

How Artificial Intelligence Can Enhance State Marketing

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RECREATIONAL
BOATING & FISHING
FOUNDATION

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COUL-FIB

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DEMYSTIFY

&

DEPLOY

Conceptual AI

(How we think about the ramifications of developing AI. *Why? What If?*)

Applied AI

(How to use AI. *How?*)

Microbiologia



Photo Credit: Microsoft



VELOCITY

■ to reach one million users

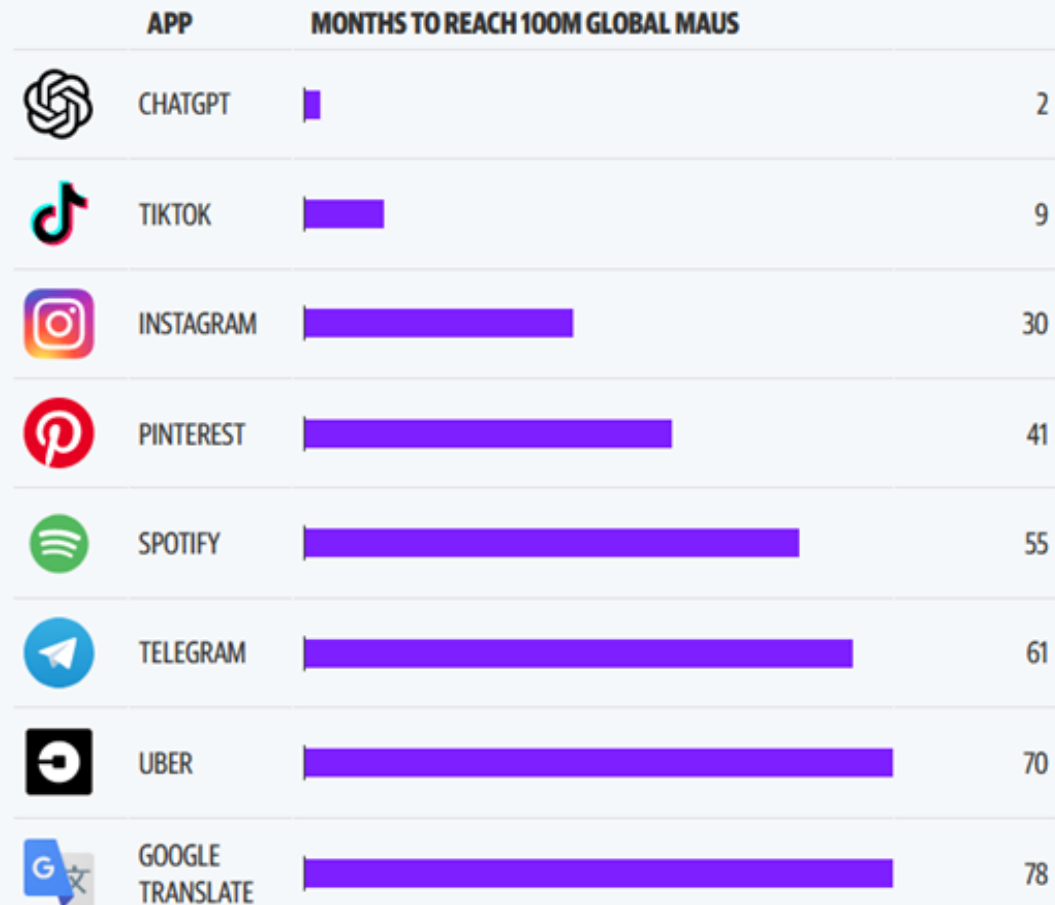


VELOCITY

HOW LONG IT TOOK TOP APPS TO HIT 100M MONTHLY USERS

ChatGPT is estimated to have hit 100M users in January, 2 months after its launch.

Here's how long it took other top apps to reach that:



