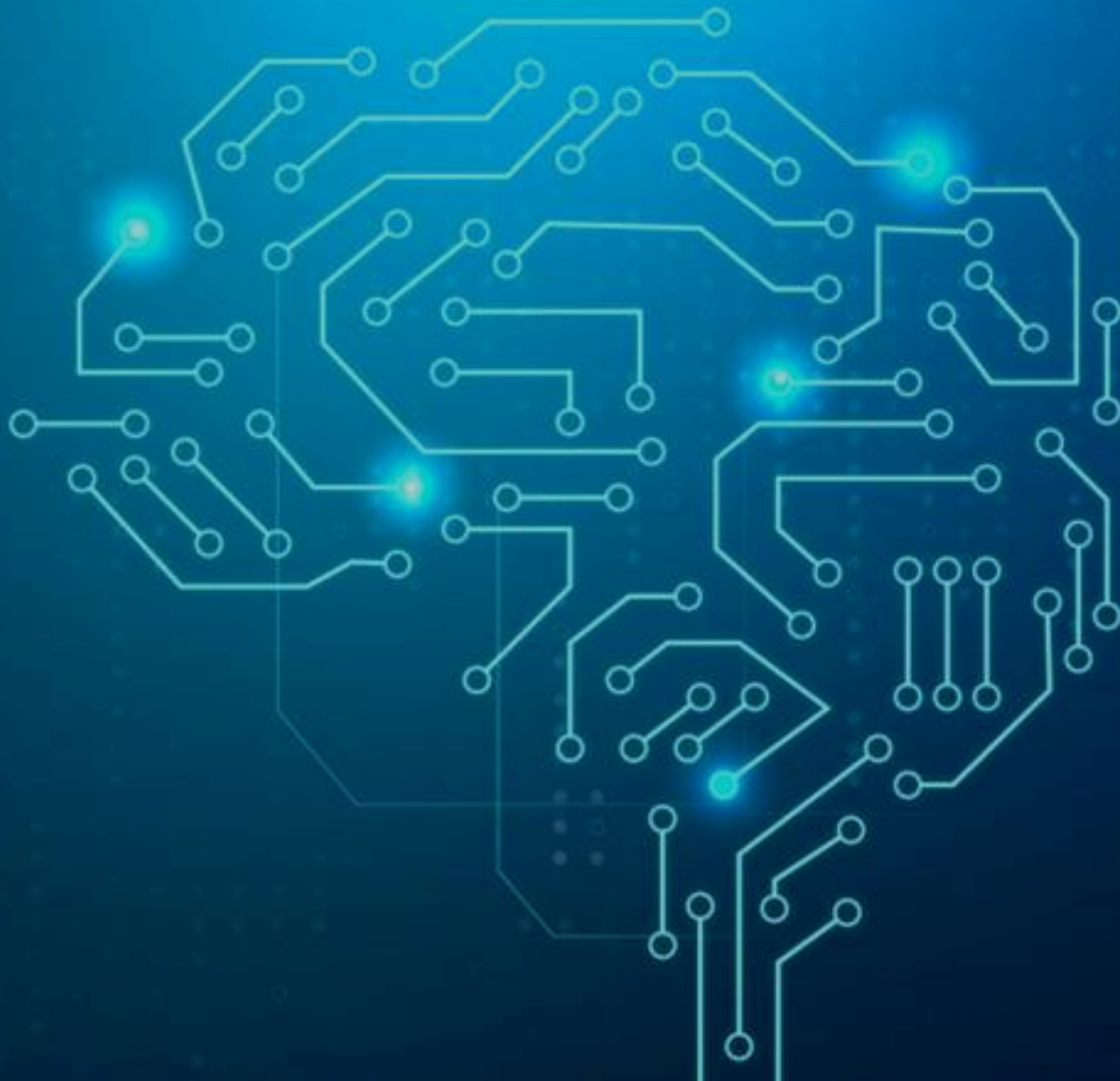


WATTLE

DEMYSTIFYING

AI



1

AI DEFINED

What is it?

2

AI DEMYSTIFIED

What is it not?
How can I use it?

3

AI IN PRACTICE

Membership organisation example –
member acquisition.

DAVID ABRAHAM
CHIEF EXECUTIVE OFFICER
WATTLE





Membership Sector

“AI is the building, development, and usage of smart machines and programmes capable of performing back office or member facing tasks that traditionally have required members of staff to action.”

(Richard Gott, Founder & Chair, MemberWise Network)



AI

“AI is the process of analysing data and then doing something with that data that does not require a human being.”





When is AI not AI?



Content Creation

Creating text content for membership marketing campaigns.



Cognitive Chatbots

Intelligent personal agents capable of driving natural-language conversations with members to answer queries.



Content Personalisation

Personalising online content based upon member characteristics.



Predictive Analytics

Predicting 'at risk' members at renewal or which members are most likely to buy a certain product or service.



GIMA

The **Gardening Industry Membership Association** is a professional membership organisation for the gardening industry.

We provide both individual and organisational membership supporting garden centres, landscaping businesses, and individuals that work within the industry.

Our mission is to promote the gardening industry and its important contribution to the economy, as well the benefits it has on the health and wellbeing of the nation.





AIM

- Raise the Associations profile
- Acquire new members



HOW?

- How do we do that?
- Who do we target?
- What marketing channels do we use?
- What tactics do we employ?
- What marketing assets do we need?



GIMA

Let's ask **AI**



Natural language processing tool driven by **AI**.

Commanded by 'Prompts'.



Generate GIMA branded PDF.



unbounce

Landing page builder.

Gated GIMA PDF for download.

≡ **Creates humanlike text content**

≡ **Produces branded documents**

≡ **Landing pages for campaigns**

WATTLE

ChatGPT Prompts, Canva Report,
Unbounce Landing Page



1. We are a professional membership organisation for the gardening industry called GIMA. We provide both individual and organisational membership supporting people that work within the UK gardening industry. Our members consist of gardening centres, landscaping businesses, and individuals that work in the sector. Our mission is to promote the gardening industry and its important contribution to the UK economy as well the benefits it has on the health and wellbeing of the nation. We are located in Bristol and London.
2. We are specifically looking to raise the profile of our organisation and increase our membership. What activities would you recommend to achieve those goals?
3. The ideas you have generated are more wide reaching, we need to be targeting people who work within the gardening industry not gardeners. Can you refine your suggestions and provide five ideas specifically for people that work within the sector?
4. Focusing on industry reports, what reports would you recommend producing?
5. I would like to build a report on Market Trends and Analysis, but it needs to be brief, five pages or so in a PDF. Can you recommend a table of contents?
6. Can you write the following topics as I ask for them one by one?
 - Executive Summary
 - [insert each topic]
7. Write me some landing page copy for a lead generation page that this report will sit on.





Leverage **Canva** to produce a branded report with AI generated images in PDF format





Leverage **Unbounce**, or your existing website CMS, to produce a branded landing web page and gate the report for download

