

THREE-YEAR
STRATEGIC PLAN
2024/2025
2025/2026
2026/2027

Strategic Initiatives

1. Healthcare Marcom
2. Global Apprenticeship
3. Mentorship
4. Artificial Intelligence



The LAGRANT Foundation

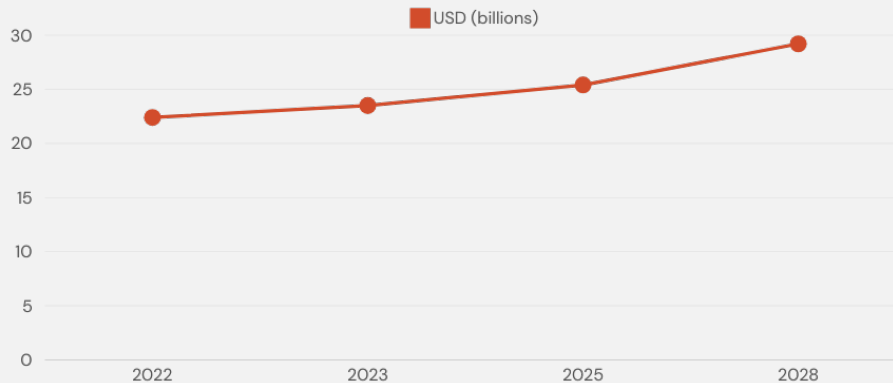
HEALTHCARE MARCOM

EXECUTIVE SUMMARY

The three-year strategic plan aims to achieve the overarching goal of increasing diverse talent in healthcare marketing & communications by 2027. This plan will reflect fiscal years 2024/2025; 2025/2026; and 2026/2027. It is intended to provide guidance for TLF's Board of Directors and staff. In order to reach this goal, the plan will focus on the following SMARTS objectives:

- S** **Storytelling:** Increase communications regarding career options in healthcare marcoms.
- M** **Mentorship:** Create mentorship programs with donor partners in the healthcare industry.
- A** **Alumni:** Engage alumni working in healthcare marcom to connect with students and future professionals.
- R** **Resource:** Position TLF as a resource for ethnically diverse talent to gain access and insight to the healthcare marcoms industry.
- T** **Talent:** Build diverse talent pipeline to internship/entry-level positions in healthcare marcoms.
- S** **Scholarship:** Create scholarship program specifically for students interested in healthcare marcoms.

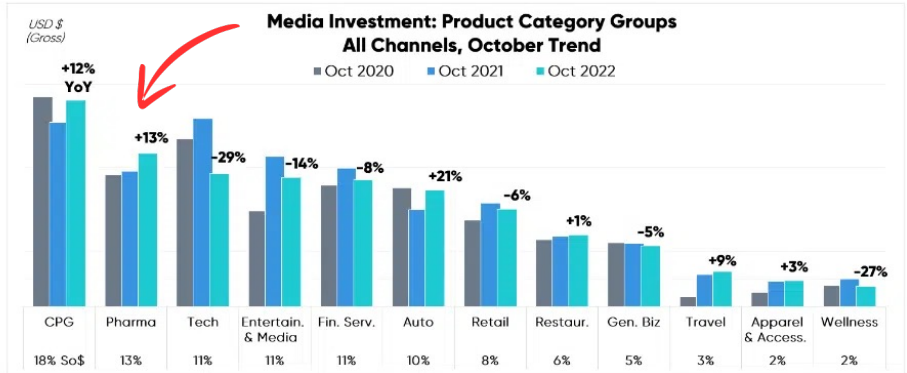
MARKET TRENDS



The [IMARC](#) Group forecasts that U.S. healthcare advertising will grow from \$22.4 billion in 2022 to \$29.2 billion in 2028, with a growth rate of 4.6%.

Healthcare companies are increasingly seeing the importance of content and are willing to put more money towards content, advertising, and lead generation in the coming years.