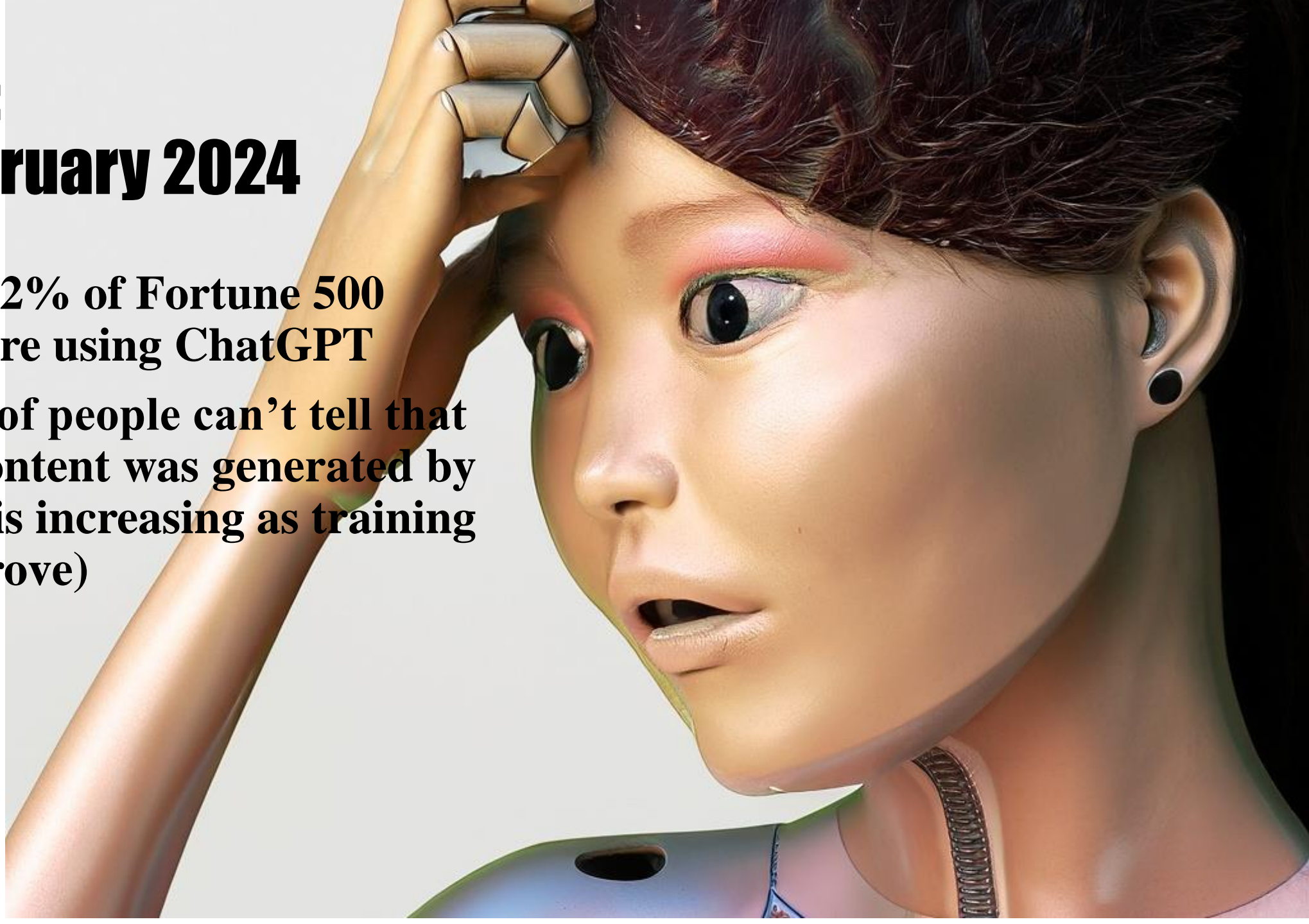
ChatGPT: As of February 2024

- **1.7 billion page visits every month on average (an increase of 1.1 billion since January 2023).**
- **180.5 million monthly users and 100 million weekly active users**
- **15% of the ChatGPT users are from the United States**
- **62.52% of OpenAI's site visitors are between 18 and 34; 65.68% male; 34.32% female**



ChatGPT: As of February 2024

- **More than 92% of Fortune 500 companies are using ChatGPT**
- **About 53% of people can't tell that ChatGPT content was generated by an AI (This is increasing as training models improve)**



DEMYSTIFY

Computer Program: a linear set of instructions that tells a computer what to do.

Artificial Intelligence: AI enables machines to perform tasks that typically require human intelligence, such as understanding natural language, recognizing objects, making decisions, and problem-solving.

[**ANALYTICAL**]

Generative Artificial Intelligence: a subset of AI that focuses on creating or generating new content, such as images, music, or text, generating outputs based on patterns and training data. [**PRODUCTIVE**]

Prompt



Output

LLM

Limit

**12% of the top 1000 visited
websites now block the GPTBot
(that number is increasing)**

LLM

Limit

Approximately 1,000 new GenTech platforms released each week.

