad for this product. So it says, Image of a vegan cookbook with mouthwatering dishes on the cover. Obviously, that's not the copy, that's just the pretense. The headline, Say goodbye to boring meals and hello to delicious and healthy vegan cooking. Body copy. Are you tired of the same...? Whatever. But basically, the output is a really good first attempt.

Then I can say, Write 10 possible clickbait headlines for this Facebook ad. And obviously, if I was not happy with the first draft or the Facebook ad, I could say, Rewrite this Facebook ad with, and then whatever guidance that I've got to give it, maybe tell a story.

**James:** Is there one there that you think sounds good?

**Ilana:** Of these clickbait headlines?

**James:** Yeah, let's see what it came up with.

**Ilana:** So just for the purpose of the listener, I'll read them out to you. Headline one, Discover the secret to healthy and delicious meals with our vegan cookbook, not bad. Headline two, Transform your meal routine with these mouthwatering vegan recipes. Number three, Say goodbye to boring meals forever with our must-have vegan cookbook. Four, Get your taste buds ready for a healthy and delicious adventure. Interesting. Five, Unleash your inner chef with these vegan cooking tips and tricks. Okay. Six, Make mealtime fun again with our delicious vegan cookbook. That's probably good because mealtime can be pretty boring.

**James:** I like the one with the adventure - Get your taste buds ready for a delicious adventure, because that could speak to someone who doesn't yet know that they need to be a vegan.

**Ilana:** That's true. That's true. Number seven, The only cookbook you'll ever need for healthy and tasty vegan meals. Eight, Discover how easy and fun healthy cooking can be with our vegan cookbook. Nine, Don't settle for boring meals anymore. Get your copy of our vegan cookbook today. Evaluate your cooking skills and make healthy eating a breeze with our vegan cookbook. Once again, really good starting point, you know?

You don't have to sort of stare at that blank screen and brainstorm all the possible kind of variations. But what we can also do is we can kind of say to it, you know, Now write an article that includes features and benefits titled - and I can grab one of those headlines from what it just generated from our Facebook ad, you know, so I can just copy that in, you know?

So now write an article that includes features and benefits titled, Discover the secret to healthy and delicious meals with our vegan cookbook, and now it's going to write this article for me. Pretty amazing.

I've also kind of experimented with when I'm really trying to do some kind of customer avatar research, is I'll say, you know, Based on the customer avatar Sarah from above, right, what other brands would this customer be likely to engage with? And that could possibly be my Facebook ad targeting, right? As a brainstorm, you know, because somebody who's likely to buy a vegan cookbook, well, I want to know what else they buy, right? So that I can incorporate that.

**James:** The other one I've done a few times is I've asked it for an email series.

**Ilana:** Yeah, nice.

**James:** Write me a three-part email follow-up sequence for people who attended my vegan cooking webinar but still hasn't purchased. And then you can keep refining that. Let them know that there's a time limit, let them know that there's a guarantee. Remind them of these three main benefits, etc. And it'll come up with some interesting outlines.

**Ilana:** Yep. I've also done, you know, based also on the customer avatar, what other products would this customer be likely to purchase in other categories? Once again, targeting, you know? But you know, back to your email sequence concept, like, that's something that you would obviously use, but then incorporate a story and lace a story through it, so it's original.

**James:** Well that's where I was doing things like Goldilocks. Write an email, but use the story of Goldilocks but related to the vegan cookbook. You can also do, what are some trade show ideas I can use for my vegan cookbook stand at the markets, etc. And it'll tell you all sorts of things, you know, pay attention to the tablecloth, or the signage, or have a competition people can enter. If you knew nothing about marketing, you could use this tool. If you're good at asking questions, or if you're curious, you can keep refining the answers until you get close to the mark.





**Ilana:** Exactly. I've even said, you know, Write 10 Google responsive search ads with a headline and description that talk about the above features and benefits. I mean, there you go, like really, all you need now these days to run traffic is kind of like a button pusher, really, to build the campaigns the right way.

## **Can AI replace agencies?**

**James:** So let me ask you the question, can AI replace [TeachTraffic.com](https://teachtraffic.com)?

**Ilana:** I don't believe it could replace TeachTraffic.com. I believe it could replace a number of traffic agencies. Not completely, a business owner would need an implementer. But in terms of what somebody would be hiring locally for, be it English first language and marketing intel and copywriting, potentially, you know.

