

Marketing Copilot's Guide to **RESPONSIBLE AI**

Understanding the 4 pillars of responsible AI deployment!



**Intellectual
Property**



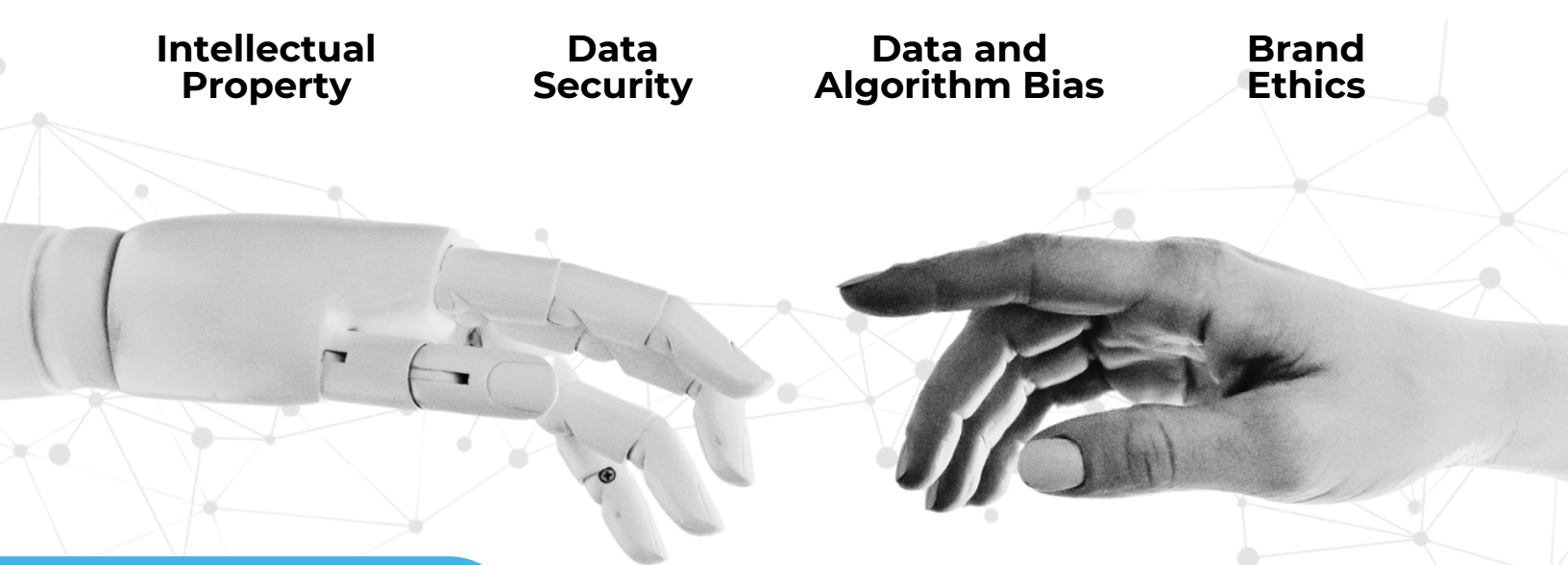
**Data
Security**



**Data and
Algorithm Bias**



**Brand
Ethics**



PREPARED BY
Marketing Copilot ®

THE AI RACE

Many people and companies will join the AI race because it's the "next big thing" in tech. History has taught us that every advancement in tech brings new revenue opportunities and productivity efficiencies. But this time around, it's not business as usual. AI will change humanity, but not necessarily in positive ways. This is more than "moving to the cloud." Large Language Models (LLMs) are designed to run things. But before we allow that to happen, we need to look at what that means in terms of human beings and human outcomes.

Opportunity Knocks

1

Brands that truly care about their customers will make it easy for people to buy from them, deal with them, and allow consumers to vote with their wallets.

2

Technology solution providers who truly care about their customers will develop frameworks to deliver #ResponsibleAI to their customers' businesses.

3

Marketers who have integrity, will live by the pen and die by it, meaning AI is great for research or tarding up photos, but generic, autogenerated content, void of a unique value proposition and unique strengths will be seen for exactly what it is – useless.

Here is Marketing Copilot's position on AI



If you are a developer, you have an obligation to produce #ResponsibleAI that does not harm or mislead society.



