

SEPARATING SUBSTANCE FROM HYPE: CONQUERING THE NEXT AEC MARKETING FRONTIER



IDA CHEINMAN, SUBSTANCE151

@IdaCheinman @Substance151

“ IF YOU THINK TECHNOLOGY WILL SOLVE YOUR PROBLEMS, YOU DON'T UNDERSTAND TECHNOLOGY — OR YOUR PROBLEMS.

LAURIE ANDERSON

Avant-garde artist, musician and filmmaker

TOP DISRUPTORS IN THE AEC SPACE

- 1 Generational handoff
- 2 The emergence of a new “business consumer”
- 3 Digital transformation and Generative AI

“ **EVERYONE TALKS ABOUT HOW
DISRUPTIVE TECHNOLOGY IS BUT
THE CUSTOMER IS THE DISRUPTIVE
FORCE.**

TIFFANI BOVA

Global Customer Growth & Innovation, Salesforce

END-TO-END DIGITAL, SELF-SERVE, REMOTE B2B SALES

Buyers are willing to spend big using remote or self-service.

\$50K to \$500K

amount **32%** are willing to spend

\$500K to \$1M

amount **12%** are willing to spend

Over \$1M

amount **15%** are willing to spend

McKinsey & Company Source: McKinsey COVID-19 B2B Decision-Maker Pulse #3 7/27–8/11/2020 (n = 3,626)

STRATEGY NO. 1

MAKE SURE YOUR FIRM CAN BE FOUND ONLINE

MAKE SURE YOUR FIRM CAN BE FOUND ONLINE

68%

**CITE ONLINE SEARCH
AS THEIR #1 SOURCE
OF INFORMATION**

75%

**START WITH A
GENERIC SEARCH TERM**
(not your firm's name)

12+

**SEARCHES
BEFORE
ENGAGING**

Google

why is popcorn associated with movies

Converse Images News Shopping Videos Maps


Generative AI is experimental. Info quality may vary.

Popcorn became associated with movies because it was a cheap snack that didn't require a lot of equipment to make. Popcorn was also a luxury that most people could afford during the Great Depression.

As popcorn became popular, movie theaters needed an economic boost. Street vendors began selling popcorn outside of movie theaters. Movie theaters eventually started selling popcorn themselves to pull in larger audiences and increase revenue.


Movie theaters originally prohibited food inside because they thought it would be messy. However, when movies with sound became more accessible, people wanted to bring snacks into the theater. Street vendors used this opportunity to start selling popcorn outside of cinemas.

By the mid-1940s, popcorn and movie theaters were linked together. When people started watching movies at home, they wanted to bring the theater experience home with them, including their favorite snacks like popcorn.




Why do we eat popcorn at the cinema? - EF...

EF English Live



Why Do Movie Theaters Serve Popcorn? -...

Britannica



Why is Popcorn a Movie Food?

Jan 27, 2022

Kettle Heroes

Ask a follow up When did popcorn become associated with movies? Where did eating popcorn at movies start?

Smithsonian Magazine
<https://www.smithsonianmag.com/arts-culture/why-...>
Why Do We Eat Popcorn at the Movies? | Arts & Culture
 Oct 3, 2013 — Another reason for its dominance over other snacks was its appealing aroma when popped, something that street vendors used to their advantage.

Kettle Heroes
<https://kettleheroes.com/Blog>
Why is Popcorn a Movie Food?
 Jan 27, 2022 — Besides, since it was sold from carts at street corners, popcorn was regarded as street food, simple and unsophisticated. In addition, popcorn ...

Orville Redenbacher's
<https://www.orville.com/articles/why-do-popcorn-...>
Why do popcorn and movies go together?
 Popcorn proved to be the perfect movie partner for many unforeseen reasons. Unlike potato chips, which could only be produced in a kitchen, popcorn could be ...

STRATEGY NO. 2

BRAND BUILDING IN THE AGE OF GENERATIVE AI

≡ Bard Experiment

⌂ ? ⚙️ ⋮ 👤

View other drafts ▾ 🔊

🌟 What do you know about Substance151

📄 Answer

Substance151 is a strategic brand communications firm that helps organizations evolve their brands and stay ahead of their competition [1: <https://substance151.com/>]. They offer a range of services, including brand strategy, design, and digital marketing [2: <https://www.linkedin.com/company/substance151>]. Substance151 has a team of experienced professionals who are passionate about helping their clients succeed [3: <https://www.facebook.com/substance151/>]. They have a proven track record of success and have won numerous awards for their work [4: <https://bmoremedia.com/companies/substance151.aspx>]. Substance151 is a valuable resource for any organization that is looking to strengthen its brand and grow its business [5: <https://www.instagram.com/substance151/?hl=en>].

🌐 Sources

1. Substance151: Professional Services Branding & Marketing: <https://substance151.com/>
2. Substance151, Benefit LLC: <https://www.linkedin.com/company/substance151>
3. Substance151, Benefit LLC | Baltimore MD: <https://www.facebook.com/substance151/>
4. Substance 151: <https://bmoremedia.com/companies/substance151.aspx>
5. substance151: <https://www.instagram.com/upclassteals/?hl=en>
6. Substance151: <https://twitter.com/substance151?lang=en>

👍 🗨️ ⌨️ 🔗 🌐 ⋮

ChatGPT 4 ▾

You
What do you know about Substance151

ChatGPT
What do you know about Substance151

📄 Answer

Substance151 is a strategic brand communications firm that specializes in brand strategy, design, and marketing communications. This firm focuses on helping evolving brands, which can include organizations experiencing growth or undergoing other forms of evolution. Their expertise seems to cater to a variety of sectors including professional services, B2B, AEC (Architecture, Engineering, Construction), and nonprofits. The company operates out of Baltimore, Maryland, and shows an active engagement in discussing and presenting topics related to AI in the AEC sector, hinting at their forward-thinking approach and adaptability to modern technology trends.