Proprietary LLMs
Subscription-Based
Disciplinary-Specific



OpenAI



Microsoft

The New York Times

Prompt Engineering

(Prompt Whispering)

HALLUCINATIONS

HALLUCINATIONS

Statistical Guesses

And

Proxy Variables

I DON'T KNOW



An aerial photograph of a river with clear, shallow water. The water is a vibrant greenish-blue, and the riverbed is visible through the water, showing various sized rocks and pebbles. The water's surface is covered in gentle ripples and reflections of light. In the center of the image, the text "Salmon swim in rivers." is overlaid in a bold, white, sans-serif font with a thin black outline. The text is centered horizontally and vertically, spanning across the middle of the river's width.

Salmon swim in rivers.



Image recreated from an online discussion on Reddit, February 2023



Uploaded 2-10-24



Uploaded 2-10-24



A picture is not worth a thousand words.

A picture is worth however many words it takes to get the AI to give you the picture you want.

Boris Eldagsen, "The Electrician"
First Place, World Photography
Organization's Sony World Photography
Awards.

April, 2023



Boris Eldagsen, “The Electrician”
First Place, World Photography
Organization's Sony World Photography
Awards.

April, 2023

Not a photograph; AI-generated image
created using DALL-E 2.



DEPLOY

USES

**State Marketing
With AI
Augmentation**

USES

Content Creation

(Pretty much anything you
want to make)

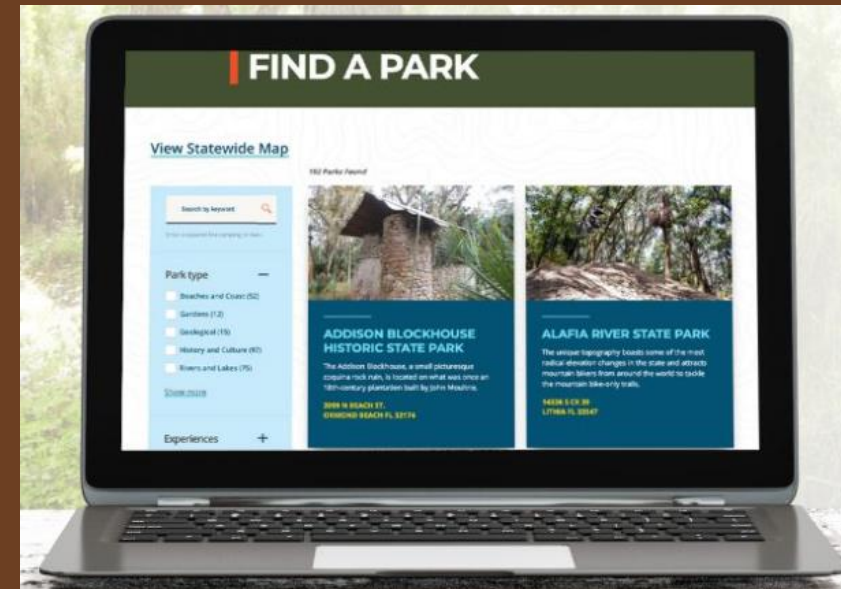
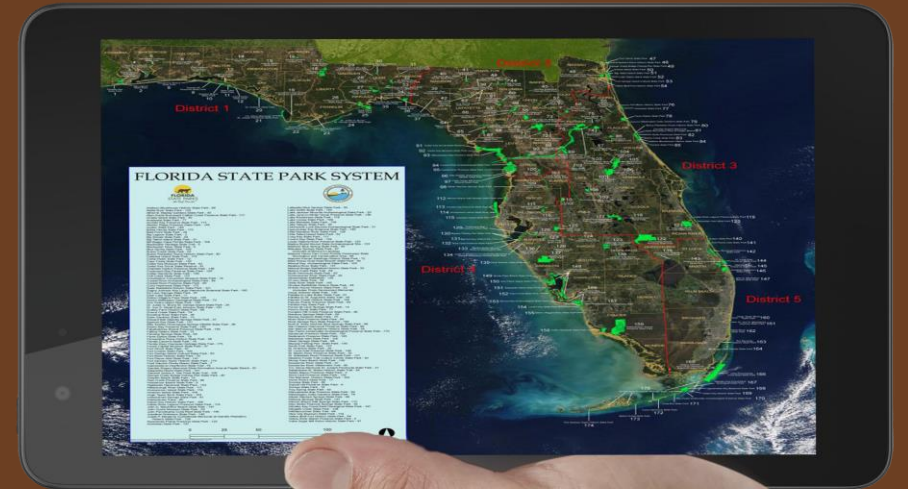


Image from <https://www.forumone.com/what-we-do/our-work/spreading-conservation-awareness-through-engagement-with-florida-state-parks/>

USES

Interactive Websites and Mobile Apps

Develop user-friendly websites and mobile apps that provides information about state parks, wildlife species, trails, and recreational activities. Integrate interactive features, such as maps, virtual tours, and personalized recommendations using AI.



