



Some of my Blog Posts + Carefully Selected Videos

categorised by each
SOSTAC® section








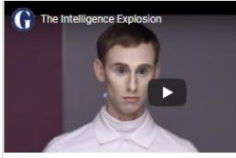




click on the title
of each post
+ if you then post a comment,
I will reply.







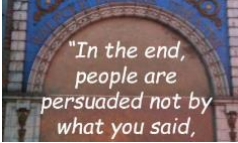

PR Smith Blog Posts

PRSmith.org/Blog







Situation Analysis

 <p>Will ChatGPT + ChatBots + Avatars Make Us Immortal?</p> <p>Mar 10, 2023 Artificial Intelligence, Ethics, Social Media, Virtual</p>	<p>Will ChatGPT + Chatbots + Avatars Make Us Immortal?</p>	 <p>AI Today, Tomorrow and How To Save Our World – Mo Gawdat</p> <p>Oct 18, 2023 Artificial Intelligence</p>	<p>AI Today, Tomorrow and How to Save Our World – Mo Gawdat</p>
 <p>Artificial Intelligence – Protective Armour from UNESCO</p> <p>Dec 2, 2021 Artificial Intelligence, Big Data, Customer Analytics, Ethics,</p>	<p>Artificial Intelligence – Protective Armour from UNESCO</p>	 <p>Industry 5.0 – What's It All About?</p> <p>Sep 9, 2022 Ethics</p>	<p>Industry 5.0 What's it all about?</p>
 <p>Marketing Gone Wrong: Is the Dark Web Worse Than Subliminal Seduction?</p> <p>May 3, 2019</p> <p>Are we being brainwashed? Is the dark</p>	<p>Marketing Gone Wrong: Worse Than Subliminal Seduction? Brexit Crimes</p>	 <p>AI and Data – Crisis Coming?</p> <p>Aug 10, 2021 Artificial Intelligence, Big Data, Change, Engagement, Marketing Automation</p> <p>AI and SUPER AI is here. Board-bots are</p>	<p>AI and Data - Crisis Coming?</p>
 <p>Here Come The Clever Bots – bursting with artificial intelligence?</p> <p>Jul 16, 2016 Artificial Intelligence, Content Marketing, Marketing Automation, Strategy www.PRSmith.org/blog</p>	<p>Here Come the Clever Bots</p>	 <p>Here Come The Really Clever Bots – where AI meets customer needs</p> <p>Nov 8, 2017 Artificial Intelligence, Big</p>	<p>Here Come the Really Clever Bots</p>
 <p>Facebook Data: How it was used by Cambridge Analytica</p>	<p>DATA: Facebook Data: How it was used by Cambridge Analytica</p>	 <p>The Dark Arts Of Marketing – Breaking Down Society to Create a New Culture – Using Data & IRD</p>	<p>The Dark Arts of Marketing – Breaking Down Society to Create a New Culture – Using Data & IRD</p>










Situation Analysis (contd.)

 <p>AI Driven TV News Presenter Nov 14, 2018 Artificial Intelligence</p>	<p>AI Driven TV News Presenter</p>	 <p>Chinese GirlBot With 465m Boyfriends Jun 17, 2021 Artificial Intelligence, Big Data, Change, Data, Virtual East Asian nations are growing increasingly sophisticated technology.</p>	<p>Chinese Girl-Bot with 465m boyfriends</p>
 <p>Social Listening Skills (part 2/2) Feb 2, 2014 Change, Customer Analytics, Situation Analysis, Social Media PRSmith.org/blog</p>	<p>Social Listening Skills Part 1 Part 2</p>	 <p>IoT (The Internet Of Things) Is Here PRSmith.org/blog Feb 14, 2016 Big Data, Change, Internet Of Things, Marketing Automation</p>	<p>IoT (The Internet Of Things) Is Here</p>
 <p>"In the end, people are persuaded not by what you said,"</p>	<p>DATA: Using Big Data: How Trump Won</p>	 <p>World's largest hack in 2013, reported by Yahoo! in 2016</p>	<p>GDPR – opportunity or threat for your business?</p>


