



AI-Driven Online Marketing for Foreign Businesses in Germany

| Use Cases
| AI Software
| Legal



About me

Kirsten Meisinger

- M.A. Media Studies & American Studies
- Studies in U.S. & Germany
- Marketing Manager at EPSON Electronics and others
- Self-employed as multiple entrepreneur since 2008
- Focus on online marketing | employer marketing | AI tools
- Speaker at bits & pretzels 2023, OMR24, KI Marketing Days 2024, among others





Agenda

AI-Driven Online Marketing for Foreign Businesses in Germany

1. AI Use Cases

- 1.1 Why companies use AI
- 1.2 Where in the Marketing Process do they use AI?

2. Most important AI Tools and their functionalities

- 2.1 Generative AI: ChatGPT | MS Copilot | Google Gemini
- 2.2 Creative Assets: Midjourney | Adobe Firefly | HeyGen
- 2.3 Presentations: Gamma
- 2.4 Data Analysis: Essence | Outscraper | Data Analyst
- 2.5 Marketing Campaigns: AI functionalities of e.g. LinkedIn

3. Legal

- 3.1 EU AI Act
- 3.2 Data Privacy in EU



AI USE CASES



1.1 Use Cases: Why use AI?

For all businesses....

1. Optimize core business
 2. Accelerate existing processes
 3. Reduce error rate
 4. Reduce complexity/ automate
 5. Accelerate decisions
 6. Improve quality of decisions
 7. Innovation (products/services)
 8. Develop new business channels
 9. Hyperpersonalization
 10. Time-efficiency
-



1.1 Use Cases: Why use AI?

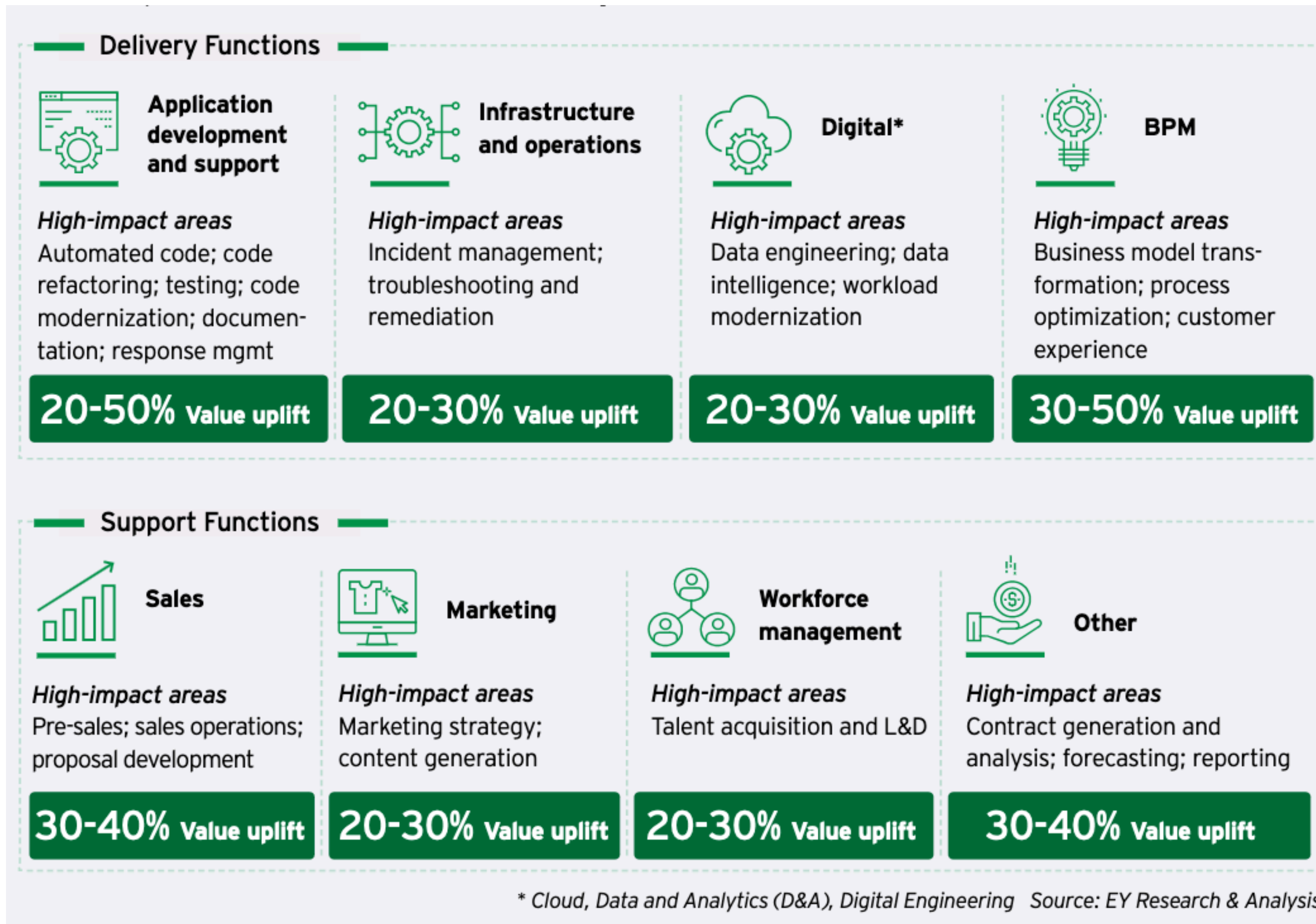
As a foreign business...

1. Research & analyze the market
 2. Understand the culture
 3. Adapt content & language
 4. Understand local laws (German & EU)
 5. Marketing campaigns for sales lead acquisition
 6. Optimizing E-Commerce Workflows
-