🌐 Sources

- substance151.com - Substance151: Professional Services Branding & Marketing
- [linkedin.com](https://www.linkedin.com/company/substance151) - Substance151, Benefit LLC
- [facebook.com](https://www.facebook.com/substance151/) - Substance151, Benefit LLC | Baltimore MD
- bmoremedia.com - Substance151
- [instagram.com](https://www.instagram.com/substance151) - substance151
- [twitter.com](https://twitter.com/substance151) - Substance151

STRATEGY NO. 3

REFERRAL AND INFLUENCER MARKETING

PEER REVIEWS AND SOCIAL PROOF TRANSLATE INTO TRUST

87%

**TRUST INFLUENCER
CONTENT**

68%

**GIVE CREDENCE TO
PEER REVIEWS**

60%

**TRUST THIRD-PARTY
PUBLICATIONS**

STRATEGY NO. 4

COMMUNITY-BASED MARKETING (CBM)

STRATEGY NO. 5

PERSONALIZED DIGITAL EXPERIENCES

“ PERSONALIZATION IS A MUST-HAVE STRATEGY IN THE FUTURE OF B2B MARKETING.

JESSICA COLLIER

Web Conversion Strategist, Citrix



[Sign Up](#) [Log In](#)

[Solutions](#)

[Customers](#)

[Partners](#)

[Plans](#)

[Resources](#)

[Careers](#)

Hello, Adidas! Let's optimize digital experiences for your athletes.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)



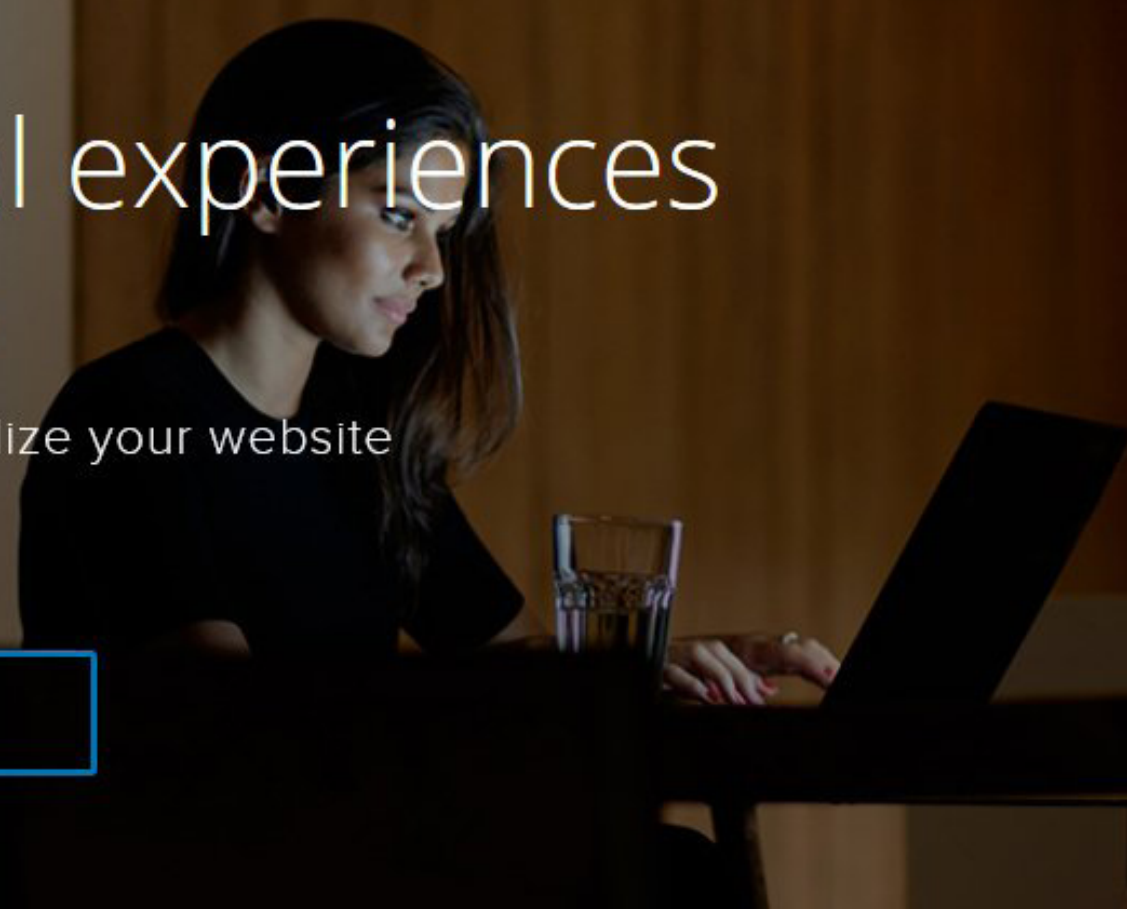


Still awake? Let's optimize digital experiences for your customers.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)





CONVERSATIONAL MARKETING

Hey, Substance151! Thanks for checking me out!



Unlock Pipeline with the Right Conversation for Every Situation

Accelerating qualification and conversion comes down to having the right conversation. So that enterprise buyer who's been engaging with your marketing for weeks gets a very different experience from the small business CEO just browsing your homepage for the first time. It's the power of the right conversation, at the right time, every time.

