



January 18, 2023

## Marketing vs. Ad Content, ChatGPT, and the Angry Bird

Hello Ruth Ann,

If I sound cranky, it's because I am. That chatbot thing really irritates me. First of all, I really don't like chatbots. Whenever I'm forced to use them, I know I'm last in a queue of six or more customers it's talking to. And I keep having to repeat myself. I mean, it's all typed in the box! Just scroll back up!

And now it seems that all those threats (to me) I've seen on Facebook urging customers to use AI-generated content instead of human-produced work could actually happen. I cling to the hope that AI writing isn't sophisticated enough to tell the difference between marketing and sales content, or how to write to inspire, inform, calm down, or alert.

On a brighter note, I'm enjoying the [Post.News](#) account I opened after leaving Twitter. Look me up if you're on it. Post.News is still working out kinks but it seems to attract people who are more interested in being social rather than providing shock value. I hang out mostly on the #writing section.

Thanks for reading!

**Ruth Ann Monti**

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### Writing Tips

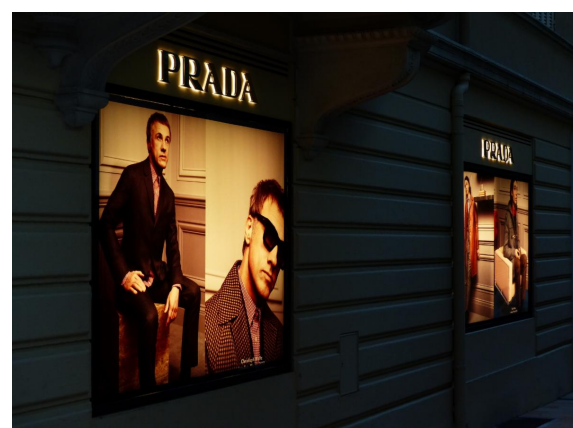
Sales and marketing content serve different purposes at different points of the sales process.

- **Marketing content** includes blogs, newsletters (ahem), and videos that explore product topics in depth. This helps build audiences who might become customers.
- **Sales content** like advertisements are mostly images or some kind of recognizable connection like a logo or slogan. Content for tools like sales sheets and brochures should be brief and factual.

Sales and marketing content can support one another through links and shared keywords and images.



*Marketing content is descriptive.*



*Ad content is brief and visual.*

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## SEO/Content News

ChatGPT is an obvious threat to those of us who write for a living. One area where we can triumph - at least for now - is our ability to write creatively for different audiences that search engines recognize and reward.

Search Engine Journal reports that Google regards AI-generated content to be against its guidelines. Sure, it won't pick up every instance but the spammy nature of most AI-generated content will leave much of it behind.

This means we humans still have an edge when we create content meant to inspire, reassure, warn, or simply inform. It's especially true when we write to specific audiences on targeted topics.



## Twitter's Savings Spree

Twitter's new owner has closed offices in at least six nations where he either fired employees or they quit in disgust.

He's also closed a data center, one of only three Twitter has owned.

But really, it's all good *because it's saving money.*

The new owner wants to keep the San Francisco headquarters open although he owes back rent there.



*Muskrat love?*

In one particularly inspired move, he fired janitors striking for better wages, leaving offices uncleaned and bathrooms without toilet paper. No word yet on the executive bathroom status.



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