



BUSINESS DEVELOPMENT & MARKETING

BENEFIT

Using generative AI in marketing and business development offers numerous benefits, including enhanced efficiency through automation, deeper customer insights from data analysis, personalized customer experiences, improved decision-making with predictive analytics, and innovative content creation, all of which may drive growth and competitive advantage.

EXAMPLES

- **Content:** efficiently generate blog posts, social media updates and email campaigns.
- **Personalization:** engagement using customer insights.
- **Market:** analyze regulatory trends and competitors to strengthen strategic planning and drive growth.

BEST PRACTICES IN LEGAL

- Always carefully edit content generated with AI to verify accuracy.
- Leverage generative AI as a partner that can review a draft brochure or social media post and provide suggestions for optimization.
- Ensure that images and videos generated with AI do not contain copyrighted content.

**TRANSFORM
YOUR BUSINESS
DEVELOPMENT
WITH
AI-POWERED
INSIGHTS.**

FAQS

Q. Can I use generative AI for website optimization?

A. Yes. Many generative AI tools can be used for search engine optimization (SEO).

Q. Can I use generative AI to create a slide deck / PowerPoint presentation?

A. Yes. Some solutions are integrated into Microsoft PowerPoint for this specific purpose and allow the input of a document or text that will provide the foundation for generative AI to create your presentation. Even with generative AI solutions that do not integrate with PowerPoint, you can create text blurbs and images that you can paste into your slide deck.