SWEATHEAD
MASTERCLASS

Artificial Intelligence For Strategists

With PhD Candidate and former McCann's Strategy Director, **Dominika Węglarz**

ONLINE

Thursday, May 23, 2024

From 12pm to 3pm ET

Limited spots available.

Tickets

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Essential AI Tools

1.

[Adaily]

adaily

It is an essential tool for competitive, and best-case analysis. With over 2500 campaigns in its database, cases include competitive research (brand, competitors, or market category), exploring specific channels or audiences, finding campaign inspiration, and learning from top examples.

Try it for your next competitive analysis.

Essential AI Tools

2.

Scite.AI

It is the perfect tool for finding answers to complicated questions. It helps you understand academic articles through Smart Citations—citations that provide the context of the citation and describe whether the article offers supporting or contrasting evidence. With just one question, you can gain insights from dozens of research papers and opinions from experts in the field.

Try it next time you begin working with a new category.

Essential AI Tools

3.

Waldo

WALDO

It is an incredibly helpful tool for conducting quick desk research and providing high-quality insights and sources. Waldo offers dozens of automated workflows for various tasks, including Brand Audits, the Four C's, Audience Profiles, Competitive Analyses, and more.

Try it out next time when you need to conduct a 4Cs analysis.

Essential AI Tools

4.

Hemingway

It is the perfect tool for improving your writing. It's not just a spellchecker but also a style checker. The Hemingway Editor highlights areas (in yellow and red) where your writing is too dense. Try removing unnecessary words or splitting the sentence into two.

Try it out next time you feel creatively blocked.

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Essential AI Resources

1.

AI Secret

One of the most comprehensive AI newsletters, reaching over 750,000 readers. It keeps you updated on the latest in the AI world, covering news, use cases, tool examples, and occasionally offering discount codes for paid services.

Subscribe if you lack the time to explore the vast array of Gen AI tools available.

Essential AI Resources

2.

The Artificial Intelligence Show

The Artificial Intelligence Show is the podcast that helps your work go smarter by making AI approachable and actionable.

Listen to the creators of the Marketing AI Institute at the major podcast platforms.

Essential AI Resources

3.

[Reddit Community r/generativeAI](#)

You're familiar with Reddit. This time, instead of using it to discover insights, let's leverage it to learn from each other about Gen AI. Don't hesitate to ask questions if you're unsure where to begin your Gen AI journey.

Don't be shy and ask the community what's on your mind
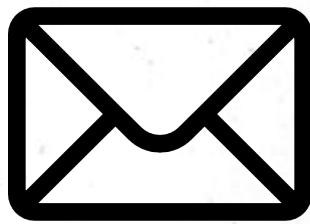
Essential AI Resources

4.

[Substack Strategy in the era of AI](#)

Zoe Scaman has developed a comprehensive field guide for Strategy in the Era of AI, which is freely available. She shares her perspective on navigating and leveraging AI in daily work.

Follow Zoe Scaman on Substack or LinkedIn to learn more about her perspective.

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Mark Pollard