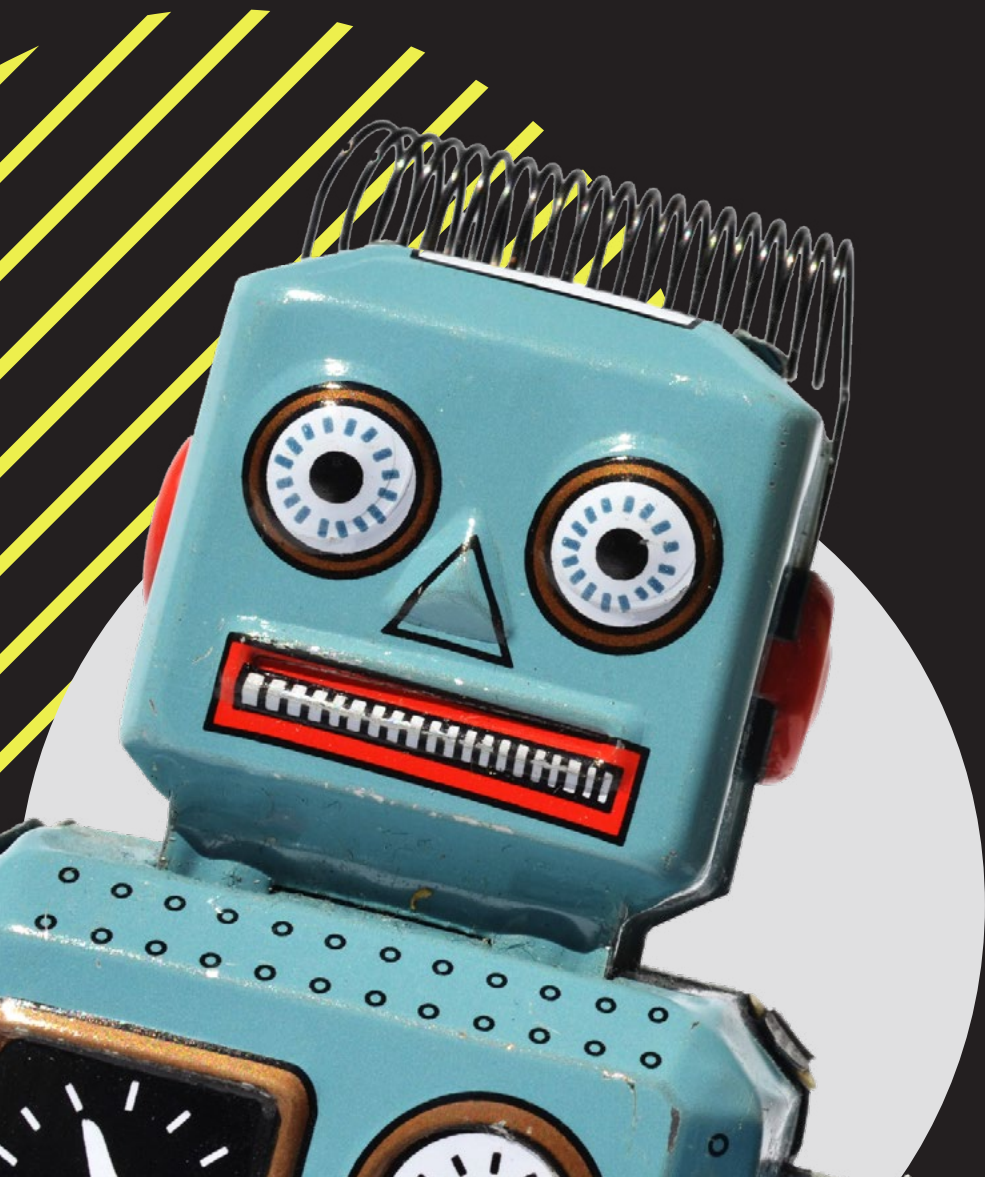


THE MARKETINGPROFS GUIDE TO CONVINCE YOUR BOSS

# AI for Content Creators and PRO Membership



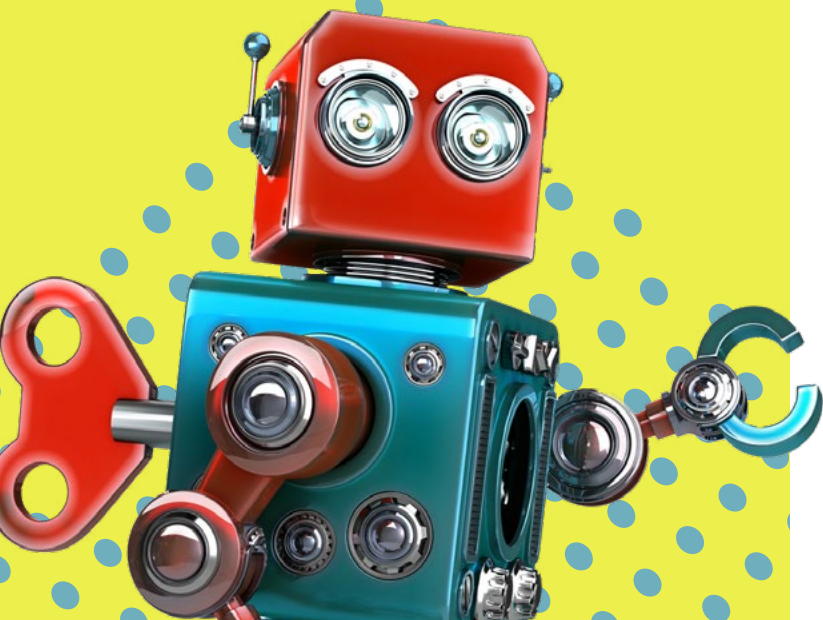
# HOW TO MAKE THE CASE

AI for Content Creators is the cutting-edge series designed to help you, the forward-thinking marketer, take advantage of the new wave of AI tools.

And while AI for Content Creators is itself an incredible value at only \$229... it's just one of the programs available to our PRO members.

PRO members get year-round access to live events, including hands-on Working Webinars, private Ask an Expert consultations, and streaming access to B2B Forum—plus access to our growing library of on-demand event recordings, training programs, and Master Classes. **[See the full PRO benefits here.](#)**

So whether you're interested in the eight-week AI for Content Creators series... or a full year of expert-led training and workshops, exclusive events, and peer networking... this guide will help you open your boss's eyes to the value of investing in yourself with MarketingProfs.



## PRO MEMBERSHIP

As a PRO member, you get online access to our live AI for Content Creators series, June through August, as well as access to our library of digital training and educational content, and fresh B2B marketing events and training all year long.

Pick your preferred benefit to make the case for PRO membership. Need more? Use the other benefits and opportunities to strengthen your argument for why joining PRO is the best use of your marketing training budget.

You'll find common objections and ways you can address them here.

## AI FOR CONTENT CREATORS JUNE 21-AUGUST 8

AI brings an unignorable shift in content creation. Some have predicted that AI will replace up to 85 million jobs. But what you maybe haven't heard is that AI is also predicted to create some 90 million jobs. Which is why these tools create a huge opportunity for the prepared writer, content creator, and marketer. Join us at the eight weekly AI for Content Creator sessions to discover how to put AI to work for you.

1. **Now's the time to get in front of the AI revolution!** AI isn't going away. With eight sessions dedicated to exploiting AI's disruption for your own benefit, brought to you by top AI+Marketing experts, you know you'll get insights, methods, and ideas unavailable anywhere else.
2. Peep the **[AI for Content Creators program](#)** to see the topics that are relevant TODAY. Look for common themes and objectives between your manager's or company's goals and what you can learn in this series.
3. Read common objections on **[pages 3–4](#)** and be ready to answer them with confidence (facts, numbers, proof). Also, check out **[pages 6–7](#)** for reviews from past event attendees and reasons why MarketingProfs events are an excellent choice.
4. Once you've done your homework and prepared your case, download the template on **[page 8](#)**, customize the yellow areas, and share it with your manager.