1.1 Use Cases: Why use AI?

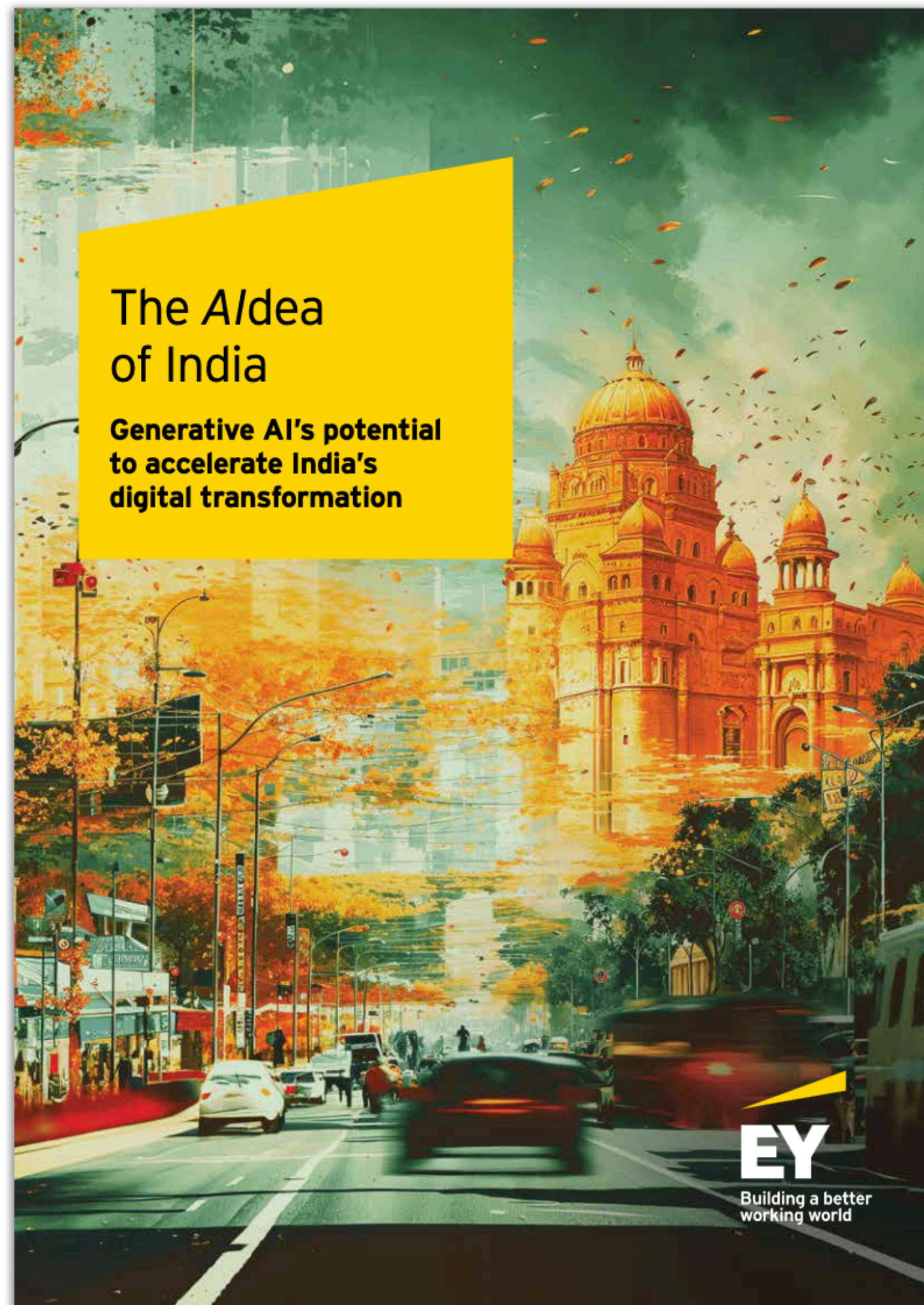
Value impact estimates of Gen AI on key areas





The Economic Opportunity of Gen AI in India

EY Study:



IMF Study:

F&D

Unlocking India's Potential with AI

Nandan Nilekani and Tanuj Bhojwani

India is on the brink of a transformation that could change its economic and social future

Before the end of this decade, more Indians will use AI every day than in any other country in the world. What's more, people in advanced economies will be surprised by the ways the country will use AI. India is on the cusp of a technological revolution that could alter the trajectory of its social and economic future, and in this revolution there are lessons for the rest of the world.

Our prediction hinges on three facts: India needs it, India is ready for it, and India will do it.

India needs it

The concept of "China plus one" has been gaining traction, with its admonition that global companies should not depend inordinately on China for their manufacturing and software needs. India, with its growing infrastructure investments, favorable policies, and young working population, is the most likely beneficiary of this shift. It is perhaps the only country poised to match the scale of China.

With 1.4 billion people, India is closer to a continent than a country. Its population is almost twice that of Europe. But the average age in India is 28, compared with Europe's 44, which means a higher share of the population is of working age. This is the starting point: India is a very large country of very young people.

This demographic dividend, favorable global trends, and the unlocking of decades of suppressed potential are starting to show returns. Even as the macroeconomic projections for most of the world seem modest or bleak, India remains a bright spot. These young Indians are aspirational and motivated to use every opportunity to better their lives.

What really sets India apart from the West are its unique challenges and needs. India's diverse population and complex socioeconomic concerns mean that AI there is not just about developing cutting-edge technology. It's about finding innovative solutions to address pressing problems in health care, education, agriculture, and sustainability.

Though our population is just double the size of Europe's, we are much more diverse. Indians, like Europeans, are often bi- or multilingual. India recognizes 19,500 dialects spoken by at least 10,000 people. Based on data from the Indian census, two Indians selected at random have only a 36 percent chance of speaking a common language.

This language barrier is complicated by the fact that the official literacy rate in the country hovers near 77 percent, varying vastly between states. This means that roughly 1 in 4 people can't read or write. Even though the government tries to provide welfare assistance for its most vulnerable, it's hard to spread awareness about the service and reach the last mile. Filling out a simple form to access welfare can be daunting for someone who is illiterate. Determining eligibility for assistance means depending on someone who can read, write, and navigate the bureaucracy.

The rest of the world has been eyeing AI with curiosity, waiting for real-use cases. In India, we see potential today.

Illustration by Joan Wong

DECEMBER 2023 15



1.1 Use Case: AI in marketing

1. Market analysis

- Competitor analysis
- Analysis of customer feedback
- Company positioning

2. Creatives

- Idea generation
- Copywriting & analysis
- Image creation
- Video creation
- Text/Blog/ Web/ Script to Video



3. MarCom

- Feedback on media optimization
- Own GPT for customer questions
- Chat via AI-based tool
- Use marketing persona sheets for AI prompting

4. Sales & Ads

- Hyper-personalized communication
- Granular targeting
- Smart bidding
-

5. Controlling

- Evaluation of previous measures
- Predictive analysis of market & financial requirements



