

The Benefits of Integrating AI into Content Production Workflow

In the content tsunami era, everyone strives to cut through the noise by creating unique and compelling content that resonates with customers. But the traditional — manual — approach is becoming increasingly outdated compared to new — AI-powered — ways. Let's compare the two and discover how the use of new technologies helps production workflows become faster and more effective.

Traditional content creation process

- Traditional methods rely heavily on subjective opinions and intuition, can involve a lot of guesswork, using up resources, with no guarantee the output will be suitable for its intended audience.

- The traditional content creation process is manual, and it is simply impossible to create personalized content using the old ways. The end result is a lack of personalization, resulting in messages that are not tailored to audience's interests.

- The processes are often slow and labor-intensive. It can take weeks or even months to produce a single piece of content, resulting in missed opportunities for brands to engage with their customers in a timely manner.

- The cost to create content is always high because it requires a lot of time and effort.

- It's difficult to keep a consistent brand voice when you work with different content creators.

- Texts are often outdated and irrelevant by the time they are published, making it difficult to keep up with ever-changing consumer trends.

- Traditional content production is inflexible, as it mostly requires content creators to manually produce and optimize variations for each platform or channel.

Relevance to the target audience

Personalization

The time it takes to produce a piece of content

Production cost

The tone of voice consistency

The freshness of content

Scaling content for multiple channels

New ways to create content with AI

+ AI-based content creation solutions use data and analytics for more engaging content. The data insights ensure that the end result is relevant to the customer and your business goals.

+ Using AI and data insights, brands can create personalized content tailored to an individual or a segment of customers that is matched to their intent, and do so at scale.

+ With AI, content goes five times faster. Intentful trains AI to know your brand, and once AI has the brand voice and other brand information, the high-quality, unique, and relevant pieces are delivered with minimal effort.

+ By utilizing AI, the on-brand, high-quality content can be produced in seconds. Human supervision and quality control is a must, but even with multiple rounds of checks,, there are major cost reductions.,

+ Training AI to understand your business increases its capability to express your company's voice and brand style consistently across all touchpoints.

+ AI is revolutionizing content creation, speeding it up, and enhancing the quality. AI makes it easier to always have up-to-date materials tailored to the ever-changing digital environment.

+ AI makes it possible to create tailor-made content deployable across many channels, leading to improved efficiency and scalability. AI simplifies customization for every channel, e.g. websites, emails, or social media.