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Denfield

Lead, don't follow:
Why AI copywriting reinforces the importance of the human touch

The noise around AI has reached fever pitch across almost every industry – marketing included. Our Senior Copywriter, Rachel Escott, cuts through the chatter and tells you what it means for your content creation going forward.

Is the robot uprising finally here? Not quite, but with artificial intelligence (AI) tools reaching more sophisticated levels than ever before, it's certainly the topic du jour. Here at Denfield, we've enjoyed exploring AI software – and yes, it can now churn out some rather passable copy (laughs nervously).

But amid all the industry noise, it's hard to know who to ask all those questions you've had about AI copywriting.

Just how good is it? Is it the answer to our content-creation prayers? Can search engines sniff out the robot-generated wording?

You could, of course, ask Bard – Google's experimental conversational AI service – what it thinks. Or, like many of our clients are doing, you could ask us. **Here's our take...**

A new era for copywriting?

AI software uses various technologies (such as natural language processing tools and machine-learning models) to quickly generate content. So, it stands to reason that you could use AI tools such as Chat GPT to increase your content or blog output.

There are certainly benefits:

- **Speed:** it can help increase the volume of copy output across multiple channels.
- **Idea generation:** it's able to analyse data and assist writer research.
- **Reactive content:** it can quickly produce content relating to breaking news or current conversations.

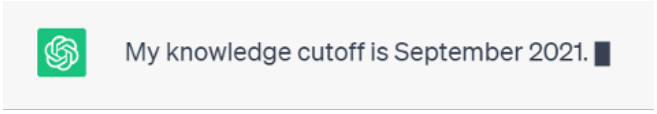
This extra pair of (robotic) hands also means you can direct your copywriting resource to other projects, e.g. creative campaigns or wider content strategy.

Too good to be true?

But before we nail our colours to the AI mast, remember that this recent influx of articles and online content **isn't necessarily a good thing.** It's pretty easy to spot the robot writers – the formulaic style means it ranks well on Google, but it's often mediocre and lacks personality. Most of all, it doesn't feel very original.

And that's because it isn't.

AI trawls the web to create 'new' copy by mimicking existing content. And its most recent information is almost two years old – ChatGPT currently has a knowledge limit of September 2021.



Other limitations include:

- **Not tailored:** it lacks a sophisticated understanding of your company, USPs and audience.
- **Not emotive:** it can identify how to solve customer problems, but it lacks human qualities such as empathy, nuance and understanding context.
- **Limitations on writing style:** it's unable to use memorable and relatable writing features, such as anecdotes, metaphors or puns. (And who doesn't love a good pun?)

What about Google?

AI articles can support clients with **'quick wins'** in ranking for certain search terms, but remember that search engines will likely keep updating their algorithms to spot AI-generated content.

They already are, to some extent – in its *Helpful Content Update* (August 2022), Google said it "aims to better reward content where visitors feel they've had a satisfying experience". So if, like me, you click into an AI article, don't find it engaging and quickly jump out of there, Google will be taking note.

Why thought leadership is king

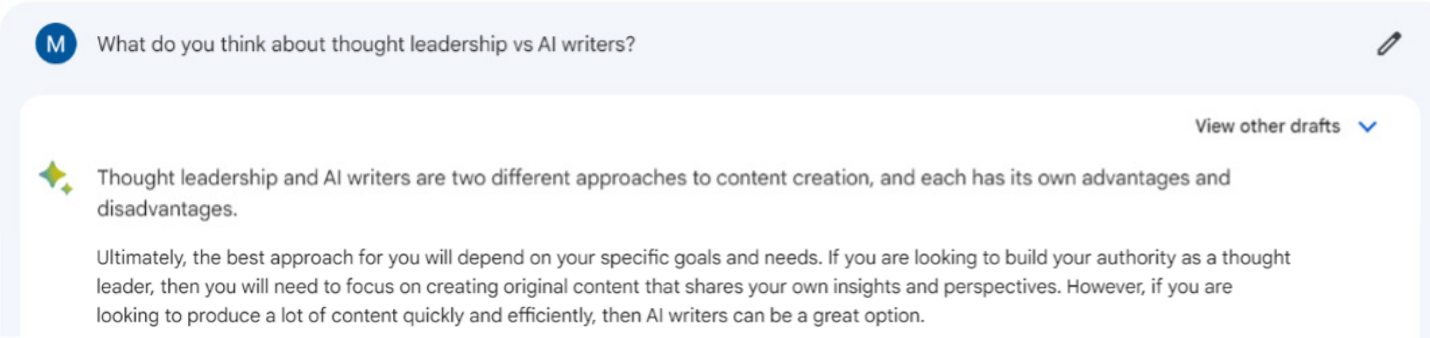
But, where AI works by following others' lead, there's a chance for businesses to really shine as thought leaders.

Our clients are experts in their fields – they live and breathe their industries. They have first-hand experience and original things to say, and they do so with passion and authority. There's therefore a HUGE opportunity for **high-quality, authentic thought-leadership pieces.**

The proof's in the pudding and we've had recent successes with our clients who provide timely industry commentary and original data, resulting in press features and tonnes of engagement on LinkedIn. Not to mention building trust with their customer bases. Win-win!

Let's Go. Do. it!

Earlier, I mentioned asking Bard what it thinks of thought leadership vs AI writers...



So, we're all in agreement that there's a place for both. There's no doubt that AI-supported blogs have a place in helping you scale-up your content strategy – as long as they undergo a full (human) review to ensure the correct brand tone of voice is used, along with SEO optimisation, audience-directed CTAs and accurate spelling and grammar.

Here at Denfield, our creative minds are focusing on our thought leaders: our clients. Through quick wins and longer-term thought-leadership projects and brand storytelling, we can help you create the best brand experience possible for your audience.

Here are 5 quick questions to ask yourself...

1. Are you reflecting a **clear tone of voice** and brand personality to help you stand out from AI?
2. Are you publishing regular blogs about **current affairs** with commentary/insight from key individuals?
3. Do you produce **original research** that could be released to the press and industry publications?
4. Could you look at long-form **thought-leadership articles** or opinion pieces that demonstrate your expertise?
5. Could you go a step further and create a **white paper** on your area of expertise? Supported with infographics, this could be valuable downloadable content for customers and prospects.

Chat to us

if you want to explore any of these further!