

Make Your Content Shine

Standing out in a sea of AI monotony

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Marketers hear this every day: “Just use artificial intelligence (AI) to write it!” While generative AI has made life easier, it has also complicated things for content creators. Competition in the B2B office technology space is fierce, and attention spans are short, so it is crucial to implement the right strategy to stand out from the crowd. But is AI the way to do that?

AI is a fantastic tool that speeds processes, boosting team productivity. But the market has become overly saturated with mundane, generic AI content. Going “old school” and putting more people back in the mix is helping businesses like yours stand out and get noticed. So, how do you do it right? How do you balance the speed and effectiveness of generative AI with the personal touch of marketing? The answer lies in combining the strengths of both to enhance your content.

The Role of AI in Content Creation

Efficiency and speed are crucial in all departments of your business today. Part of that is incorporating AI into your marketing strategy. AI has transformed content creation, quickly generating everything from blog posts to social media updates. This has freed up teams to focus on strategy and customer engagement rather than writing.

Additionally, AI has improved our ability to collect and analyze marketing data, which marketers rely on to guide decisions. It analyzes sources like social media and website traffic to reveal trends and user behaviors, often spotting emerging patterns before they gain traction.

AI has also revolutionized SEO. Tools like Semrush help identify high-value keywords and suggest on-page improvements, boosting content performance and optimizing sharing times for maximum engagement. But AI is missing something important for great content: the human element.

The Human Element

While AI excels in some content generation, the human touch is fundamental for making your content stand out. In



B2B marketing, where trust is crucial, genuine narratives can set your brand apart. Human-driven storytelling transforms facts into relatable stories that resonate with audiences.

For instance, Microsoft’s “We All Win” campaign featured Alex, a boy using a customized Xbox controller for disabilities, highlighting inclusivity and sparking conversations. This example shows that while AI can produce content

efficiently, it often lacks the emotional depth of human storytelling. Combining AI’s efficiency with human creativity strengthens your content.

Furthermore, establishing a distinct, relatable brand voice helps your company stand out and resonate with customers. This voice personifies and reflects your company’s personality and values, influencing audience engagement. While AI can generate text, it struggles to capture the nuances of brand personality and can produce generic content that fails to engage. It is the human touch that authentically conveys a brand’s unique voice and message.

Finally, establishing thought leadership in the office technology industry requires communicating complex ideas, where human insight is invaluable. For example, Xerox’s white papers dive deep into emerging print and digital transformation solutions, offering valuable perspectives from industry experts. Similarly, IDC’s market research reports are shaped by analysts who break down complex technological trends. Personal stories from office technology innovators bring authenticity that AI alone cannot replicate.

Finding the Right Balance Between AI & Humans

To integrate AI tools with human input productively, you should adopt a structured, collaborative approach that leverages the strengths of both. The goal is to create a seamless workflow where AI acts as a partner, enhancing human creativity rather than replacing it.

After clearly defining the roles of AI and human team members, you will need to identify specific tasks that AI can handle well, such as data analysis, keyword research, and generating

outlines and first drafts of straightforward content. For example, AI can analyze audience behavior and suggest content topics, allowing you to focus on crafting narratives that resonate and attract viewers.

Once AI has produced content, human marketers and business leaders should step in to conduct a thorough review and refine it. This includes adjusting the tone to match the brand voice, adding personal anecdotes, verifying statistics and incorporating insights that only experienced team members can provide. Your team will also want to ensure the piece aligns with the brand's values and resonates with the target audience.

After your content is published, gather performance data such as engagement metrics and audience feedback. Analyze this information to identify areas for enhancement in future content. For example, if certain topics or formats yield higher engagement, teams can adjust their strategies accordingly.

Tips to Make Your Content Stand Out

(1) Emphasize Personal Experience and Storytelling — Share unique personal stories and case studies that connect emotionally with your audience.

(2) Focus on Human Expertise and Unique Insights — Leverage your expertise to offer fresh insights that go beyond data-driven summaries provided by AI.

(3) Show Empathy and Understanding of the Audience's Needs — Demonstrate empathy by addressing specific pain points and challenges your audience faces, creating a more relatable and tailored experience.

(4) Provide Original Research and Data — Conduct your own research and use original data to support your content, differentiating it from AI-generated text that relies on preexisting information.

(5) Inject Personality and Tone — Use a distinct voice and tone to humanize your content, making it more engaging and memorable compared to formulaic AI output.

(6) Use Visual and Multimedia Elements — Incorporate visuals, videos and interactive content to enhance engagement and add a layer of creativity that AI content often lacks.

(7) Update and Contextualize Content Regularly — Frequently update your content with timely insights and fresh examples, ensuring it remains relevant and in tune with current events. This is also great for improving your SEO.

(8) Leverage Collaboration and Community Engagement — Foster direct engagement by encouraging community participation through webinars, Q&As and feedback.

(9) Highlight Values and Ethical Stances — Showcase your company's values and ethical commitments, creating deeper connections with similarly principled audiences.

Embrace the opportunity to combine AI's strengths with human creativity and emotional intelligence to help your content thrive and stand out.

Three Common Mistakes to Avoid

(1) Reliance on AI only — As AI tools evolve, you may be tempted to rely too heavily on them for content creation. This can lead to significant pitfalls, such as producing outputs that lack depth, creativity and emotional resonance.

(2) Neglecting Audience Engagement — Focusing solely on metrics while neglecting audience needs is another common mistake. An overemphasis on data can create a mechanical approach that alienates your audience.

To keep content relatable, you should understand your audience's interests and emotional triggers. Engaging with followers, conducting surveys and incorporating storytelling can foster connection. By balancing data with genuine engagement, you can create content that resonates personally.

(3) Ignoring Brand Identity — Failing to acknowledge a brand's unique identity can lead to bland content. Without the nuances of brand personality, your content will blend in with all the rest. To maintain a cohesive brand message, collaboration between AI and human creatives is necessary.

Final Thoughts

As your marketing strategy evolves, balancing AI and human involvement in content creation is increasingly important. While AI offers many benefits, the human element provides emotional resonance, brand voice and nuanced understanding that helps your content stand out.

Looking ahead, the future of marketing in the office technology sector will be dynamic. As AI technology advances, its role will expand, but genuine human insight will remain necessary. Companies prioritizing this balance will build stronger connections and position themselves as trusted thought leaders. Will that be you?

Now is the time for you to evaluate your content strategies. Is it overly reliant on AI? Is it engaging your audience? By integrating more human insight, you can elevate content, enhance authenticity and foster lasting customer relationships. Embrace the opportunity to combine AI's strengths with human creativity and emotional intelligence to help your content thrive and stand out. ■

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