

Al-Driven Online Marketing for Foreign Businesses in Germany

Use Cases Al 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

ois Days 2024, amo





Agenda **AI-Driven Online Marketing for Foreign Businesses** in Germany

1. Al Use Cases

- 1.1 Why companies use Al
- 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: Al 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 Al?

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 Al?

As a foreign business...

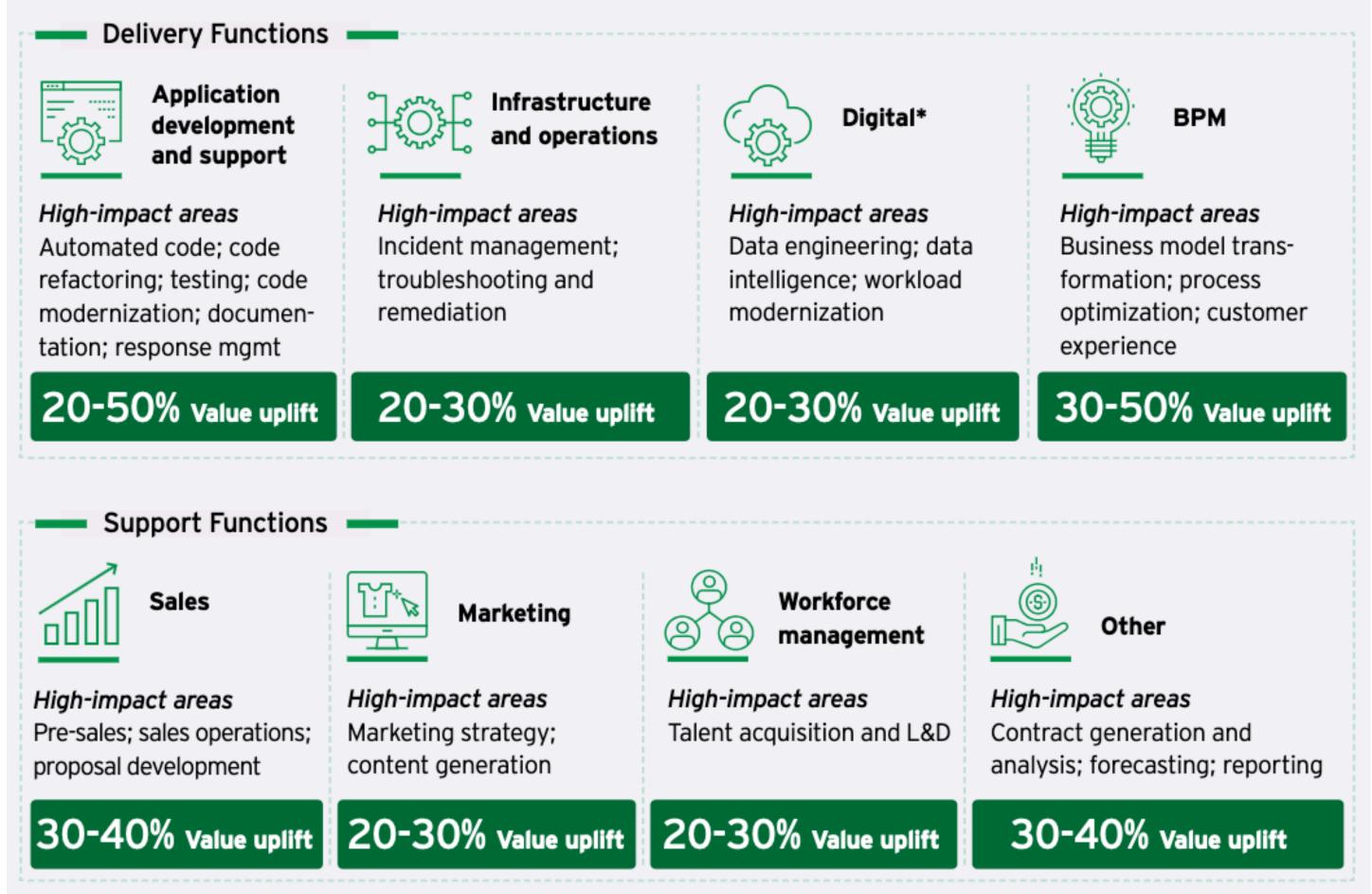
- 1. Research & analyze the market
- 2. Understand the culture
- 3. Adapt content & language
- 4. Understand local laws (German & EU)
- 5. Marketing campaigns for sales lead acquisition
- 6. Optimizing E-Commerce Workflows