LEARN MORE

The screenshot shows a chat interface with a blue header for 'Chelsea Ward'. The conversation starts with the 'Applinks Bot' asking if the user wants to become their next story. The user responds with 'This year' and 'You're funny'. The bot then says 'Mamabot always said so! Here's Chelsea who can help you get there.' Chelsea Ward then introduces herself as the account manager and asks how she can help. At the bottom, there is a text input field with 'Reply to Chelsea', a smiley face icon, a 'GIF' button, and a paperclip icon. The footer includes 'Chat ⚡ by Drift' and a link to 'View our privacy policy here'.

Chelsea Ward

Applinks Bot

It looks like you've checked out our customer success stories. Are you looking to become our next story this year or next year?

This year

You're funny

Applinks Bot

Mamabot always said so! Here's Chelsea who can help you get there.

Chelsea Ward

Hey Talia, I'm your account manager! How can I help?

Reply to Chelsea

Chat ⚡ by Drift [View our privacy policy here](#)

your logo here



Google Search

I'm Feeling Lucky



Search



Contact



Join Us

Creating a more interconnected, livable world

What can we help you find?



What can we help you find?

transportation



Transportation - Market

Transportation - Service

Transportation Planning - Service

Underwater Inspection - Service

Traffic & ITS - Service

Public Involvement - Service

Highways & Roadways - Service

Pavement Management - Service

Structural Engineering & Inspection - Service

Contractor Support Services - Service

MASTERING AI

“ **DON'T WAIT FOR THE WORLD TO GET SMARTER AROUND YOU.** ”