Digital advertising spend is increasing as healthcare organizations respond to growing trends requiring them to reach and inform an HCP population juggling more demands and a patient population expecting better care. In 2022, we witnessed a substantial surge in healthcare advertising spend, reflecting a growing commitment to improving the well-being of individuals and communities alike.



Source: SMi Core (i.e. SMi Pool)
Excluding Market Type = International; Media Sub Type = Ad Tech / Fees
So\$ = Share of ad investment in current period

STORYTELLING: INCREASE COMMUNICATIONS REGARDING CAREER OPTIONS IN HEALTHCARE MARCOMS.

Strategies

- Develop communications & content strategy related to healthcare marcom
- Build upon TLF's social media presence and access to students/young professionals



Tactics

- Write blog posts about careers in different healthcare sectors
 - Advice
 - Role of marcom in healthcare
- Share market trends from healthcare marcom to illustrate the viability of careers
- Share news related to healthcare donor partners
 - Highlight BODs, Alumni, or other individuals working in healthcare marcom
- Use creative video content
 - Interview clips
 - Crash course videos
 - What is healthcare marcom? Why is it important?
 - Career opportunities

MENTORSHIP: CREATE MENTORSHIP PROGRAMS WITH DONOR PARTNERS IN THE HEALTHCARE INDUSTRY.

Strategies

- Build upon success of previous mentorship programs but adjust for healthcare.



- Increase number of mentorship programs throughout the year.



Tactics

- Partner with healthcare donor partners to develop mentorship programs
 - Medtronic
 - UnitedHealth Group
 - Real Chemistry
 - Bayer
 - Agencies with Healthcare practices
 - WE Communications
- Analyze the needs/wants of both mentees and mentors, use insights from previous programs
- Target search for mentees in strong healthcare markets
- 4 of TLF's Board Members work for a healthcare related company so we should do at least one mentorship program with each.
- Allow for at least 2-3 months to promote the programs and get applicants.

ALUMNI: ENGAGE ALUMNI WORKING IN HEALTHCARE MARCOM TO CONNECT WITH STUDENTS AND FUTURE PROFESSIONALS.

Strategies

- Increase knowledge of healthcare marcom through alumni who work in the industry



- Mentorship program



Tactics

- Plan career development professional workshops with alumni in the healthcare field
- Invite alumni to write blog posts
- Q&A forum
 - Living document where people can submit their questions, and an alum can answer
- Match students and young professionals with alumni for a one-on-one year long mentorship.
 - Not as formal as the mentorship program with donor partners

RESOURCE: POSITION TLF AS A RESOURCE FOR ETHNICALLY DIVERSE TALENT TO GAIN ACCESS AND INSIGHT TO THE HEALTHCARE MARCOMS INDUSTRY.

Strategies

- Use existing relationships with universities & colleges to drive awareness of specific healthcare marcom opportunities
- Collaborate with donor partners on events
 - both brands/companies & agencies
- Build new partnerships with healthcare organizations or academic departments
- Healthcare Marcom Speaker Series



Tactics

- Partner with departments in TLF's focus areas to bring virtual or in-person workshops with TLF's healthcare connections
- Healthcare specific:
 - CDPW's
 - Fireside chats
 - Recruitment events
- PRWeek and [PRSA Health Academy Section](#) would be good resources to provide insight into healthcare communications
- Contact universities with specific programs related to healthcare marcom*
 - Host workshops
 - Promote scholarship
- Bring in public health organizations or NGOs
- Invite healthcare marcom professionals to participate in Fireside chats.
 - Showcase the variety of career paths
 - Offer advice
 - Increase awareness of healthcare marcoms