1.1 Use Cases: Why use Al?

Value impact estimates of Gen Al on key areas



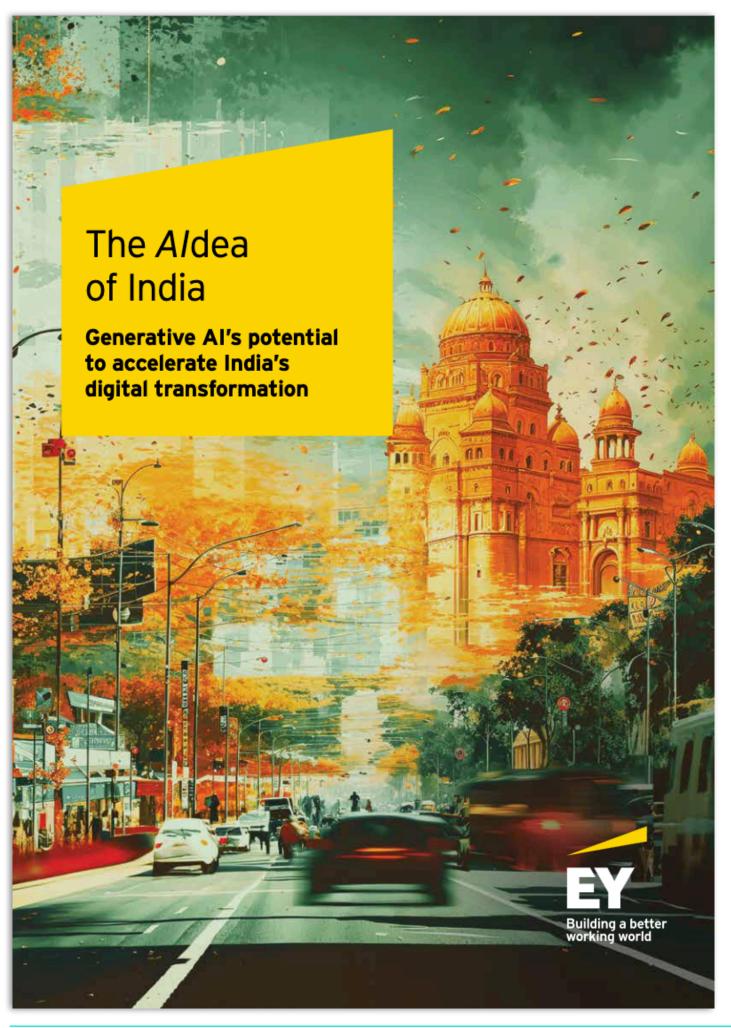
* Cloud, Data and Analytics (D&A), Digital Engineering Source: EY Research & Analysis





The Economic Opportunity of Gen Al in India

EY Study:





IMF Study:



efore 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 econo-

mies 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 popula-

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



tion 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.

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1.1 Use Case: Al 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



