

AI à la Mode: 31 Flavors of Ideas for MarComm Leaders



Dr. Carrie Phillips



- Part creative. Part analyst. Fully curious.
- Carrying on about higher ed, marketing & leadership
- Love college football
- Puppy momma to Eleanor Belle
- Creator on the Enrollify Network



Today's Agenda

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1. Introductions

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2. Rapid Fire – 30+ Use Cases for AI

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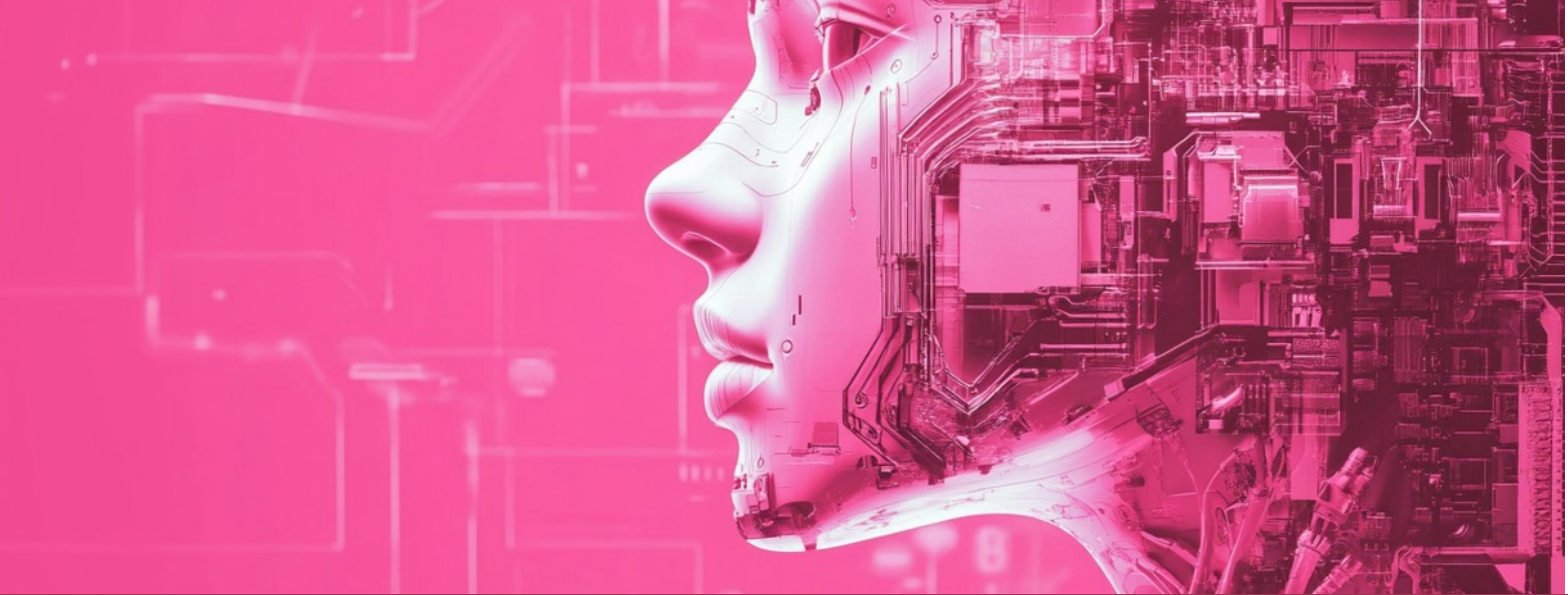
- 1.** Introductions
- 2.** Rapid Fire – 30+ Use Cases for AI
- 3.** Questions and Conversation



How often do you use AI?

AI Use

Cases



Leadership

A man with glasses and a beard, wearing a light blue button-down shirt, is sitting at a table and gesturing with his hands while speaking to a woman. The woman has long brown hair and is wearing a dark blue sleeveless top. They are in a bright room with large windows in the background. A pink banner with white text is overlaid on the image.

Crucial Conversations

1.

A movie poster for 'Devil's Advocate' featuring Keanu Reeves. He is in a dark suit, white shirt, and patterned tie, sitting at a dark wooden table with his hands clasped. Behind him, another man in a dark suit stands with his hands on Keanu's shoulders. The background is a blurred, fiery red and orange. A pink banner with the title 'Devil's Advocate' is overlaid on the image. A pink circle with the number '2.' is in the bottom right corner.

Devil's Advocate

2.