*list of schools & programs on next slide

SCHOOLS WITH HEALTHCARE MARCOM PROGRAMS

Master's Degrees in Health Communications

SCHOOL	PROGRAM	SCHOOL	PROGRAM
Boston University	M.S. in Health Communication	Tulane University	MPH in Health Education and Communication
Chapman University	M.S. in Health and Strategic Communication	University of Houston	M.A. in Health Communication
DePaul University	M.A. in Health Communication	University of Illinois	M.S. in Health Communication
George Washington University	MPH in Public Health Communication and Marketing	University of Minnesota	M.A. in Health Communication
Mississippi College	MSC in Professional Communication in Health Services Administration	University of Missouri	M.A. in Health Communication
Johns Hopkins University	MSPH in Health Education and Health Communication	University of Florida	MAMC in Science/Health Communication
Michigan State University	M.A. in Health and Risk Communication		
Northwestern University	M.S. in HCOM		
Rider University	M.A. in Health Communication		

Find the full list [here](#)

Master's Degrees with a Health Communications Track or Emphasis

SCHOOL	PROGRAM	SCHOOL	PROGRAM
Ashland University	M.A. in Strategic and Corporate Communication with health and risk communication track	Indiana University-Purdue University Indianapolis	M.A. in Applied Communication with concentration in health communication
Bellarmine University	M.A. in Communication with health communication concentration	James Madison University	M.A. in Communication with concentration in health communication
Bryant University	MA in Communication with health communication specialization	Lasell College	M.S. in communication with concentration in health communication
Chatham University	MComm with specialization in health communication	Loyola University Maryland	M.A. in Emerging Media with specialization in health communication
Colorado State University	MPH with concentration in health communication	North Carolina State University	M.S. in Technical Communication with elective cluster in health/medical communication
Drexel University	M.S. in Communication with concentration in Science and health communication	Ohio University	M.A. in Communication with specialization in health communication/health policy
East Carolina University	M.A. in Communication with a concentration in health communication	Ohio State University	M.A. in communication with concentration in health communication and social influence
George Mason University	M.A. in communication with specialization in health communication	Purdue University	M.A. in Communication with health communication emphasis
Harvard University	MPH with concentration in health communication	Rutgers University	M.A. in Communication with specialization in health communication

Master's Degrees with a Health Communications Track or Emphasis

SCHOOL	PROGRAM	SCHOOL	PROGRAM
Southern Illinois University, Edwardsville	MA in Communication with specialization in health communication	University of Kentucky	M.A. in Communication with specialization in health communication
State University of New York at Oswego	M.A. in Strategic Communication with track in health communication	University of Memphis	M.A. in Communication with specialty area in health and relational communication
SUNY Albany	M.A. in Communication with concentration in health communication	University of Miami	M.A. in communication with health communication track
Texas A&M	M.A. in Communication with concentration in health communication	University of Michigan	MPH in Health Behavior and Health Education with concentration in health communication
Texas Southern University	M.A. in Communication with concentration in health communication	University of Nebraska, Lincoln	M.A. in Communication with concentration in interpersonal, family, and health communication
University of Arkansas at Little Rock	M.A. in Communication with health communication track	University of New Mexico	M.A. in Communication with concentration in culture and health communication
University of Arizona	M.A. in Communication with specialization in health communication	University of North Florida	M.S. in Communication Management with concentration in public health
University of Cincinnati	M.A. in Communication with focus area in health and environmental communication	University of Oklahoma	M.A. in Communication with specialization in health communication
University of Georgia	M.A. in Communication with a concentration in health communication	University of San Francisco	M.A. in Communication with concentration in health communication

Certificates in Health Communication

SCHOOL	PROGRAM	SCHOOL	PROGRAM
Arkansas State University	Certificate in Health Communication	Sam Houston State University	Certificate in Health Communication and Public Relations
Boston University	Visual and Digital Health Communication Graduate Certificate	Stony Brook University	Advanced Certificate in Health Communications
Clemson University	Certificate in Health Communication	The University of Utah	Certificate in Interdisciplinary Health Communication
Columbia University	Certificate in Health Communication	Tufts University	Certificate in Digital Health Communication
DePaul University	Certificate in Health Communication	University of Cincinnati	Certificate in Health Communication
East Carolina University	Certificate in Health Communication	University of Colorado	Certificate in Health Communication (Undergrad)
Johns Hopkins	Health Communication Certificate	University of Dayton	Certificate in Health Communication
Lasell College	Health Communication Certificate	University of Houston Downtown	Certificate in Medical and Applied Health Communication
Loyola University Maryland	Certificate in Health Communication	University of Illinois	Certificate in Health Communication

TALENT: BUILD DIVERSE TALENT PIPELINE TO INTERNSHIP/ENTRY-LEVEL POSITIONS IN HEALTHCARE MARCOMS.

