

Potentials of ChatGPT for Content Marketing

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Creating quality marketing content is vital to acquire, retain, and engage customers. Leveraging generative AI in content marketing can save time and resources while delivering tailored and value-rich content that effectively engages customers.

Introduction

Modern businesses face the challenge of creating compelling content that captivates their target audience, drives customer engagement, and yields meaningful results. OpenAI's ChatGPT introduces new possibilities to overcome these challenges by harnessing the power of large language models.

This thesis addresses the questions, of where precisely ChatGPT can be employed in content marketing processes and how effective content generated by ChatGPT is at achieving content marketing objectives.

Research Design

Empirical data was gathered by conducting qualitative interviews with content marketing experts. The interviews had a process elicitation part to elicit existing processes and visualise practical applications of ChatGPT in real marketing processes. Additionally, a quantitative survey was conducted to record how AI-generated content is perceived by customers.

Results

Marketers are already extensively using ChatGPT in the role of a personal assistant for tasks such as research, idea generation, and writing content outlines to achieve time efficiencies. Moreover, ChatGPT is used to restructure existing content for specific channels or target audiences.

The survey results indicate that AI-generated content is effective at achieving content marketing objectives such as creating customer engagement and providing interesting and valuable content for customers. On average, participants demonstrated no clear preference for either human or AI-generated content.

Implications and Recommendations

Leveraging the capabilities of ChatGPT for content marketing has significant potential to benefit businesses by saving time and resources and increasing customer benefits through specifically tailored and value-rich content that ultimately results in more effective content marketing. However, most marketers are hesitant to tap into the full potential of generative due to the novelty of the technology, but also because of concerns regarding brand compliance, legal issues, and data security.

Marketers who address these worries and manage to overcome them are bound to achieve an edge in their industry, gain a competitive advantage, and establish themselves as pioneers in harnessing the power of generative AI for effective content marketing strategies.



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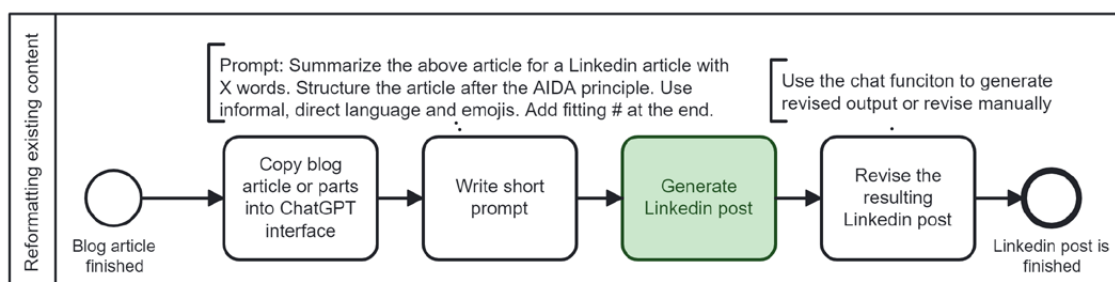


Figure 1: Process of using generative AI to reformat large blog post to LinkedIn article to achieve efficient content distribution