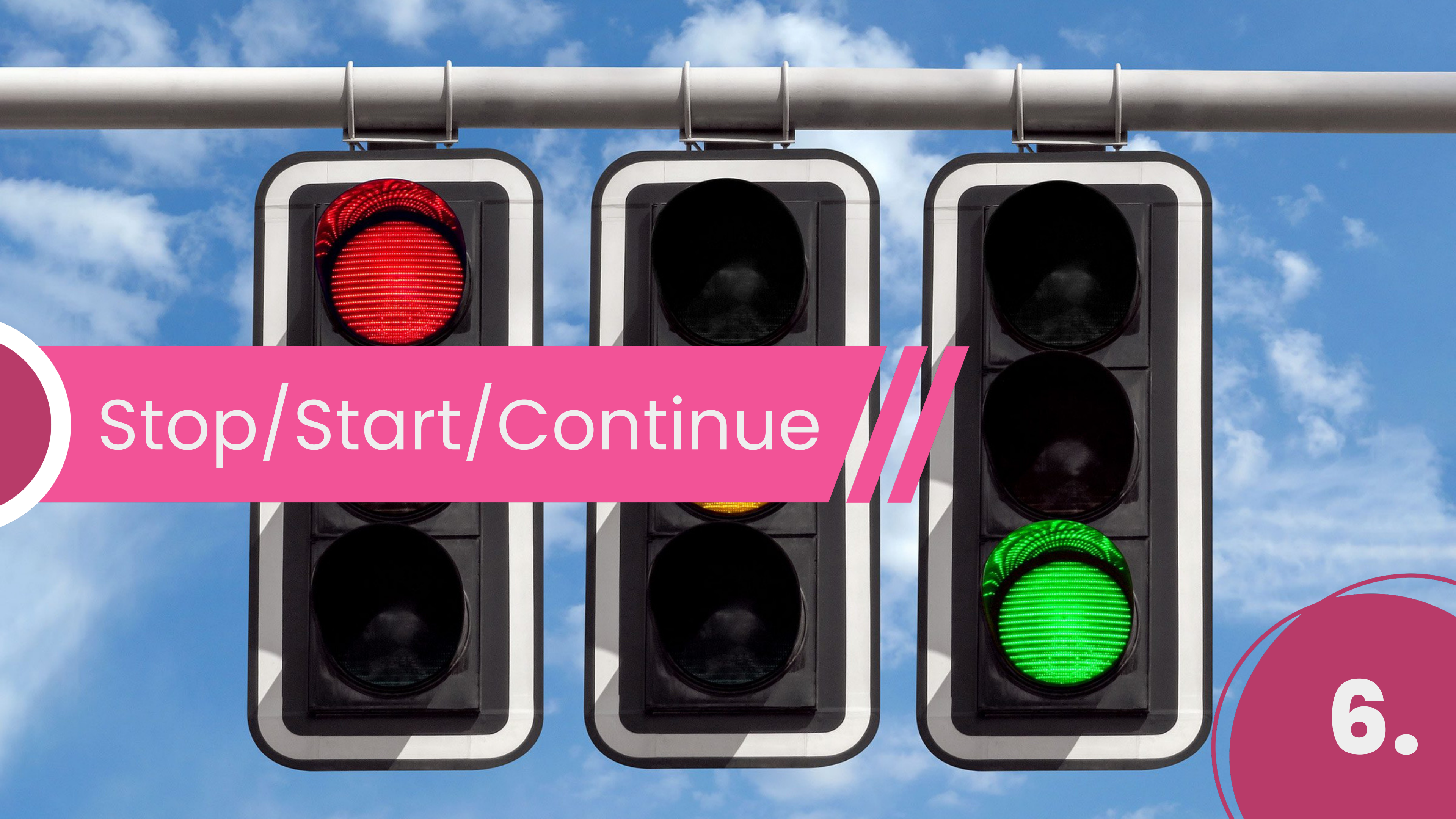


Rough Draft Help

4.

Job Descriptions

5.



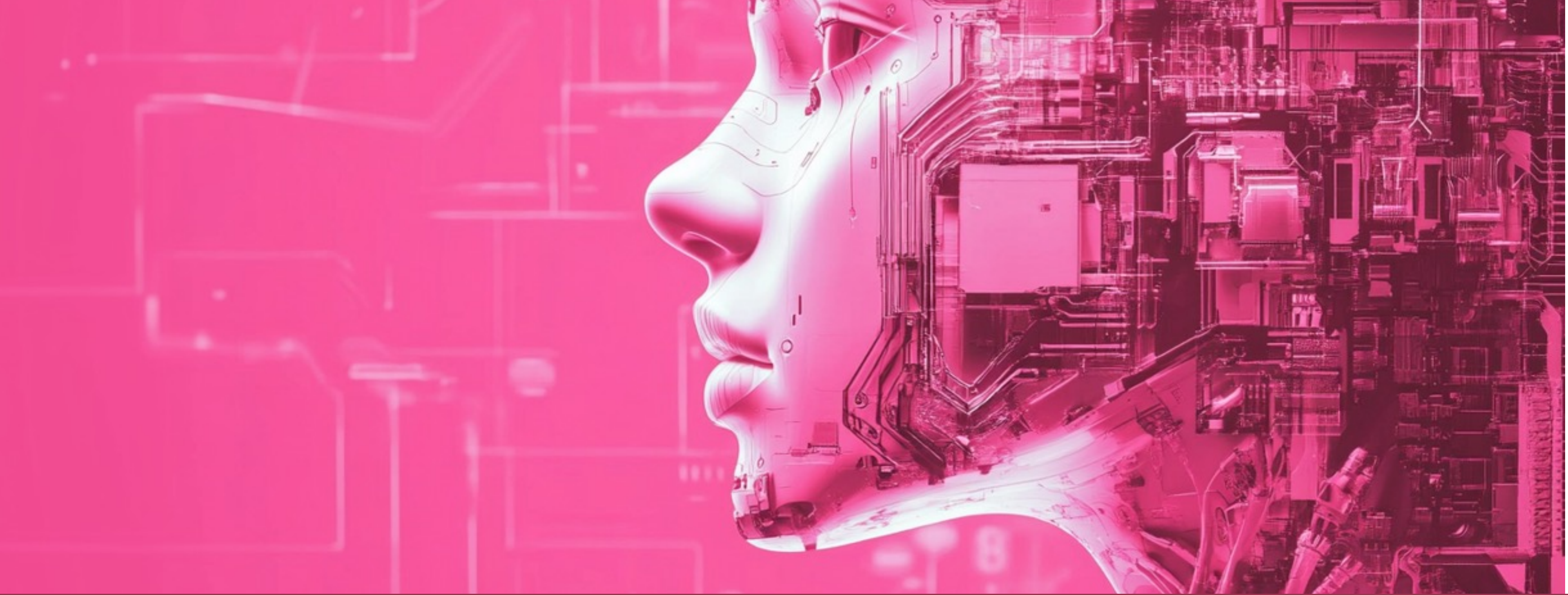
Stop/Start/Continue //

6.



