

catersource® + **THE SPECIAL EVENT®**

Humanizing AI

Harnessing Market Research for Superior Marketing Performance





CHRISTIE WHO?

WHAT MAKES
US HUMAN?

REMEMBERING ELLE



Carl and his wife

A photo of Carl and his wife together

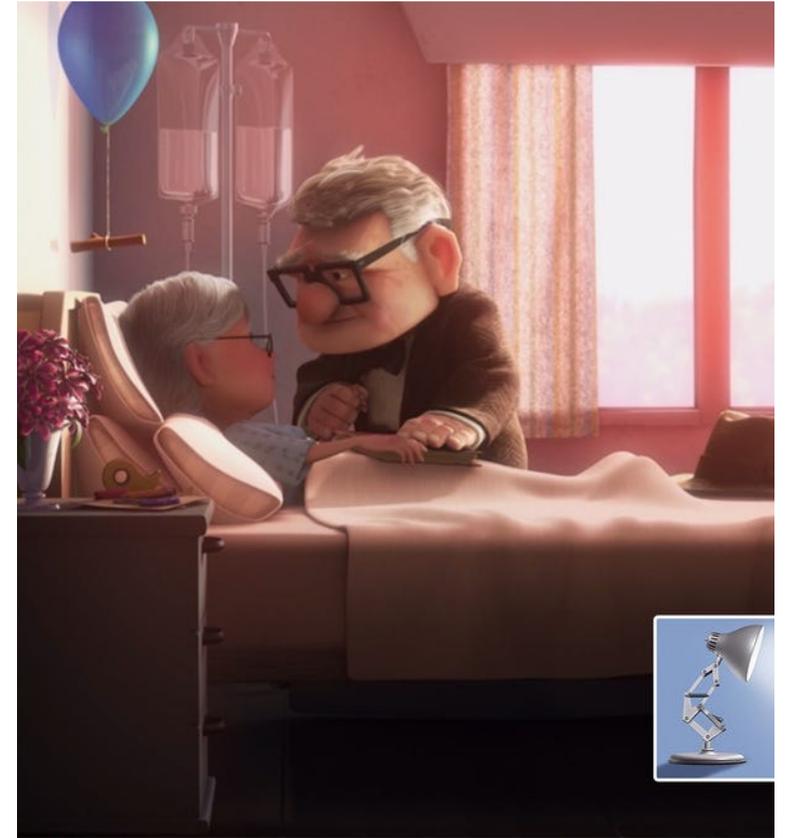


Carl's wife's death scene

A photo of Carl's wife's death scene in the movie Up



Carl grieving



A photo of Carl grieving after his wife's death in the movie Up

Empathy - understanding
the feelings and
perspectives of others.

Empathy is the key to
understanding why
people **feel** and **buy**

Market Research helps
us **empathize.**

AI helps us do it **faster,**
easier (and better?)



— ARTIFICIAL INTELLIGENCE —

WHAT IS AI?

What is AI?

Mimics Humans

AI refers to artificial intelligence, which is intelligence demonstrated by machines to mimic human behavior and learning.

Machine Learning

AI systems like ChatGPT are trained on massive datasets through machine learning algorithms to recognize patterns and generate human-like responses.

Neural Networks

ChatGPT uses neural networks modeled after the human brain to process input data and produce relevant output text.

Natural Language Processing

ChatGPT leverages natural language processing to understand human languages and have conversational dialog.

Self-Learning

As ChatGPT interacts with more users, it continues to learn and improve its capabilities without direct programming.

Creative Potential

While limited today, advancing AI like ChatGPT shows potential for creative applications like generating content.



— HUMAN INTELLIGENCE —

HI!

WHAT MAKES US HUMAN?



Creativity

Humans can create new ideas and art through imagination and experiences.



Innovation

Humans have the ability to find novel solutions to problems.



Emotional intelligence

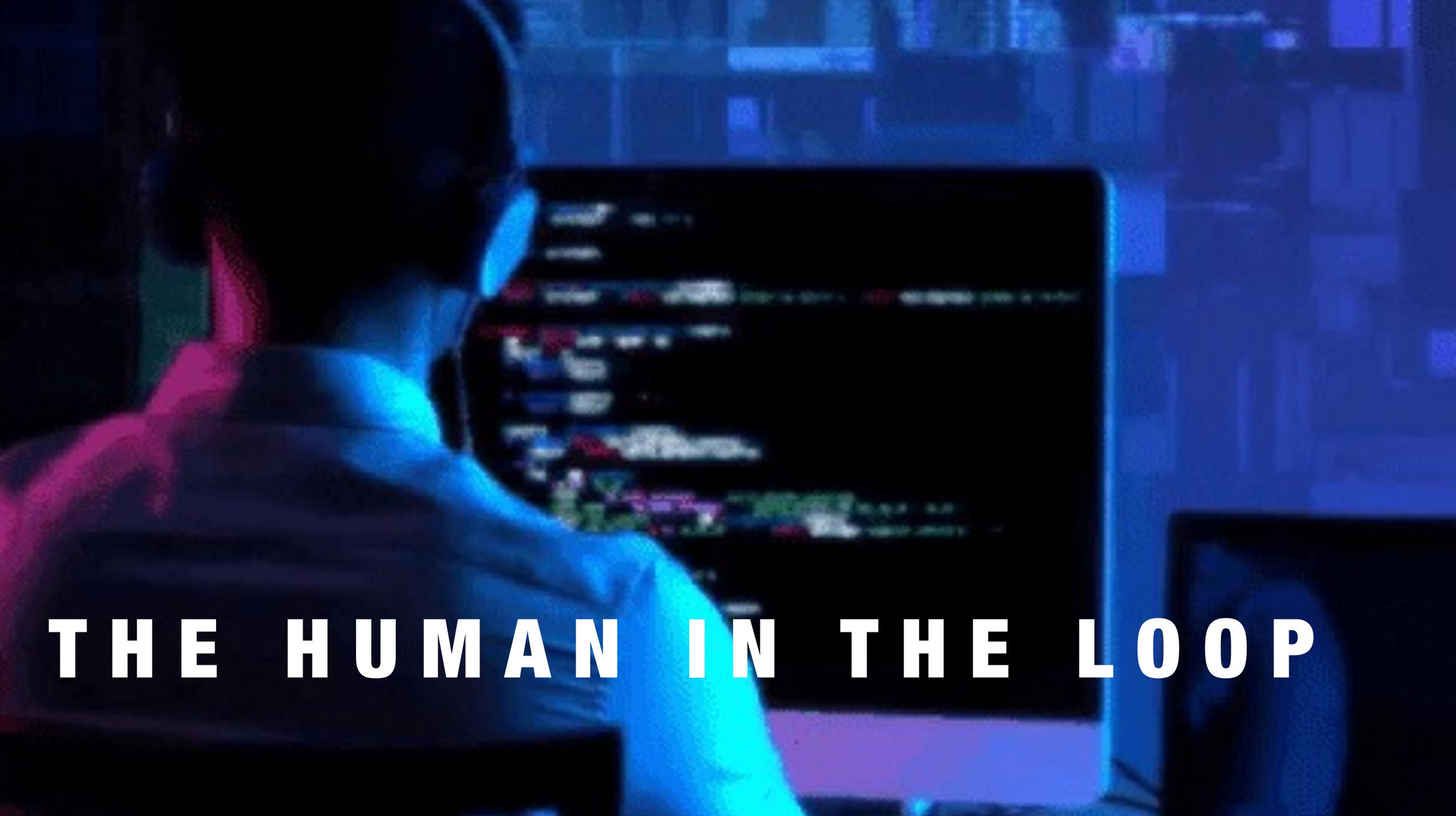
Humans can understand and respond to emotions in nuanced ways.