AI SOFTWARE



2.1 Generative AI

ChatGPT 4.o: The jack of all trades

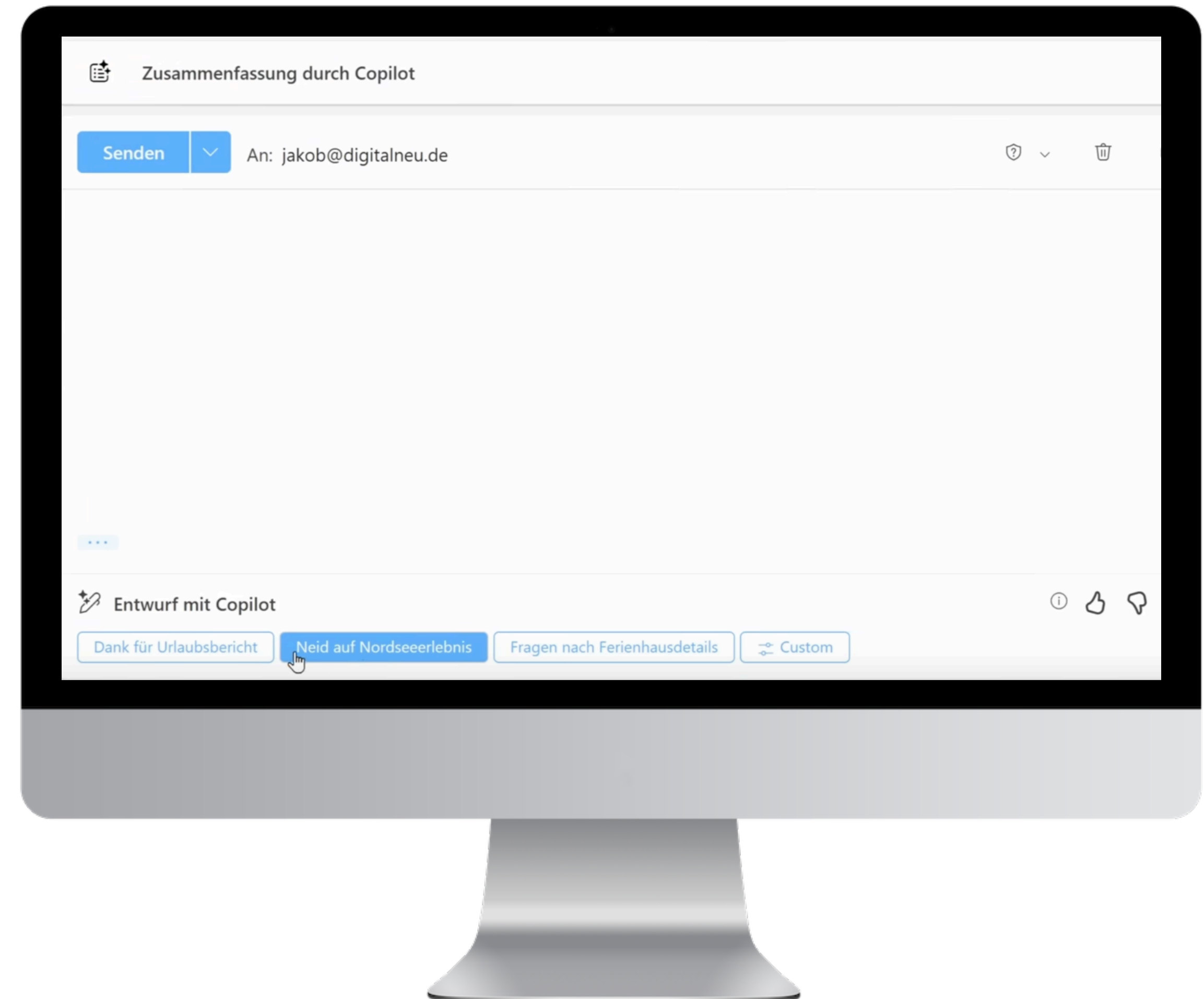
- Write & translate texts
- Deliver ideas
- Plan a (business) trip
- Analyze images, describe, offer solutions (I take a picture of a math problem/ formula/ my food and get a solution/ calorie counter/...)
- Reproduce knowledge from the Internet (real-time results for ChatGPT+ and Enterprise users)
- Evaluate and summarize complex documents (e.g. scientific PDFs, meeting summaries)
- Analyze, evaluate and graphically display data
- Psychologically evaluate and respond to texts such as emails
- Emotion analysis
- Develop storytelling for key visuals
- Provide improvements to the design of product packaging / logos
- Help to understand and translate complicated legal texts



2.1 Generative AI

Microsoft Copilot

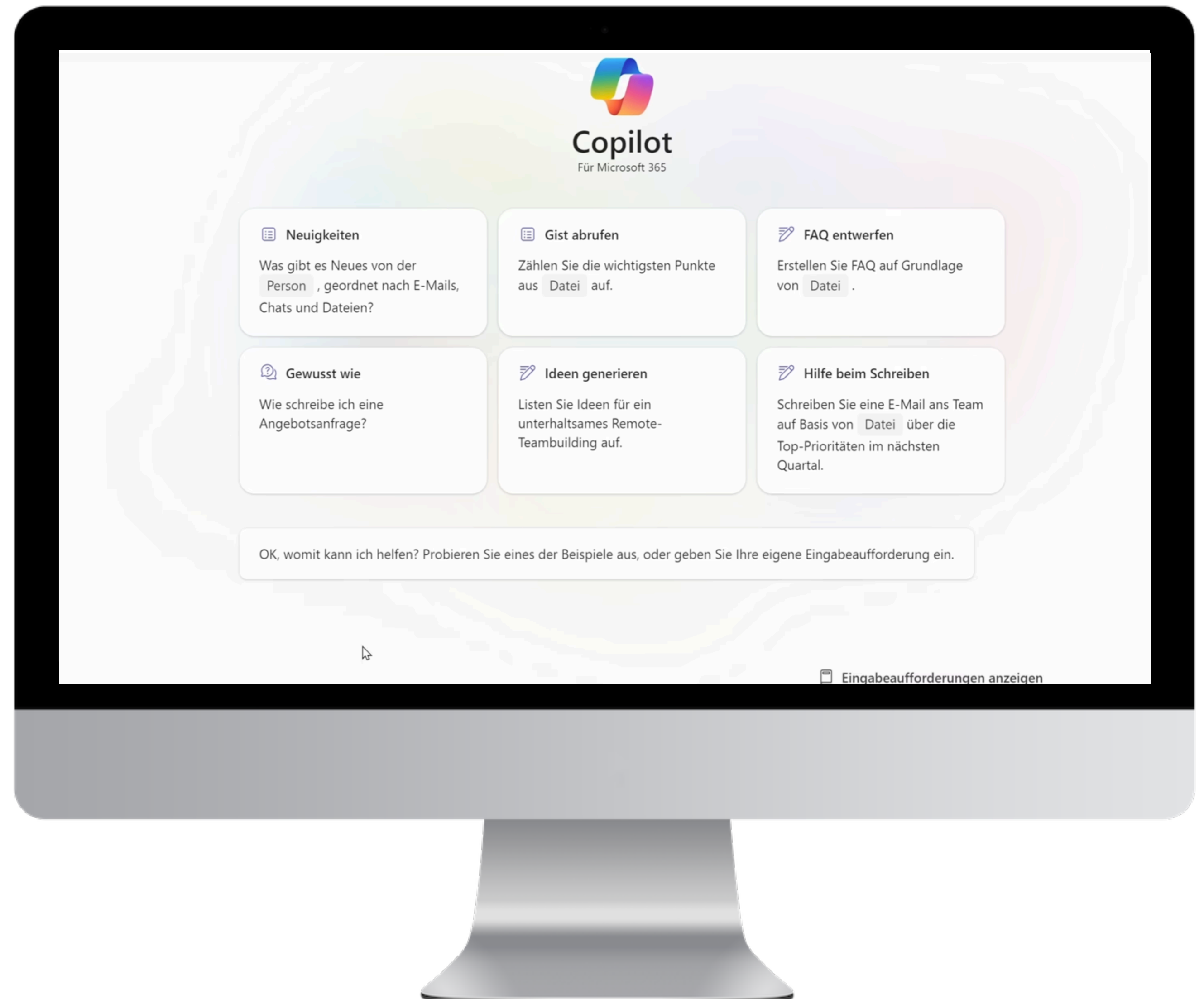
- Outlook
 - Summarizing conversations, composing e-mails and scheduling appointments
 - Set length and tone
 - Overall summary of all emails from one person
 - Several variants for replies as buttons or text versions incl. suggestions for “Ask for details” “Express emotions”
 - Coaching with Copilot (spelling, rephrasing)
- Excel: Automatic analysis and visualization of data, creation of complex formulas and trend monitoring
- PowerPoint: Create presentations based on simple input or documents
- Word: Support for writing texts and summaries