MACHINE LEARNING & ARTIFICIAL INTELLIGENCE INFRASTRUCTURE ANALYTICS STORAGE MPP DBs - DATA LAKES / DATA -BIPLATFORMS ----- VISUALIZATION ---DATA SCIENCE -DATA SCIENCE STREAMING / ENTERPRISE ML/AI PLATFORMS **WAREHOUSES** N-MEMOR NOTEBOOKS PLATFORMS Looker 🔤 awsaa 👬 + a b | e a u AWSAmazen sa Microsoft Azure Google Cloud teradat AWS Redshift ST aws and Google Cloud 🕤 CONFLUENT 😂 databricks 💭 jupyter 🔣 🔘 Watson Studio DOMO ThoughtSpot. Microsoft SAP Lur TRM Storage 💭 DigitalOcean Sp C Google Cloud Azure ORACLE SAP HANA Cloud Redpanda !!! 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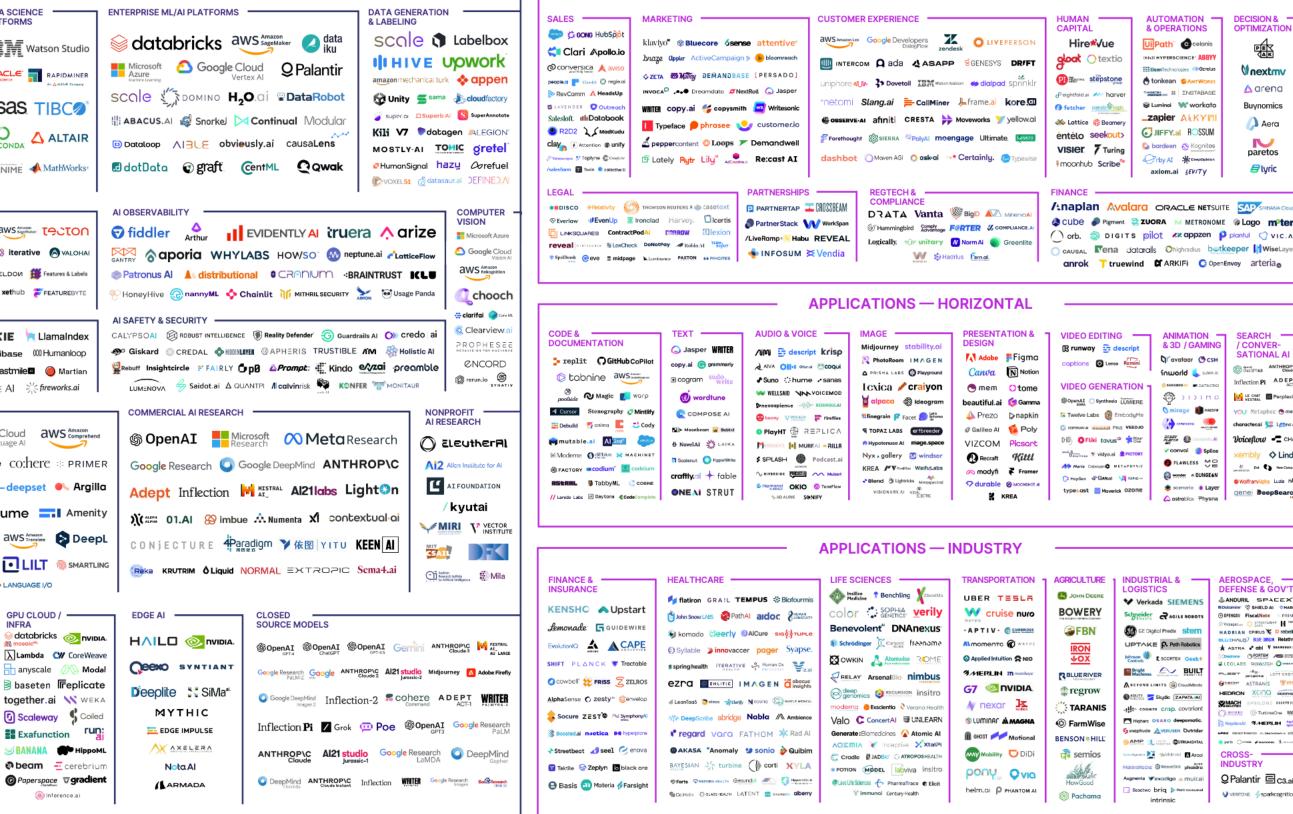
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THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE



APPLICATIONS — ENTERPRISE

*mattturck.com/mad2024/











2.1 Generative Al

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
- ckaging / logos Il texts



2.1 Generative Al

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

Zusammenfassung durch Copilot	
Senden V An: jakob@digitalneu.de	⑦ 、 前

₺ Entwurf mit Copilot	ා ሪ ና
Dank für Urlaubsbericht Neid auf Nordseeerlebnis Fragen nach Ferienhausdetails 🛫 Custom	





2.1 Generative Al

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...)



Neuigkeiten

Was gibt es Neues von der Person, geordnet nach E-Mails, Chats und Dateien?

