

Knotch

Knotch Content Masters Playbook: From efficiency to effectiveness-The role of AI in modern marketing

From Efficiency to Effectiveness: The Role of AI in Modern Marketing

65% of marketers are currently using AI for marketing purposes, but an impressive 95% of those who do use it find it valuable, according to Knotch research. High-performing marketing teams leveraging Knotch are harnessing AI and GenAI to not only improve efficiency and speed, but to drive content performance, focusing on quality over quantity.

“We use Knotch’s AI capabilities to help us better manage our content library and identify optimizations that make our content more performant.”

Mallory Russell
VP of Global Content Marketing
at Square



 Square

Best practices for using AI to drive performance from Knotch and its customers:

1. Avoid the ‘speed’ trap: Gen AI helps marketing teams be more effective, not just efficient. There’s a common misconception that content teams should use GenAI to create more content more quickly. It’s a misuse that content leaders often have to educate internal stakeholders against. While speed is certainly a potential plus, the greater benefit of GenAI is in time savings on low-leverage content tasks, freeing up teams to create exceptional quality content that differentiates the brand.

2. Don’t wait for an AI strategy: Start small. A low-risk pilot program can start with a specific area where you believe AI and GenAI can add value. One effective place to start is by using AI to audit your existing content library for evergreen content or low-impact pieces, but also high-potential gems that need a content boost. Use a tool like Knotch to efficiently optimize, repurpose, or recast existing content that can drive real audience and content gains, without having to create net new content.

3. Don’t jump to conclusions when metrics are impacted. With any new effort, you may see a shift in key content metrics. For example, there could be a decrease in time spent, but deeper engagement and higher conversions may indicate content’s increased overall effectiveness. As your team rolls out content efforts using GenAI, remember to look at a broad range of metrics to fully understand the impact on your content programs – across audience value, conversion and revenue, and internal efficiencies.

>> Learn how Square uses AI and GenAI in its global content marketing program:

Watch the Knotch Content Masters session with Mallory Russell, VP of Global Content Marketing at Square, and Andrew Bolton, Chief Customer Officer, Knotch

Customer story: Square Global Content Marketing

At Square, content marketing is an integral part of the company's marketing strategy, from building brand awareness to driving engagement and conversion across its broad range of audiences—from smaller mom and pop shops to enterprise consumer businesses.

Content is even more critical now because so much of Square's paid media strategy revolves around great content aiming to attract and engage audiences.

When Gen AI emerged, Mallory Russell, VP of Global Content Marketing at Square, recognized it couldn't replace the strategic thinking and creativity needed to differentiate its brand. In fact, Russell compares these early days of Gen AI with an earlier era of SEO, which cast a wide net, instead of focusing on delivering value to the most relevant audiences.

Starting small, the Square content team has grown in adoption of GenAI and the use of Knotch's AI capabilities, including in:

"We're not going to use AI to create completely new content. However, GenAI can help us take many time-intensive parts of the job that go unseen; for example, managing 1000's of pieces of our existing content. With Knotch, we considered how we could better leverage this library and make it more performant. When we use AI for this type of work, it helps us improve content performance while also freeing up time for marketers to do more audience research and be more creative."

[Mallory Russell](#), VP of Global Content Marketing at Square

- Identifying subsets of articles for optimization, across 1000's of content pieces that have been added to Square's decade-old content library.

- Leveraging recommendations for content optimization, generated for each piece of content through Knotch's GenAI functionality.

- Reducing the effort it takes to "atomize" content for different channels like social or email or create multiple versions of content for different segments.

Use Knotch AI to drive content marketing efficiency and effectiveness

Knotch has the only generative AI built with content performance at its core. Use Knotch AI for:

Content tagging: Knotch AI indexes, categorizes, and tags your content – considering factors like length, tone, style, brand, reading level and structure.

Content optimization: Knotch evaluates your content, ranking each piece from underperforming to best in class, to help you prioritize which content that deserves a boost and help you find hidden gems.

Content versioning and atomization: With Knotch AI, create multiple versions of content for different audience segments or channels, taking into account your unique content performance data.

CTA optimization: Knotch AI automatically analyzes, tests, and fine tunes CTAs to boost conversions.