Moral reasoning

Humans make ethical choices based on complex social and philosophical considerations.





THE HUMAN IN THE LOOP



— MARKET RESEARCH —

THREE STEPS

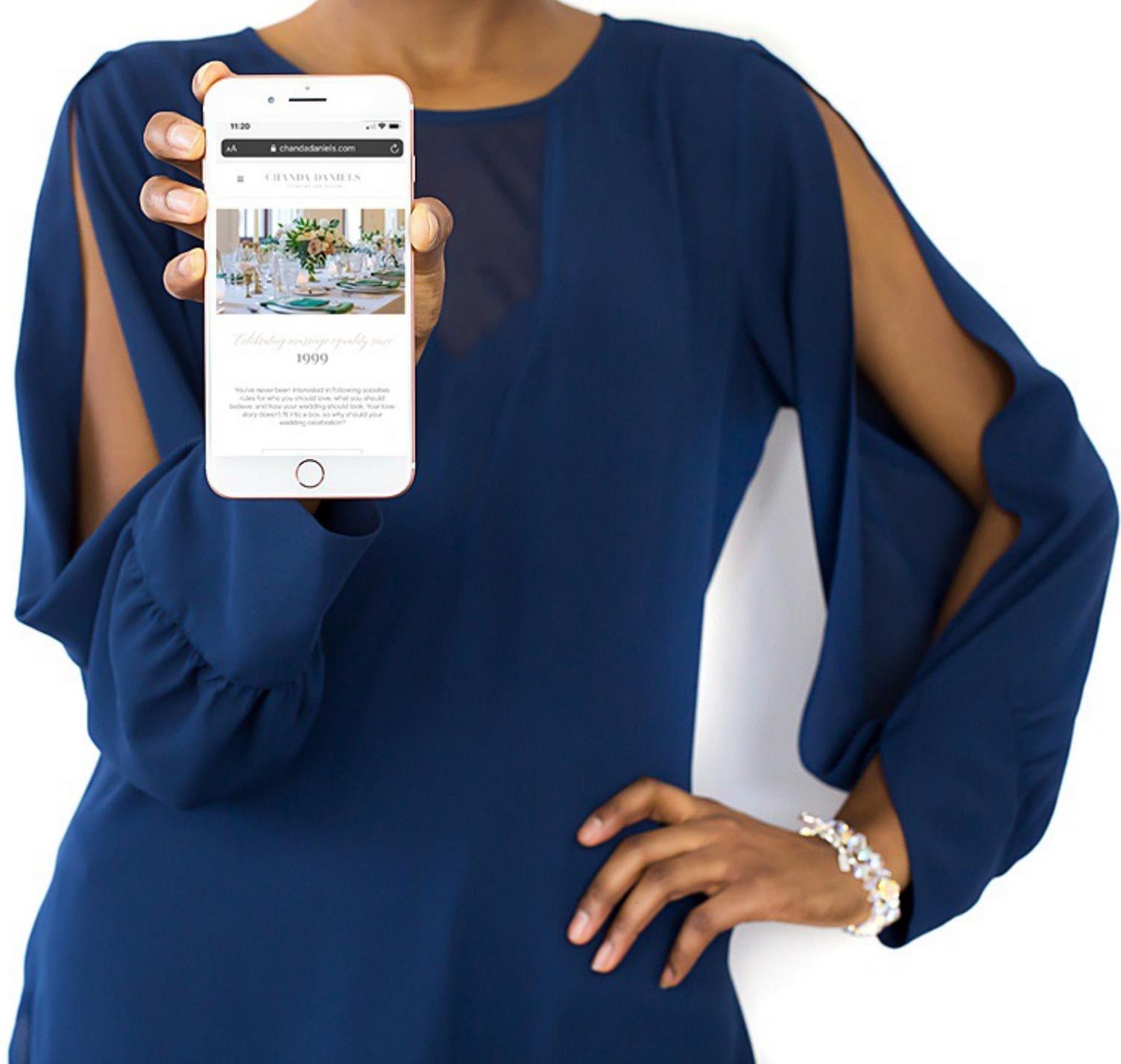
- RESEARCH
- ANALYZE (with the help of AI)
- IMPLEMENT (with the help of) AI