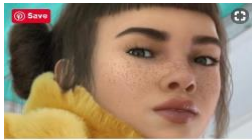








Strategy

 <p>How To Win The Next U.S. Presidential Election PRSmith.org/blog Jan 26, 2016 Analytics, Big Data, Buyer Behaviour, Content Marketing, Customer Analytics, Engagement, Magic Marketing Formula, Strategy, Tactics, Targeting</p>	<p>How To Win The Next U.S. Presidential Election</p>	 <p>Intel – Positioning Forward or Backwards PRSmith.org/blog Dec 13, 2013 Sponsorship, Strategy</p>	<p>Intel – Positioning Forward or Backwards</p>
 <p>Great Covid Idea: Exhibition Transforms 500 Unused Dublin Poster Sites</p>	<p>Disruptive Dublin Gallery Model – Think Outside Box</p>	 <p>Beware: Customers See Your Competitive Advantage Differently Sep 10, 2015 Marketing Plan, Situation Analysis, Strategy PRSmith.org/blog</p>	<p>Competitive Advantage - Customers See It Differently (Urbani et al)</p>
 <p>How Integrated Content Marketing Creates Competitive Advantage PRSmith.org/blog Apr 22, 2014 Owned Earned Paid Media, Social Media PRSmith.org/blog</p>	<p>How Integrated Content Marketing Creates Competitive Advantage</p>	 <p>Customer Retention Isn't Boring – Here's Wow! Aug 22, 2014 Owned Earned Paid Media, Social Media PRSmith.org/blog</p>	<p>Customer Retention Isn't Boring – Here's Wow!</p>




Tactics

 <p>The Tactical Matrix – Choosing Which Tool – Owned, Earned or Paid Media PRSmith.org/blog Nov 11, 2014 Advertising, Content Marketing, Owned Earned Paid Media, Social Media, Sponsorship, Strategy, Tactics, Tactics Sales Promotion</p>	<p>The Tactical Matrix – Choosing Which Tool – Owned, Earned or Paid Media</p>	 <p>Research Driven Shock Ad Uses Magic Formula & Goes Viral Aug 23, 2014 Advertising, Magic Marketing Formula, Market Research, Viral Marketing PRSmith.org/blog</p>	<p>Research Driven Shock Ad Uses Magic Marketing Formula & Goes Viral</p>
 <p>How To Target Very Specific Audiences On Facebook Aug 21, 2014 Advertising, Analytics, Change, Owned Earned Paid Media, Social Media PRSmith.org/blog</p>	<p>How To Target Very Specific Audiences On Facebook</p>	 <p>How Can AR Turn a Competitor's Ads Into Your Own Ads? Mar 28, 2019 Advertising, Big Data, Creativity, Engagement, Owned Earned Paid Media, Tactics Sales Promotion, Virtual</p>	<p>How Can AR Turn a Competitor's Ads Into Your Own Ads?</p>
 <p>Persuasion & Motivation: Cialdini's 6 Rules Of Persuasion Sep 26, 2015 Advertising, Buyer Behaviour, Situation Analysis PRSmith.org/blog</p>	<p>Persuasion & Motivation: Cialdini's 6 Rules Of Persuasion</p>	 <p>How Rats Work = How Twitter Works? Sep 25, 2018 Engagement, Social Media,</p>	<p>Conditioning: How Rats Work = How Twitter Works? Provocative, Angry Twitter Rants = More Attention/Followers?</p>
 <p>IBM Decipher Your Personality From 200 Of Your Tweets (part 2/2) PRSmith.org/blog Oct 19, 2013 Customer Analytics, Twitter</p>	<p>DATA: Analyse Your Personality from 200 Of Your Tweets Parts 1 & 2</p>	 <p>New Analytic Tools: Age & Gender Detection PRSmith.org/blog Aug 3, 2015 Analytics, Big Data, Magic Marketing Formula, Targeting</p>	<p>DATA: New Analytic Tools: Age & Gender Detection</p>
 <p>10 Useful Ways Big Data Is Used – That You Probably Didn't Know PRSmith.org/blog Aug 1, 2014 Big Data, Change, Customer Analytics, Marketing Automation</p>	<p>DATA: 10 Useful Ways Big Data Is Used – That You Probably Didn't Know</p>		





Tactics (contd)