Make Another Hit

7.



Prep and Research

A woman with long dark hair, wearing a blue and white striped button-down shirt, is sitting at a desk. She is looking down at a laptop screen. On the desk, there is a laptop, a calculator, a coffee cup, and several sheets of paper, including one with a technical drawing. A pair of scissors is in a small container on the desk. The background shows a white chair and a radiator.

Reporter Research //

8.

A woman with red hair tied up, wearing a white patterned shirt and dark suspenders, stands in a meeting room. She is gesturing with her hands while presenting to a group of people seated around a table. In the background, there is a flipchart with a colorful diagram consisting of several interconnected circles in various colors (red, blue, green, yellow, orange). The room has large windows on the right side, providing natural light. The foreground shows the backs of several people's heads and shoulders as they listen to the presentation. On the table, there are water bottles, a cup, and some papers.

Board Presentations

9.



Persona Research



10.

DIGITAL MARKETING MEDIA BUYING PLAN TEMPLATE EXAMPLE

Enter data in non-shaded / white cells, only.

TOTAL IMPRESSIONS NEEDED in Campaign to Reach Goal	TOTAL IMPRESSIONS	OVER (UNDER) GOAL
500	370	(130)

TOTAL RESPONSE RATE	CONVERSION RATE OF TOTAL RESPONSES	TOTAL NO. OF RESPONSES	TOTAL NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
34.19%	6.09%	127	8	\$ 467.50	\$ 1.26	\$ 3.70	\$ 60.71

MEDIA TYPE	IMPRESSIONS	COSTS		RESPONSE & CONVERSION		PROJECTED OUTCOME		COST PROJECTIONS				
	ESTIMATED NO. OF IMPRESSIONS	COST PER IMPRESSION	FIXED COST FOR THIS MEDIA	ESTIMATED RESPONSE RATE	EST. % OF RESPONDERS THAT WILL CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION	
SOCIAL MEDIA						0	0	\$ -				
Platform A	65	\$ 1.50		30.00%	10.00%	19.5	2.0	\$ 97.50	\$ 1.50	\$ 5.00	\$ 50.00	
Platform B	50	\$ 1.00	\$ 45.00	50.00%	17.00%	25.0	4.3	\$ 95.00	\$ 1.90	\$ 3.80	\$ 22.35	
Platform C	50	\$ 1.00	\$ 65.00	60.00%	5.00%	30.0	1.5	\$ 115.00	\$ 2.30	\$ 3.83	\$ 76.67	
						0.0	0.0	\$ 160.00	\$ 2.00	\$ 3.08		
								\$ -				
								\$ -	\$ -			
								\$ -	\$ -			
								\$ -				
								\$ -				
								\$ -				
EVENTS								\$ -				
Event A						0.0	0.0	\$ -				
Event B						0.0	0.0	\$ -				
Event C						0.0	0.0	\$ -				
DIRECT MAIL								\$ -				
Type A						0.0	0.0	\$ -				
Type B						0.0	0.0	\$ -				
TRADITIONAL MEDIA								\$ -				
Print ads						0.0	0.0	\$ -				
In-store						0.0	0.0	\$ -				
Radio						0.0	0.0	\$ -				
Television						0.0	0.0	\$ -				

Media Research



Interview Prep

12.

A woman with long dark hair, wearing a black headset and a dark sweater, is sitting at a desk. She is looking at a silver laptop. In the foreground, there is a pink banner with the text 'Transcript Review' and two parallel pink lines. The background is a blurred office setting.