**James:** So basically, you know, the lower and middle layers of a company hierarchy are more under threat here, in a white collar industry. I'm thinking accountants, lawyers, creative agencies, etc. The entry level to mid-level is the most under threat.

**Ilana:** Yeah, I would say, you know, a low level kind of, you know, content writer.

**James:** So the way I'm thinking of it, would you say that the things that you can't be replaced with at the moment is, you're always going to be a strategic facilitator, you're going to say, right, looking at all the pieces of the puzzle here, here's where you need to focus, here's what you don't. So you're good at the macro overview, and then seeing where everything interlocks together. So if the conductor of the orchestra, even if the instruments can be replaced, you're still conducting the symphony here.

And you're also facilitating the implementation like, here's an idea, bridge it now with AI, and then let's see how it executes. And let's see what the information is telling us. Because obviously, on one side of it, we've got the AI helping us prepare all our marketing, and then the other side, all of these platforms like Google, Facebook, YouTube, have their own AI algorithms in the background doing their thing. So it's like AI wars, but you're helping the good guys set up and deploy, and then seeing what the reaction is from the other side of it.

**Ilana:** But also, you know, what this, you know, especially ChatGPT does not do is it doesn't really help people interpret data. And maybe that's coming, you know?

**James:** That's what I'm saying, you need to have context to know if it's good or bad. Like, if you're a really good copywriter, and you asked it for a sales letter, and you could look at it and go, Yeah, it's pretty meh. But if you knew nothing about copywriting, like, you know, like most general public people, they think copywriting means someone who puts words on a page. Like, the old definition of it. They don't understand that salesmanship in print.

## **Where AI fits in marketing strategy**

So I think it gets you a long way down the track for the research. It builds you the foundations, and then you still need someone to render it and make it strategic, you know, strategically, should we even be working on this thing at all? Should we be doing Facebook or Google or YouTube? And then contextually, is this any good or not? Where is it going to sit?

And then now we've run the campaigns, are we checking the right buttons and ticking the right boxes? Are we overspending, or underspending? Is this about right what we're spending? If we get success here, could we pollinate it over there? So that's where I think TeachTraffic.com is really useful for members, because you've got some brains, human brains there, making sure it all works.

**Ilana:** And I think also, James, like you said, for you know, why you're not replaceable, is the experience, right? Like I've run a traffic agency, and I still have my agency. I've run it for 10 years now. Like, I've tested every possible funnel and offer and niche under the sun. So I've got the experience of when, you know, let's say a vegan cookbook type person joins Teach Traffic, I'd go, Right, yeah, I've done something similar. Here's what we did before, here's what tanked. Here's what did terribly, don't even bother doing that. But let's do this instead.

And you can just kind of cut through a lot of that testing pain, I like to say, and as would other agencies, you know, and I do that still in my agency and many other agencies. I think just now, agencies now are really forced to really step up. And really, yeah, bring that A-level game, because a lot of that lower stuff is at risk of being replaced.

**James:** Like I was saying to a client recently, you need branding style guidelines, because your messaging and your look is all over the place. And on a call today, he said, Yep, I looked up the AI and it told me what things should be included in a brand style guideline or whatever, and this is what it came up with, and then we were able to workshop it.

So the part where I added value was to let him know this was needed in the first place. And then he used the AI to fill a lot of the stuff that can be gotten instantly. And then he needed someone to just render the last part and make a judgment, is it good or bad or whatever? And I was able to give some refinements, and then give a professional example of what an output looks like. And job done.

So I think, the bottom line is use these tools to augment in-house and some of your supply. But definitely make revisions. If you're paying for other companies to do exactly what you can be doing in-house, then that might be an unnecessary expense.

**Ilana:** Exactly. I kind of think of it like this, of like, rather than getting an agency do 100% of the work, right? You might get an agency or yourself to do the first say 30%, AI does 40%, and then the remainder 30%. So the middle grunt work stuff has now gone, or 20:60:20, or something like that, or 10:80:10, however that looks for your industry, it's really to be used in conjunction with good providers.

## The checkout analogy

**James:** I love that. It's kind of like the supermarket where you take your trolley, you check out your own items, and there's one person standing there to unjam the machine when you inevitably mess it up by putting the wrong weight on the counter or whatever, where there used to be 12 people doing the checkout. It's like, it's a combination of technology with humans.

**Ilana:** And there still are some checkout people as well. They haven't been completely replaced.

**James:** That's right. That's a good point. There's a couple of checkout people, but the bulk of the volume is probably self-checked out. And you know, well, again, it's based on how many items you've got, as well, and how tolerant you are with technology or not.