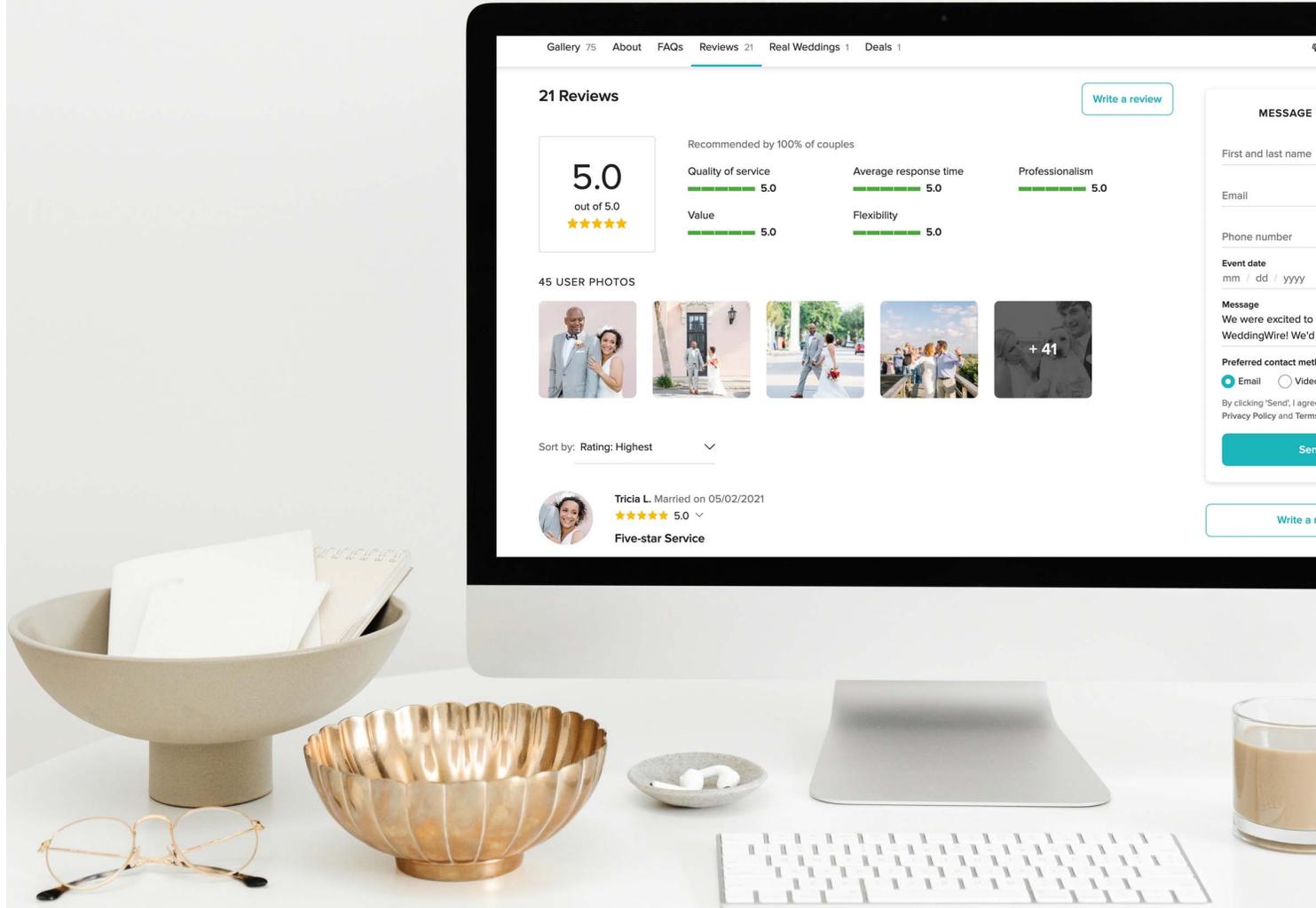
1

Market

Research



Start with Real Folks



YOUR BIGGEST FANS





Erin P. Married on 10/03/2020

★★★★★ 5.0

A must get!

DLC is the wedding band you absolutely NEED to have at your reception! They are so awesome - I don't think there was a single minute of our night that the dance floor wasn't packed. They know exactly how to read the crowd and play what will be right in that moment. I am so happy we hired them and am really hoping someone I know will hire them too so I can go to another wedding with DLC!! They are responsive on email and were so flexible with us when we had to postpone our wedding. They are professional and super easy to work with! Highly highly recommend hiring Dexter Lake!!!

Sent on 07/25/2021



Ali D. Married on 10/29/2021

★★★★★ 5.0

Amazing, customizable experience!

Dexter Lake was phenomenal! They worked with us at every turn to create an evening that was totally tailored to what we were looking for. Their renditions of our selected songs were incredible - they really capture the original artists' sound while bringing their own unique style to your favorite hits. Everyone complimented them all night and had a blast dancing! Would definitely recommend.

Sent on 11/04/2021



Natalia K. Married on 08/21/2021

★★★★★ 5.0

YOUR REVIEWS

YOUR
TOP
COMPETITORS





Allison Married on 01/18/2020

★★★★★ 5.0

Book this band!

We first heard Silver Arrow Band at my sister's wedding and knew we would book them for ours once we got engaged a few years later. Their musicians are incredibly talented and they are so lovely to work with and really take care of everything as well as getting to know your particular taste. Our guests were raving about the band for days after our wedding. Best and easiest decision.

Sent on 02/13/2020



S REPLY:

Thank you so much, Allison! It was such an honor to be a part of both you and your sister's special day. Thanks for all the support and lovely review. All the best to you both!



Kc Amo Married on 10/30/2021

★☆☆☆☆ 1.2

Not the best

I was disappointed because I was really excited for this band to play at my wedding. They played all old musics and nothing very upbeat. They took a million breaks jsut as the party was getting going. They were completely rude when I asked them To play better music. They don't play anything from your playlist. Do not book them. Waste of money.

Sent on 11/04/2021



Sebastian R. Getting married on 02/04/2022

★☆☆☆☆ 1.0

COMPETITOR REVIEWS



**AGGREGATE
EVERYTHING**

COMMENT	SOURCE	DATE
The impressive thing to me was how different each wedding felt as they will cater to your tastes and feedback, playing a different set with an energy and flow that is unique to your specific party....	WeddingWire	08-27-2023
The band accommodated every single request, the pianist came a day early to play during our rehearsal dinner, a couple stayed late to jam on guitars during our after-party, and they learned multiple songs for us and knocked each one out of the park.	Google	03-17-2022

2

AI
Analysis



G O A L

LOOK FOR

T H E M E S

PROMPT: You are a brilliant marketing analyst. You will analyze customer feedback of , [company name], a Full-service Wedding Planning Company. Please review the feedback and tell me the top three strengths and top three weaknesses of this company.