② Gewusst wie

Wie schreibe ich eine Angebotsanfrage?

🗉 Gist abrufen

Zählen Sie die wichtigsten Punkte aus Datei auf.

Ideen generieren

Listen Sie Ideen für ein unterhaltsames Remote-Teambuilding auf.

🔊 FAQ entwerfen

Erstellen Sie FAQ auf Grundlage von Datei .

Hilfe beim Schreiben

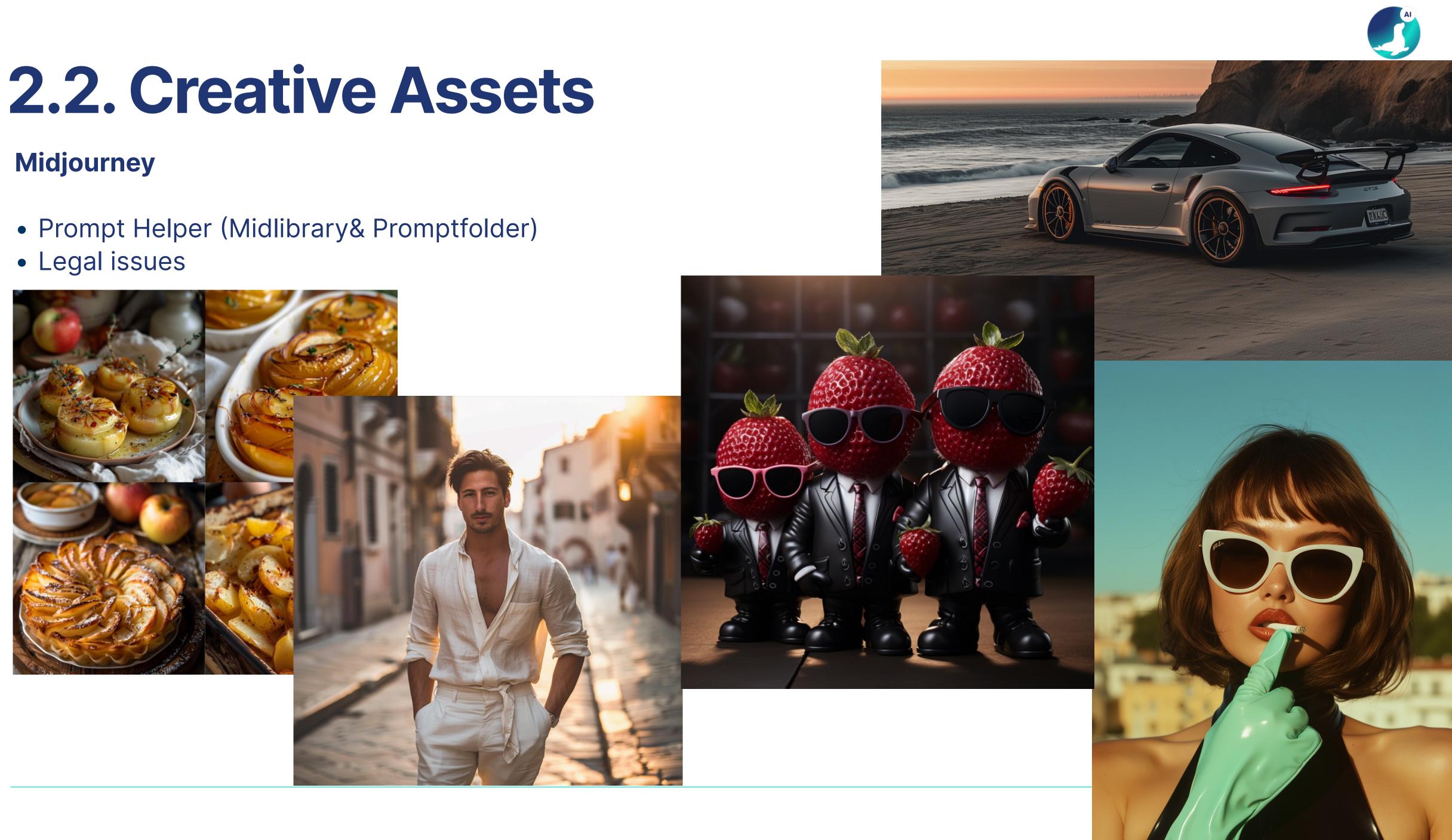
Schreiben Sie eine E-Mail ans Team auf Basis von Datei über die Top-Prioritäten im nächsten Quartal.

