

The infinite AI Muddle

Navigating the trials and trepidations of our new “AI-first” marketing world

COX AUTOMOTIVE



» Europe

Who am I?

- Chartered Marketer focusing on digital strategy. Worked with brands such as John Lewis, Stellantis and Ralph Lauren.
- Digital Marketing Lead at Cox Automotive.
- TMM Leeds guy :)
- Not an AI expert..



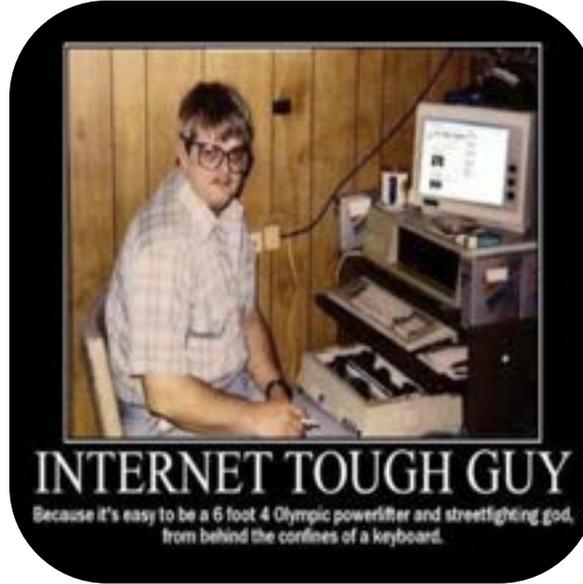


AI is doing my head in

My challenges with AI



My Boss



The Internet



Myself

My boss

- Concerned/excited about competition in the wake of AI. How am I meeting these expectations?
- Alleviating concerns/showing the potential.
- How am I reshaping the team for the future?