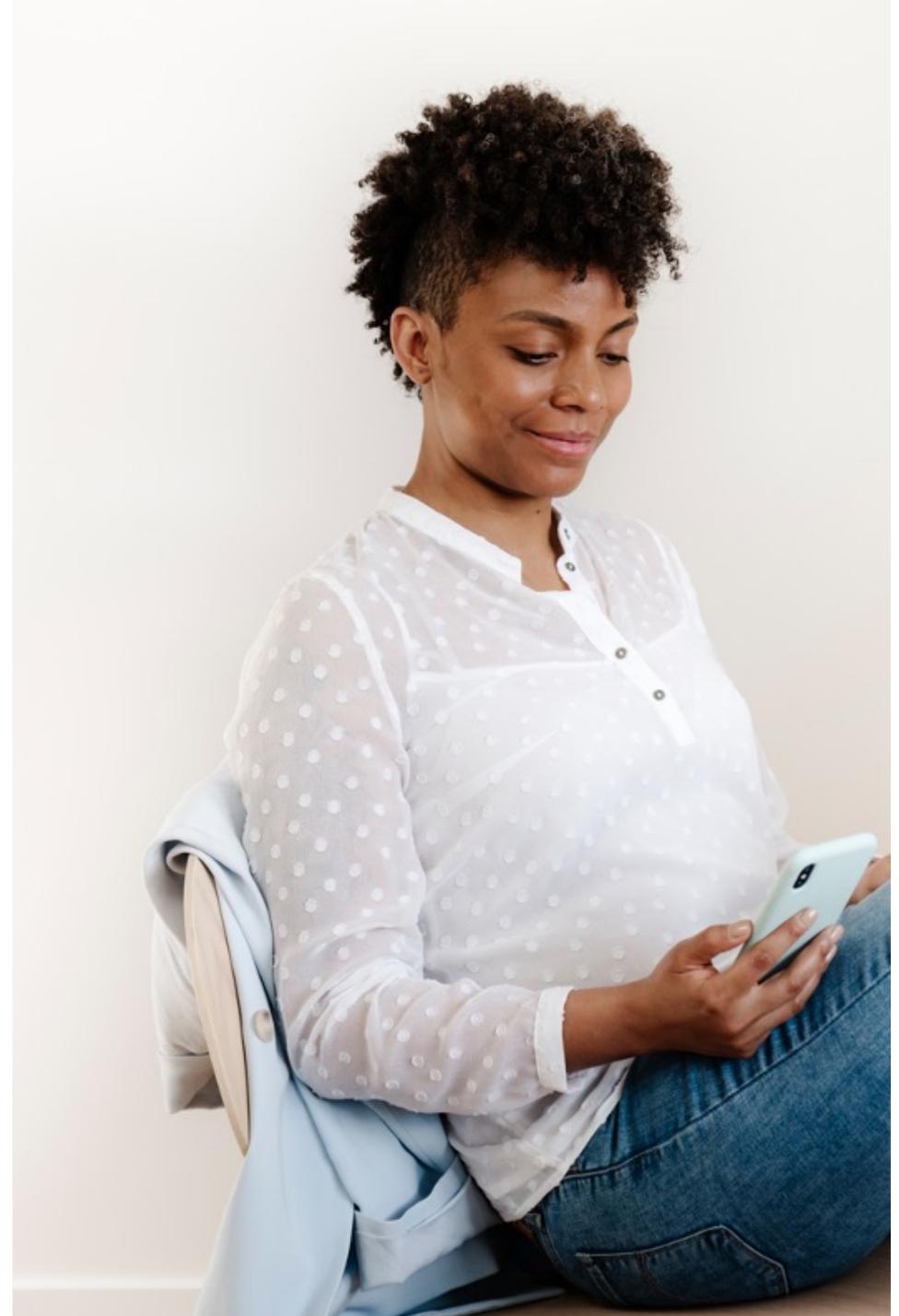


- **They are proclaimed music snobs or have music snob friends**
 - Either they or their friends are self-professed music snobs and they want to avoid cheesy wedding bands or bands who play pedestrian top-40 hits.
- **They have older family members.**
 - Many wedding couples especially are inviting people from multiple generations to their event. They want to make sure even older guests have a chance to get on the dance floor and have a great time.
- **They have specific key moments they don't want missed**
 - Couples in this this market segment tend to be exceptionally thoughtful about every detail that goes into their event. They often have very specific moments planned for the event and very specific songs on their "play" and "do-not-play" lists. They are looking for a band who can understand and flawlessly execute on their vision

— ANALYZE —

YOUR USP

PROMPT: You are a brilliant marketing analyst. You will analyze customer feedback for [YOUR COMPANY], a full-service wedding planning company, based in New York City, Please review the feedback and tell me [Company name]'s unique selling proposition.



IDENTIFY WHAT

You Own

PROMPT: You are a award-winning content marketer. You have been given the following top strengths and weaknesses of [YOUR COMPANY].

* Strength #1 Strength #1, Strength #3, *
Weakness #1 , Weakness #2, Weakness#3
Identify 5 core content pillars that
[Company Name] can use to market to its
strengths.

[REDACTED]
Dexter Lake Club Band OWNERS:
“Live Music for People Who Love Music”

Premise: The Dexter Lake Club Band goes beyond getting everyone on the dance floor or throwing an awesome party. The Dexter Lake Club Band is as discerning about music and music quality as their music snob clients who enjoy a rock/Indy vibe over mainstream hip hop and rap.

Music for Music People

One aspect that Dexter Lake Club Band Clients enjoyed was their opportunity to play special songs with the band, or have their musician guests play with the band. This was a key point in client satisfaction in the reviews.

Can Learn and Play Any Song Perfectly.

While reviewers also appreciated that The Barnstorm also learned songs. The high number of reviewers who commented on how well the Dexter Lake Club Band learns songs creates ownership in the market for learning songs

Read the Room and Get All Ages on the Dance floor

While the ability to read a room and keep the party going is a must for any band or DJ, the Dexter Lake Club Band scored exceptionally high for reading a room in a way that got older and younger guests on the dance floor at the same time, creating a truly exceptional, concert-like experience for everyone.

Exceptional Customer Service

While everyone is expected to deliver great customer service, reviewers thought the Dexter Lake Club Band's customer service was exceptional.



IDENTIFY

WHAT

They Own

PROMPT: You are a brilliant marketing analyst. You will analyze customer feedback of your closest competitor [Competitor Name]. Please review the feedback and tell me the top three strengths and top three weaknesses of this competitor.

— ANALYZE —

KEY

DIFFERENTIATORS

PROMPT: You are a brilliant marketing analyst. You will analyze customer feedback of [company name] a full-service wedding planner based in New York City, and their closest competitor [Competitor Name]. Please review the feedback and tell me the key differentiators between [company name] and [competitor name].



VOICE OF CUSTOMER

PROMPT: You will analyze the writing style, sentence structure, personality and tone of voice of several examples of text that I will give you. After each time I give you an example, say "Thank you. Give me more". Do not tell me your analysis after each example. Wait until I say "All done" to let you know I've finished giving you examples. Then please tell me your analysis of all the texts.



WHAT { *else* }

MAKES US HUMAN?

CRITICAL THINKING







AI FOR YOUR BIZ

3

—

EXPAND





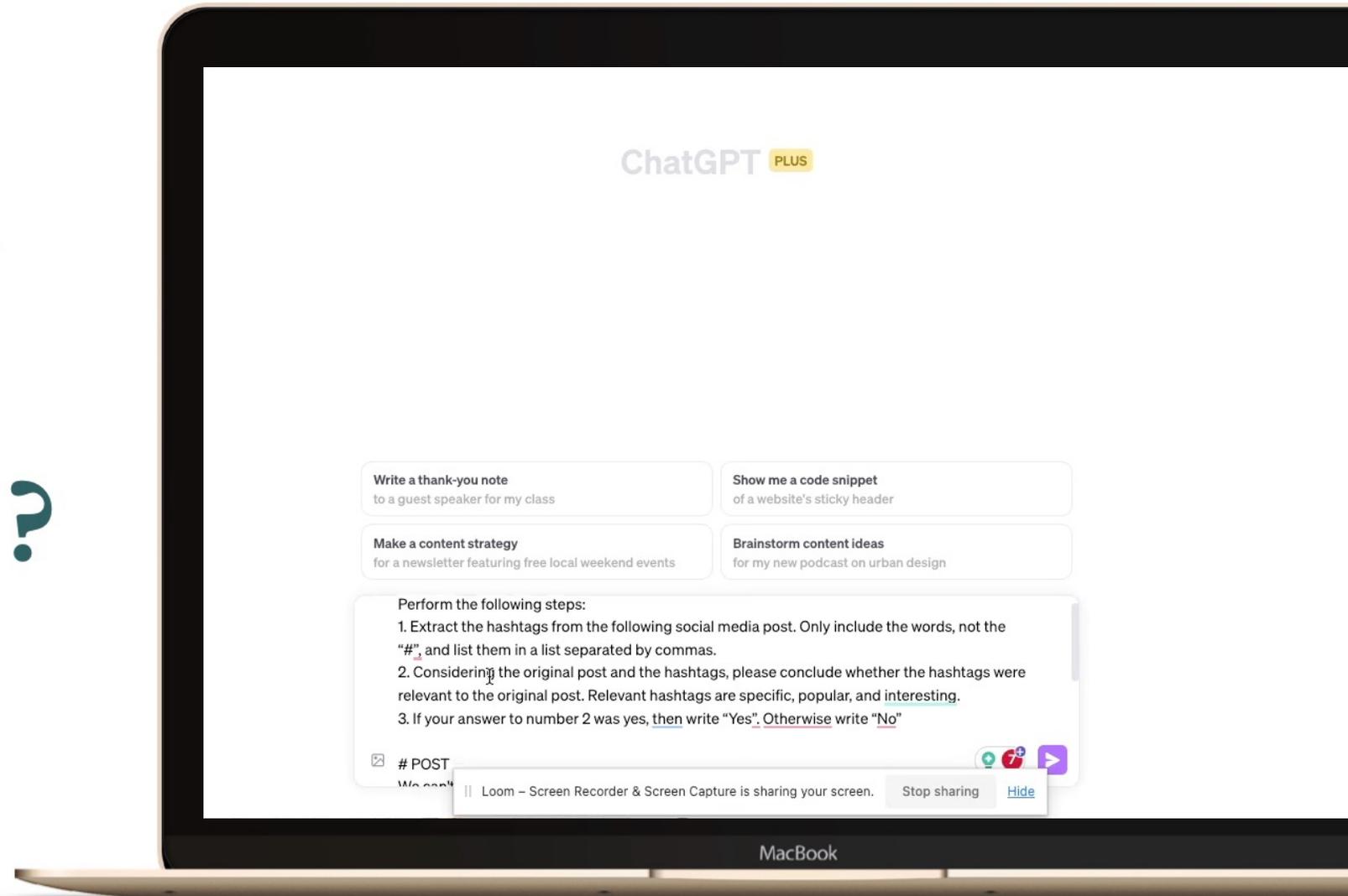
PROMPT ENGINEERING



GARBAGE IN GARBAGE OUT

— WHAT MAKES A —

GOOD PROMPT?