USES

Chatbots for Visitor Assistance

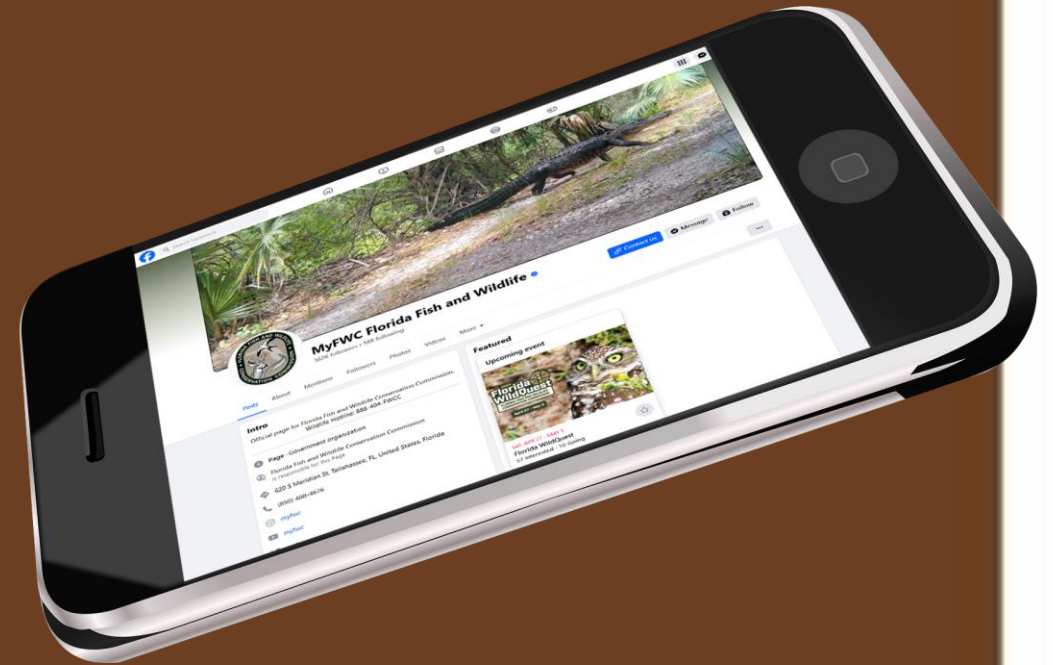
Use a chatbot on websites and apps to assist visitors in real-time. Chatbots can answer questions, provide park information, suggest activities, and offer guidance on wildlife observation.



USES

Social Media Engagement

Use social media platforms to share captivating content, such as videos, photos, and stories about wildlife and state parks. Implement AI tools to analyze social media trends, engage with the audience, and identify opportunities for targeted marketing campaigns.



USES

Personalized Marketing Campaigns

AI can analyze visitor data and preferences, enabling the organization to create personalized marketing campaigns. This could include targeted emails, social media ads, and promotions that cater to specific interests and demographics.



USES

Augmented Reality (AR) Experiences

Develop AR applications that allow users to experience state parks and wildlife habitats virtually. This could include AR-guided trails, wildlife encounters, and interactive exhibits to generate interest and excitement among potential visitors.



USES

Crowdsourced Content

Encourage visitors to share their experiences, photos, and wildlife sightings on social media platforms. Implement AI tools to curate and showcase this user-generated content on the organization's website and promotional materials.



USES

Geo-Targeted Advertising

Implement AI-driven geo-targeted advertising campaigns to reach potential visitors in specific regions. Utilize location-based data to promote relevant state parks and activities based on the user's location.



USES

Data Analytics for Marketing Insights

Use AI analytics tools to track and analyze the performance of marketing campaigns. This data-driven approach can help the organization understand visitor behavior, measure the effectiveness of marketing efforts, and refine strategies for better results.



USES

By combining traditional marketing methods with cutting-edge AI technologies, a state wildlife management organization can create engaging, personalized, and effective marketing campaigns to attract and retain visitors. These strategies not only showcase the natural beauty of the state but also emphasize the importance of wildlife conservation and sustainable outdoor experiences.

USES

AI Consultant vs AI Strategist

USES

AI Consultant vs AI Strategist
AI Readiness

USES

AI Consultant vs AI Strategist

AI Readiness

Peer AI & Management AI

(Automation vs Augmentation)

Where can you find No-Code and Low-Code AI tools?



FUTUREPEDIA



Wondershare
Media.io



Future Tools



super.ai



Thank You!

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