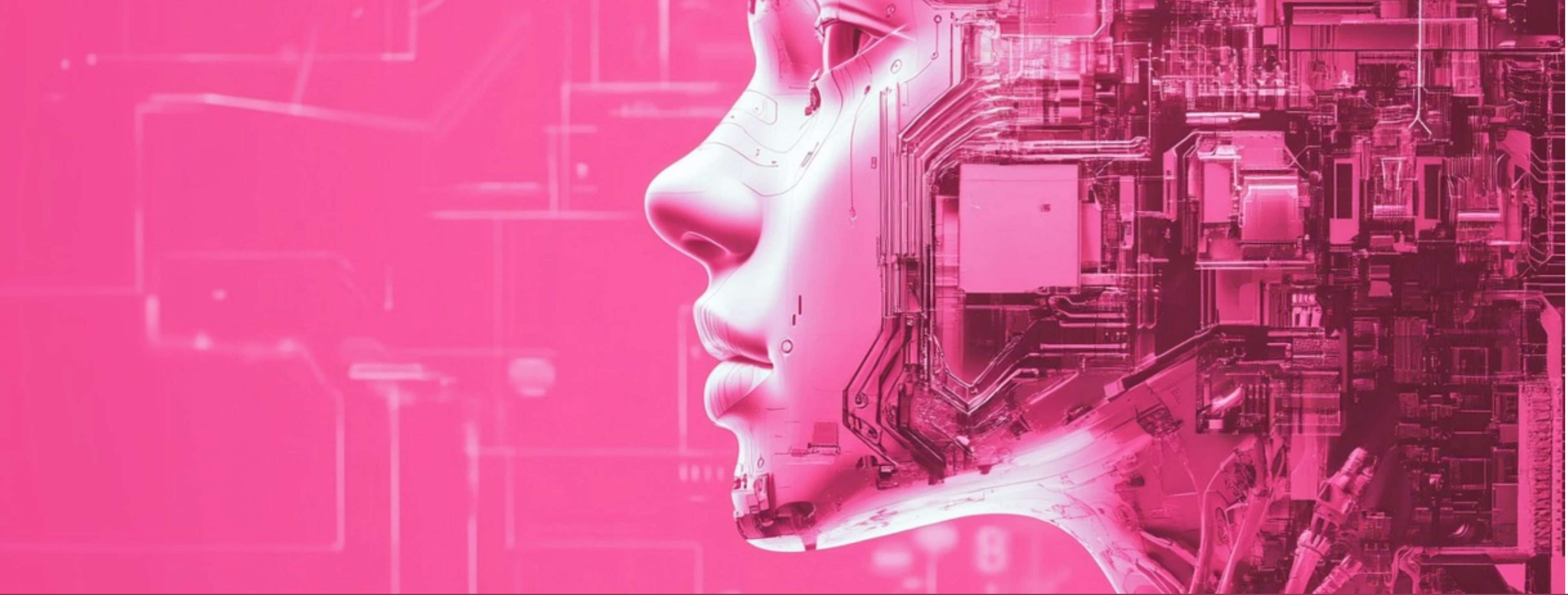
Transcript Review

13.



Salary Analysis

14.



Ideation

Business Analytics



Program Pages

This STEM degree prepares you to work in the high growth field of business/data analytics.

 Online Options Available

Request Information

Request more information about the Business Analytics program at UA Little Rock.

Name (Required)

First

Last

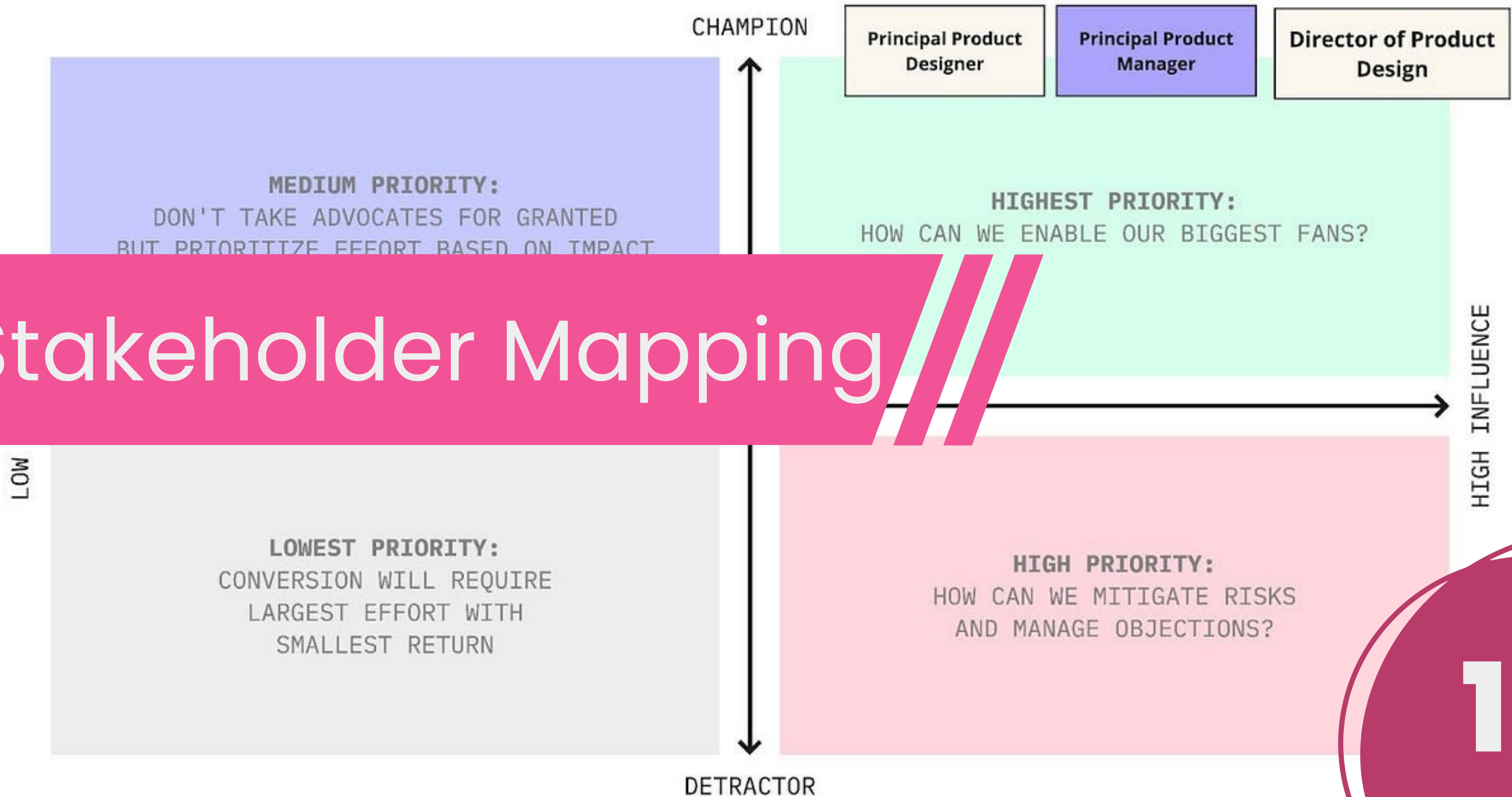
15.