PAUL ROETZER

Founder, Marketing AI Institute

Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019
7,040 solutions



2018
6,829 solutions



2017
5,381 solutions



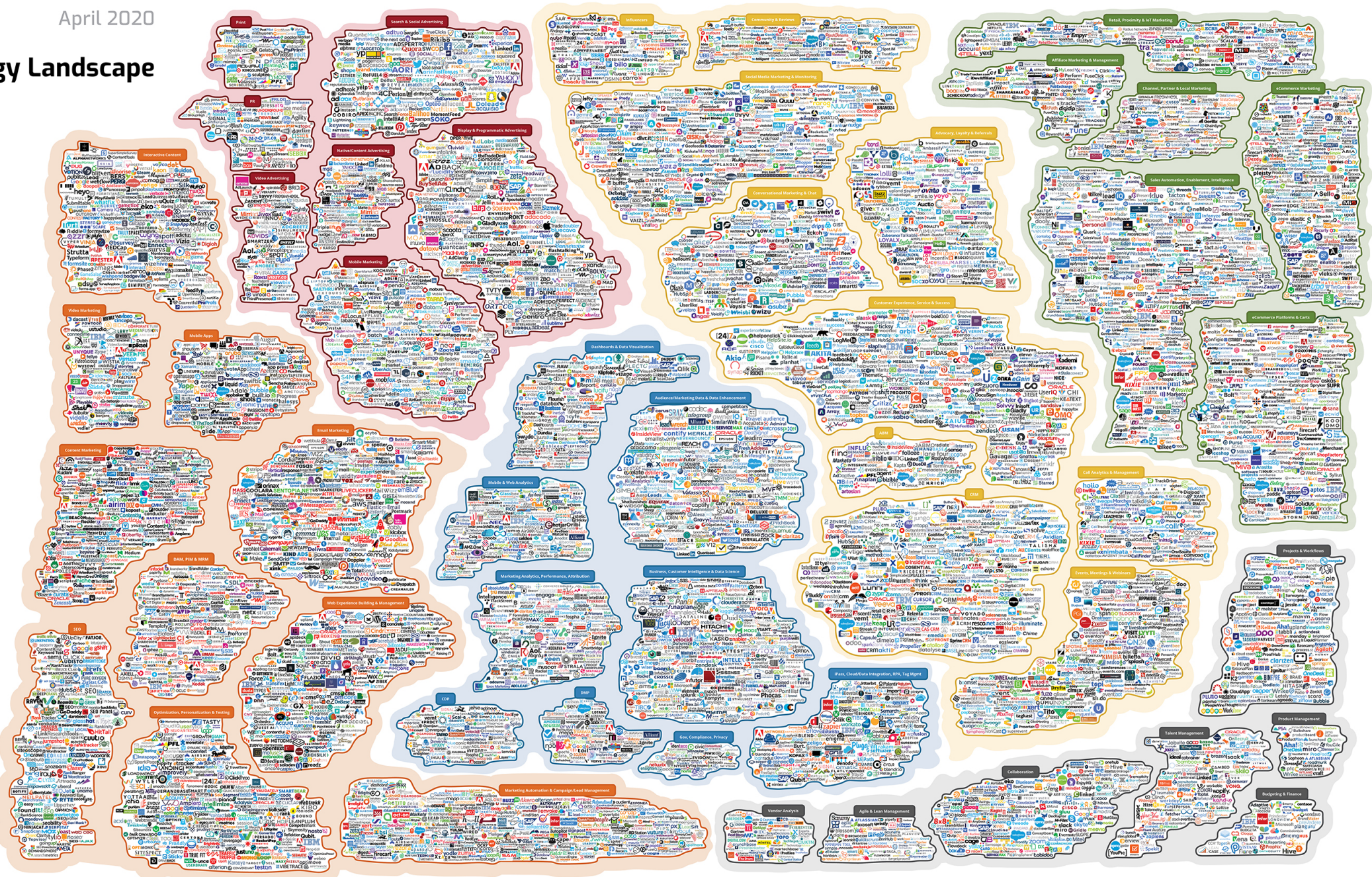
2016
3,874 solutions



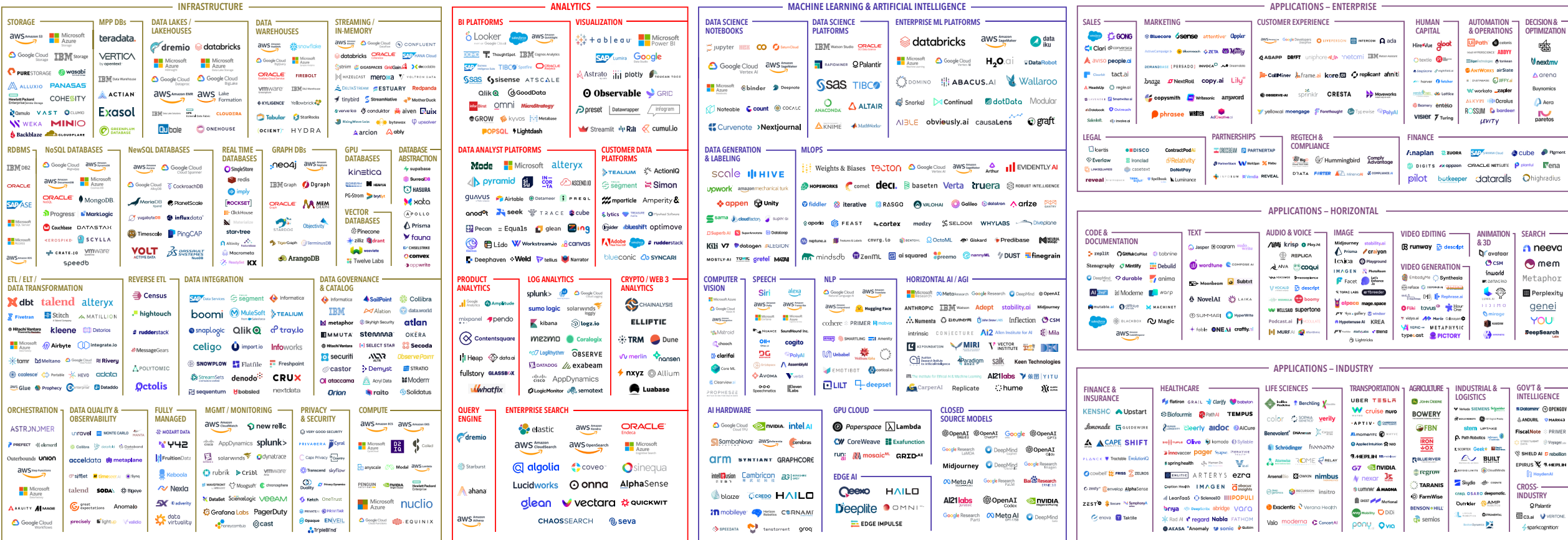
2015
1,876 solutions



2014
947 solutions



THE 2023 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENT& DATA) LANDSCAPE



**THE RIGHT TOOLS FOR THE
RIGHT NEEDS AT THE RIGHT
TIME IN YOUR WORKFLOW**

WHAT GEN AI CAN DO

- + Faster and better research
- + Data extraction and analysis
- + Translation and transcription
- + Idea generation and outlines
- + Copy editing and rewrites
- + Meeting notes and summaries
- + Image and video editing
- + Headlines and subject lines
- + Social media posts
- + Email communications
- + Presentations
- + SEO optimization and edits

WHAT GEN AI IS TERRIBLE AT

- + Original thinking
- + Unique point of view
- + Expertise
- + Customer empathy
- + Accuracy

INHERENT ISSUES

- + Data privacy and security
- + Misinformation
- + Plagiarism
- + Copyright
- + Bias, ethics and trust

TEXT

IMAGES

VIDEO

ADMIN

+ AI FEATURES

ChatGPT

DALL-E

Descript

Grammarly

Microsoft Office365

Claude

Midjourney

HeyGen

Otter

Adobe Creative Suite

Google Gemini

Stable Diffusion XL

Runway

Krisp

Salesforce

MS Bing

Adobe Firefly

Synthesia

Notion

HubSpot

Writer

Secta Labs
(Headshots)

Vidyo

PromptPerfect

MailChimp

Copy.ai

VEED

OpenAsset

Jasper

Beautiful.ai
(Presentations)

Canva

iStock

And more!

CHAT.OPENAI.COM



FREE

GPT 3.5



PLUS - \$20/MO

GPT 4

Far better quality of output

Extended capabilities

Access to beta features

Using ChatGPT Custom Instructions for Fun and Profit

How to 10x ChatGPT with personalized answers

BY DAN SHIPPER
SEPTEMBER 15, 2023

♥ 261 💬 17

▶ Listen



©2024 Every Media, Inc

- My plan
- My GPTs
- Customize ChatGPT**
- Settings
- Log out

ID Ida Cheinman

Custom instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

My name is Dan Shipper, I'm a writer and entrepreneur based in New York. I run Every (<https://every.to>)—a newsletter about startups, tech, AI, and personal development.

I love evocative, lyrical, accessible, emotionally vulnerable, analytical, intellectual, philosophical, accessible writing with dry humor. My writing heroes are: Annie Dillard, Bill Simmons, Lori Gottlieb, Robert Pirsig, Robert Sapolsky, William James, Marv Oliver.

1500/1500

How would you like ChatGPT to respond?