STEP 1

TELL IT
WHO TO BE

you are a

Social Media

MANAGER

CHAT GPT ANALYSIS EXAMPLE

1. You are a social media manager...



ChatGPT PLUS

Write a thank-you note
to a guest speaker for my class

Show me a code snippet
of a website's sticky header

Make a content strategy
for a newsletter featuring free local weekend events

Brainstorm content ideas
for my new podcast on urban design

3. If your answer to number 2 was yes, then write "Yes". Otherwise write "No"

POST

We can't pick a favorite! Seeing our couples explore our property during their portrait session is an incredible gift! From sunset to sundown, the barn, the corral, the shimmering lake, the ancient oak, and the expansive greenery surround are all so beautiful. If you're looking for a venue that offers variety, you've found it! 😊

You will analyze the following three emails for my writing style.

— STEP 2 —

GIVE IT CONTEXT

- BRAND VOICE
- TARGET CUSTOMER
- USP
- STYLE
- USE THIS MODEL

CHAT GPT ANALYSIS EXAMPLE

You are a social media manager for a rustic outdoor wedding venue in near Austin, TX...

ChatGPT PLUS

Write a thank-you note to a guest speaker for my class

Show me a code snippet of a website's sticky header

Make a content strategy for a newsletter featuring free local weekend events

Brainstorm content ideas for my new podcast on urban design

1. Extract the hashtags from the following social media post. Only include the words, not the "#", and list them in a list separated by commas.
2. Considering the original post and the hashtags, please conclude whether the hashtags were relevant to the original post. Relevant hashtags are specific, popular, and interesting.
3. If your answer to number 2 was yes, then write "Yes". Otherwise write "No"

POST

We can't pick a favorite! Seeing our couples explore our property during their portrait session. 

is an inc

Loom - Screen Recorder & Screen Capture is sharing your screen.

Stop sharing

[Hide](#)



STEP 3

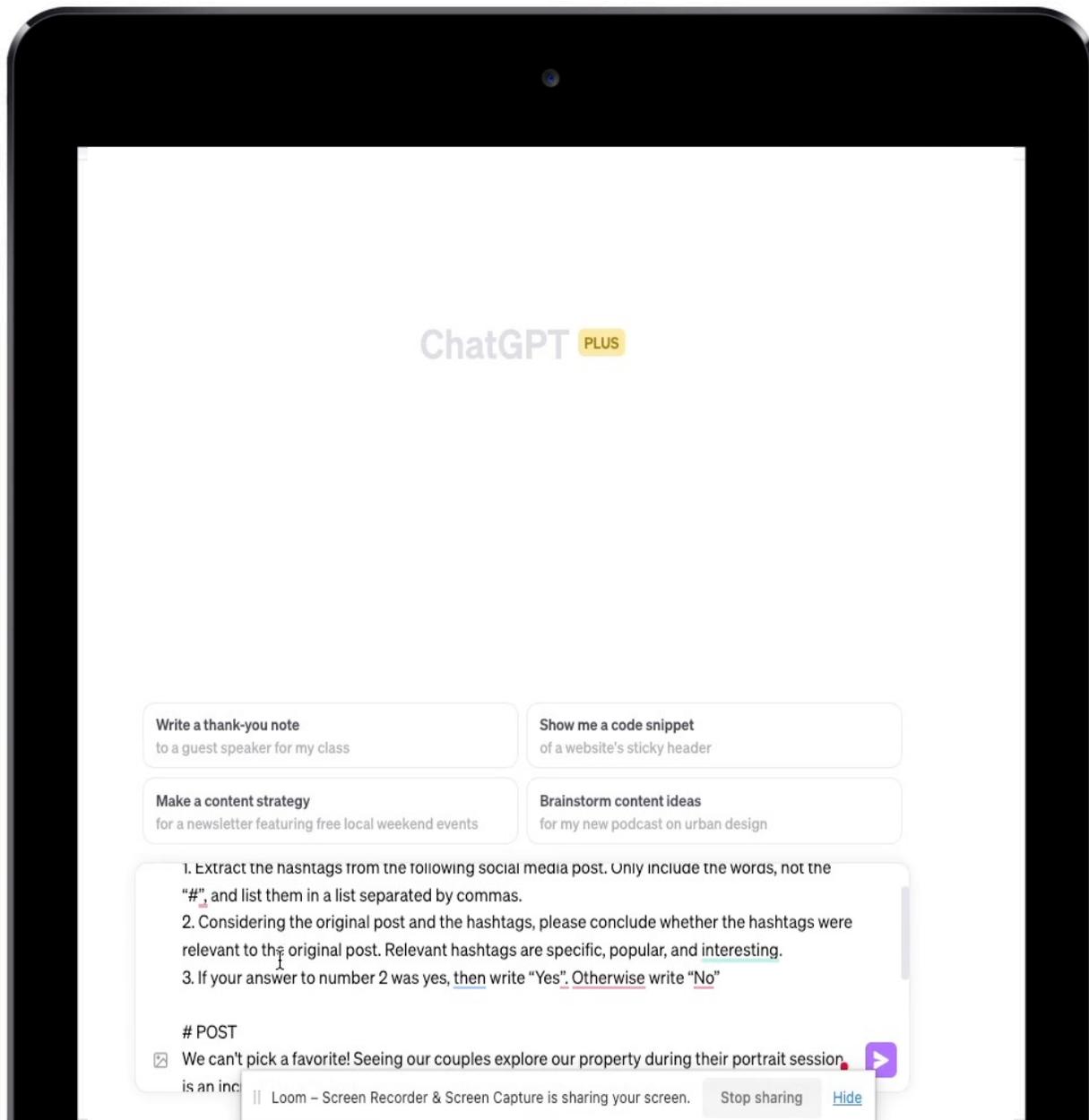
SET SOME PARAMETERS

- WHAT SHOULD IT CONSIDER?
- WHAT DON'T YOU WANT?



CHAT GPT ANALYSIS EXAMPLE

1. You are a social media manager for a rustic wedding venue near Austin, Texas. You are trying to reach more people with hashtags.





(3a) **ASK IF IT
UNDERSTANDS**

CHAT GPT ANALYSIS EXAMPLE

Do you understand the
role of hashtags for brand
visibility in social media?