2.1 Generative AI

Microsoft Copilot

- Teams
 - Summarize News from people (like all their mails)
 - Evaluate files
 - Draft FAQ
 - Answer questions (How do I write ...?)
 - Generate ideas
 - Questions about files stored in the Microsoft environment (power contract...)



2.2. Creative Assets

Midjourney

- Prompt Helper (Midlibrary & Promptfolder)
- Legal issues



2.2. Creative Assets

Adobe Firefly

- Legally compliant (own training data)

Use Case 1:
Text to image for
image generation as
creative



Text zu Bild
Erstelle Bilder aus einer detaillierten Beschreibung und beeinflusse den Stil mit einem Referenzbild.

Generieren


Use Case 2:
Image retouching /
extension with
generative filling



Generativ füllen (Vorschau)
Entferne Objekte mit einem Pinsel oder male neue Objekte ein.

Generieren

Use Case 3:
Icons/ vectors /
Comic style in
Adobe Illustrator...



Generiere einen Vektor
Generiere SVG-Dateien, indem du sie detailliert als Text beschreibst.

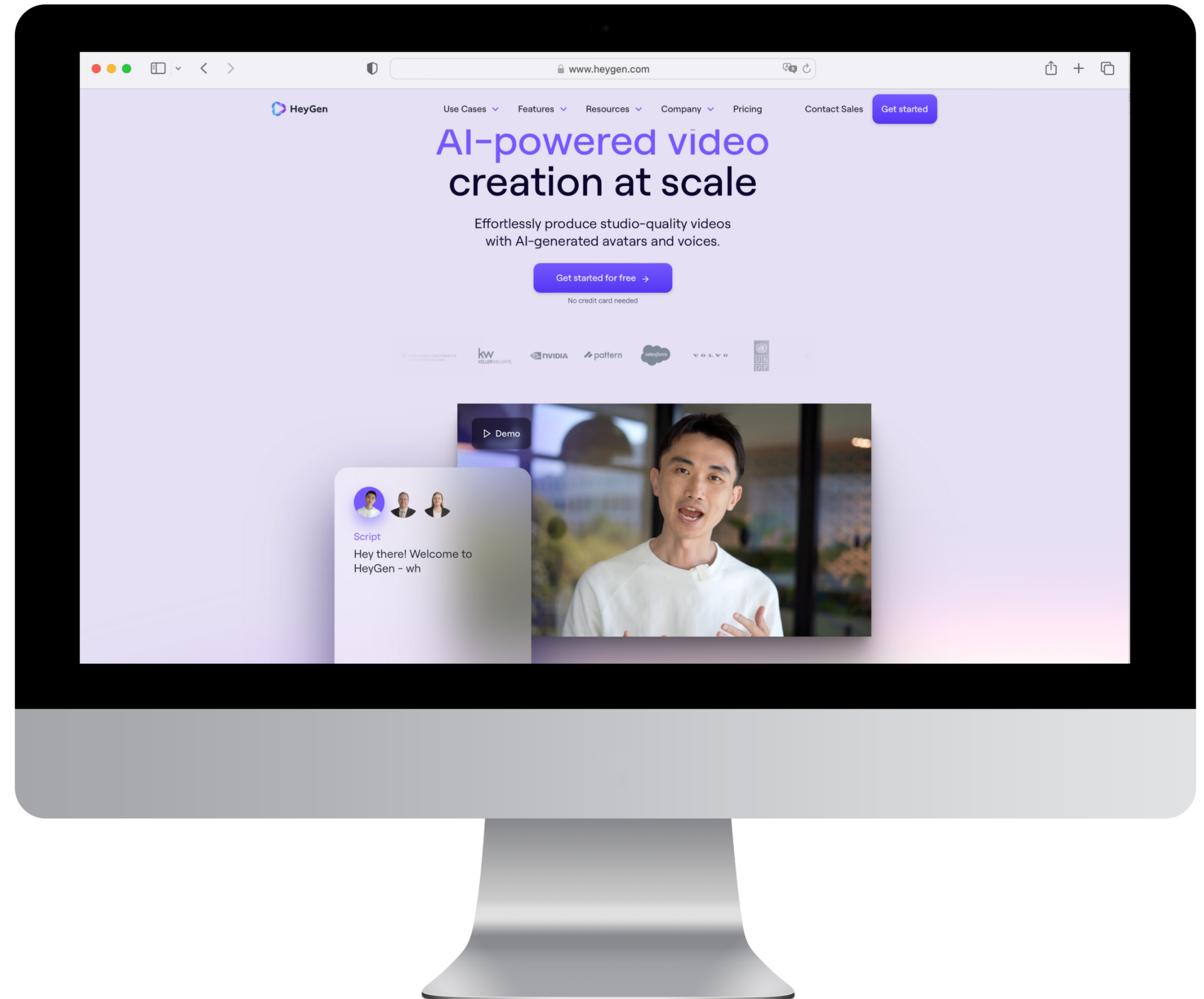
Weitere Infos



2.2. Creative Assets

HeyGen

- Video creation from 2 minutes of your own footage
- Clipping the avatar
- Library with graphic templates
- Any text can be spoken, AI synchronizes lip movement
- Translation into many languages in the tool
- Legally compliant (own videos or secure avatars)
- Can be integrated into e.g. Canva
- For sales campaigns: upload database, hyper-personalized approach





2.2. Creative Assets

Check out our AI avatar videos!