OK, womit kann ich helfen? Probieren Sie eines der Beispiele aus, oder geben Sie Ihre eigene Eingabeaufforderung ein.

2

Eingabeaufforderungen anzeigen





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:

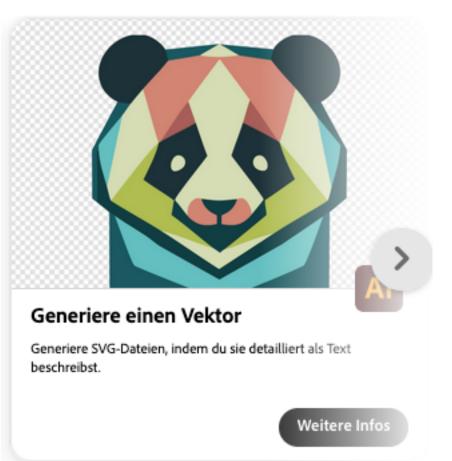


Entferne Objekte mit einem Pinsel oder male neue Objekte ein.

Image retouching / extension with generative filling



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

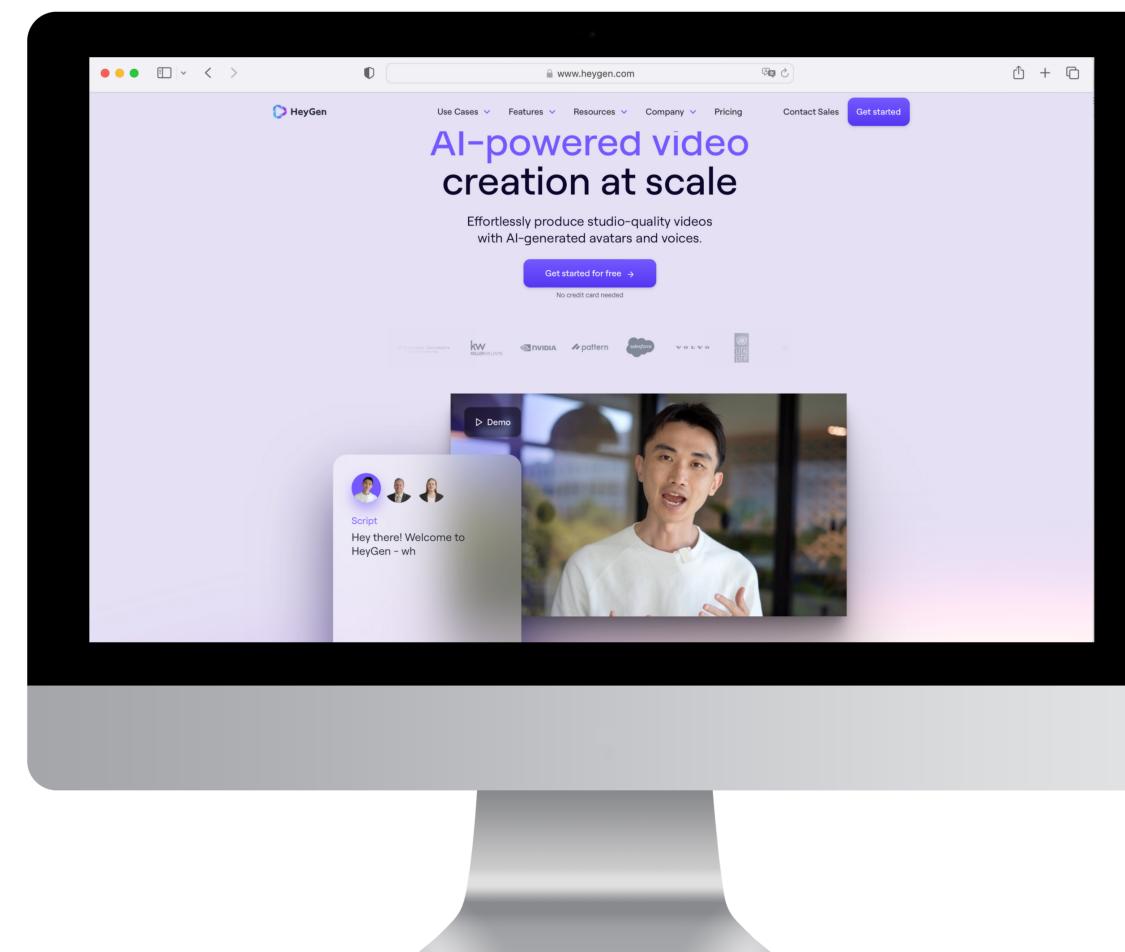




2.2. Creative Assets

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



heygen.com





2.2. Creative Assets

Check out our Al avatar videos!

youtube.com/@AI-SEALS

KI-VIDEOS

=

- KI CHATBOT & SUCHMASCHINE _ nit Perplexity ai
- PRIVACY & PERSONAL CONFIG or ChatCP
- INDIVIDUELLES ____



Präsentationen und Dokumente mit Gamma erstellen | Tutorial | KI Tools in der Marketingpraxis AI SEALS • 8 Aufrufe • vor 3 Wochen



