



WELCOME

AI-powered marketing

Cutting Costs and Accelerating Creativity

www.madlab.cool

EMMM



Dr. Doros Polydorou

Associate Professor / Creative Consultant

- . Associate Professor at Cyprus University of Technology
- . Co-director of the Media Arts & Design (MAD) Lab
- . Creative Consultant - Help companies optimize their workflows and processes through storytelling and new technologies

WHEN I
REALISE AI
CAN DO MY JOB



WHEN I
REALISE AI
CAN DO MY JOB



Insights

1. ???
2. ???
3. ???
4. ???
5. ???
6. ???
7. ???



1.

Develop a consistent workflow for your companies' tasks.



Steps

- Analyze your current workflow
- Define roles and responsibilities
- Document and standardize

2.

Identify
bottlenecks and
pinpoint AI
Opportunities.



Steps

- Data-driven analysis
- Needs assessment
- Opportunity mapping

3.

Research and understand tools thoroughly before subscribing.

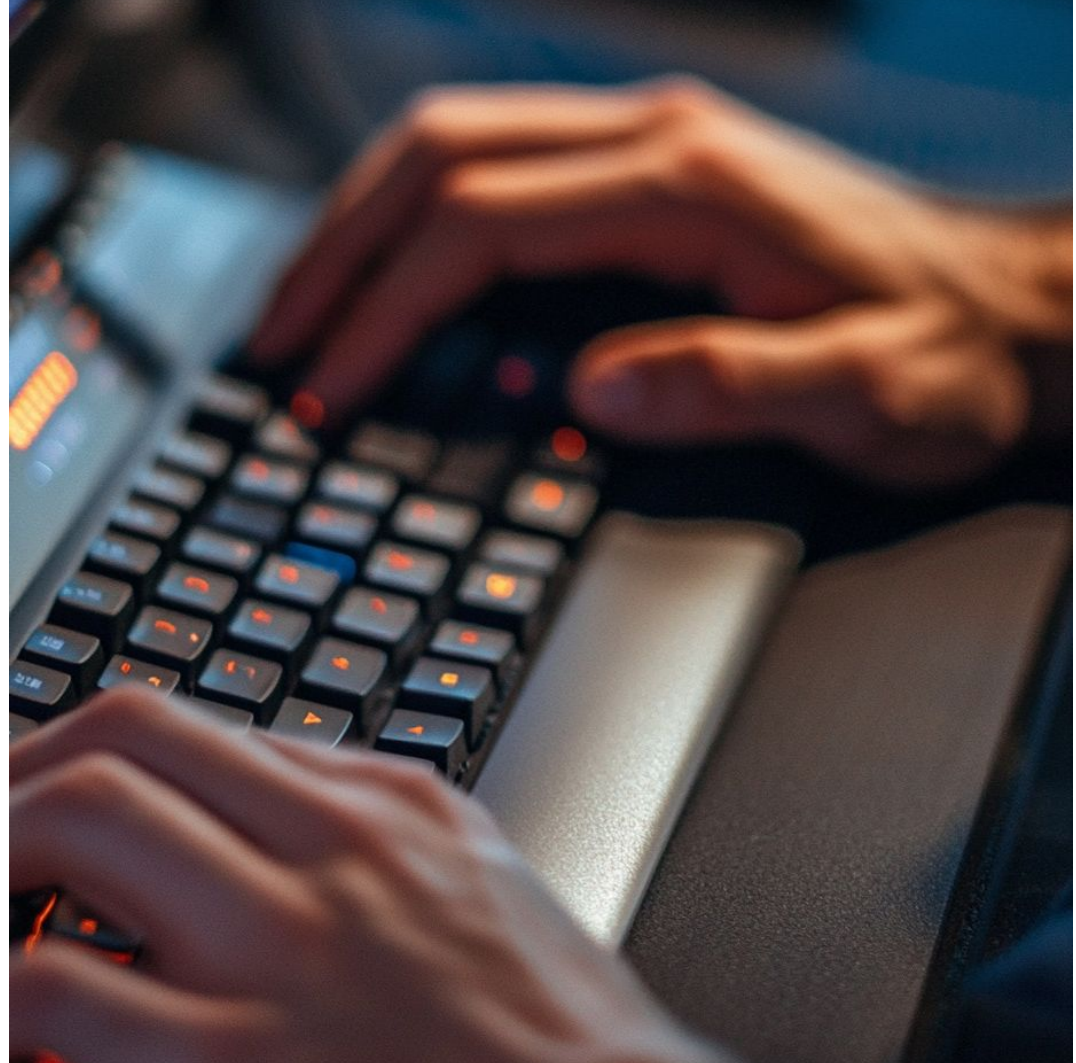


Steps

- Assess your current processes and investigate integrations.
- For new tools:
 - Feature analysis
 - Explore case studies and demos
 - Take advantage of trials

4.

Master prompt engineering and model switching.



Steps

- Allocate time to understand correct prompting
- Understand the difference between the various models / functions (GPT4.5, O1, O3 etc)
- Learn to combine them 😊

Model Name	Type	Use
GPT- 4 & GPT- 4.5	Multimodal Model	Advanced reasoning, multimodal tasks (text/image integration), coding, sophisticated assistants, complex dialogue and instruction-following tasks
o1 & o3	Reasoning model	Improved logical reasoning, complex problem-solving, inference tasks, step-by-step reasoning demonstrations
Deep Research	AI Agent	An agent that uses reasoning to synthesize large amounts of online information and complete multi-step research tasks for you. Available to Pro users today, Plus and Team next.

Example

(using CHATGPT)

- *Prompt (with deep research agent):*

You are tasked to create an in-depth, research driven report on SEO optimization tailored specifically for fintech companies. Please include the following: ...

- *Prompt (With a reasoning model):*

Read the above report and create a list of actions that I can directly apply to my company. Here is what you need to know regarding our activities...

- *Prompt (With a language/multi modal GPT-4.5)*