- youtube.com/@AI-SEALS

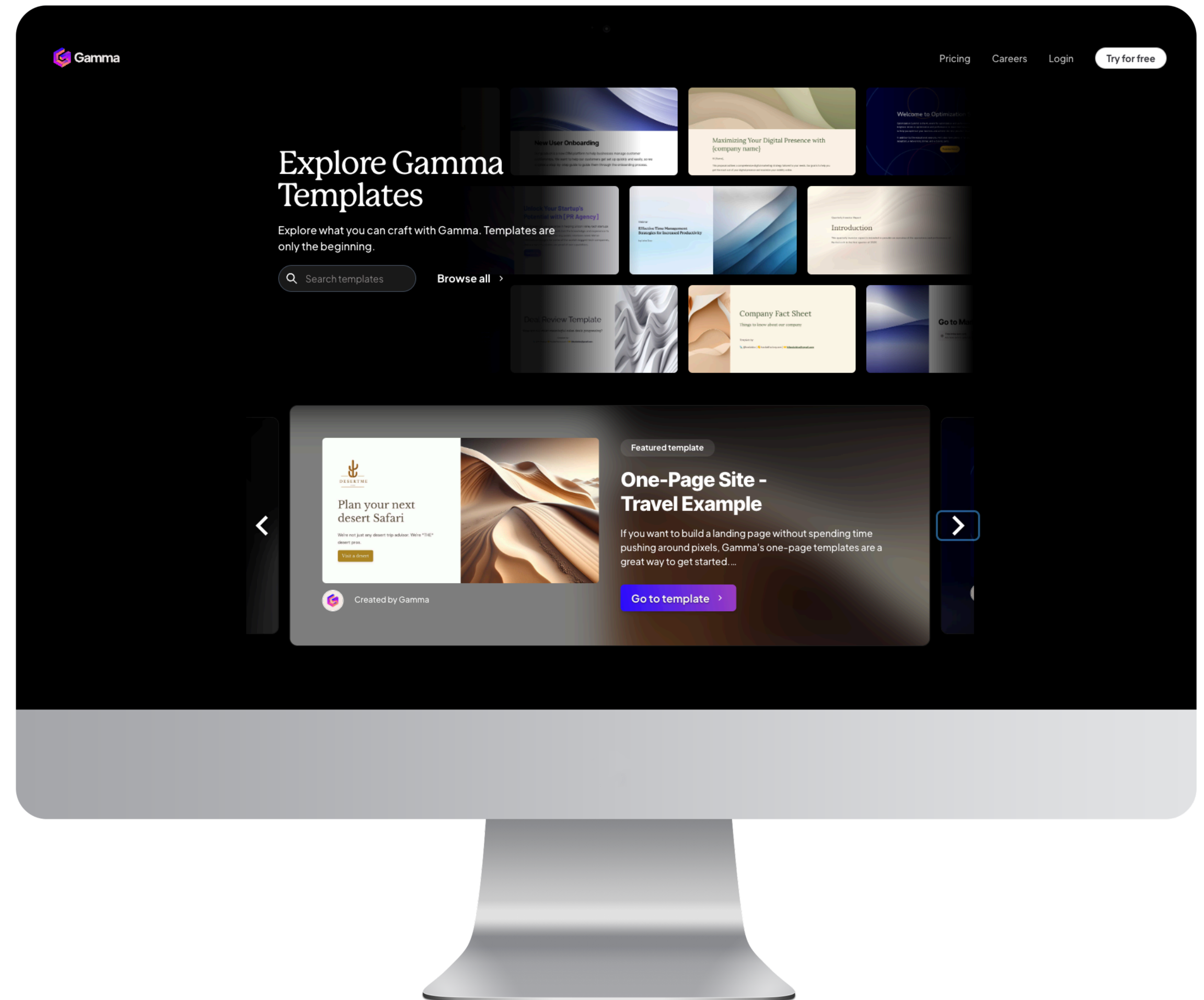
	<p>Präsentationen und Dokumente mit Gamma erstellen Tutorial KI Tools in der Marketingpraxis AI SEALS • 8 Aufrufe • vor 3 Wochen</p>
	<p>AIO Strategies to optimize your website for AI search AI tools in marketing practice AI SEALS • 5 Aufrufe • vor 3 Wochen</p>
	<p>Einfach KI Videos erstellen mit HeyGen Tutorial KI Tools in der Marketingpraxis AI SEALS • 15 Aufrufe • vor 3 Wochen</p>
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	<p>ChatGPT: Datenschutz und individuelle Konfigurationen Tutorial KI Tools in der Marketingpraxis AI SEALS • 6 Aufrufe • vor 3 Wochen</p>
	<p>5 reasons why you should use HeyGen Series "Try this AI!" #aitools #digitalmarketing AI SEALS • 27 Aufrufe • vor 3 Monaten</p>



2.3 Presentations

Presentations & website design with Gamma

- Tool for quickly creating presentations, documents and websites
- Visually appealing preparation of e.g. text/ PDF/ PPT
- Without design or programming knowledge
- Ready-made templates and own uploads
- Import of existing documents





2.4 Data Analysis

Customer feedback & competitor analysis with Essense.io

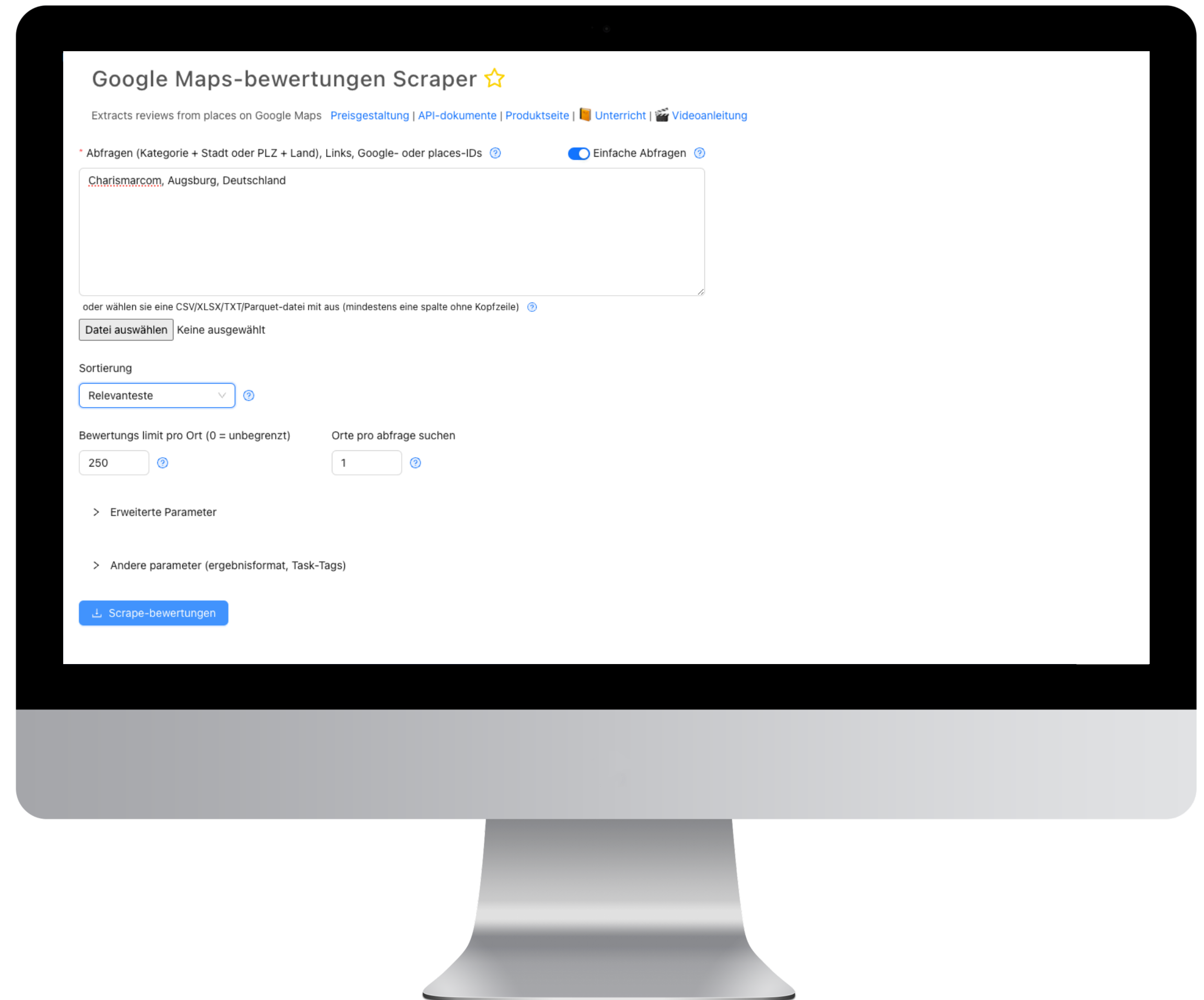
- AI-supported analysis of customer reviews
- Import of various sources: App Store, Playstore, Google Reviews, Trustpilot
- AI-supported categorization of reviews: e.g. quality, prices, customer service, negative reviews, customer demands
- Chatbot