**Ilana:** It's actually becoming a really good analogy, isn't it?

**James:** It is - I mean, it was fresh in my mind because when I was in the Philippines, I saw the Philippines' first self-checkout. And it's very interesting there for me, because when you go to the supermarket, there are very long lines. The line's basically - there's a checkout, and then there's an aisle, and then the lines go down each aisle in the supermarket. So you're trying to get an item off the shelf in between people in the line waiting for the checkout, which is kind of weird. And they figured out how to do it differently.

And then when you check out, they have the tiniest little counter, it's no bigger than, like a little card table. It's tiny. And I'm like, well they've never been to an Aldi, ever. Like, where they just throw it down an aisle. Like, this tiny little thing's surface, like, you couldn't put more than a few items at once. And then there's a person putting everything in paper bags and tying it all up for you. You're not allowed to touch it. You try putting it in the bag yourself, they go, Oh, no, no. And someone else does it, and they put it in your bag for you.

And if you buy a big thing, they'll actually take it out to the car for you. If you buy any electrics, they unbox it all, plug it in and make sure it works while you're in the store. So it takes a lot longer to buy anything. Even a washing machine or whatever, like it's all going to be unboxed. They're all going to be checked.

But the whole point is, it's so different when you start to think, I contrast that with France, like it was 12 years ago, I saw a self-checkout, I'm like, Oh, well this is going to change things. So this is the chain. I think this is good metaphor because it doesn't go back. Once the stores get a taste of people checking out their own things and not having to hire all the people who don't show up or they're sick or need to be trained, it's not going back. AI is here.

And you know, one of the big definitive things that I've noticed, I've seen a couple of marketers who were absolutely dead against NFTs and saying these people who are NFTs are crazy. It's all hype. It's ridiculous. Much like me, right? I didn't really ever get the point of spending a million dollars on a picture of an ape.

And if you listen back to my podcasts, I've not been a hypester. But I'm definitely seeing these people get behind AI. They see it, they see what's happening. This is a fundamental change. I'm seeing it now. This is really one of the first episodes I'm addressing it in the now, because we've been predicting it.

I'm going to probably do a similar-themed episode on SEO as well, because I feel like the marketplace is changing around us. Last year, I did an episode about, [can AI replace copywriting?](#) And we decided, I think it was with [Will Wang](#), that not yet. But we said, you know, watch this space. And it's going to happen quickly now. If we were to sort of benchmark a year from now, I think, well we think, wow, you know, a lot of things are happening with these tools. But let's see.

I appreciate you sharing this episode with us, because you're taking us behind the scenes of what's actually getting done, whether you see this or not. I mean, I knew some article writers who were pulling out articles out of Jasper a year ago, a year and a half ago, but not telling their clients and just making a huge markup. Well, that game has changed today. It's changed.

**Ilana:** Totally, yeah.



**James:** Plus, people like me, and a lot of my clients have unsubscribed from those tools, because there's so many tools now flooding the market. I feel like ironically, those first movers, a lot of those are going to be threatened now. Like, Tesla is under siege in the electric car market, their market share will rapidly decrease because everyone's in on the game now.

**Ilana:** That's right.

**James:** So, someone wants to get help from Ilana?

**Ilana:** Best place to go is [TeachTraffic.com](https://TeachTraffic.com).

**James:** There you go. She'll teach you how to train your robots nicely and get all your traffic firing. Obviously costs a lot less than having an agency do it all for you. And you actually get to learn and have a little bit of fun along the way. I appreciate you so much.

**Ilana:** Yeah, and you can learn from me directly as well, inside there.

**James:** Human to human.

**Ilana:** Yeah. Thank you so much, James.

**James:** Thanks, Ilana. We're going to put this up at episode 989. I'm going to ask you, Ilana, if it's possible to get an export of some of those outputs that we could put in the show notes.

**Ilana:** Absolutely.

**James:** I'm James Schramko. That's [Ilana Wechsler](#). I'll see you next time.

**Ilana:** Thanks so much.

A top-down view of a workspace. In the upper left, a glass of dark coffee sits on a round cork coaster. To its left is a small potted succulent in a tan pot. In the lower left, a black smartphone with the Apple logo is visible. On the right, a silver laptop is open, showing its keyboard. The background is a light-colored, neutral-toned desk.

JAMESSCHRAMKO

**Power up your  
marketing with  
James's help**