



**Some of my Blog Posts
+ Carefully Selected Videos
(+ my AI Chat every Friday)**

categorised by each
SOSTAC[®] section



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



But first

join me and some friends

for our weekly chat about

AI, Innovation & Ethics in Marketing and Business

Keep up to date with the fast-changing nature of marketing

in the SOSTAC® Plans Chat Club

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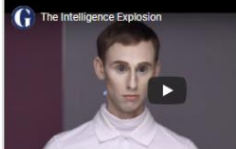




Go to: 'Activity' and then select 'Events'

every Friday from 1pm-1.30pm (UK time)





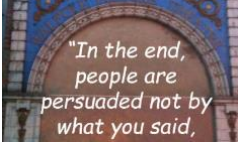



PR Smith Blog Posts
 PRSmith.org/Blog







Situation Analysis

 <p>Will ChatGPT + ChatBots + Avatars Make Us Immortal? 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 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 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? 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? May 3, 2019 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? Aug 10, 2021 Artificial Intelligence, Big Data, Change, Engagement, Marketing Automation 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? 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 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>	<h3>AI Driven TV News Presenter</h3>	 <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>	<h3>Chinese Girl-Bot with 465m boyfriends</h3>
 <p>Social Listening Skills (part 2/2) Feb 2, 2014 Change, Customer Analytics, Situation Analysis, Social Media PRSmith.org/blog</p>	<h3>Social Listening Skills Part 1 Part 2</h3>	 <p>IoT (The Internet Of Things) Is Here PRSmith.org/blog Feb 14, 2016 Big Data, Change, Internet Of Things, Marketing Automation</p>	<h3>IoT (The Internet Of Things) Is Here</h3>
 <p>"In the end, people are persuaded not by what you said,"</p>	<h3>DATA: Using Big Data: How Trump Won</h3>	 <p>World's largest hack in 2013, reported by Yahoo! in 2016</p>	<h3>GDPR – opportunity or threat for your business?</h3>











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>	<h3>How To Win The Next U.S. Presidential Election</h3>	 <p>Intel – Positioning Forward or Backwards PRSmith.org/blog Dec 13, 2013 Sponsorship, Strategy</p>	<h3>Intel – Positioning Forward or Backwards</h3>
 <p>Great Covid Idea: Exhibition Transforms 500 Unused Dublin Poster Sites</p>	<h3>Disruptive Dublin Gallery Model – Think Outside Box</h3>	 <p>Beware: Customers See Your Competitive Advantage Differently Sep 10, 2015 Marketing Plan, Situation Analysis, Strategy PRSmith.org/blog</p>	<h3>Competitive Advantage - Customers See It Differently (Urbani et al)</h3>
 <p>How Integrated Content Marketing Creates Competitive Advantage PRSmith.org/blog Apr 2, 2015 Content Marketing, Social Media</p>	<h3>How Integrated Content Marketing Creates Competitive Advantage</h3>	 <p>Customer Retention Isn't Boring – Here's Wow! Aug 22, 2014 Owned Earned Paid Media, Social Media PRSmith.org/blog</p>	<h3>Customer Retention Isn't Boring – Here's Wow!</h3>




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](#)

			
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 a free (no registration) lively, cutting-edge chat



live and interactive on: [linkedin.com/in/prsmithmarketing/](https://www.linkedin.com/in/prsmithmarketing/)

& simultaneously on: **clubhouse: SOSTAC® Plans Room**

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Good Luck with your continuing professional development.

Paul

PR Smith

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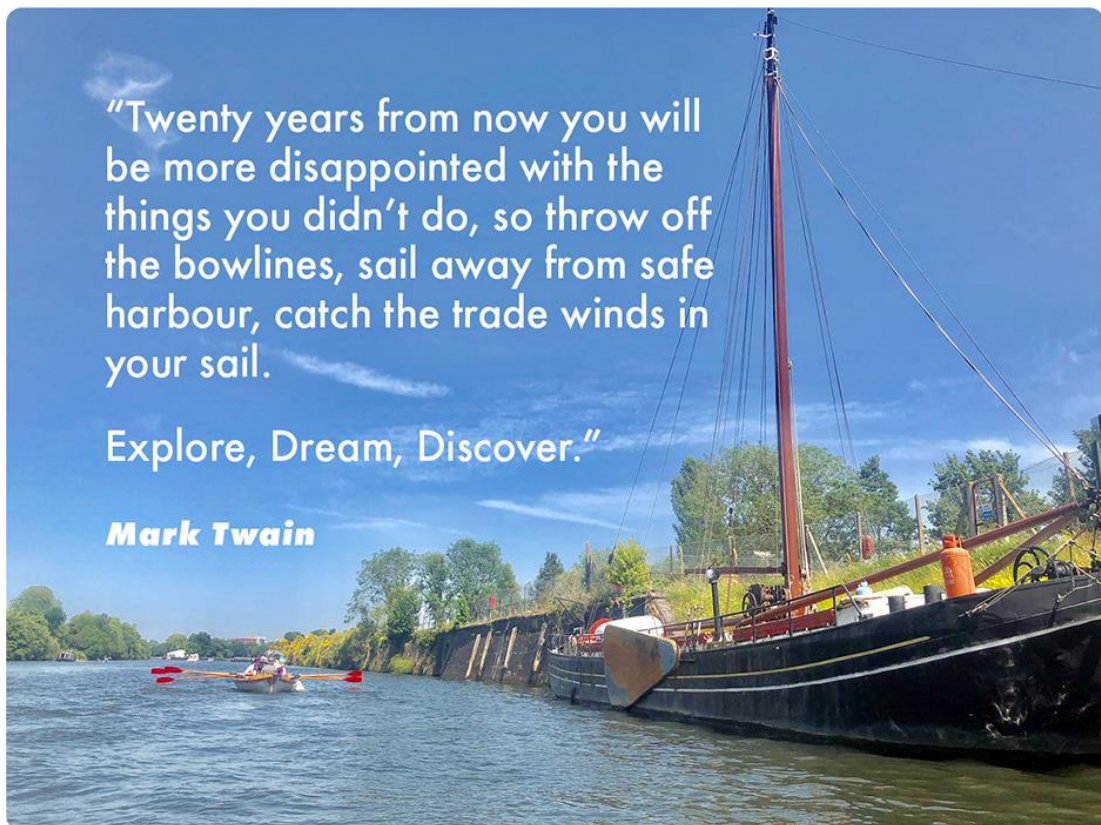
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