2.4 Data Analysis

Customer feedback & competitor analysis with Outscraper:

- Extract Data from various sources: e.g. Amazon or Google reviews, Google News, YouTube comments ...
- Export in table format

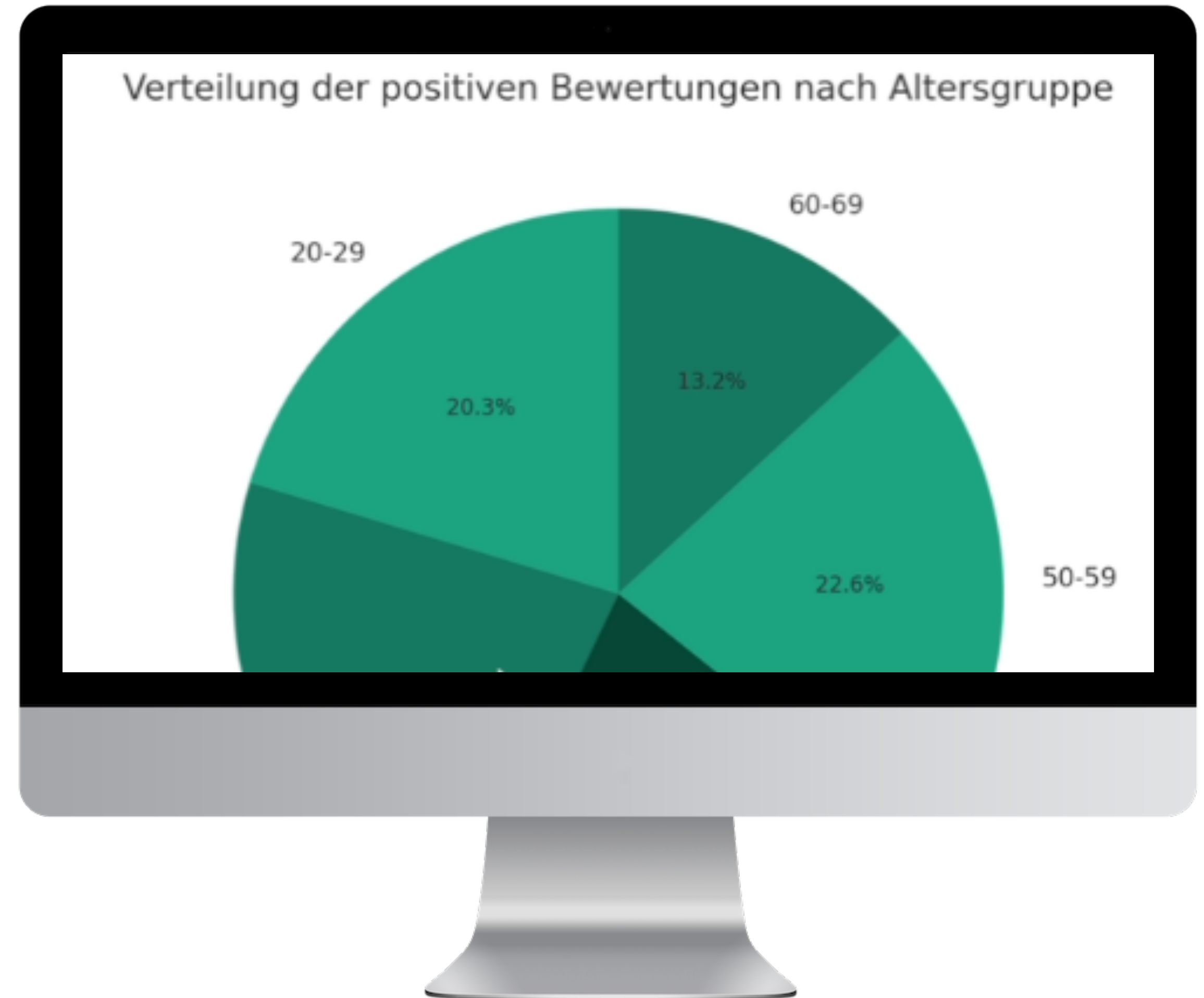




2.4 Data Analysis

ChatGPT Data Analyst

- Open via <https://chatgpt.com/gpts>
- Search for From ChatGPT/ Data Analyst
- Upload data (e.g. Excel) and enter prompt
- Download the analysis, e.g. as a pie chart





4.5 Marketing Campaigns

Optimizing E-Commerce Workflows with Vision AI

- Offers tools for automating and optimizing e-commerce processes to manage online stores more efficiently
- Can be easily integrated into existing e-commerce platforms
- Features:
 - AI-driven search engine that understands complex queries
 - Automatic cross-selling
 - Auto-tagging
 - “Shop the look” bundle generation