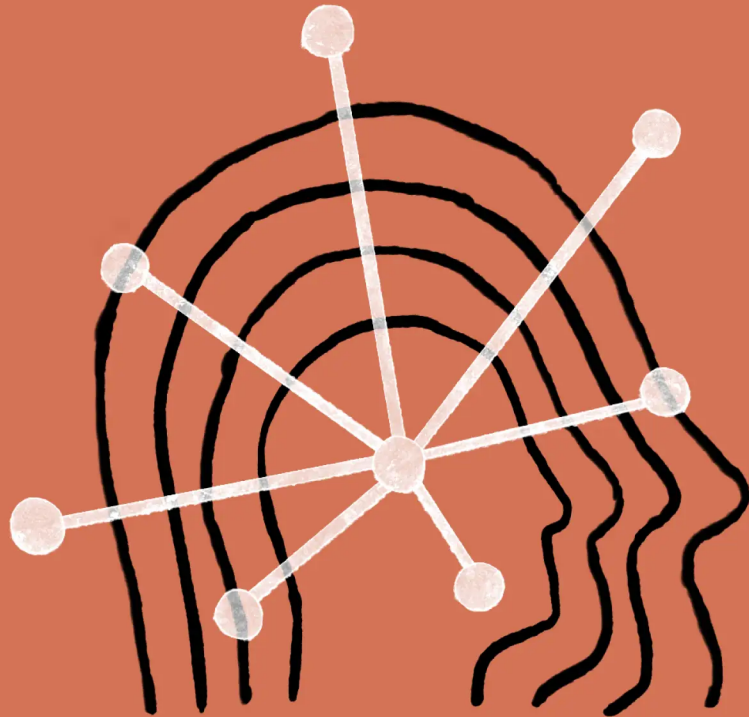
- If you need more information from me in order to provide a high-quality answer, please ask any clarifying questions you need—you don't have to answer on the first try.
- If you see an opportunity to help me be less agreeable or prone to shame, take it. Same for bringing me back to the big vision, rather than being opportunistic in my decision-making. Don't do this unless it's very relevant.

1498/1500

Enable for new chats

Cancel Save

CLAUDE.AI/CHATS



FREE; CLAUDE PRO - \$20/MO

Large volumes of text, faster.

Great for summaries (long transcripts, multiple source documents).

More intelligent and offers better performance on complex tasks.

copy.ai

FREE; 1 USER; < 2000 WORDS

\$36/MO; 5 USERS; UNLIMITED

\$186/MO; 20 USERS; UNLIMITED

- + Brand style enforcement
- + Info libraries of your data
- + Prompt improver
- + Built-in templates

WRITER

FREE TRIAL

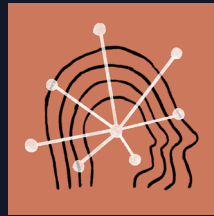
\$18 PER USER/MO (1-5 USERS)

- + Trained on your brand guidelines
- + Connects to your firm's data
- + Content templates
- + Enterprise API, self-hosted LLM

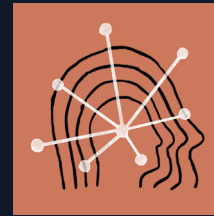
MY SAMPLE WORKFLOW



**TRANSCRIBE MY
ORIGINAL VIDEO
RECORDING**



**SUMMARIZE WITH
3-5 TAKEAWAYS**



**BRAINSTORM
HEADLINES**



**EDIT (HUMAN)
USE AS A VIDEO
DESCRIPTION**

LINKEDIN POST

Instant Insights: The RACE ChatGPT/LLM Prompt Structure

Based on the extensive documentation provided by OpenAI and interviews with key OpenAI staff on how large language models are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better, up to a limit of about 3,000 words.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

TRUSTINSIGHTS.AI/PROMPTSHEET

@TRUSTINSIGHTS



PromptPerfect

Elevate your prompts to perfection.

- Automatic prompt engineering for large models
- Optimize prompts step by step
- Construct few-shot prompt
- Prompt as a service
- Compare outputs from multiple models

SELECT THE TARGET AI MODEL

CHATGPT ▾

ENTER YOUR ORIGINAL PROMPT

Original prompt
Your role is to be my brainstorming partner.

COMPARE SIDE BY SIDE

Optimized for ChatGPT
Add-ons: Before/after preview, Mark as non-gibberish

Optimized prompt Original prompt

+56 -1 9 words → 67 words

Your task is to be my brainstorming partner and provide creative ideas and suggestions for a given topic or problem. Your response should include original, unique, and relevant ideas that could help solve the problem or further explore the topic in an interesting way. Please note that your response should also take into account any specific requirements or constraints of the task.

+56 -1 9 words → 67 words

Your task is to be my brainstorming partner and provide creative ideas and suggestions for a given topic or problem. Your response should include original, unique, and relevant ideas that could help solve the problem or further explore the topic in an interesting way. Please note that your response should also take into account any specific requirements or constraints of the task.

Before	After
User Your role is to be my brainstorming partner.	User Your task is to be my brainstorming partner and provide creative ideas and suggestions for a given t...
ChatGPT Your job is to help me come up with creative ideas for projects, tasks, and initiatives that I may be working on. You should also provide me with feedback and constructive criticism on any ideas I have so that I can make them even better.	ChatGPT For this task, let's say the topic is "How to increase customer loyalty for a restaurant." Here are some ideas and suggestions for how to increase customer loyalty for a restaurant:

Preview result may not reflect the real-world output of the target model.

ENJOY THE OPTIMIZED PROMPT

krisp

The screenshot displays the Krisp interface with a meeting transcript on the left and a control panel on the right. The transcript includes three entries: Speaker 1 at 11:02, 'You' at 11:04, and Speaker 1 at 11:07. The control panel features a 'TRANSCRIPTION' toggle set to 'ON', a 'My transcripts' button, and a 'Send Notes' button. Below the transcript, an 'Action Items' section lists three tasks with green checkmarks.