AIO Strategies to optimize your website for AI search | AI tools in marketing practice AI SEALS • 5 Aufrufe • vor 3 Wochen



Einfach KI Videos erstellen mit HeyGen | Tutorial | KI Tools in der Marketingpraxis AI SEALS • 15 Aufrufe • vor 3 Wochen



Perplexity.AI: KI Chatbot & Suchmaschine | Tutorial | KI Tools in der Marketingpraxis AI SEALS • 14 Aufrufe • vor 3 Wochen



ChatGPT: Data privacy and individual configurations | Tutorial | AI tools in marketing practice AI SEALS • 5 Aufrufe • vor 3 Wochen



ChatGPT: Datenschutz und individuelle Konfigurationen | Tutorial | KI Tools in der Marketingpraxis AI SEALS · 6 Aufrufe · vor 3 Wochen



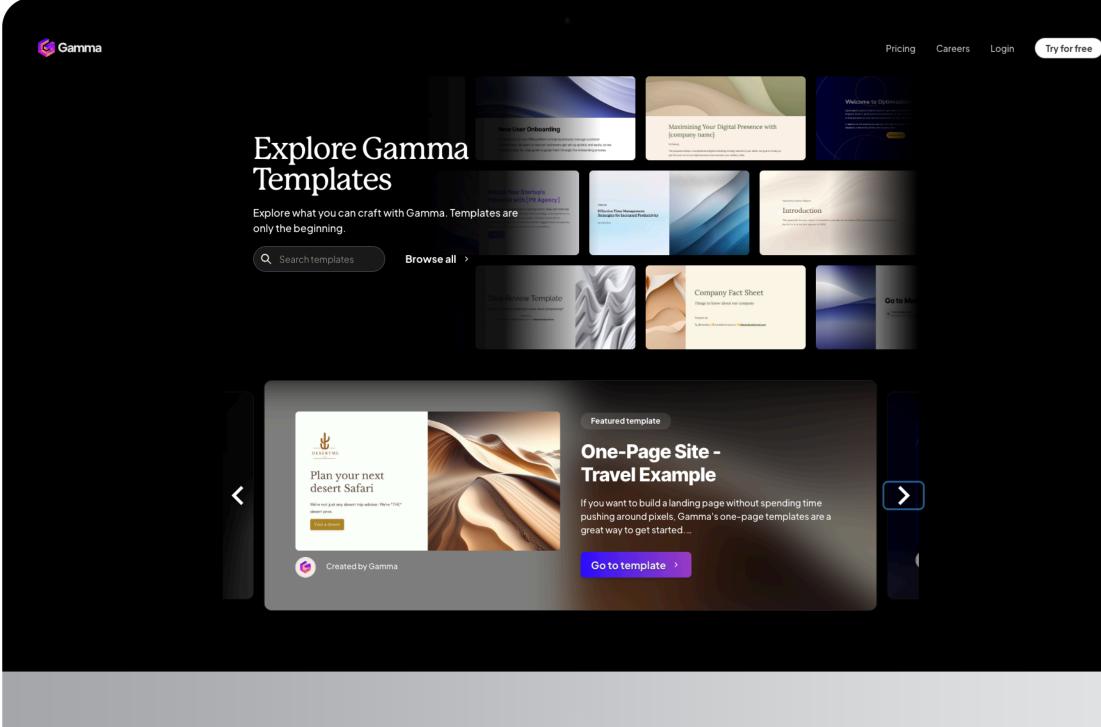
5 reasons why you should use HeyGen | Series "Try this AI!" #aitools #digitalmarketing AI SEALS • 27 Aufrufe • vor 3 Monaten