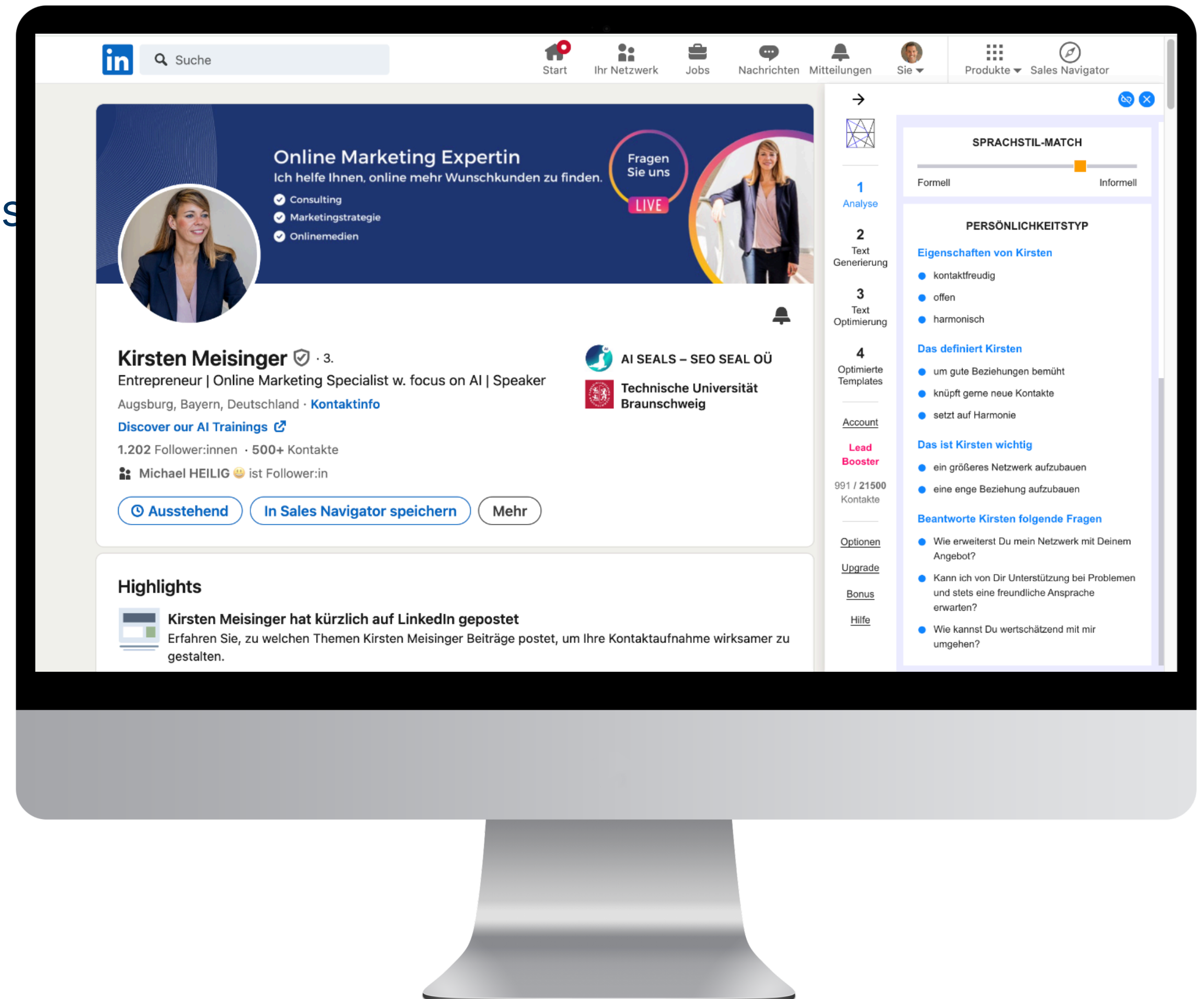




4. Lead Acquisition

LinkedIn AI

- **Auto Translation** for English, German, Spanish, French, and Portuguese posts
- **Campaign Manager:** AI recommends and optimizes complete B2B campaigns in minutes, allowing marketers to adjust and launch quickly
- **Sales Navigator:** AI-powered tools improve lead prospecting and account research
- **resumeworded.com** to analyze your profile
- Add-ons for matching marketing leads





LEGAL

3.1 Legal: EU AI Act



27
MEMBER STATES



> 31 MIO
COMPANIES



> 447 MIO
PEOPLE

Basics

When?

- In force since August 1st, 2024

Who is affected by the EU AI Act?

- Providers who place AI systems on the market or put them into operation in the EU. These are all legal entities, authorities, institutions or other bodies that develop an AI system or have one developed.
- Users of AI systems located in the EU. This also includes natural persons, and therefore also private individuals.



3.1 Legal: EU AI Act

Risk categories

Which applications are affected by the EU AI Act?

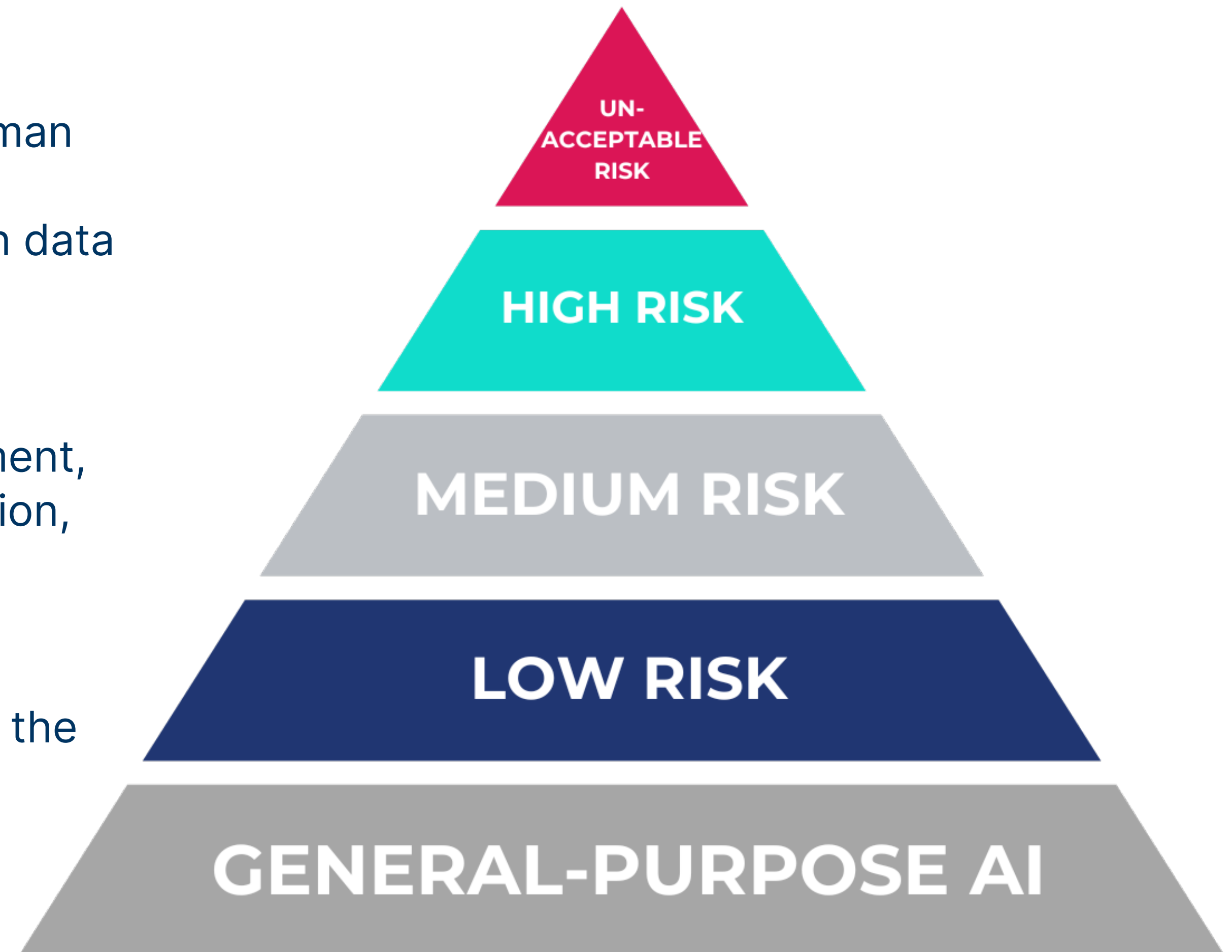
- All AI systems that interact with people
- Including social scoring (e.g. used in recruiting/human resources, credit assessments/education)
- All areas of application that come into contact with data protection issues

