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Decoding the Generative AI Landscape

Public vs. Proprietary vs. Enterprise Solutions

What is Generative AI?

Generative AI is a subset of artificial intelligence. It's a type of machine learning that involves algorithms learning from existing content and utilizing those insights to create new content autonomously.

The Rise of Generative AI in Content Marketing

According to Gartner, 70% of executives are exploring investments in generative AI, while 19% are already in pilot or production mode.

Generative AI has fast become a must-have tool for marketers. But determining the best technology for your business depends on multiple factors, including your specific requirements, budget, and technical capabilities.

When it comes to content creation, deciding between public tools such as ChatGPT, building your own proprietary solution, or working with a company like Skyword with an established enterprise content tool or service, you'll want to consider the complexity of your marketing needs, the level of control and customization you require, and the resources and budget available to implement and maintain your AI tools.

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Which Type of Generative AI Tool is Right for You?

When it comes to adopting generative AI as a critical component of your content marketing strategy, you have three options.

Public AI tools such as Bard or ChatGPT are readily available to the general population. These are typically cloud-based platforms that allow users to interface with pre-trained AI models directly in an unstructured environment.

Proprietary AI tools are developed for and owned by your company. They can be a good choice if you have unique requirements or need more control over the AI models' training data and development.

Enterprise AI tools are designed for large-scale organizations with more complex marketing needs. They provide structured AI applications, scalability, integration with existing systems, and robust security features.

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Unpacking Your Options

A comparative review of public, proprietary, and enterprise generative AI solutions

Option 1: Public AI solutions

Publicly available generative AI solutions include free interfaces like ChatGPT and Google's Bard.

Advantages:

✓ Fast and inexpensive way to create content

✓ Can synthesize information and interpret style instructions to help summarize and revise copy

✓ With the right prompts, can generate themes, topics, and ideas for new content

✓ With the right prompts, can generate new content for more straightforward copywriting tasks

✓ Can help optimize text-based and visual content

Disadvantages:

✗ Very challenging to scale/monitor/streamline usage across team members

✗ Often generates false information

✗ Intellectual property and copyright issues

✗ AI trained on outdated/limited data

✗ Can reinforce bias, prejudice, and misinformation present in training data

✗ Cannot apply critical thinking

✗ Ethical concerns due to misuse

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Option 2: Proprietary AI Solutions

Proprietary solutions are made for and owned by your company.

Advantages:

✓ Hyper-customized to your specific business needs

✓ Greater control and protection over the underlying AI technology

✓ Increased competitive advantage with intellectual property (IP) rights

✓ Ability to incorporate domain expertise/proprietary data or content into models for more relevant and company-specific output

Disadvantages:

✗ Limited potential to benefit from collaboration, knowledge-sharing, and community-driven advancements

✗ Significantly higher costs including upfront development fees and ongoing maintenance

✗ Limited flexibility and scalability with difficult to modify algorithms and inability to integrate with other systems

✗ Requires extremely high volume of training data and training time to produce meaningful results

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Option 3: Enterprise AI Solutions

Enterprise AI solutions include established content tools or services offering generative AI capabilities.

Advantages:

✓ Content creation at scale with more quality control

✓ Solution optimization and ongoing development is handled for you

✓ Competitive advantage through innovation and enhanced productivity

✓ Time, cost, and resource efficiency

✓ Integration with existing tools and workflows

✓ More secure than public AI tools

Disadvantages:

✗ Quality and reliability depends on provider

✗ Data quality concerns*

✗ Cost of initial investment and onboarding

✗ Can be complex and difficult to operationalize

Dependent on provider's data quality and security practices

Introducing ATOMM™

Powered by the latest GPT models, Skyword's new AI-powered content engine ATOMM™ can efficiently adapt expert-created content into an assortment of 'new' content assets customized for any audience or channel.

From blog articles to social media posts to infographics and localized translations, ATOMM™ creates the assets you need to deliver customized and on-brand content experiences at scale.
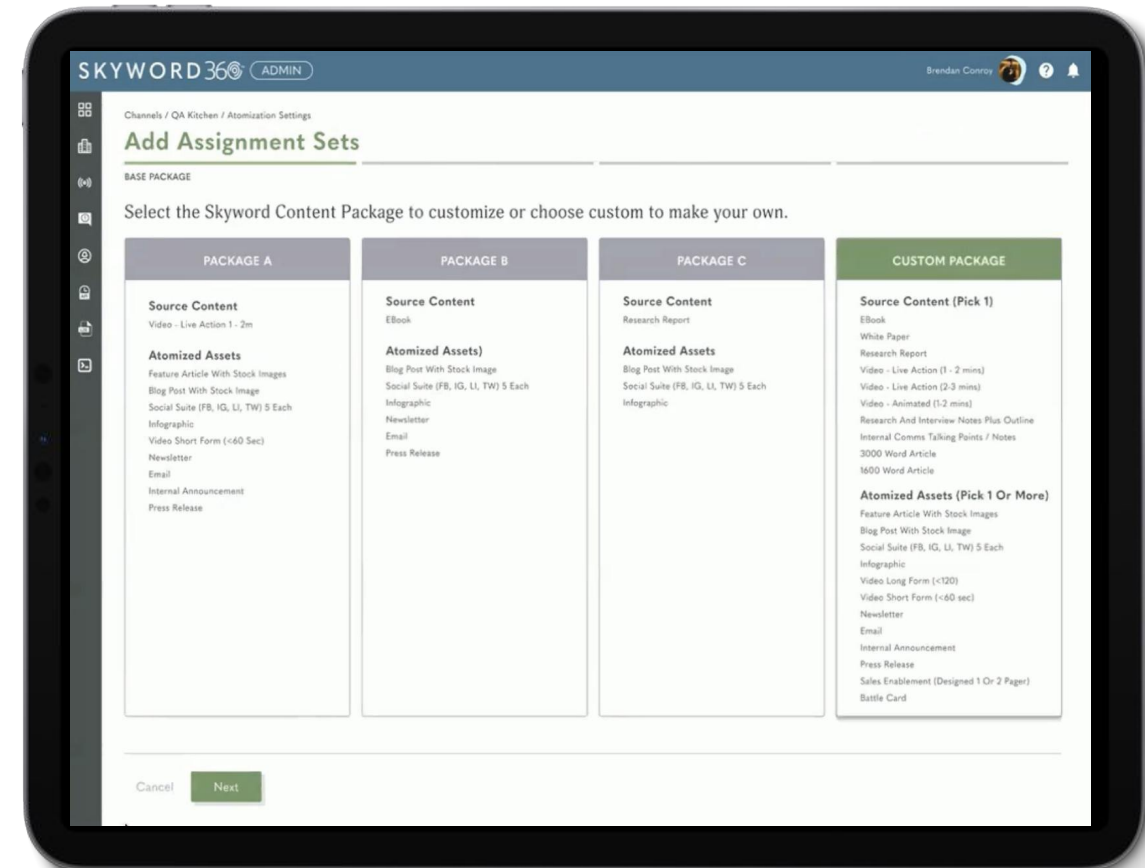
Why Skyword?

Skyword mitigates generative AI risks by combining AI with human input to produce original, credible, and differentiated content.

Using ATOMM™ in Skyword360 ensures content is subject to automated grammar, style, and plagiarism checks followed by human editorial review. Our secure API also safeguards your data privacy, ensuring your proprietary information is never stored, exposed, or ingested into train AI models.

Discover ATOMM™:
**Skyword's generative AI engine
built for enterprise content marketing**

www.skyword.com/ai

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