Time Optimizer

16.

Prioritize your stakeholders



Stakeholder Mapping

SIMPLE CONTENT CALENDAR TEMPLATE EXAMPLE

PLATFORM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
YOUTUBE	How-To Video	How-To Video	How-To Video	TOPIC	TOPIC	TOPIC	TOPIC
	Test post 1	Test post 2	Milestone A	Post 1	Post 2	No weekend post	No weekend post
Content Calendar					TOPIC	TOPIC	TOPIC
					Photo feature	Weekend audience poll	Poll results
LINKEDIN	Career Goals	Career Goals	Career Goals	TOPIC	TOPIC	TOPIC	TOPIC
	Audience poll	Audience poll	Poll results post	Top 5 article	Photo feature	No weekend post	No weekend post
INSTAGRAM	Campaign Beta	Campaign Beta	Campaign Beta	TOPIC	TOPIC	TOPIC	TOPIC
	Internal meeting - no	Campaign Beta	Campaign Beta			Weekend audience	

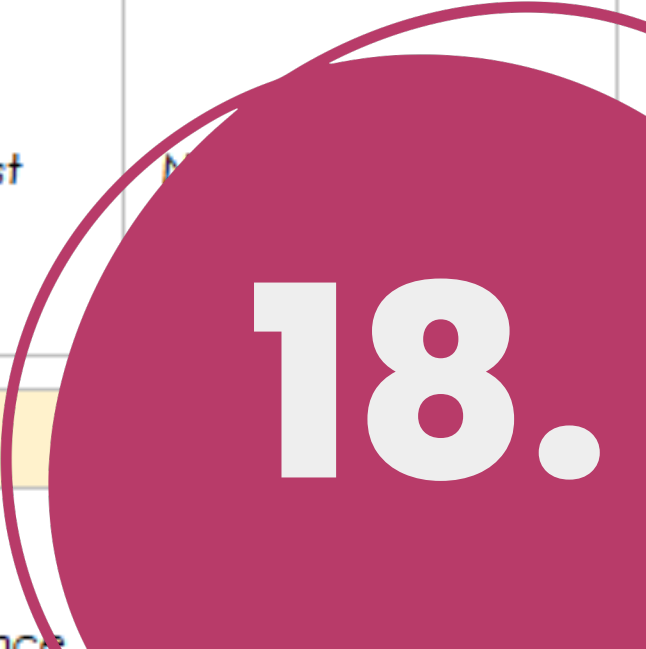




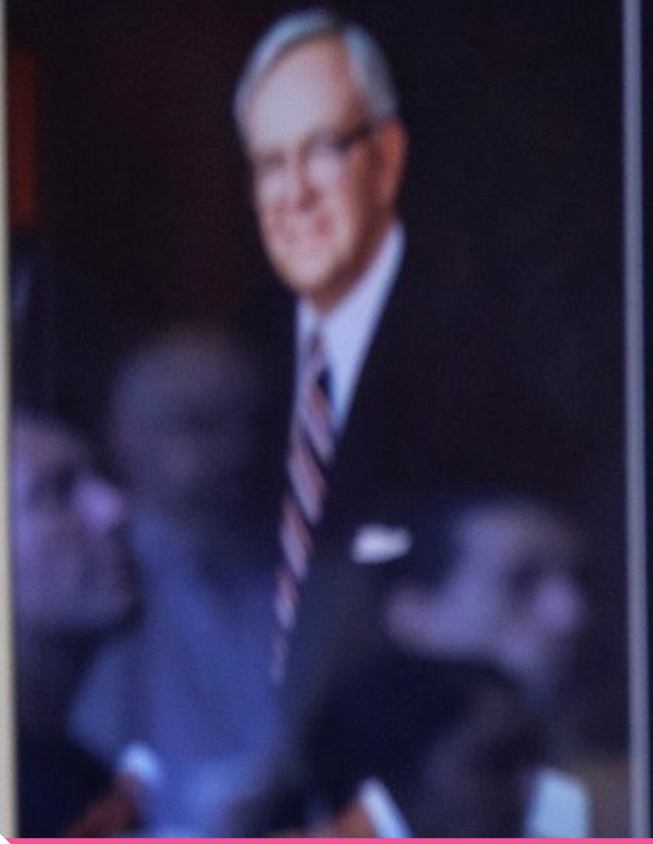
Table Top Exercises

19.