Total clicks

16.3K



Total impressions

1.73M



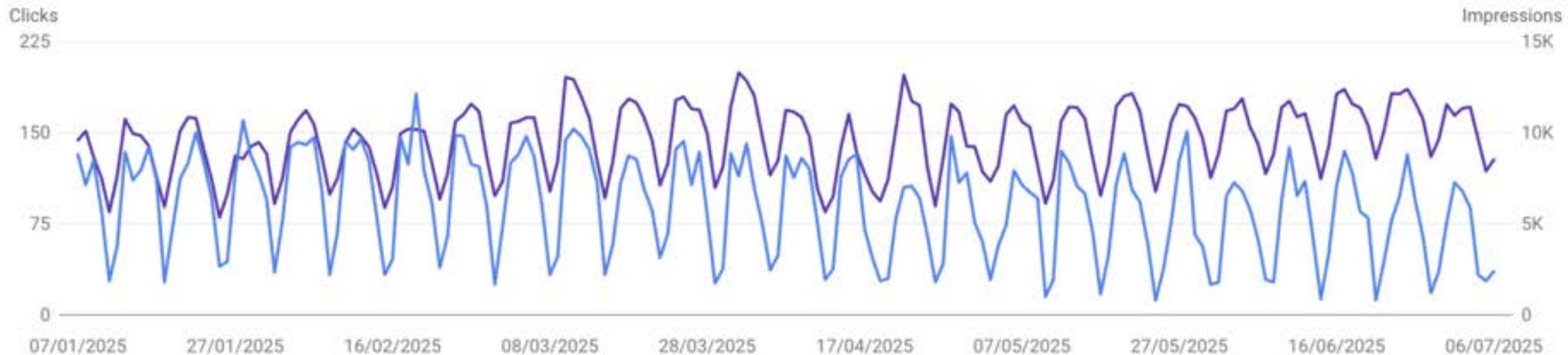
Average CTR

0.9%



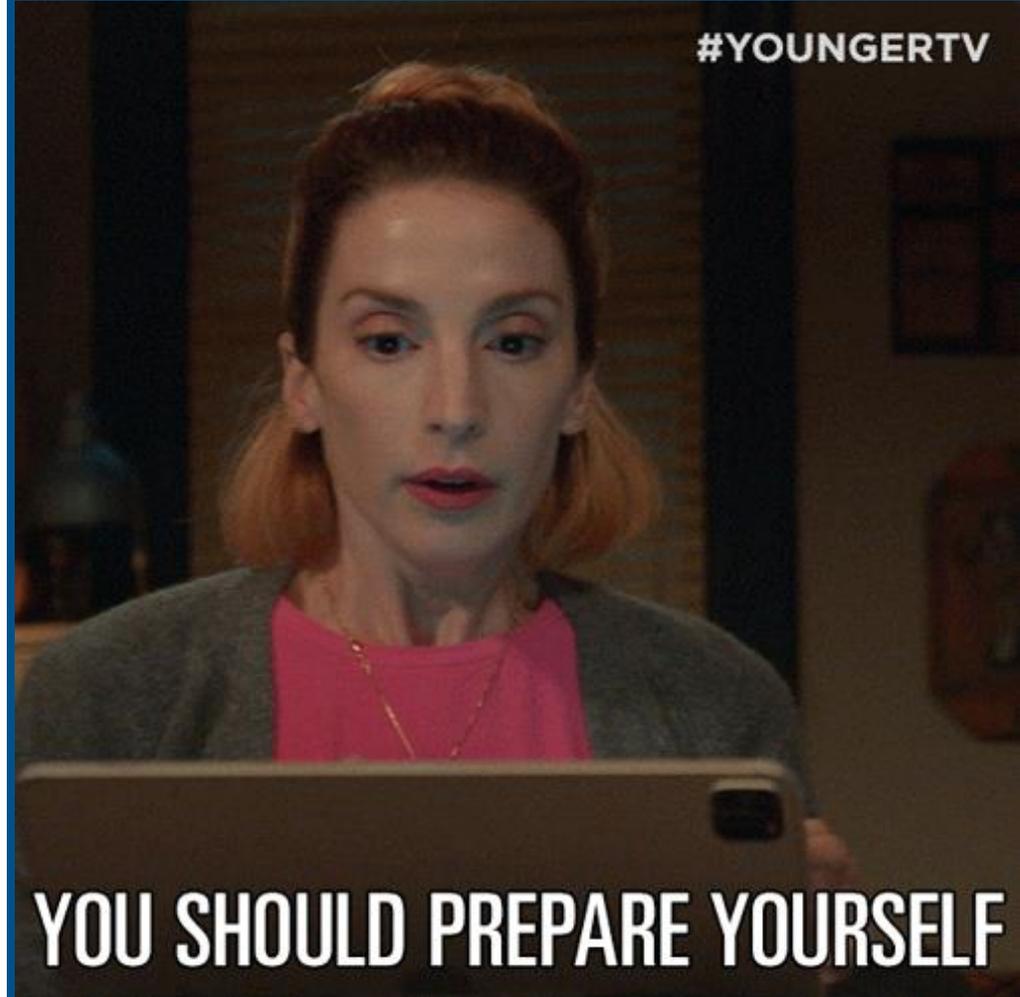
Average position

19.2



My boss

- Reporting – showing them the way.
- Diagnosing before we prescribe.
- Adapting a traditional skillset for a more modern approach. Changes to role JDs and updates to new JDs.



