



With its potential to automate complex processes and tasks, Artificial intelligence (AI) is rapidly transforming the way we live and work. Small businesses can use AI as a tool to help drive growth and stay competitive. However, in order to responsibly and effectively leverage AI, it's important to follow best practices.

### Understand the limitations of AI

While AI can be a powerful tool, it is not perfect and has its limitations. Be aware of what AI can and cannot do, and identify areas where it will still require human input and review.



### Start with a clear goal

Before implementing AI, be sure to identify specific business goals you want to achieve. Then, define your metrics for success.

### Don't use AI for research

AI can be a powerful tool, but it should not be used as a substitute for thorough research. Take any research done through AI with a grain of salt and ensure it's accurate by double-checking all information obtained from it.



### Keep your brand top of mind

While AI can help you generate content quickly, it will need your input to ensure you are producing content that adheres to your voice and brand. Remember, AI should help you enhance your brand, not detract from it.

### Be prepared to edit and refine

AI can struggle with nuance, tone, and context so be prepared to edit and refine any content obtained via AI generation. While AI is great to help you get past the dreaded "blank page," it should not be used to write copy without human input.



### Be direct and descriptive

The content you receive from AI is only as good as what you put into it. Your input must be as clear and descriptive as possible, right down to the tone of voice. This will help AI get as close to what you need as quickly as possible.

### Ethics and compliance

AI comes with ethical and compliance considerations, including data privacy, security, and bias. Be sure you or your tool have the necessary safeguards in place to ensure the ethical and compliant use of AI.



### Test and iterate

Like any other marketing approach, it's important to test to find out what works best for your business. Continually monitor the performance of your AI-generated content and make adjustments to optimize its effectiveness and ensure it achieves your desired outcome.

Incorporating AI into your business strategy can be a game-changer, but it's important to do it right. Following these best practices will allow you to harness the power of AI in a way that aligns with your brand and business goals.

Learn more about Constant Contact's AI Content Generator:  
[ConstantContact.com/AI](https://ConstantContact.com/AI)