 <p>Artificial Influencers – Meet Shudu & Miquela Feb 28, 2019 Artificial Intelligence, Change, Creativity, Virtual Meet Miquela Sousa LI Mequelaa is a Brazilian-American fashion influencer and music artist from Downey, California. With 1.5m Instagram organic followers she</p>	<h3>Artificial Influencers – Meet Shudu & Miquela</h3>	 <p>Artificial Influencers Use My Magic Marketing Formula (IRD) Mar 7, 2019 Artificial Intelligence, Content Marketing, Marketing Automation, Virtual In a previous post, Artificial Influencers - Miquela & Shudu, I introduced you to</p>	<h3>Artificial Influencers Use My Magic Marketing Formula (IRD)</h3>
 <p>How Integrated Content Marketing Creates Competitive Advantage PRSmith.org/blog Nov 6, 2014 Content Marketing, Tactics</p>	<h3>How Integrated Content Marketing Creates Competitive Advantage</h3>	 <p>How To Integrate & Leverage Great Graphics For Max Impact Apr 4, 2016 Advertising, Creativity, Owned Earned Paid Media, PR, Sponsorship, Tactics www.PRSmith.org/blog</p>	<h3>Integrate/leverage all tactics: Suspended Swimming Pool Image leveraged across 5 tools</h3>
 <p>Engaging at scale Personalised Videos in Conversations</p>	<h3>Engaging at scale Personalised Videos in Conversations</h3>	 <p>From Boring Info to Compelling Content Oct 12, 2022 Content Marketing,</p>	<h3>From Boring Info to Compelling Content</h3>
 <p>Creative Marketing Content Oct 12, 2022 Content Marketing, Creativity, Viral Marketing</p>	<h3>Creative Marketing Content</h3>	 <p>Great Covid Idea: Walls Of Gold Oct 12, 2022 Content Marketing,</p>	<h3>Great Covid Idea: Walls of Gold</h3>
 <p>NFTs for Dummies (like me) Apr 20, 2021 Artificial Intelligence, Buyer Behaviour, Change, Content Marketing, Data, Viral Marketing NFTs - for Dummies (like me) This is a</p>	<h3>NFTs for Dummies (like me)</h3>	 <p>Gamification – the good, the bad and the ugly Oct 5, 2013 Change, Tactics Sales Promotion PRSmith.org/blog</p>	<h3>Gamification – the good, the bad and the ugly</h3>

Actions




 <p>Staff Brand Ambassadors Eat Dinner Off Floor PRSmith.org/Blog Apr 27, 2016 Action, Advertising, Content Marketing, Tactics, Viral Marketing</p>	<p>Motivation: Salesman eats dinner on floor</p>		<p>Checklists: Avoid Friction Words (Slideshare)</p>
 <p>SOSTAC® Plan for developing your own ChatBot Aug 1, 2021 Artificial Intelligence, Big Chatbots can create competitive advantage. Ignore them at your peril.</p>	<p>Develop your own Chat-Bot - SOSTAC® Project Plan</p>		

Control

 <p>Measuring The Effectiveness Of Content Marketing PRSmith.org/blog Feb 22, 2015 Content Marketing, Tactics Sales Promotion</p>	<p>Measuring The Effectiveness Of Content Marketing</p>	<p>Can Twitter Stop Racist Hate Tweets?</p>	 <p>Can Twitter Stop Racist Hate Tweets? Jul 16, 2021 Artificial Intelligence, Big Data, Change, Marketing Automation, Marketing Plan Some English fans booted their own team</p>
<p><i>Watch & share the 3 minute SOSTAC® video with your colleagues</i> SOSTAC.org</p>		 <p>Low Cost, High Credibility But Uncontrollable – PR Horror Story Jul 27, 2016 Control, PR, Social Media,</p>	<p>Low Cost, High Credibility But Uncontrollable – A PR Horror Story</p>

PR Smith Books

- Smith, PR (2022) [SOSTAC® Guide To Your Perfect Digital Marketing Plan](#)
- Smith, PR & Zook, Ze (2020) [Marketing Communications](#), 7th ed. Kogan Page
- Chaffey, D. & Smith, PR (2023) [Digital Marketing Excellence](#) 6th ed. Routledge
- Smith, PR (2011) [The SOSTAC® Guide To Writing The Perfect Plan](#) eBook
- Smith, PR (2003) [Great Answers To Tough Marketing Questions](#), Kogan Page
- Smith, PR (2009) [Great Moments Of Sportsmanship](#) (2009), Self Published
- Smith, PR (2011) [Great Moments Of Sportsmanship eBook](#)

			
Blog:	PRSmith.org	SOSTAC.org	GreatSportsmanship.org
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Pinterest	PRPG Smith	-	-
Youtube:	PRSmith1000		Great Sportsmanship Channel

AI, Innovation & Ethics in Marketing

Join me, live, every Friday 1.00pm -1.30pm for a lively, cutting-edge chat


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& simultaneously on

Clubhouse: SOSTAC® Plans Room

<p>SOSTAC® Certified Planner</p> <p>Become A SOSTAC® Certified Planner online. Approved by the CPD Standards Office (UK). Download the manuals, access the short case studies, take the online multiple choice, open-book test. Get a personalised certificate next day. Register at www.SOSTAC.org</p>		<p>The Great Sportsmanship Programme</p> <p>This is a NFP campaign founded by PR Smith designed to inspire a new generation of global citizens while boosting their self-esteem, social behaviour, literacy and interest in sport. Become an ambassador – looks great on your LinkedIn profile. Connect with us on www.GreatSportsmanship.org</p>
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Good Luck with your continuing professional development.