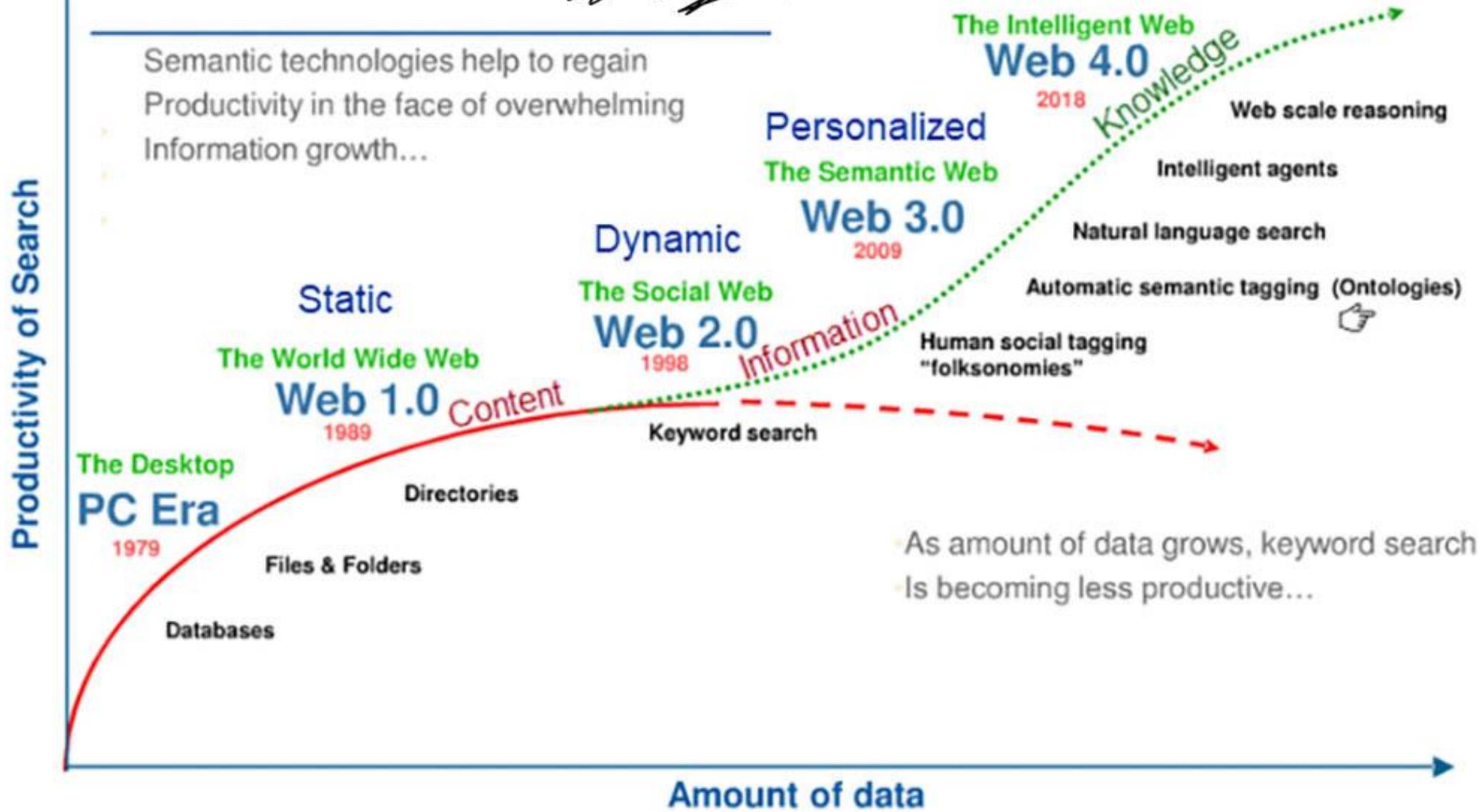
The internet

- AI services – the new bitcoin?
- So many tools, where am I starting?
Which am I looking at and who am I listening to.
- Ignore the doomsday, but prepare for changes...



Discoverability

The Future of Search



Top Three Voices



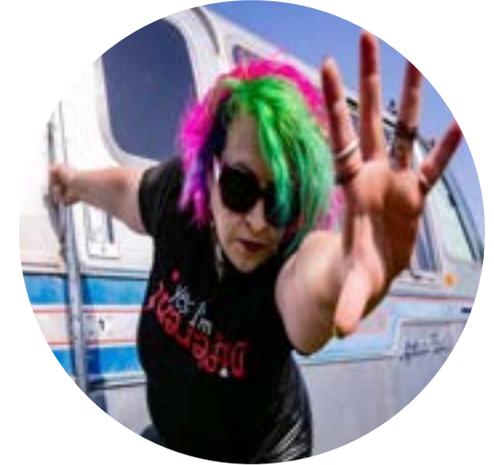
Mark Williams-Cook

Digital Marketing
Director



Martin Jeffrey

AI Search and Content
Systems Expert



Nikki Pilkington

SEO Copywriting
Consultant

Myself

- My top three learns for getting better at AI – Prompting, experimenting, adapting.
- How am I learning.
- What am I looking at next.