TRANSCRIPTION ON

Transcripts will be stored in the cloud

[My transcripts →](#)

[Send Notes](#)

Action Items

- ✓ Andrew has to follow up on the release timeline of new features and update the team.
- ✓ The marketing team has to prepare relevant promotional materials.
- ✓ The design team has to finalize the visuals by May 15.

Otter.ai



A better way to meet.
Meet Otter.



Try Otter.ai Free

The screenshot displays the Otter.ai interface with a meeting transcript on the left and a control panel on the right. The transcript includes three entries: Charlie at 11:02, Madison at 11:04, and Brian at 11:07. The control panel features a 'TRANSCRIPTION' toggle set to 'ON', a 'My transcripts' button, and a 'Send Notes' button. Below the transcript, an 'Action Items' section lists three tasks with green checkmarks.

TRANSCRIPTION ON

Transcripts will be stored in the cloud

[My transcripts →](#)

[Send Notes](#)

Action Items

- ✓ Andrew has to follow up on the release timeline of new features and update the team.
- ✓ The marketing team has to prepare relevant promotional materials.
- ✓ The design team has to finalize the visuals by May 15.



Write a post announcing my new job



Anyone



Insert

Rephrase

I am thrilled to announce that I have recently taken on a new role as a food critic!

I'm looking forward to this new journey and the delicious meals I'll get to experience along the way.



Shorten it



Simplify it



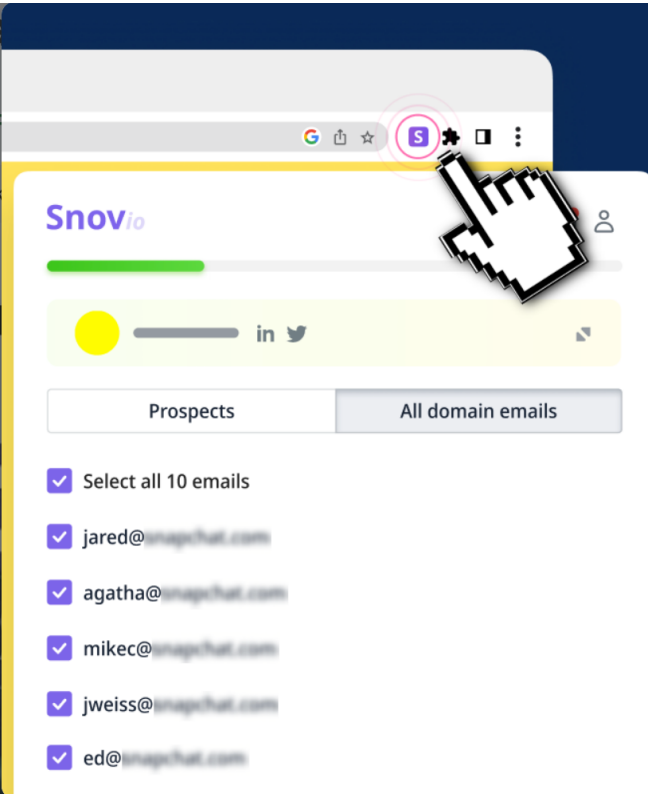
Improve it



Adjust tone

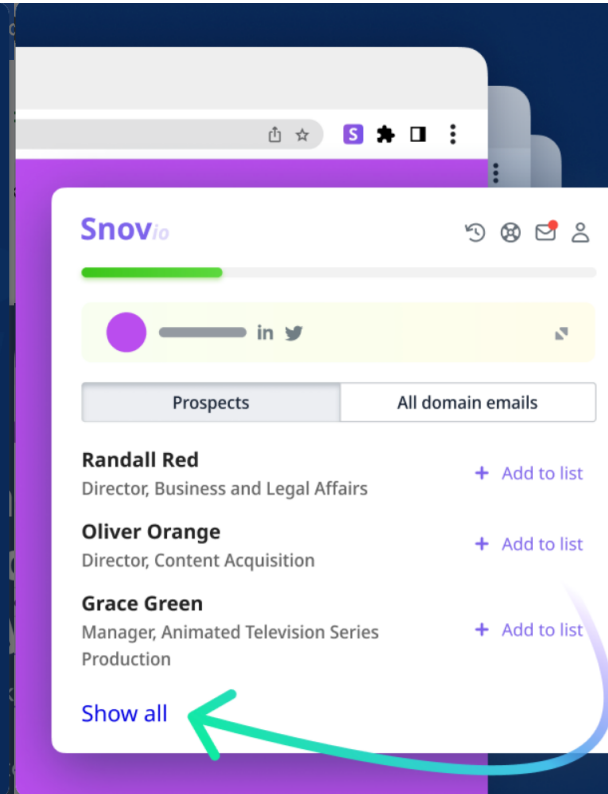


Snovio



Find email addresses anywhere

Unlock new sales opportunities on the go. Works on company websites, Google, Yelp and Twitter.



Contact decision-makers easier

Click. Pick. Collect.

Find verified contact emails of just the employee you want.

Unlock your imagination with Adobe Firefly

What will you make today?

Interior design living room with a lot of plants/

Generate



Try these out

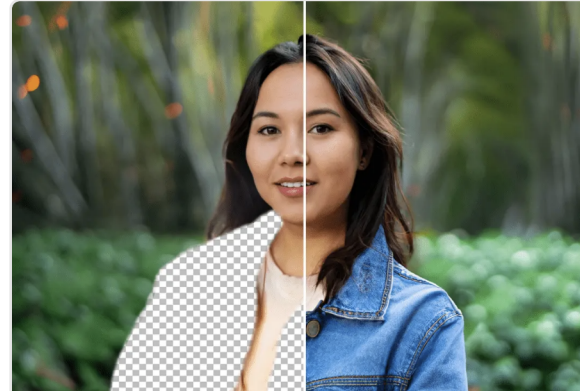
Experiment with the latest in generative AI and let us know what you think.