# How to Answer Common Objections with Confidence

1

OBJECTION #1

## **AI FOR CONTENT CREATORS (OR PRO MEMBERSHIP) IS TOO EXPENSIVE**

RESPONSE

Be prepared with the costs of NOT taking advantage of the AI revolution. The world will soon be flooded with more content than ever before. But will it be any good? Will your company—will you—be prepared? The marketers who know how to use these tools to create better content—while still connecting with your audience on a personal level—are going to be the marketers who thrive. Don't let the AI revolution leave you behind.

If you're considering AI for Content Creators as part of a PRO membership, know that PRO brings you many additional benefits! You'll have access to a network of marketing peers who you can turn to when faced with a challenge. Year-round opportunities for Ask an Expert consultations and deep-dive Master Classes, hands-on Working Webinars, and other programs to improve your skills around essential B2B marketing knowledge. And for members of a marketing team, you get the value of learning together (at a discount) when you register with PRO Teams.

2

OBJECTION #2

## **MARKETINGPROFS EVENTS ARE JUST LIKE ANY MARKETING EVENT, FILLED WITH LOFTY IDEAS AND BIG PARTIES.**

RESPONSE

MarketingProfs conferences are specifically designed for multi-disciplined B2B marketers like you. Whether you're a team of 100, or a one-person marketing army, you won't be wasting time with sessions that don't address your particular B2B challenges. All of the speakers are industry-known experts and practitioners. They work in the trenches and teach from experience. They understand what works in B2B marketing, and what doesn't. Each event session is structured to give you immediate takeaways to implement new tactics and strategies in your marketing.

And since AI for Content Creators is online, we won't be hosting any parties. But you will have access to small-group roundtable discussions to help you meet new people and exchange great ideas.

# How to Answer Common Objections with Confidence

3

## OBJECTION #3

### **THIS SERIES REQUIRES TOO MUCH TIME AWAY FROM WORK**

#### RESPONSE

We've heard that full-day events can be a challenge to coordinate. Which is why AI for Content Creators is a live series of eight weekly sessions, making this valuable and insightful content easy to plan around.

Plus, with PRO, you have 12 months of on-demand access to our library of video training—including AI for Content Creators—perfect for you to get the B2B marketing answers you need from a trusted resource.

4

## OBJECTION #4

### **YOU CAN LEARN THIS CONTENT FROM WEBINARS AND ARTICLES**

#### RESPONSE

Webinars and articles can fill some gaps—but they don't provide the same insights and ideas that our industry experts provide. These sessions are unique to their info and designed to change your thinking around

For example, with AI for Content Creators, we're not covering the same ChatGPT prompts that everyone else is. This is an expanded program about AI—so while we will discuss ways to squeeze the most out of ChatGPT (including prompts), you'll also learn about content ideation, curation, and iteration... the legal ramifications of AI content... how to mine your customer chat logs with AI to create customer-focused solutions... and more.

Finally, at the live AI for Content Creators sessions, you'll have opportunities to ask targeted questions about your specific situation or industry.

When you get AI for Content Creators through a PRO membership, you'll be able to connect with other B2B marketers facing challenges similar to your own. The PRO Slack community is growing, with your B2B peers asking for marketing guidance, offering ideas, discussing MarketingProfs training events, and more—every week.

# Use Social Proof

Gather proof from our hashtag **#mpb2b**. Here are a couple of our favorite testimonials that might help you.