Paul

Gain the full benefits of our masterclass workshop

&

become a

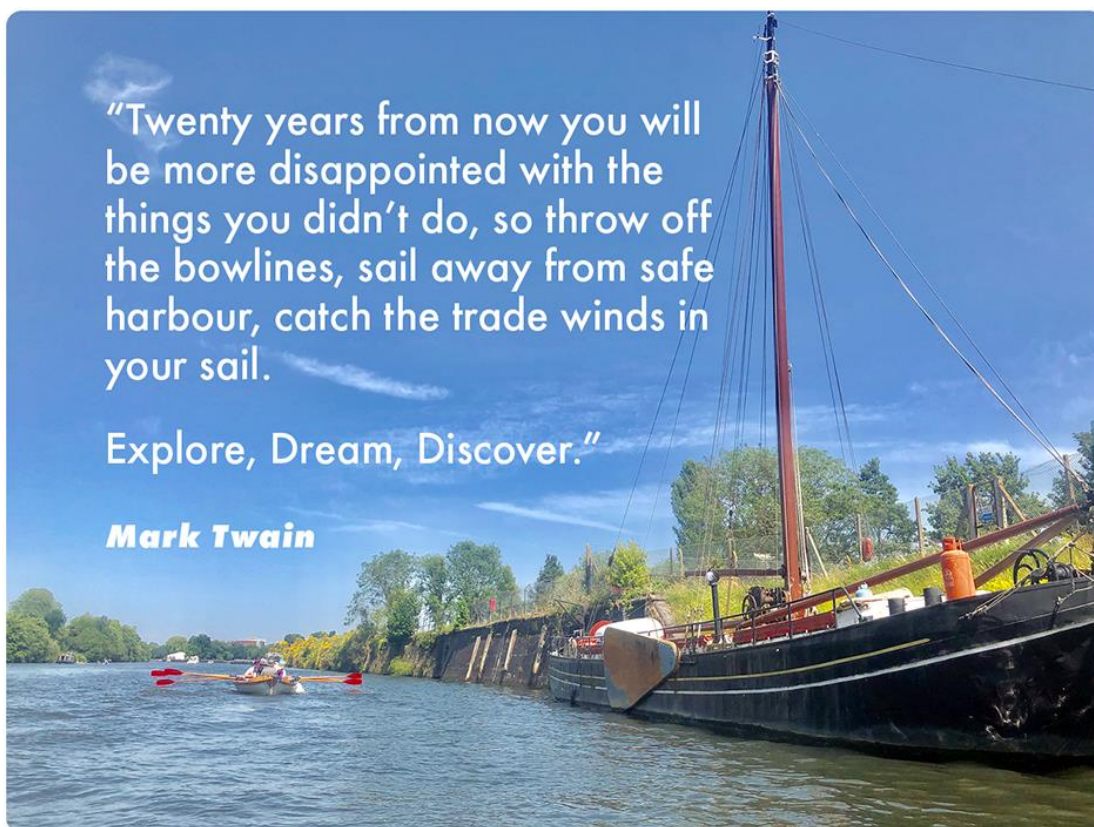
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in just a few hours

"Twenty years from now you will be more disappointed with the things you didn't do, so throw off the bowlines, sail away from safe harbour, catch the trade winds in your sail.

Explore, Dream, Discover."

Mark Twain



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SOSTAC® PERFECT PLANNING
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Tasks Arising from this Workshop

	What	When	Who?
	<p>Sign up for email updates re new blog posts prsmith.org/blog . Insert your email in the ‘Subscribe to Marketing Insights’ on the right-hand side of the page.</p> <p>Great Covid Idea: Exhibition Transforms 500 Unused Dublin Poster Sites</p> <p><small>by prsmith Jun 30, 2020 Advertising, Content Marketing, Creativity, Engagement, Owned Earned Paid Media, Sponsorship, Tactics 1 comment</small></p>		