Strategies

- Expand TLF's weekly job board
- Create a network of students/professionals interested in healthcare marcom.



Tactics

- Create a healthcare specific job board with internships, entry-level, and other full-time positions.
- Utilize cohorts from scholarship program**
- Include mentees from mentorship programs
- Save resume information of students from past scholarship cycles who expressed interest in healthcare marcom, so we can target job opportunities to them

**More information on next slide

SCHOLARSHIP: CREATE SCHOLARSHIP PROGRAM SPECIFICALLY FOR STUDENTS INTERESTED IN HEALTHCARE MARCOMS.

Strategies

- Expand upon existing scholarship program structure
 - Goal to launch during 27th Anniversary
- Collaborate with TLF's connections in the healthcare industry



Tactics

- Offer healthcare marcom scholarship every year.
 - Update application with healthcare marcom specific questions.
 - Select 10-20 recipients.
 - Host scholarship program with recipients consisting of workshops, networking, etc.
-
- Get their input across every stage:
 - Planning scholarship program
 - Scoring applications
 - Selecting recipients
 - Hosting workshops

MEASURES OF SUCCESS

Engagement

- Increased across TLF's healthcare marcom related objectives
 - Content
 - Involvement in mentorship programs
 - Workshops (including speaker series)
 - New relationships built with university programs
 - Scholarship Applicants

Placement

- 10-20 healthcare marcom scholarship recipients
- Internship or full-time placements

GLOBAL APPRENTICESHIP

EXECUTIVE SUMMARY

This three-year strategic plan aims to achieve the overarching goal of introducing a global TLF apprenticeship by 2027. This plan will reflect fiscal years 2024/2025; 2025/2026; and 2026/2027. It is intended to provide guidance for TLF's Board of Directors and staff. In order to reach this goal, the plan will focus on the following SMART objectives:

- S** **Specific:** Create a 90-day global apprenticeship that focuses on the London and Toronto markets.
- M** **Measurable:** Start with one apprentice in each market and increase each year.
- A** **Achievable:** Collaborate with global donor partners for a 90-day apprenticeship.
- R** **Relevant:** More TLF students/professionals have expressed interest in working abroad. The advertising, marketing, and communications fields are also global industries, so professionals should understand different global markets.
- T** **Time-Bound:** Send first apprentices abroad in Summer 2025.

SPECIFIC: CREATE A GLOBAL APPRENTICESHIP THAT FOCUSES ON THE LONDON AND TORONTO MARKETS.

Strategies

- Adapt similar short-term programs
- Partner with TLF's global donor partners.
- Develop what the apprenticeship would look like
 - Donor partner will be heavily involved in this
 - Create a checklist of project goals for all apprentices
- Encourage cultural immersion
 - We want apprentices to gain holistic experience in an international market



Tactics

- Research existing programs to understand their structures (application process, goals, etc.)
 - Fulbright (1 year)
 - Secondments (3 - 12 months)
- Companies with offices in London and/or Toronto
- Identify 1-2 donor partners willing to sponsor/host an apprentice
 - Increase this number each year
 - TLF will cover round trip air fare and assist with housing through \$1000 stipend
- Things to consider:
 - Which business department would they join?
 - What projects will they work on?
 - Provide networking opportunities, lunch & learns, workshops, and other developmental opportunities outside of their daily tasks.
- Tours of the city (Hop on, Hop off bus tours).
 - Ex: [Big Bus London](#), [CitySightseeing Toronto](#)
- Join local clubs or organizations
- Visit historically and culturally significant sites

MEASURABLE: START WITH ONE APPRENTICE IN EACH MARKET AND INCREASE EACH YEAR.