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

- Al-supported analysis of customer reviews
- Import of various sources: App Store, Playstore, Google Reviews, Trustpilot
- Al-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

Google Maps-bewertungen Scraper ☆ Extracts reviews from places on Google Maps Preisgestaltung | API-dokumente | Produktseite | 🦉 Unterricht | 🞬 Videoanleitung Abfragen (Kategorie + Stadt oder PLZ + Land), Links, Google- oder places-IDs (2) C Einfache Abfragen 🥝 Charismarcom, Augsburg, Deutschland oder wählen sie eine CSV/XLSX/TXT/Parquet-datei mit aus (mindestens eine spalte ohne Kopfzeile) (2) Datei auswählen Keine ausgewählt Sortierung Relevanteste (2) Bewertungs limit pro Ort (0 = unbegrenzt) Orte pro abfrage suchen 1 🥘 250 (2) > Erweiterte Parameter > Andere parameter (ergebnisformat, Task-Tags) , Scrape-bewertun







2.4 Data Analysis

ChatGPT Data Analyst

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



ai-seals.com/resources





4.5 Marketing Campaigns

Optimizing E-Commerce Workflows with Vision Al

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









4. Lead Acquisition

LinkedIn Al

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

P Ø 9 in **Q** Suche Produkte 🔻 Sales Navigator Jobs Start Ihr Netzwerk Nachrichten Mitteilungen Sie 🔻 X SPRACHSTIL-MATCH **Online Marketing Expertin** Sie uns Ich helfe Ihnen, online mehr Wunschkunden zu finden. Formel Informell Consulting Marketingstrated PERSÖNLICHKEITSTYP Eigenschaften von Kirster kontaktfreudig 3 offen Text harmonisch Optimierun Das definiert Kirsten 4 Kirsten Meisinger 🕢 🔞 🇾 AI SEALS – SEO SEAL OÜ um gute Beziehungen bemüht Optimiert Entrepreneur | Online Marketing Specialist w. focus on AI | Speaker Template Technische Universität knüpft gerne neue Kontakte Braunschweig Augsburg, Bavern, Deutschland · Kontaktinfo setzt auf Harmonie Accour Discover our AI Trainings 🕑 **Das ist Kirsten wichtig** Lead 1.202 Follower:innen · 500+ Kontakte Booste ein größeres Netzwerk aufzubauen 🚹 Michael HEILIG 😃 ist Follower:in 991 / 2150 eine enge Beziehung aufzubauen Kontakte ③ Ausstehend In Sales Navigator speichern Mehr tworte Kirsten folgende Frag Wie erweiterst Du mein Netzwerk mit Deinem Optionen Angebot? Upgrade Kann ich von Dir Unterstützung bei Problemen Highlights und stets eine freundliche Ansprache Bonus erwarten? Kirsten Meisinger hat kürzlich auf LinkedIn gepostet Hilfe Wie kannst Du wertschätzend mit mir 💻 Erfahren Sie, zu welchen Themen Kirsten Meisinger Beiträge postet, um Ihre Kontaktaufnahme wirksamer zu umgehen? gestalten









3.1 Legal: EU AI Act



27 MEMBER STATES







Basics

- When?

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.

• In force since August 1st, 2024





3.1 Legal: EU AI Act

Risk categories

Which applications are affected by the EU AI Act?