ChatGPT PLUS

Write a thank-you note
to a guest speaker for my class

Show me a code snippet
of a website's sticky header

Make a content strategy
for a newsletter featuring free local weekend events

Brainstorm content ideas
for my new podcast on urban design

1. Extract the hashtags from the following social media post. Only include the words, not the "#", and list them in a list separated by commas.
2. Considering the original post and the hashtags, please conclude whether the hashtags were relevant to the original post. Relevant hashtags are specific, popular, and interesting.
3. If your answer to number 2 was yes, then write "Yes". Otherwise write "No"

POST

We can't pick a favorite! Seeing our couples explore our property during their portrait session. is an inc

Loom - Screen Recorder & Screen Capture is sharing your screen.

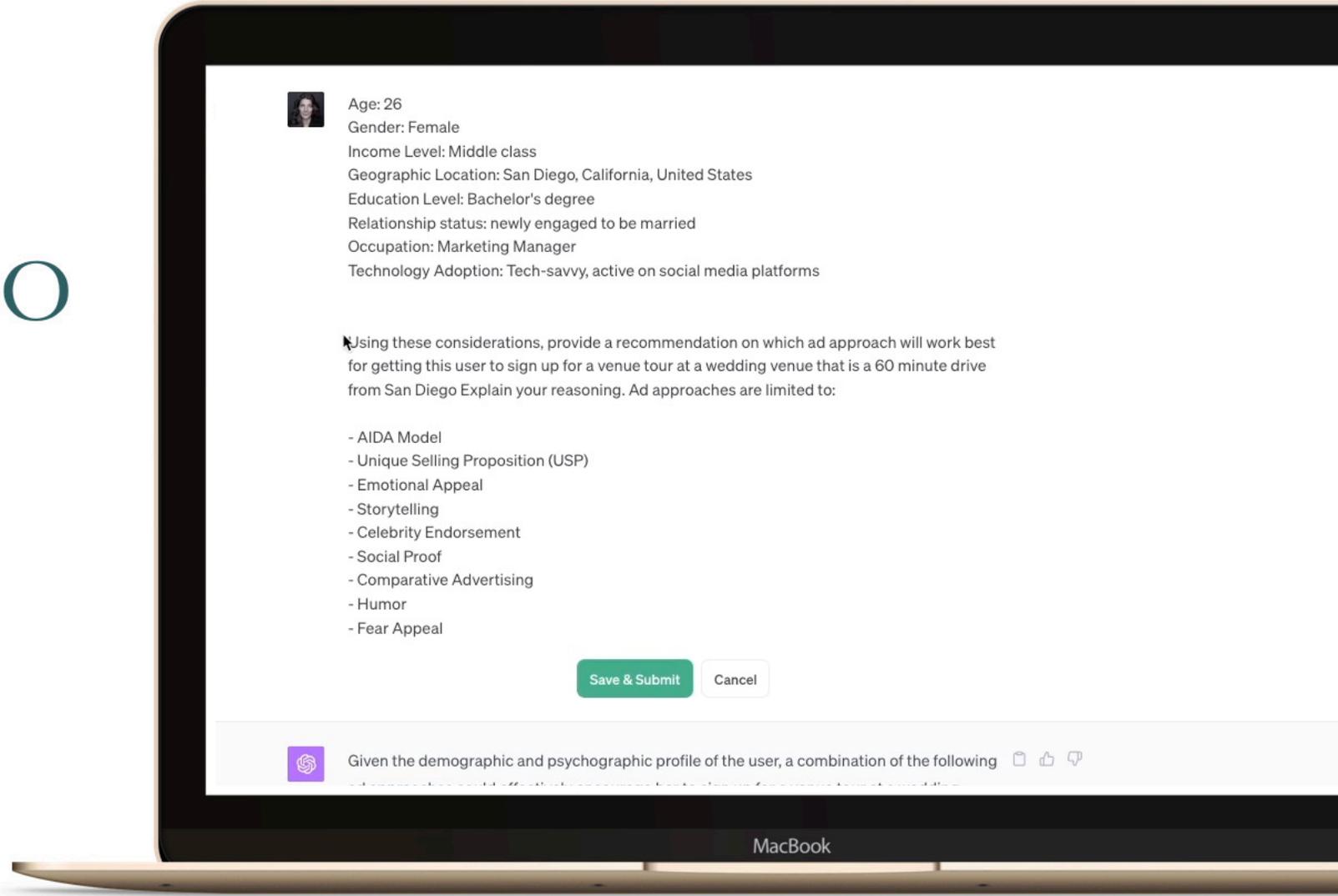
Stop sharing

[Hide](#)

STEP 4

TELL IT WHAT TO DO

- 10 SOCIAL MEDIA CAPTIONS
- 2 RESPONSES
- 4 ECO-FRIENDLY CENTERPIECES
- 3 SUMMER MENU OPTIONS
- A CLIENT WELCOME EMAIL



Given the demographic and psychographic profile of the user, a combination of the following



MacBook

CHAT GPT ANALYSIS EXAMPLE

Perform the following steps:

- 1. Extract the hashtags from the following social media post. Only include the words, not the “#”, and list them in a list separated by commas.**

ChatGPT PLUS

Write a thank-you note
to a guest speaker for my class

Show me a code snippet
of a website's sticky header

Make a content strategy
for a newsletter featuring free local weekend events

Brainstorm content ideas
for my new podcast on urban design

1. Extract the hashtags from the following social media post. Only include the words, not the “#”, and list them in a list separated by commas.
2. Considering the original post and the hashtags, please conclude whether the hashtags were relevant to the original post. Relevant hashtags are specific, popular, and interesting.
3. If your answer to number 2 was yes, then write “Yes”. Otherwise write “No”

POST

We can't pick a favorite! Seeing our couples explore our property during their portrait session. is an inc

Loom - Screen Recorder & Screen Capture is sharing your screen.

Stop sharing

[Hide](#)

Suggest 10
more
relevant
hashtags for
a post
similar to
this

TRAINING CHAT GPT

CONTINUE THE CONVO

- WHAT ELSE DO YOU WANT IT TO DO?



— TRAINING CHAT GPT —

EDIT & REGENERATE

- WHAT ADDITIONAL INFORMATION CAN HELP?



TRAINING AI

CONTINUE THE CONVERSATION

Given the above post,
suggest 10

geographically relevant
hashtags for this post.



