

Areas Where You Can Use Gen AI			
Brainstorming and Education	Strategic Planning	Content Creation	Execution
<ul style="list-style-type: none"><li>• Learn more about your target audience</li><li>• Generate ideas for networking events, client events, and gifts</li><li>• Discover fresh content topics</li></ul>	<ul style="list-style-type: none"><li>• Develop briefs for marketing staff or agencies</li><li>• Analyze client feedback</li><li>• Create a content and social media posting schedule</li></ul>	<ul style="list-style-type: none"><li>• Summarize complex content</li><li>• Write impactful copy, such as email subject lines and article headlines</li><li>• Generate initial drafts that your team can refine</li><li>• Repurpose existing content for other formats</li><li>• Improve blog readability</li></ul>	<ul style="list-style-type: none"><li>• Personalize content based on client interests, investment goals, and situations</li><li>• Optimize content for different platforms, such as search or social media</li></ul>