Become a Storylord: Amplify Your Impact with AI

@mirirod
2023 Digital and Social Media Marketing trends

Voting with Wallets
No Creepy Marketing
Content Situationships
Top Skills for Storytellers in 2023

Writing
Research
Adaptability
Creativity
Collaboration
Brand Storytelling is the **emotional transfer** of information through a character, plot and conclusion.
Today’s content needs to:

• Invite the audience on a journey
• Evoke emotion
• Surprise
• Simplify
• Clarify
• Stay on brand
AI Powered Story Arc

- Exposition
- Rising Action
- Climax
- Falling Action
- Conclusion
Exposition

Ways AI can power your Exposition:

• Where the main characters, setting, and conflict are introduced
• Character background and circumstances (inform relevant context)
• Time and place in which the story takes place (inform current events)
• Identify which key themes and elements will be important to the reader
Rising Action

1. Predictive analytics
2. Sentiment analysis
3. Language generation
4. Recommending story elements
Climax

1. Generating Plot Twists
2. Enhancing Character Development
3. Improving Pacing
4. Recommending Story Elements
Falling Action

1. Recommending resolution strategies
2. Sentiment analysis
3. Language generation
4. Plot analysis
Conclusion

Emotion analysis
Hey there, basketball fans!
It's that time of year again - March Madness! And Budweiser is here to help you make the most of every game day.

Whether you're a die-hard fan or just tuning in for the excitement, there's nothing quite like enjoying a cold Budweiser while watching your favorite teams battle it out on the court. So stock up on some ice-cold brews, gather your friends and family, and get ready to cheer on your favorite team.

But the fun doesn't stop there! Budweiser is also giving you the chance to win big during March Madness. Simply snap a photo of yourself enjoying a Budweiser during a game and tag us on social media with #BudweiserMarchMadness for a chance to win some amazing prizes, including tickets to next year's NCAA Final Four!

So what are you waiting for? Crack open a cold Budweiser, settle in on the couch, and get ready for some heart-pumping basketball action. Cheers to March Madness! #BudweiserMarchMadness
Generative AI Use Tips

Chat Responsibly
Follow corporate guidance
Protect customer data
Encode empathy
Live Demo

ChatGPT
AI-Powered Story

WinWire Business Bullet Points

• Customer was introduced to EASM by their CSA.
• Customer saw the tool and felt it could improve their security posture.
• Customer spun up the resource themselves and liked the resulting information.

Win Strategy

• Introduction to tool by CSA.
• CSAM saw their interest and pulled in account team and GBB.
• Joined customer and they were already using the tool.
• Currently billing – ACR.

Products

• Microsoft Defender for Enterprise Attack Surface Management (MDEASM)
• Microsoft Sentinel
• Microsoft G5
ChatGPT

Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →

Capabilities

Remember what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 24 Version