Certainly! For a post similar to the one provided, which showcases a rustic wedding venue near Houston, Texas, you might consider the following hashtags to increase reach and relevance:

1. #RusticWedding
 - Highlights the rustic theme that is often sought after in wedding venues.
2. #BarnWedding
 - Targets those specifically looking for a barn setting for their wedding, which seems to be a feature of the venue.
3. #CountryWedding
 - Appeals to those wanting a country-style wedding.
4. #HoustonEventSpace
 - Broadens the reach to include not only weddings but any event looking for a space in Houston.
5. #VintageWedding
 - Taps into the trend of vintage-themed weddings, which a rustic venue would complement.
6. #WeddingInspiration



MARKETING WITH CHAT GPT

- **Copywriting**
- **Social media**
- **Ads**
- **Email newsletters**
- **Website copy**
- **Responding to reviews**



OPERATIONS WITH CHAT GPT

- **Event design ideas**
- **Client onboarding and off-boarding**
- **Staff SOPs**
- **Personalizing client emails**
- **Menu planning - seasonal, local, special**
- **Preparing for unique locations**

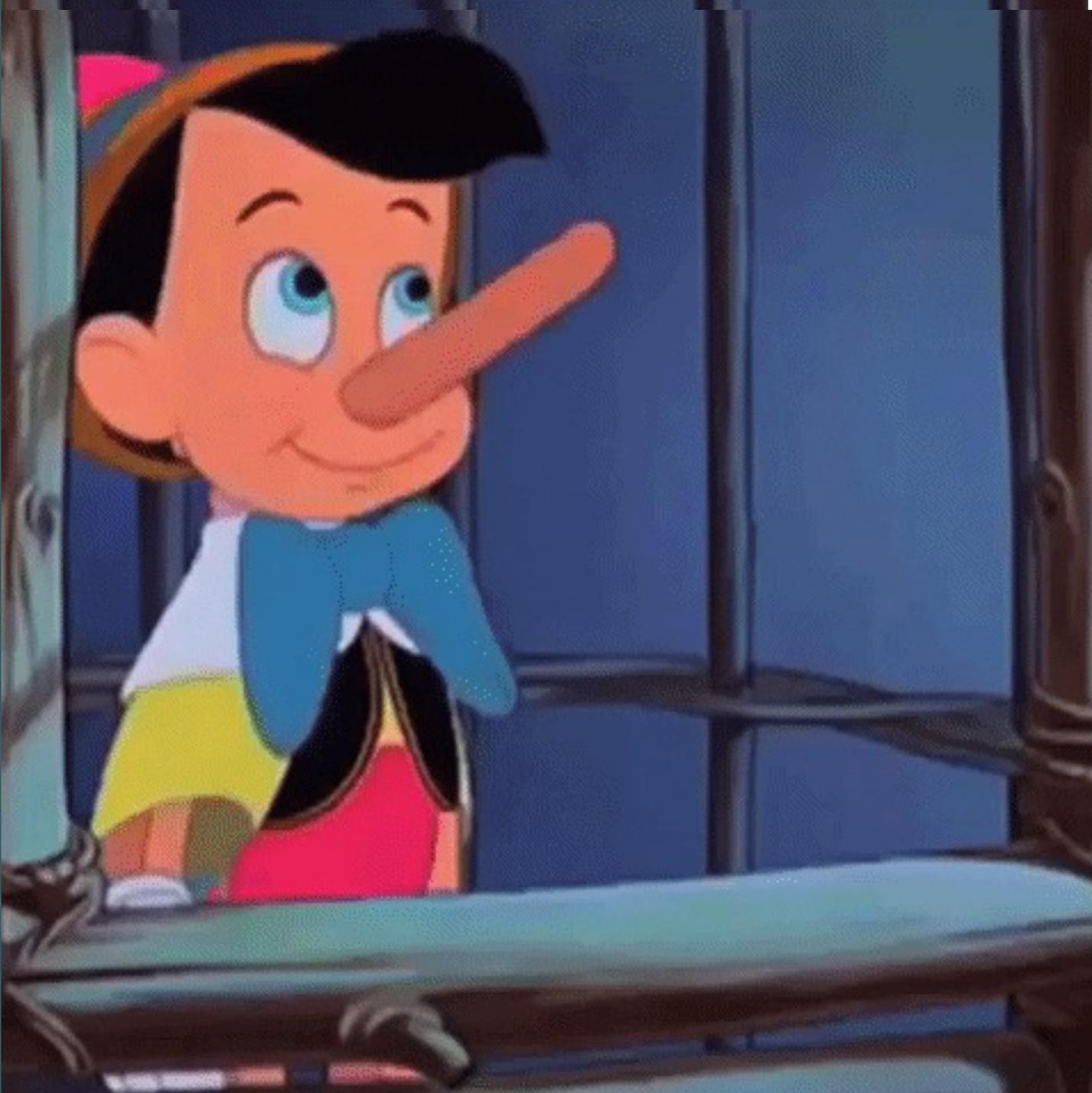


CLIENT CARE WITH CHAT GPT

- gifting ideas
- onboarding and off boarding workflow
- Handling difficult communications
- Better chat bots...



AI PITFALLS

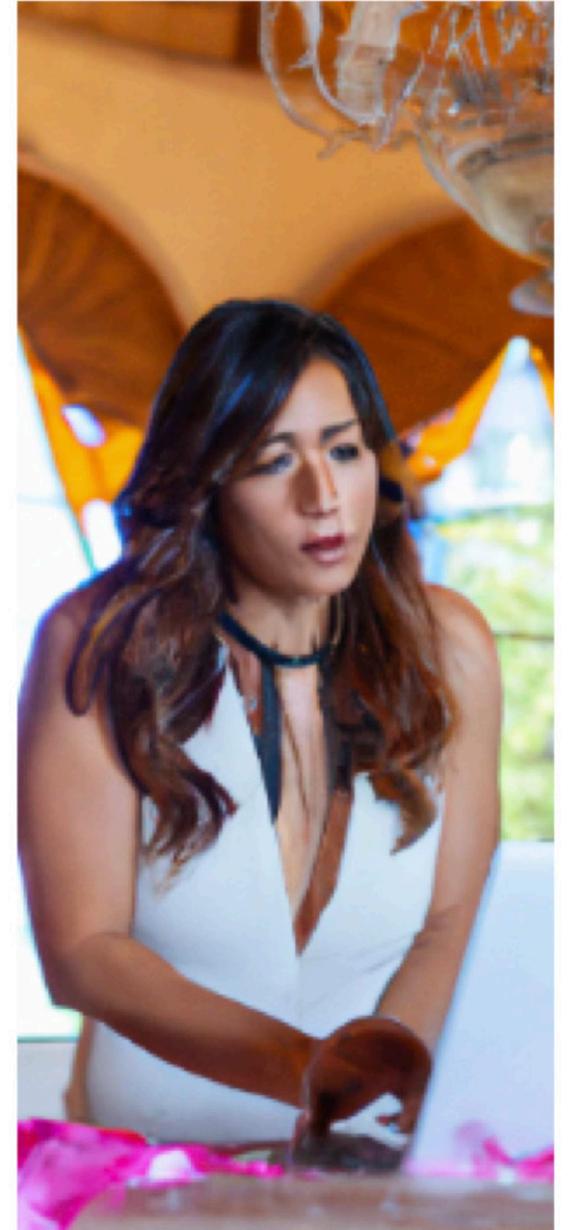
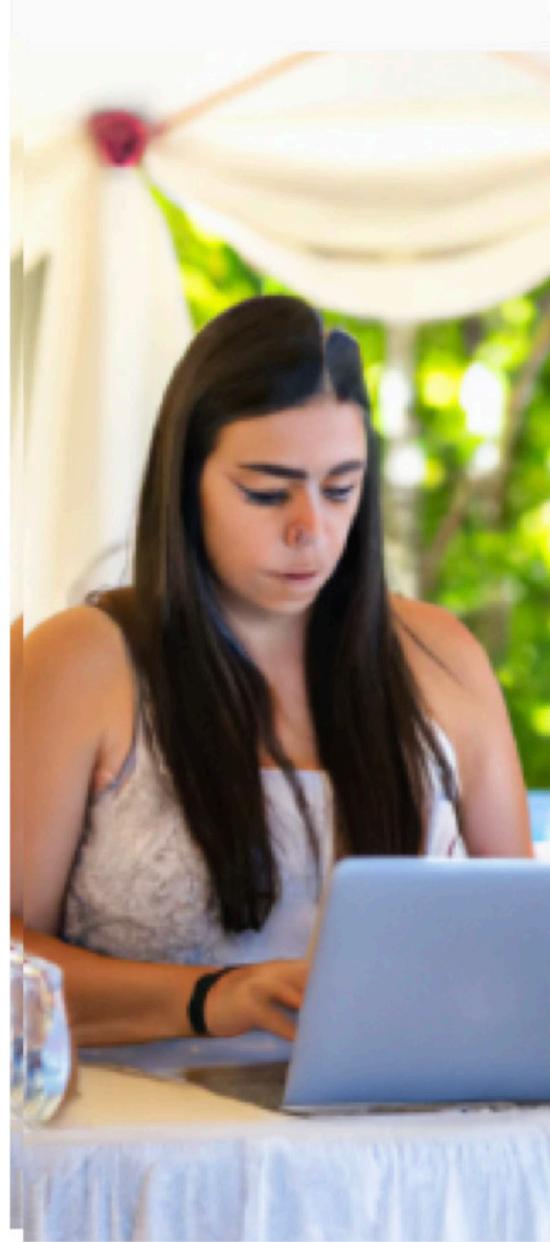