What I'm doing next

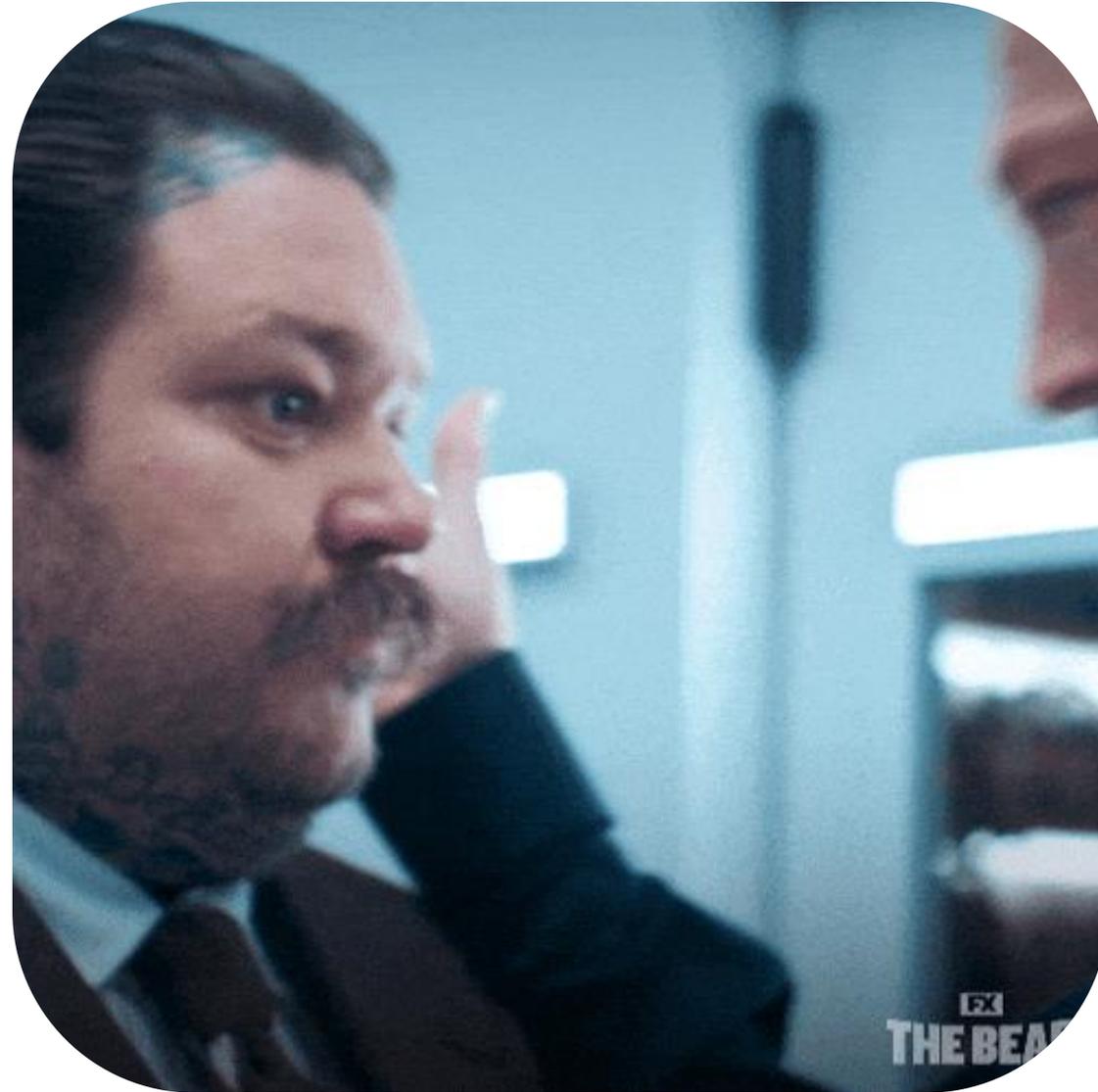
Role: Define AI's role in the context of the prompt.

Input: Specifies the information, data, or resources the AI should consider or utilise in formulating its response.

Steps: Outline the series of actions or processes the AI should follow in addressing the prompt, look at technicals like the number of steps, CFG scale and the type of sampler.

Expectations: Describe the desired outcome, format and detail – set a benchmark of your example.

Myself



What I'm doing next

All the AI things I'm prioritising.

The ways I'm learning it.

Getting on the bus.



What I'm doing next

RISE prompting.

A prompt log.

Core technical – steps, CFG and samplers.

Watching channels change.



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