Strategies

- Leverage existing relationships with universities/colleges
- Identify students and alumni already in TLF's network that are interested in working abroad
- Understand host company's capabilities



Tactics

- Advertise apprenticeship program to various departments/professors
 - Hold information sessions
- Outreach to career centers, student organizations
- Students in TLF's network who are already planning to study abroad with their university can be placed with a donor partner based in their market.
 - Only if the student's school/program is handling the visa
- Use resumes or applications on file.
 - For first apprenticeship cycle, place an apprentice instead of opening a general application
 - TLF internally has an idea of which students or alum would make a good fit
- Are companies able to host more than one apprentice?

MEASURABLE: START WITH ONE APPRENTICE IN EACH MARKET AND INCREASE EACH YEAR.

Measures of Success

- | | | |
|---|---|---|
| • Successfully place apprentices at partner companies. |  | • 1-2 apprentices |
| • Regularly engage with TLF by creating content, participating in workshops, etc. |  | <ul style="list-style-type: none">• We want them to share their experiences<ul style="list-style-type: none">• Via social media, email, and website blog• TLF's network benefits from gaining their insight. |
| • Successful completion of the apprenticeship |  | <ul style="list-style-type: none">• Surveys to be completed by host company and apprentice to gauge how well the apprentice performed.• Increased understanding of global communications and the specific market in which they worked. |
| • Can the program be replicated? |  | <ul style="list-style-type: none">• Can the success of the first apprenticeship be replicated and built upon.<ul style="list-style-type: none">• Address areas for improvement.• See increased interest in the opportunity for the next cycle.<ul style="list-style-type: none">• Open application to anyone that falls within TLF's mission |

ACHIEVABLE: COLLABORATE WITH GLOBAL DONOR PARTNERS FOR A 90-DAY APPRENTICESHIP.

Strategies

- Placing both students + experienced TLF alumni into roles where there is a business need.
- Participants regularly share learnings and experiences with TLF students and other alumni.
- Roles structured with set start and end dates, akin to secondments or tours of duty.
 - Any post-program hiring, or extension will be at the discretion (and cost) of the host company
- Inaugural and concluding events with networking opportunities for companies and TLF students/alumni.



Tactics

- Can be decided by host company.
 - Develop a checklist or syllabus of projects we would like apprentices to work on.
- Host CDPWs, write blog posts, and do social media takeovers
- 90-day summer program
 - May/June-July/August
 - Not limited to Summer for non-students
- Share experience with executives from global and domestic offices
- Concluding fireside chat with apprentices to share their projects/experiences with TLF network and other students
 - Also include their reflections via TLF's website and social media
- Build relationships with local communications organizations
 - UK Black Comms Network
 - People of Colour in Advertising & Marketing (Canada)

RELEVANT: MORE TLF STUDENTS/PROFESSIONALS HAVE EXPRESSED INTEREST IN WORKING ABROAD. ADVERTISING, MARKETING, & COMMUNICATIONS ARE GLOBAL INDUSTRIES, SO PROFESSIONALS SHOULD UNDERSTAND DIFFERENT GLOBAL MARKETS.

WHY TLF?

TLF has been a significant resource for increasing access to opportunities domestically, and with the connections the Foundation has to global companies, they can serve as a similar resource to connect ethnically diverse talent with global opportunities.

BENEFITS OF GLOBAL COMMUNICATIONS

FOR THE HOST COMPANY/OFFICE:

- Access to employees with a U.S. point of view and work ethic.
- Recognition of higher quality of work (TLF-vetted candidates).
- Opportunities for global connections to reinforce commitment to diversity & inclusion outside of the U.S.
- Potential for a “swap” program or collaboration with other global organizations to support diversity & inclusion initiatives.
- Enhanced global acumen through closer connections across offices.