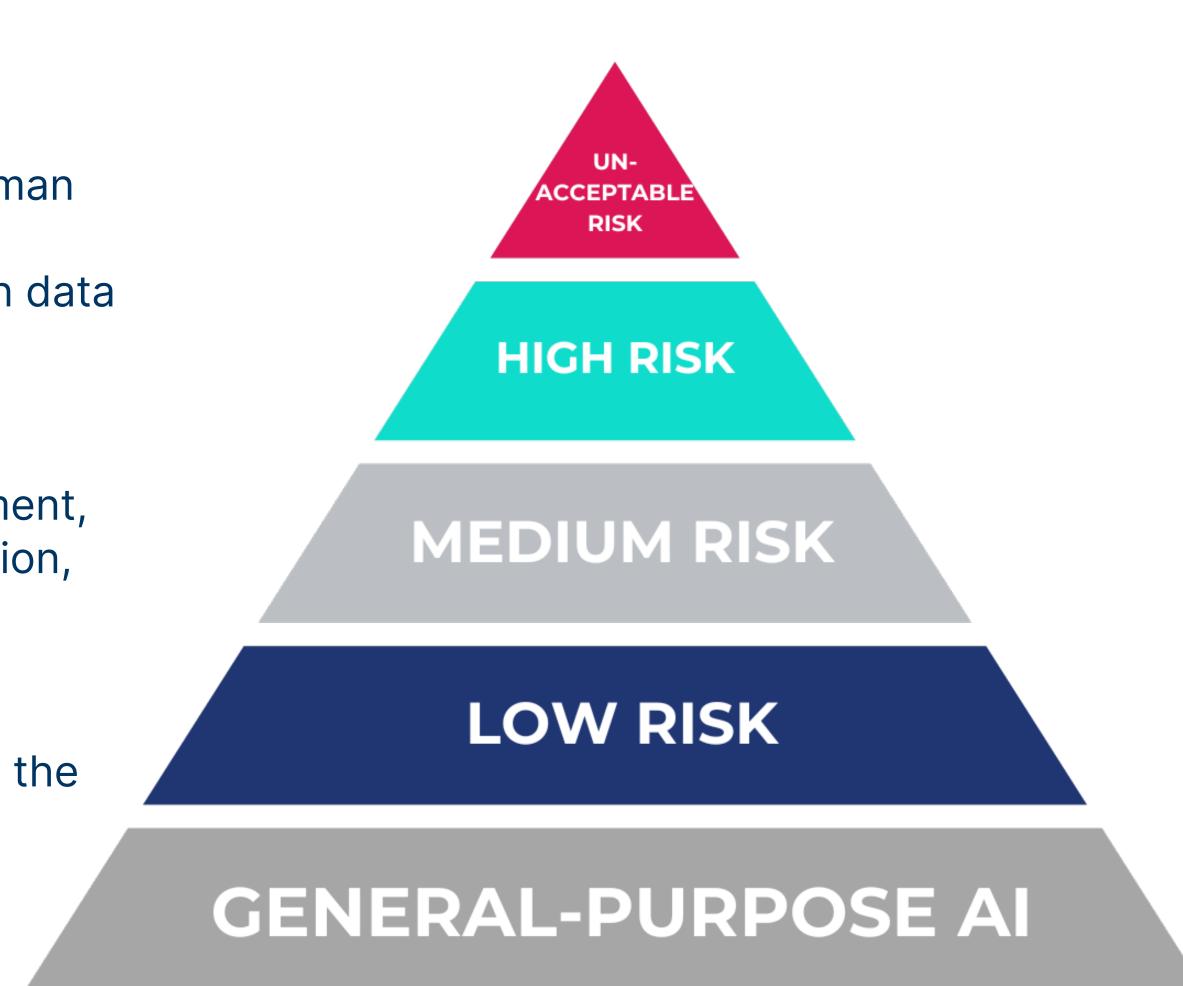
- All Al systems that interact with people
- Including social scoring (e.g. used in recruiting/human resources, credit assessments/education)
- All areas of application that come into contact with data protection issues

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. Asses risk categories
- 3. Follow steps to compliance



ai-seals.com/eu-ai-act





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.

Babalos, Snow Crystal









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Kirsten Meisinger



meisinger@ai-seals.com linkedin.com/in/kirsten-meisinger

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