If you are a business leader, you have an obligation to bring real and useful solutions to your customers based on the right data, devoid of data bias.



If you are a marketer, you have an obligation to do the work. Avoid the shortcuts and stay true to original and useful content.



We Can Do Better

Of course, as always, we are relying on human beings to do the right thing. History has proven that this is a tall order for humans, especially when there is a lot of money at stake. Market leaders like Microsoft, Amazon, Google and Apple need to step up and lead the way. With most of the technology market share squarely placed on their shoulders, they must do the right thing.

It is a core mission at Marketing Copilot® to be a voice in the wilderness for #ResponsibleAI. We want everyone in the tech sector to own the responsible deployment of AI. We all need to pitch in to eradicate bias, harmful and explicit content, malware development and devious uses of AI that prey on the vulnerable people in our society. Now is the time to raise the bar and have our voices heard with respect to #ResponsibleAI.

Whether you are a technologist, business leader or consumer, get out there and educate yourself. Ask tech leaders where they stand on AI and why. If they don't understand the responsible deployment of AI, they should not be offering it.

Moving Forward Responsibly

The following guide was developed by the Marketing Copilot® team and has been presented at technology conferences throughout North America.

Please add your voice to this conversation and help all of humanity win this time around, not just the tech sector.

THE 4 PILLARS OF RESPONSIBLE AI



**Intellectual
Property**



**Data
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INTELLECTUAL PROPERTY AND GENERATIVE AI

Who gets the credit (and the royalties?)



The AI end-user
who generated
the content?



The developer or
company that
created the AI tool?



The humans who's
work was used to
train the AI?

BEST PRACTICES



Consent, Compensation, and Credit

Follow the 3 C's of ethical content creation using AI



Research and Creativity Distinction

Use AI for research and brainstorming, leaving creative production to humans.



Inform Stakeholders

Clearly communicate the use of generative AI in business operations.



Source Verification

Take the initiative to verify the original source of data, whether as a developer, content creator, or consumer.



Proactive IP Monitoring

Regularly check for content that is derivative or infringing on your IP portfolio, trademarks, and copyrights.



DATA SECURITY

Just because tools like Copilot are out there, **does not mean that your business is ready to implement!**
Move too quickly and you might experience...



Data Breaches
and Cyber Attacks



Legal Issues from
Non-Compliance



Damaged Reputation
and Loss of Trust

BEST PRACTICES



Consult Cybersecurity Experts

Engage with cybersecurity providers before implementing AI tools across the organization to ensure readiness and mitigate risks.



Implement Access Controls

Use Multi-Factor Authentication and Role-Based Access to ensure only authorized personnel have access to sensitive data.



Data Minimization

Collect only the data necessary for AI functions to prevent exposure of personal or sensitive information.



Regular Security Audits

Conduct routine security audits and continuous monitoring to promptly detect and address vulnerabilities.



Employee Training

Continuously educate employees on data security best practices to foster a security-aware culture.



PILLAR #3

DATA AND ALGORITHM BIAS

AI data and algorithms are modeled on **the real world**.

The real world is full of systemic biases and prejudices that get reproduced when you add AI to the equation.

There is no such thing as an unbiased or blind AI system.



FOR EXAMPLE:

When we attempt to create race- or gender-neutral algorithms, we assume that everyone is starting from the same place of opportunity and exposure. Here is our experience:

LinkedIn Post

We created a LinkedIn post promoting a mentorship program for high school aged girls looking for female mentors.

Flagged

Our post was flagged by the LinkedIn algorithm as a discriminatory job posting for using non-inclusive language.

Appeal

We submitted an appeal to LinkedIn, discovering the process is automated and we don't speak to a human being.

Post Removed

Our post was removed, the account flagged, and no exposure to promote a mentorship program for young women in tech.



DATA AND ALGORITHM BIAS

BEST PRACTICES



Diverse Perspectives

Ensure a wide range of disciplines at the decision-making table, valuing insights from social scientists and humanists alongside technologists and developers.



Accessible Reporting Systems

Implement and maintain straightforward mechanisms for reporting errors in AI outputs, with clear procedures for adjustments and corrections.



Comprehensive Understanding of AI Systems

Continually educate yourself and your team on how your AI systems operate, particularly in terms of recognizing where and how biases can occur.