Text to image

Generate images from a detailed text description.

Generate



Generative fill

Use a brush to remove objects, or paint in new ones from text descriptions

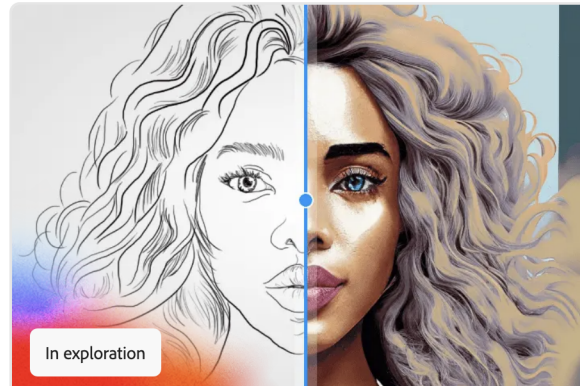
Generate



Text effects

Apply styles or textures to text with a text prompt.

Generate



In exploration



In exploration

DALL·E

DALL·E 3 is now available to all ChatGPT Plus, Team and Enterprise users, as well as to developers through our API.

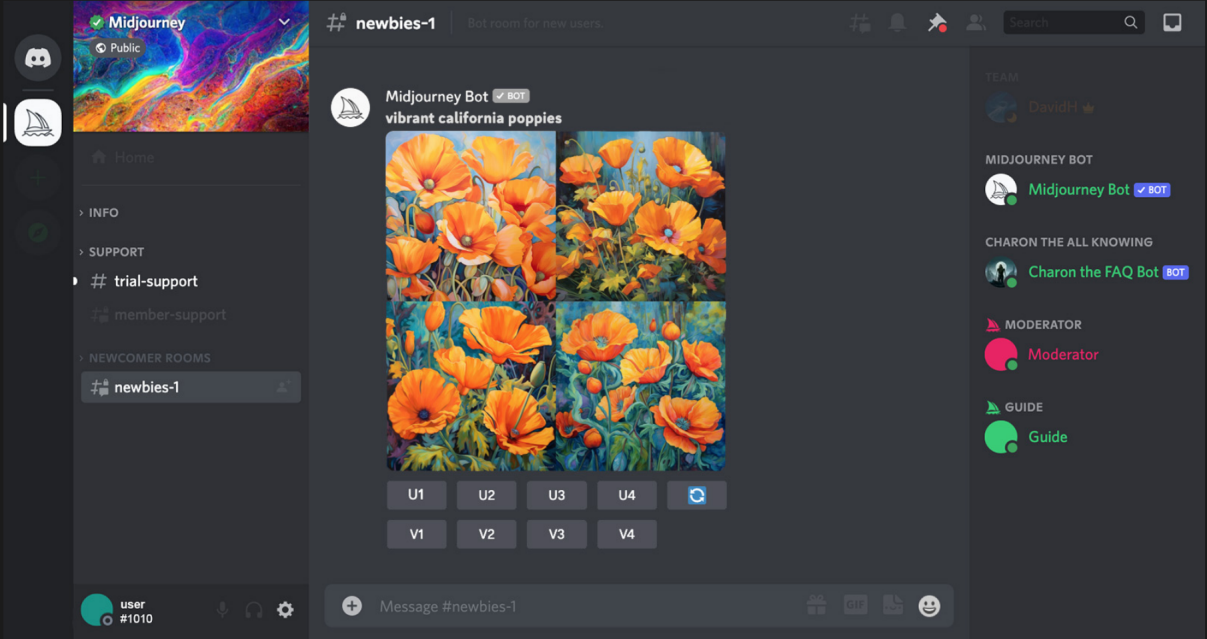
Even with the same prompt, DALL·E 3 delivers significant improvements over DALL·E 2.

MIDJOURNEY.COM

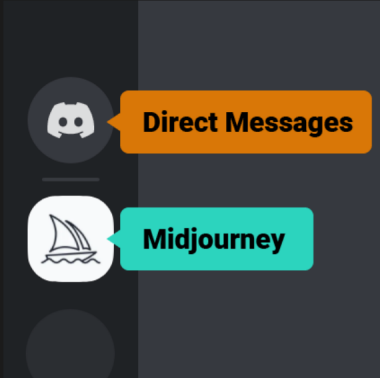
Discord Interface

Filter

- Getting Started
- Using Discord
 - Discord Interface**
 - Direct Messages
 - Discord Emoji Reactions
 - Invite the Bot to Your Server
- User Guide
 - Variations
 - Vary Region
 - Version
 - Upscalers
- Commands
- Parameters
- Advanced Prompts
- Subscriptions
 - Subscription Plans
 - Stealth Mode
 - Earn Free Hours
 - Fast, Relax, & Turbo Modes
 - Contacting Support
- Using The Website
 - The Midjourney Web App

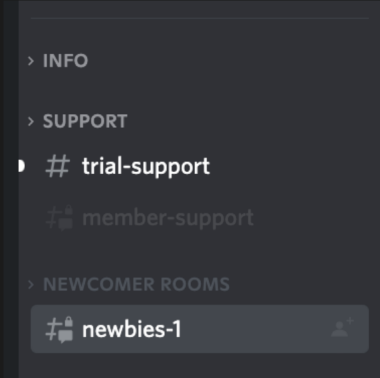


Server List



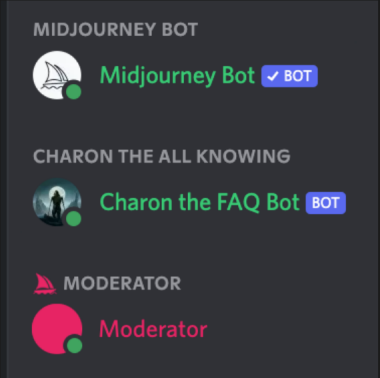
Direct Messages

Channel List



#member-support

Member List



Midjourney Bot

Stable Diffusion XL

Create and inspire using the worlds fastest growing open source AI platform

With Stable Diffusion XL, you can create descriptive images with shorter prompts and generate words within images. The model is a significant advancement in image generation capabilities, offering enhanced image composition and face generation that results in stunning visuals and realistic aesthetics.