FOR THE STUDENT/EMPLOYEE:

- International experience and building a broader network.
- Exposure to diverse cultures and working environments, fostering stronger business acumen.
- Personal and professional growth opportunities, including mentorship and immersion in work.

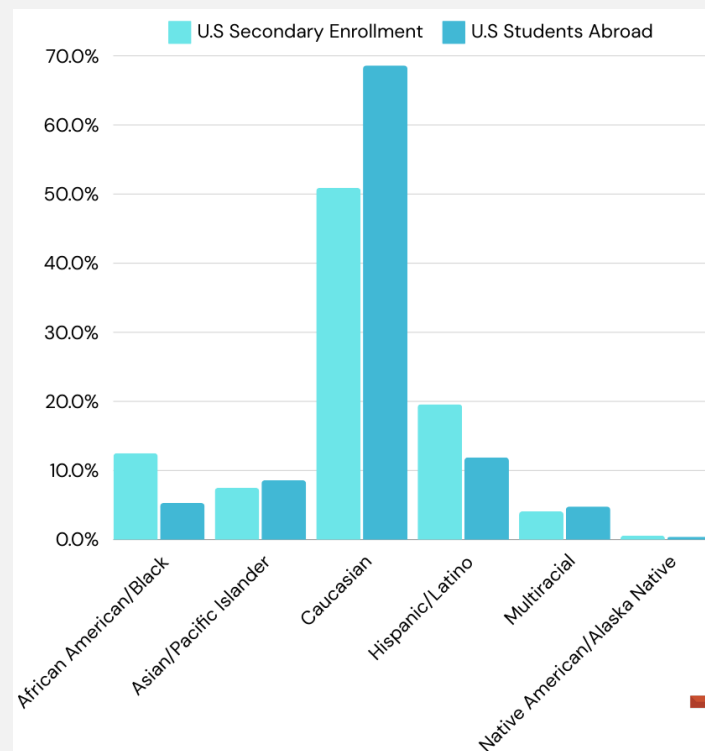
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Students of color often have less access to global opportunities such as studying/working abroad, and thus can miss out on the skills and benefits that come with exposure to international markets. TLF can help bridge the gap by providing diverse talent access to international work experience.

Minority Students are greatly underrepresented in study abroad programs.

Race/Ethnicity	U.S. Postsecondary Enrollment	U.S. Students Abroad
African American or Black	12.5%	5.3%
Asian/Pacific Islander	7.5%	8.6%
Caucasian	50.9%	68.6%
Hispanic/Latino American	19.6%	11.9%
Multiracial	4.1%	4.8%
American Indian/Alaska Native	0.6%	0.4%

Table from National Association of Foreign Student Advisors (NAFSA, 2022)



TIME-BOUND: SEND FIRST APPRENTICES ABROAD IN SUMMER 2025.

SUMMER 2024



- Plan the details of the program (dates, host companies, etc.)
- Gather all information regarding housing, compensation/stipend

FALL/WINTER 2024



- Identify students and TLF alumni who would be good apprentices
 - Invite them to complete an application (similar process to TWSC x TLF Cannes delegate)

SPRING 2025



- Select apprentices
- Work with host company to plan their program
 - Projects
 - Networking opportunities/development workshops
 - Complete any necessary paperwork
- Pre-program preparation/orientation
 - Coordinate meetings between host company and apprentice (introduce supervisor, mentor, and other team members they will be working with)
 - Overview of major cultural differences (do's & don'ts)

SUMMER 2025



- Send apprentices abroad for start of program
- Regularly gather content to share across TLF networks

MENTORSHIP

MENTORSHIP: STRENGTHEN MENTORSHIP PROGRAM

Strategies

- Pair mentees (TLF alumni/wider network) in the fields of advertising, marketing and PR with mentors consisting of TLF alumni or senior leaders/staff from donor partners