Advocate for Transparency

Promote accountability and transparency from AI providers, ensuring that your organization fully understands the data and logic behind AI decisions.



Critical Assessment of AI Decisions

Regularly evaluate the outputs and decision-making processes of your AI systems to detect and mitigate bias.



BRAND ETHICS

When you are selling complex products or services, you must **build trust**. Trust means human-2-human connection, **yet here is what we have seen over the last 18-months...**



The downfall of meaningful content on LinkedIn.



Rise in completely automated sales sequences.



Email and text message inboxes filled with spam.

BEST PRACTICES



Documented Buyer Personas

This is a precise articulation of problems, success factors and obstacles your buyer is challenged with when making a purchasing decision.



Personal Engagement

Cultivate meaningful interactions with current and prospective buyers; remember that the value of personal connection cannot be replicated by automation.



Strategic Partnerships

Collaborate with partners to co-market through presentations, webinars, videos, or campaigns to leverage mutual strengths and widen reach.



Community Presence

Actively identify and participate in the top three events in your community to enhance visibility and network effectively.



LinkedIn Engagement

Utilize LinkedIn extensively as it remains the primary platform for individuals and businesses to research and connect with one another.



PILLAR #4 CONTINUED...

BRAND ETHICS



Guide & Workbook

The Marketing Copilot® Growth Formula

Over two years of testing, we've learned that this formula is what B2B organizations should be using today.

There is an opportunity to utilize AI throughout this formula, but **this is where your brand ethics need to start from!**

Learn more about creating meaningful revenue growth, ***the right way.***

DOWNLOAD THE GROWTH FORMULA



HOW MARKETING COPILOT® IS USING ARTIFICIAL INTELLIGENCE

TASK	AI SUPPORT	HUMAN TOUCH
 Value Proposition Development	AI can help us summarize insights and notes taken during your workshop.	Our team of experts craft a unique value proposition and messaging for your company based on years of expertise. We then document your buyer personas and identify the right content for your buyers.
 Brainstorming and Idea Generation	We leverage AI tools to brainstorm and generate ideas. AI can take your documented buyer personas, unique value proposition, and messaging to craft unique content ideas that resonate with your business and its customers.	Every AI output is reviewed by our team. We build upon AI-generated ideas, selecting the best content points or using them as a springboard for further content development. Our team ensures all ideas are relevant and feasible. Our experts then develop the overall marketing strategy, integrating AI-generated ideas into the comprehensive plan.
 Content Strategy	AI provides us with topics, headlines, and ideas based on our strategy. For instance, we can use keyword analysis to prompt AI to create unique content ideas.	Our team crafts a detailed content calendar, ensuring it aligns with business goals and audience needs.
 Content Creation	AI helps draft copy for social posts, blog posts, lead magnets, and email content. Our team uses their expertise to prompt AI tools for relevant and helpful outputs	We use AI-generated content as an outline, refining and adding to it to ensure it meets brand voice, quality standards, and unique messaging. Our experts infuse creativity and unique perspectives into the content, adding value that AI might miss. All design is then done by our team!
 Content Distribution	AI optimizes content distribution by analyzing user data to tailor strategies, enhancing timing, personalization, and engagement across multiple channels.	Our team handles all content distribution, from setting up marketing emails and posting on social media to updating your website. Human oversight ensures all content aligns with the strategy and engages your audience effectively.
 Reporting / Performance Analysis	AI provides powerful tools for analyzing performance data, tracking key metrics, and identifying patterns and trends. This allows us to craft actionable insights and next steps.	We interpret AI-generated data, ensuring accuracy and relevance. Our team creates comprehensive reports, condensing the data and using our expertise to adjust marketing strategies based on performance insights.

LET'S CONNECT!

The Marketing Copilot® Team gives you access to a group of experts with thousands of hours of experience in B2B technology marketing, particularly within the Microsoft, MSP and HubSpot channels.

Our formula, developed over 15 years with over 200+ technology leaders, is not just pioneering — it's proven. We integrate seamlessly with your team, enhancing your sales and marketing processes and growing your revenue.

[Book A Call >](#)



The Company We Keep:

CORPORATE



PARTNERS AND ISVS



MANUFACTURING