Consequences for companies:

- Administrative obligations, including risk management, ensuring quality, providing (technical) documentation, ongoing monitoring, proactive communication

Next steps for companies:

1. Implement an overview of the AI systems used in the company
2. Assess risk categories
3. Follow steps to compliance





3.2 Data privacy

General Data Protection Regulation (GDPR)

- EU law that governs how personal data of individuals within the EU is collected, processed, and stored
 - applies to any company, inside or outside the EU, that handles EU citizens' personal data
 - gives individuals control over their personal data, they have the right to access their data, request corrections, demand deletion ("right to be forgotten"), and know how their data is being used
 - companies must obtain clear and explicit consent from individuals before collecting their data and must explain how the data will be used in simple language
 - companies that do not comply with GDPR can face heavy fines, up to 4% of their annual global revenue or €20 million, whichever is higher
-



**More than machinery
we need humanity.**

**More than cleverness
we need kindness.**



CONTACT



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in Online
Marketing

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Marketing Seminar

Learn how to integrate AI tools in your daily online marketing tasks and enhance your performance and efficiency.

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AI TOOLS
ChatGPT
Power-User

BOOK NOW

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Become a ChatGPT Power User by discovering all ChatGPT functions, features and hacks. Our practical examples and Use Cases will guide you.

Book Now




Training
USE CASES
Best practice:
How others use AI

BOOK NOW

Use Cases Seminar

Discover use cases with AI. Learn best practice examples from other companies using AI for their workflows and applications.

Book Now



Training
AI & I
Customized
Training

BOOK NOW

AI & I Individual Training

Individual Training on AI software or workflows incorporating AI that you choose

Book Now



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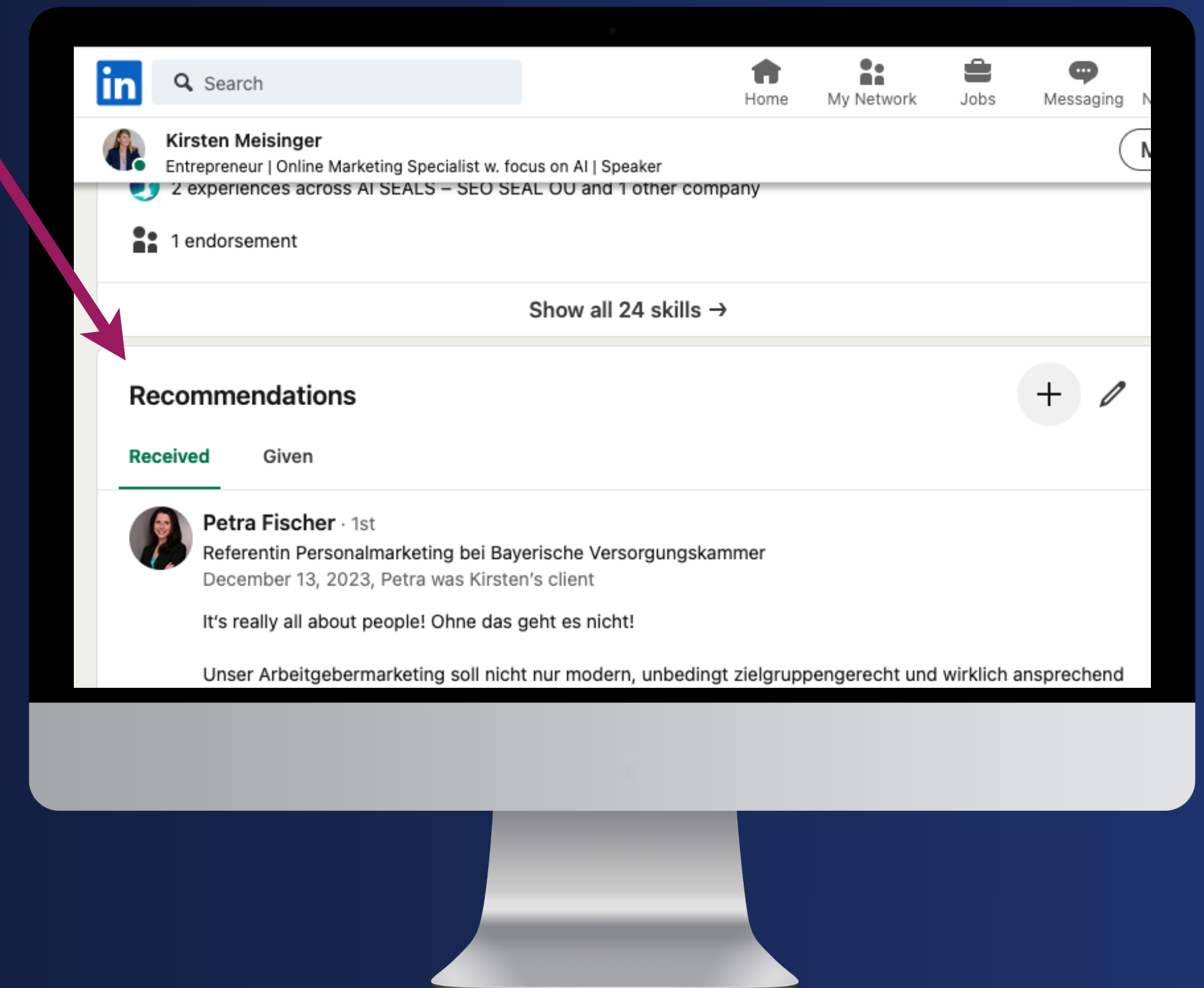


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