

# AI CONTENT MYTHS: SETTING THE RECORD STRAIGHT

## HOW TO USE AI IN MODERN MARKETING

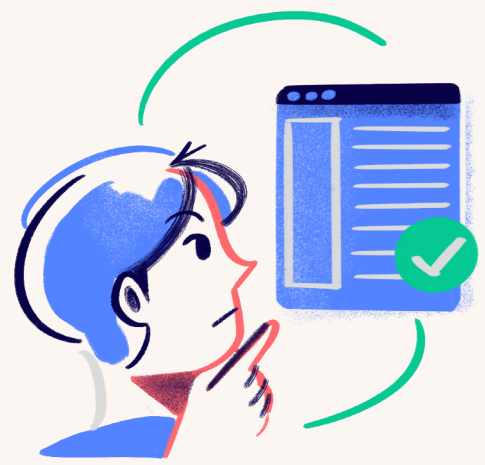
Generative AI is a polarizing topic among content leaders. Hailed by some as a game-changer. Shunned by others as a disruptive force.

Regardless of your feelings, the reality is this — there's no going back. International Data Corporation predicts that by 2029 [generative AI will replace 42%](#) of all mundane marketing tasks and will boost marketing productivity by 40%.

But, AI progress doesn't come without a heavy dose of exaggeration. This infographic dispels the myths surrounding AI and offers actionable insights that can help you embed AI into your workflows in a way that benefits rather than harms your content strategy.

### Myth 1: AI Can Erode Trust

- **Reality:** [76%](#) of marketers already use genAI for content creation, but 31% worry about accuracy and quality.
- **Action Point:** Use AI to generate initial drafts and brainstorm content ideas, but rely on human knowledge to embed expertise and emotional depth.



### Myth 2: AI Content Is Generic and Bland

- **Reality:** GenAI can be trained for hyper-personalization in all your communications. Companies who've used AI to personalize [95%](#) of their email campaigns report a 25% bump in CTR.
- **Action Point:** Deploy AI-driven tools to customize content for distinct audience segments, making each interaction more relevant and engaging.

### Myth 3: AI Is Only for Text-Based Content

- **Reality:** Only [21%](#) of content creators used GenAI to generate images or videos last year, despite being the most expensive marketing assets to develop.
- **Action Point:** AI can create visuals, videos, and even interactive content elements. Explore AI tools to create diverse content beyond just text to enrich your content strategy.



### Myth 4: AI Can't Think Strategically

- **Reality:** AI excels in analyzing data and spotting trends that can inform strategic decisions, but sucks at human intuition and strategic foresight.
- **Action Point:** Use AI to gather and analyze data on audience behavior and content performance. Use these insights as a base to craft strategic decisions that align with your business objectives.

## Challenge the Myths!

Break through the noise with our tech-enabled Thrū Content methods for content creation.

[Start your journey with us today.](#)

