

AI & The Death of the Creative?

What is it? Copywriting is a task that lends itself well to AI augmentation. It's a task that can be broken down into specific steps, and each of those steps can be automated with varying degrees of success.

Why Should I care? AI copywriting isn't a future trend, it's very much here now. The challenge is what happens next, and what it means for the future of creativity.



Copywriting



Digital Marketing



AI & Creativity

So what?

Consider where AI copywriting can fit into your digital strategy.

Work out where you can integrate AI into your workflow. Experiment with writing blogs or articles, experiment with ad Experiment and run a test of AI against your current digital marketing. And let us know who wins