AI PITFALLS

ALTERNATIVE
FACTS

— AI PITFALLS —

UNREALISTIC EXPECTATIONS



— AI CHALLENGES —

BIAS



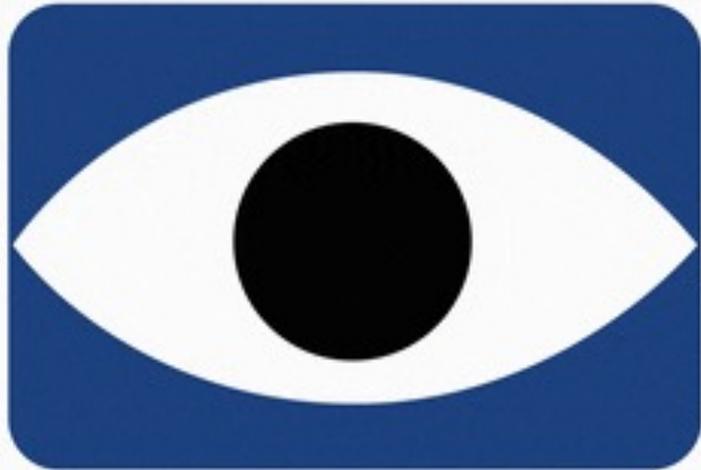
WHAT MODERN COUPLES REALLY WANT

— AI CHALLENGES —

COPYRIGHT



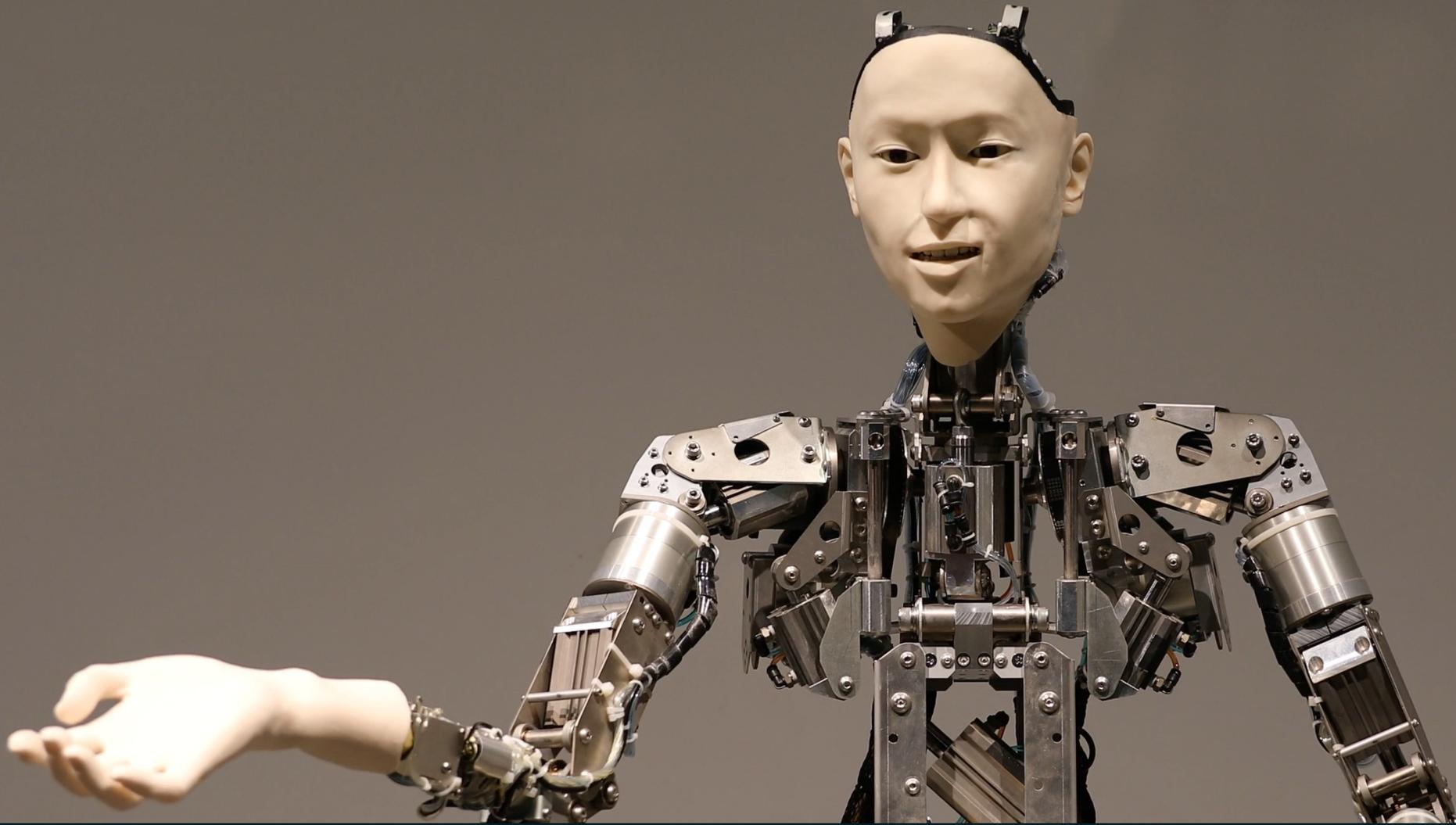
**TODAY'S
SOLUTIONS**



**TOMORROW'S
PROBLEMS**

AI CHALLENGES

**PRIVACY
CONCERNS**



TIPS FOR SUCCESS



Dig Your Well Before You're Thirsty



TREAT AI LIKE AN

Intern



LET AI TAKE BREAKS



DEVELOP A PROMPT LIBRARY





Questions?

GET IN TOUCH

MountainsideMedia.com

christie@mountainsidemediaco.com

GET SOCIAL

[@mtnsidemediaco](https://www.instagram.com/mtnsidemediaco)