B	C	D	E
Level	Rave Short (160 characters)	Rave Long (10,000 charcters)	Social Media
	<p>Critical Alert: Active shooter reported on campus. Seek shelter immediately.</p>	<p>Critical Alert: An active shooter has been reported on campus. For your immediate safety, please follow these instructions: Seek Shelter: Find the nearest secure location. Lock and barricade doors, turn off lights and remain silent: Stay Quiet: Silence your phone and any other sources of noise. Do not respond to unfamiliar voices unless you are certain it is emergency personnel. Avoid Windows: Stay away from windows and doors. Find a place to hide where you are not visible. Do Not Run: If you are in a safe location, stay there. Running may expose you to danger. Communicate: If safe to do so, call 501-916-3400 and provide any information you have about the shooter's location. Let friends and family to inform them you are safe. Follow Instructions: Stay alert for official communications from campus authorities and follow all instructions. If You Encounter the Shooter: Run: If there is an accessible escape path, attempt to evacuate the premises. Leave your belongings behind, and keep your hands visible. Hide: If evacuation is not possible, find a place to hide out of the shooter's view. Lock and barricade the door, if possible. Fight: As a last resort, and only if your life is in imminent</p>	<p>Critical Alert: An active shooter has been reported on campus. For your immediate safety, please follow these instructions: Seek Shelter: Find the nearest secure location. Lock and barricade doors, turn off lights and remain silent: Stay Quiet: Silence your phone and any other sources of noise. Do not respond to unfamiliar voices unless you are certain it is emergency personnel. Avoid Windows: Stay away from windows and doors. Find a place to hide where you are not visible. Do Not Run: If you are in a safe location, stay there. Running may expose you to danger. Communicate: If safe to do so, call 501-916-3400 and provide any information you have about the shooter's location. Let friends and family to inform them you are safe. Follow Instructions: Stay alert for official communications from campus authorities and follow all instructions. If You Encounter the Shooter: Run: If there is an accessible escape path, attempt to evacuate the premises. Leave your belongings behind, and keep your hands visible. Hide: If evacuation is not possible, find a place to hide out of the shooter's view. Lock and barricade the door, if possible. Fight: As a last resort, and only if your life is in imminent danger, attempt to incapacitate the shooter. Act with physical aggression against the shooter.</p>
ate	<p>Critical Alert: The active shooter situation has been resolved. Please avoid the XXX building area while authorities assess the situation.</p>	<p>enter. Resume Activities Elsewhere: While avoiding the affected area, you may resume normal activities in other parts of the campus. Seek Support: This has been an incredibly traumatic experience for our community. Counseling and support services are available for all students, faculty, and staff. Please contact campus mental health services or visit the designated support centers for assistance. Please contact them at XXXXX for support. Report Any Concerns: If you see anything suspicious or have information related to the incident, report it to campus security or local law enforcement immediately. Your cooperation is essential for ensuring campus safety. Follow-Up Communications: Campus authorities will provide ongoing updates and additional information as necessary. Please remain vigilant and adhere to any new requests that may be provided.</p>	<p>Critical Alert: The active shooter threat on campus has been resolved. Cr... this area as an active scene. For your safety, please avoid this area until further notice. Please follow these instructions to ensure your safety and well-being: Avoid the Area: Do not enter the vicinity of the XXX building. This area is a crime scene, and emergency personnel are conducting necessary operations. Stay Informed: Continue to monitor official communications from campus authorities for further instructions and updates on the situation. We will inform you when it is safe to enter. Resume Activities Elsewhere: While avoiding the affected area, you may resume normal activities in other parts of the campus. Seek Support: This has been an incredibly traumatic experience for our community. Counseling and support services are available for all students, faculty, and staff. Please contact campus mental health services or visit the designated support centers for assistance. Please contact them at XXXXX for support. Report Any Concerns: If you see anything suspicious or have information related to the incident, report it to campus security or local law enforcement immediately. Your cooperation is essential for ensuring campus safety. Follow-Up Communications: Campus authorities will provide ongoing updates and additional information as necessary. Please remain vigilant and adhere to any new requests that may be provided.</p>
Level 1	<p>Critical Alert: The active shooter threat on campus has been resolved. It is now safe to resume normal activities.</p>	<p>Critical Alert: The emergency situation has been resolved. It is now safe to resume normal activities. Authorities have confirmed there is no longer any threat to safety. We will provide an update on today's events at XXXX time.</p>	<p>Critical Alert: The emergency situation has been resolved. It is now safe to resume normal activities. Authorities have confirmed there is no longer any threat to safety. We will provide an update on today's events at XXXX time.</p>
	<p>Critical Alert: The region including the University of Arkansas at Little Rock campus</p>		

Crisis Messages

H. TYNDALL DICKINSON TALL



Event Planning

UA
LITTLE
ROCK
100
CENTENNIAL CAMPAIGN

21.