“ I was thoroughly impressed with the quality of content. I had to check a couple of extra bags for the flight home with all of the insights I had gleaned! ”

*Global Communications Business Partner, Automotive and Global Branding and Marcom, Corporate Affairs | SABIC*

“ I thought [B2B Forum] was amazing. Well organized, super helpful and useful content and speakers. I came away motivated and with tons of new information! ”

*MarketingProfs PRO member*

“ This is the first MarketingProfs event I have attended and it was excellent. The speakers were dynamic and engaging and I came away with solid knowledge and creative inspiration. I look forward to future events! ”

*Carolyn Fair, Marketing Manager | Berks County Bar Association*

“ Keep up the awesome work you are doing... I look forward to more content that brings a ton of value to the marketing professionals. Having such a community to refer to is super handy and important. ”

*Pratik Thanki | Spanlift Australia*



# More Reasons MarketingProfs Is a Good Investment

## **MARKETINGPROFS CONFERENCES ARE DEDICATED TO B2B MARKETING**

There are a lot of marketing events out there. And at most of them, you will find that retail brands dominate the conversation.

But at MarketingProfs, our programs are focused on the unique challenges and opportunities B2B marketers face. We gather some of the brightest minds in the game to share insider knowledge for successful B2B marketing.

## **ADVICE AND CONNECTIONS ARE INVALUABLE**

MarketingProf PRO members have the chance to meet, network, and get advice from hundreds of B2B marketers in our Slack community, in our interactive webinars, and at our conferences. In addition to individuals, companies like Adobe, Deloitte, Duke Energy, Google, IBM, SAP, Vanguard, and more share their successes, lessons, and innovations with our members.

Thanks to our active community, introverts and extroverts alike are able to create connections they can turn to for advice for years to come.

## **MARKETING IS CONSTANTLY CHANGING**

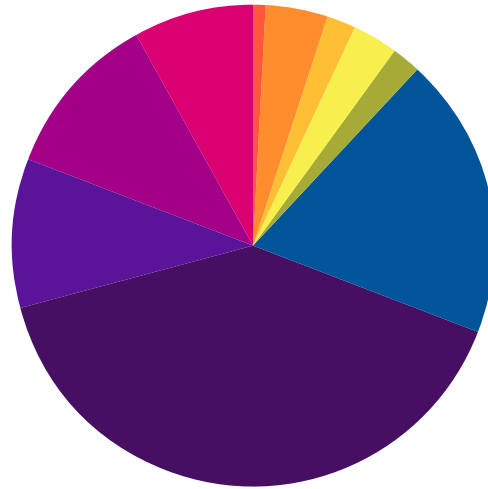
For many marketers—whether they are just starting out or they have twenty-plus years under their belt—there is a gap between what they know today... and what they need to know to succeed tomorrow.

MarketingProfs events—including AI for Content Creators and B2B Forum—have sessions designed to help bridge that gap. Our events, training, and conferences give marketers the knowledge they need to create better content, design innovative demand gen campaigns, develop winning marketing strategies, and more. For dozens of examples, check out the [AI for Content Creators agenda](#) and [B2B Forum agenda](#) for 2023.

## **IT'S ALL ABOUT ROI**

[According to Hubspot](#) (State of Marketing Trends Report 2022), B2B marketing budgets are increasingly dedicated to social media and influencer marketing, content marketing and SEO, and email marketing—topics covered by a MarketingProfs PRO membership. Investing in your own performance—or your team's performance—in these channels is an excellent way to keep your marketing relevant to, and in front of, today's customer.

## OUR ATTENDEES COME FROM A VARIETY OF INDUSTRIES AND ROLES



- Agency Partner
- Associate/Account Manager/Project Manager
- Business Owner/Proprietor
- CMO
- Coordinator/Assistant
- Director
- Manager
- Other
- Specialist/Analyst
- Vice President

## A HANDFUL OF THE COMPANIES WHO'VE SUPPORTED THE MARKETINGPROFS PRO COMMUNITY