Stable Diffusion XL is currently in beta on DreamStudio and other leading imaging applications. Like all of Stability AI's foundation models, Stable Diffusion XL will be released as open source for optimal accessibility in the near future.

[Try on DreamStudio](#)

[Try on ClipDrop](#)



TRY AN EXAMPLE

Remove compression

Denoise

Sharpen



Represented as a small tool, Clipdrop Image upscaler can improve image quality from compressed images

Try with this example



UNCROP

Uncrop your photos to any image format



Click, paste, or drop a file here to start.

< Back



Custom ▾ | 1024 × 576 | Next





REPLACE BACKGROUND

Teleport anything, anywhere with AI



Click, paste, or drop a file here to start.

< Back



Generate Videos

Generate videos using text, images or video clips.

[Try Text to Video](#) ↗

[Try Video to Video](#) ↗

[Try Image to Video](#) ↗

AI Magic Tools

Motion Brush

— **Generate Videos**

Generate Images

Infinitely Expand Images

Reimagine Any Image

Train Custom Models

Erase Things from Videos

Slow Mo Any Video

Make Images Move

Remove Any Background


[Explore All AI Magic Tools](#) ↗



Motion Brush BETA




T TEXT



5

Need help with promp



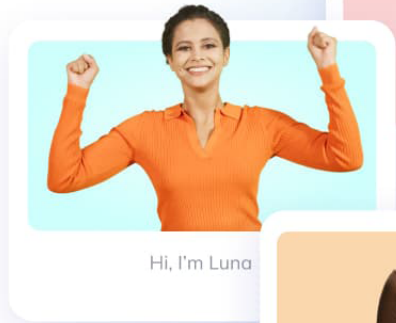
Generate 4s

Horizontal (x-axis) 0.0 Vertical (y-axis) 0.0 Proximity (z-axis) 0.0

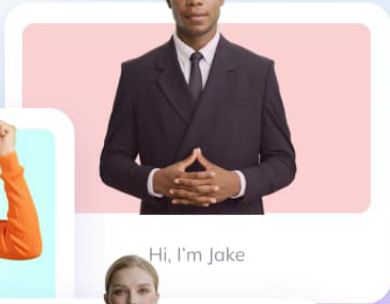
← → ↓ ↑

[Learn how to use Motion Brush with Runway Academy](#) Clear Save

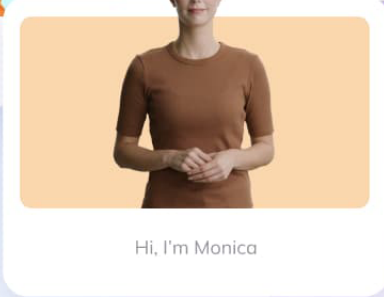
Feeling stuck? Get inspired ↓



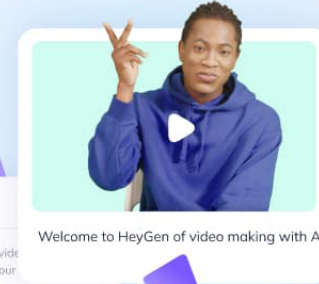
Hi, I'm Luna



Hi, I'm Jake




Hi, I'm Monica

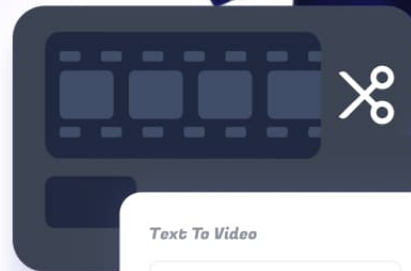


Welcome to HeyGen of video making with AI

Text To Video

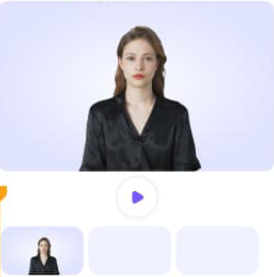
Welcome to Moivo of vide with AI. Simply type your get started.

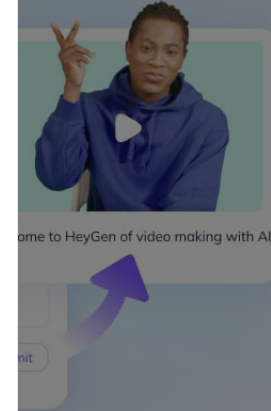
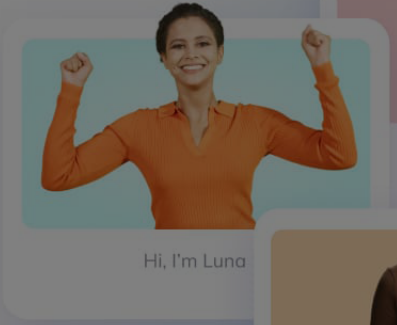
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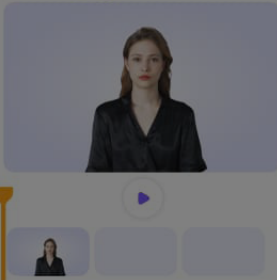




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