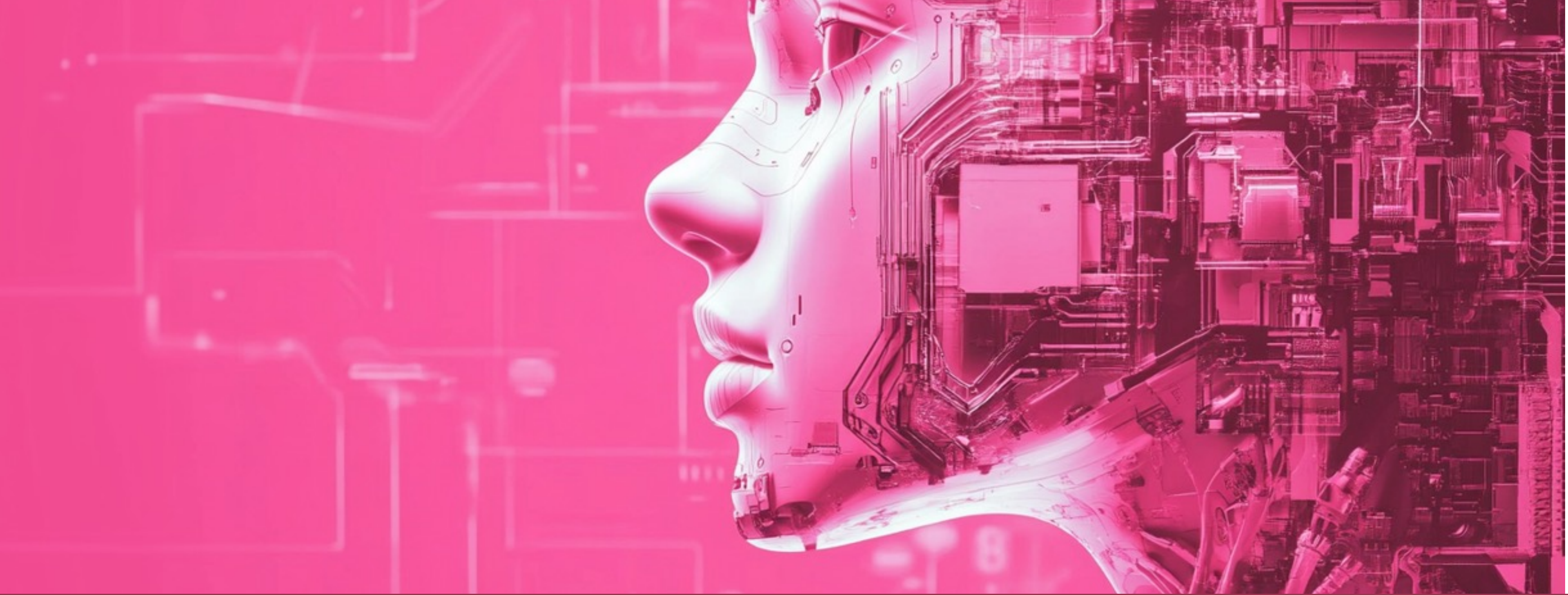
Competitor Analysis

22.

A pair of black-handled scissors is shown cutting through a thick red ribbon. The ribbon is split into two strands that curve away from the scissors. A pink horizontal bar with two white diagonal stripes is positioned across the scissors. The text 'Cut Content' is written in white on this bar. In the bottom right corner, there is a purple circular graphic containing the number '23.'.

Cut Content

23.



Custom GPTs



Prospective Patti

24.



Leadership GPT

25.



Stakeholder GPT

26.



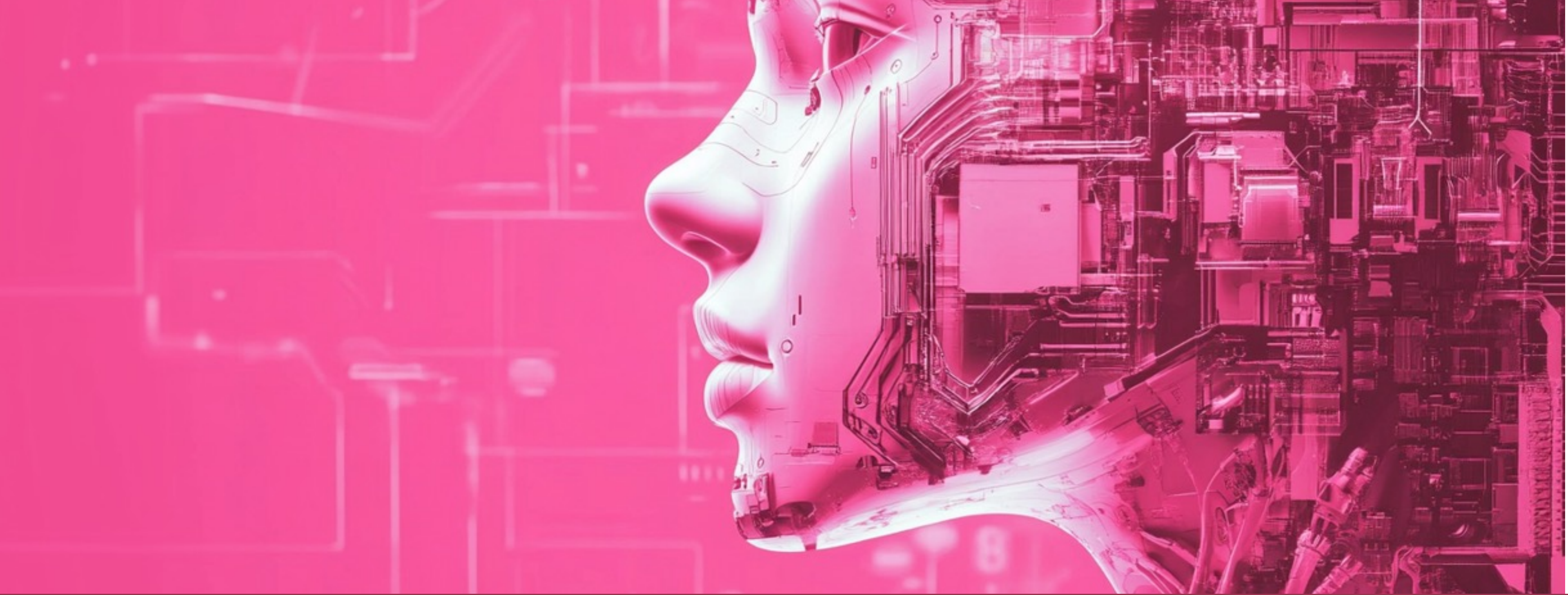
Brand Message GPT //

27.

