

AI@WORK Resource List

OVERVIEW

AI is rapidly changing the marketing landscape. While some marketing professionals see these innovations as a cause for concern, others see these changes as a massive opportunity. Innovation Protocol is preparing for the future of businesses enhanced by AI; understanding the opportunities and also the caveats of these powerful technologies. This list of resources to read, watch, and explore is presented as a starting point for marketers who want to learn more about AI technologies and the impact they're already making in marketing-related disciplines.

READ

How to write better ChatGPT prompts
(and this applies to most other text-based AIs, too)

<https://www.zdnet.com/article/how-to-write-better-chatgpt-prompts/>

You're Using ChatGPT Wrong! Here's How to Be Ahead of 99% of ChatGPT Users

<https://artificialcorner.com/youre-using-chatgpt-wrong-here-s-how-to-be-ahead-of-99-of-chatgpt-users-886a50dabc54>

Writing Essays with AI: A Guide

<https://every.to/chain-of-thought/writing-essays-with-ai-a-guide>

TLDR AI Newsletter

<https://tldr.tech/ai>

The Ultimate AI Marketing Automation Guide for 2023

<https://influencermarketinghub.com/ai-marketing-automation/>

Why Marketing Leaders Need to Harness the Power of AI Now

<https://www.cmswire.com/digital-marketing/why-marketing-leaders-need-to-harness-the-power-of-ai-now/>

How to Design an AI Marketing Strategy

<https://hbr.org/2021/07/how-to-design-an-ai-marketing-strategy>

3 reasons marketing leaders rely on AI

<https://blogs.oracle.com/marketingcloud/post/reasons-marketers-rely-on-ai>



WATCH

Why AI Will Never Replace Humans

<https://www.youtube.com/watch?v=iXCmoQDEoe4>

OpenAI CEO Sam Altman | AI for the Next Era

<https://www.youtube.com/watch?v=WHoWGNQRXb0&feature=youtu.be>

ChatGPT Tutorial - A Crash Course on Chat GPT for Beginners

<https://www.youtube.com/watch?v=JTxsNm9ldYU>

Midjourney for Architects: The Ultimate Workflow for Design and Photorealistic Renders

<https://www.youtube.com/watch?v=UVNP-4U8jxY>

Introducing Microsoft 365 Copilot

<https://www.youtube.com/watch?v=ebls5x-gb0s>

EXPLORE

AI RESEARCH ASSISTANTS

Elicit: <https://elicit.org/>

AI TOOL DIRECTORY

TopApps.ai: <https://topapps.ai/>

PROMPT GENERATORS

AIPRM: <https://airprm.com>

TEXT-TO-VOICE GENERATOR

Play.ht: <https://play.ht/>

Murf.ai: <https://murf.ai/>

AI WRITING ASSISTANT

Rytr: <https://rytr.me/>

Jasper.ai: <https://www.jasper.ai/>

Notion.ai: <https://www.notion.so/product/ai>

Grammarly: <https://www.grammarly.com/>

Quillbot: <https://quillbot.com/>

PRESENTATION DESIGN

Beautiful.ai: <https://www.beautiful.ai/>

VIDEO GENERATOR/EDITOR

InVideo: <https://invideo.io/>

Pictory.ai: <https://pictory.ai/>

Supercreator.ai: <https://www.supercreator.ai/>

Wave.video: <https://wave.video/>

IMAGE GENERATOR

Midjourney: <https://midjourney.com/>

GigaPixel: <https://www.topazlabs.com/gigapixel-ai>

Lensa: <https://lensa.com/>

ClipDrop: <https://clipdrop.co/>

Generated.photos: <https://generated.photos/>

ASSET MANAGEMENT

SHO.ai: <https://www.sho.ai/>

MUSIC GENERATOR

SOUNDRAW: <https://soundraw.io/>

CONTRACT GENERATOR

Spellbook: <https://www.spellbook.legal/>

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