Tactics

- TLF to search for mentees and mentors from alumni + wider network + donor partners to participate in mentorship program
- Official application to include questions about what the mentee is looking for, as well as questions about capabilities for mentors (example: can they provide interview coaching, resume building, etc.). Applications for the program are evaluated on a rolling basis until all mentor slots are filled.
- Potential participants will send their resume along with a brief statement about themselves and why they'd like to join the program

❑ **FINN Partners** - TLF and FINN to match mentees with mentor (one mentee per mentor)

- TLF to search for students to participate in mentorship program.
- FINN to prepare materials, draft communication, prepare career building workshop

- Pair TLF students with FINN employees in a program aimed at providing professional mentorship
- Create positive relationships with students and allow them access to FINNs network of information and programming
- Leverage program to help encourage a more diverse talent/intern application pool

MENTORSHIP: STRENGTHEN MENTORSHIP PROGRAM

Strategies

- **Monthly Meetings** - TLF and donor partners to match mentees with mentors based on preferences
- ❖ Monthly mentorship events – TLF hosted in-person + virtual mentoring meetings & discussions (Ex: [ColorComm](#)) as an opportunity to provide audiences with clear and actionable takeaways to grow professionally.
- ❖ Mastermind groups – a modern approach of peer-to-peer mentoring groups where logical to conserve time
- **Shadowing** – Provide opportunities to virtually sit in on department meetings and get a first-hand look at the inner workings of a corporate/agency department at donor partners.
- **Executive Mentorship** - Pair a BOD member with a group of TLF alumni to receive group mentorship

- Provide frameworks/schedule for mentee/mentors to stay consistently connected



Tactics

- Mentees + mentors will have monthly meetings where mentors share perspectives on career paths in advertising, marketing, PR and mentees will explore their interests and career goals
- Provide opportunities to virtually sit in on department meetings at donor partners

- Resources for both the mentor and mentee to deepen two-way relationship provided beforehand

MENTORSHIP: STRENGTHEN MENTORSHIP PROGRAM

Measurements/Outcomes

- Secure at least 50 pairings for the start of the program
 - Launch program by end Fall 2024
- Host at least 3 in-person mentorship events
 -
- Secure at least 40 alumni mentors for 2024/2025
 - Increase alumni mentors at least 20/yr
- Secure at least 5 donor partners/ 5 Board members to participate
 - Increase by at least 3 each year
- Increase the # of total pairings at least 25/yr
- Send out call for alumni + donor + Board mentors by end of Summer 2024

ARTIFICIAL INTELLIGENCE (AI)

ARTIFICIAL INTELLIGENCE (AI)

Background Information (courtesy of WE Communications)

In partnership with the [USC Annenberg Center for Public Relations](#), WE Communications surveyed nearly 400 communications leaders across the United States to understand their expectations on AI and the impact it will have on the industry.

FINDINGS

- **Only 16% of communications professionals say they are extremely knowledgeable** about applications of AI in communications.
- **23% of communicators say their organizations are currently making changes** to the way they work due to new AI tools.
- **Content creation is where AI is showing up the most in the day-to-day work** of PR professionals surveyed, with 57% saying they use it in some way to produce press releases, blogs, social posts, et cetera.
- **More than two-thirds of survey respondents say AI will have a positive impact on the speed and efficiency** of certain work tasks, and 72% say it will help reduce workloads.

KEY TAKEAWAYS

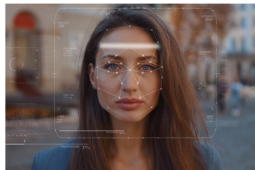
DEVELOP A QUERY-BASED MINDSET

Practice asking questions to generative AI tools.



START EXPERIMENTING

Approach each AI tool with a goal in mind & test it.



BUILD YOUR AI FLUENCY

Don't hesitate to try new tools.



UNLOCK NEW AVENUES OF CREATIVITY

Bring AI into your next brainstorm.