A graphic featuring a vintage-style silver microphone and black headphones on a wooden surface against a teal background. A pink banner with the text 'Podcast GPT' and two parallel pink slashes is overlaid on the image. A pink circle on the left and a pink circle containing the number '28.' are also present.

Podcast GPT

28.



Have Fun



Office Retreats

29.

Graphics & Images

DAILY JOKES

365 DAYS OF PUNBELIEVABLE JOKES

30.

Q: Why are the Great Pyramids in Egypt?

carry on British Museum

are cows' ty

farmer play field with amroller because wanted to grow

A woman with long brown hair, wearing a light blue button-down shirt and a red necktie, is looking upwards and to the right with a thoughtful expression. A horizontal pink banner with a white border is overlaid across the middle of the image. The word "Encouragement" is written in white, sans-serif font on the banner. To the right of the text, there are two parallel pink diagonal lines. In the bottom right corner, there is a dark pink circular graphic containing the number "31." in white.

Encouragement

31.

Tips to Get Started

The background of the image consists of several rolls of US dollar bills, likely \$100 bills, tied with rubber bands. The bills are stacked and slightly overlapping, creating a sense of depth and abundance. The focus is on the texture of the paper and the intricate details of the currency, such as the Federal Reserve seal and the text 'THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE'.

Go Custom



Ask For Insights //

“I’m new to using a GPT. As my thought partner, interview me asking one question at a time to see how you can help me?”

Geoff Woods, AI Driven Leader

A top-down view of a wooden desk. In the upper left, a white ceramic cup is filled with dark coffee. To its right is a spiral-bound notebook with a white cover. The notebook is open to a page with horizontal lines. At the top right of the page, there is a small 'Date:' label. The words 'TO DO LIST' are written in large, bold, black, hand-drawn capital letters across the top of the page. Below this title, the numbers '1.' and '2.' are written in the same hand-drawn style, indicating a list. A silver and black pen lies vertically on the right side of the notebook. In the bottom left corner, a portion of a white smartphone is visible. A pink banner with white text and two white diagonal lines is overlaid across the middle of the image.

Date :
TO DO LIST

Start Small

Questions?

Stay In Touch

LinkedIn

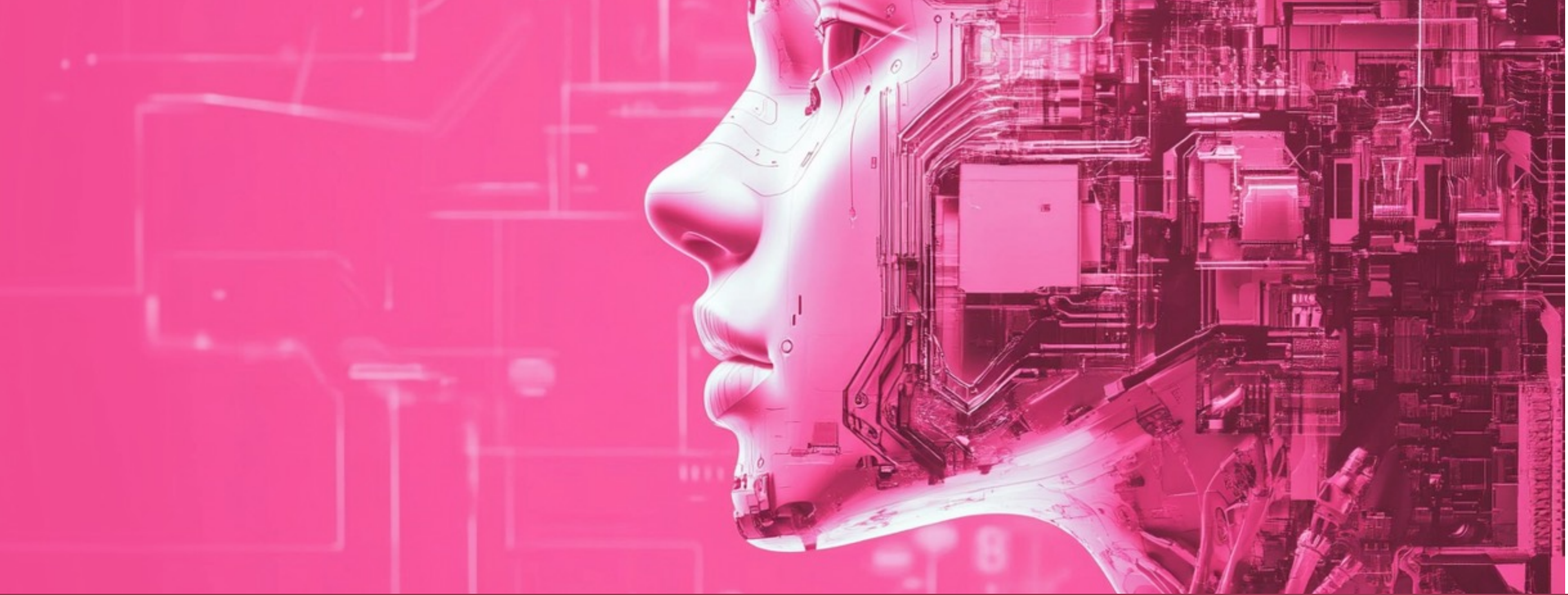
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