Compose the above points of action into a report/presentation I can present to my line manager..

5.

Always have a human eye to supervise everything.



Procedures

- Establish clear oversight processes
 - .Review by subject matter expert
 - .Review by compliance officer

(things like investment and financial advice)
- Quality assurance guidelines
 - .What constitutes acceptable output?

Workflow tips

- Human – AI collaboration
- Feedback loops

Example:

- . Draft a blog post with AI
- . Subject expert reviews and refines content
- . Feed back into AI for clarity and syntax

6.

Keep an eye on regulations.



We all love regulations

- Regulatory Vigilance
- Positive relationships with partners

Blog Post – SEO Optimization

Workflow :

- . Use AI (applications like Surfer SEO) to provide recommendation on keyword density, content length and readability
- . Feed results to ChatGPT and draft blog post
- . Review content and do the following adjustments:
 - . Refer to real persons / case studies from your company
 - . Add internal and external links to credible sources
 - . Make sure the post is valuable and actionable for readers

7.

Train (or hire) an
AI specialist.



Remember: AI tools move beyond creative work

- Data Analytics
- Customer service automation
- Fraud detection
- Predictive analytics

- And many more...

Ideal candidate?

- Profile
 - Hybrid
- Responsibilities
 - Support with tools
 - Keep up to date with new developments
 - Run trainings

BONUS TIP:

...but what about
tools?

I want to know
the best tools!



Best models (in my opinion) - March 2025

- Best Model for language generation: *ChatGPT 4.5*
- Best Model for coding: *Claude Sonnet 3.7*
- Best model for up-to-date information: *Grok 3.0*
- Best reasoning model: *ChatGPT 03 mini-high*
- Best Image generator (Overall) : *Midjourney / Flux*
- Best Image generator (for text) : *Ideogram*
- Best Image generator (for graphic design) : *Recraft*
- Best video generation: *Google Veo 2*

Best models (in my opinion) - March 2025

- Best Website builder: *Durable AI Website Builder*
- Landing Page Generators: *Mixo / SiteKick*
- Brand Kit Generator: *Looka / Tailor Brands*
- AI Presentation Maker: *Slidebean / Beautiful.ai*
- AI SEO Optimization Tool: *Surfer AI*
- Creative Tasks Automation: *Adobe Express / Canva (Magic tools)*

Thank you

Doros Polydorou
www.madlab.cool

dorosp@gmail.com