ARTIFICIAL INTELLIGENCE (AI): INCREASE EDUCATION & AWARENESS OF NEW ESSENTIAL AI SKILLS AND COMPETENCIES

Strategies

- Educate TLF network on new AI and technology expertise needed to succeed
- Provide training & tools to improve AI acumen and skills
- Implement AI tools within TLF day-to-day work to drive efficiency, boost productivity, & save time



Tactics

- Partner on educational AI CPDWs with donors. Specifically partner with tech companies (Amazon, HP, Microsoft, T-Mobile, Verizon, WE Communications AI Academy)
- Partner with donors to provide access to training & resources to prepare TLF network for new technology and AI expertise (Ex: AI tutorials for social media, writing, visual content, AI prompting)
- Embed AI tools in TLF website to allow experimentation (Mock job interviews, resume tips) – ChatGPT, Microsoft Copilot, Oracle
- Continued surveying of TLF network to get feedback on how they can improve accommodating and incorporating AI into coursework/career
- Facilitate/increase ongoing staff experimentation with AI tools for content creation, writing press releases, blogs, social posts, et cetera. (Ex: Midjourney AI → create images, Runway AI → generate videos, Jasper AI → write blogs, Leonardo → text to image)

ARTIFICIAL INTELLIGENCE (AI): INCREASE EDUCATION & AWARENESS OF NEW ESSENTIAL AI SKILLS AND COMPETENCIES

Measures of Success

- Host at least 3 CPDW/panel/fireside chat per year with AI as a primary topic
 - Workshops focused on providing the latest training & skills to utilize AI
- Begin providing AI-centered learning opportunities by Fall 2024
 - Partner with donors to provide resources easily accessible to TLF network (tutorials, tips, tools)
- Embed AI tools in TLF website by end Fall 2024 to allowing for experimentation, tutorials, and practice for TLF network

ARTIFICIAL INTELLIGENCE (AI): AI CONTENT MARKETING

Using AI within TLF to drive efficiency, boost productivity, save time.
Platform examples below.

Leveraging common content marketing platforms to track and analyze campaign performance:

- Social Media
 - HubSpot [AI tools](#)
 - Hootsuite ([OwlyWriter AI](#))
- Visual
 - Canva and Adobe Firefly (text to image)
 - Jasper (content creation)
 - MidJourney and DALL-E (text to image)
 - Sora (text to video)
 - [AI Video Automator](#)
 - Beautiful.ai (presentations)
- Writing
 - ChatGPT
 - Copy AI
 - Grammarly
 - SEMRush's AI Content Generator
 - ContentShake AI (writing for AI and SEO)
 - AI Writing Assistant (writing)

Microsoft Copilot – Generative artificial intelligence chatbot developed by Microsoft.

- Ideate creative new ways to communicate.
- Tailored content to increase engagement and reach.

ARTIFICIAL INTELLIGENCE (AI): AI BENEFITS (CONTENT CREATION)

Benefits of Using AI for Digital Marketing

- Drives efficiency
- Boosts productivity
- Saves time
- Improves personalization
- Enhances customer care
- Reduces cost
- Enables scalability
- Enhances audience targeting
- Gives real-time insights
- Generates and optimizes content

ARTIFICIAL INTELLIGENCE (AI): BEST PRACTICES

Adhering to best practices will allow TLF to properly implement the use of AI and its relevant applications

- Creating targeted prompts using AI to generate creative, efficient, and engaging content.
- Do not over rely on AI for brainstorming
- Use AI as a tool, not a replacement. View it as a partner in your work.
- Provide clear explanations of how AI is used and the decision-making processes involved.
- Develop and follow professional ethical guidelines for the use of AI in strategic communications.
- Maintain human oversight and intervention in AI systems to avoid undue reliance on automated decision-making.
- Comply with relevant laws, regulations, and industry standards governing AI and communication practices.
- Create a dedicated AI policy that evolves as the tools, trends, and practices change.
- Educate + train to keep up with the growing changes in tools, practices, and challenges