

Generative AI for marketing content creation

TEXT CHECK LIST

When reviewing text generated by AI, it is essential to evaluate specific elements to ensure they meet quality, brand, and practical standards before being used in any campaign or project. By using this checklist, you can assess AI-generated text to certify the final product is usable and aligns with the desired standards for marketing communications and various communication material.

Text Elements	Attention Point	Guidance
Language and Grammar	Accuracy, relevance, and proper usage	Double-check that all nouns used are accurate and relevant to the context. Verify that proper nouns (names, places, brands, products) are correctly spelled and used appropriately. AI can experience limitations with named entity recognition, and fail to recognize relevance of a noun in a given context leading to incorrect identification. Furthermore, there is an increased likelihood that misuse occurs with nouns used in creative or non-standard ways, such as in marketing copy, or social media posts.
	Correctness and Flow	Check for proper spelling, capitalization and punctuation usage. Ensure that commas, periods, quotations marks are used appropriately and verify that words are spelled correctly. AI generated text should always be proofread. In particular, review the text for grammatical errors and syntactical correctness. Ensure sentences flow naturally and are relatively easy to read where possible.
	Red-flagged words (Spotting Vague Terms in AI Writing)	When reviewing AI-generated content, watch out for vague or overused words like "enhance." These terms can weaken your message and potentially make it less clear and even dull if there are word-echos. To keep your writing strong and specific, ask the AI to use a variety of vocabulary and avoid words you've seen it repeat often. When proofreading, replace any overused terms with more precise alternatives to improve the originality and impact of generated content.
Tone of Voice	Consistency with brand and defined corporate wording principles	Make sure the text matches the company's tone of voice. The language should reflect the brand's personality and values. Avoid language that's too formal or too casual—unless that style is part of the brand's guidelines. Follow corporate wording standards carefully. This includes using correct formats for dates and times, consistent abbreviations, and preferred terminology. A reminder Sonova Group uses American English and follows Merriam-Webster guideline. When writing for a specific brand, always double-check that brand's writing guidelines.
	Prompting intently	Ensure that you have a prompt/persona in the AI model that is aware of the respective brands' tone of voice when generating written content and/or on behalf of the entity. For instance, with Sonova brand of voice, it's important to include in the prompt, "Make sure to be positive, inclusive, dynamic, trustworthy. Use active voice where possible and keep an upbeat tone." If writing to a specific audience, provide the AI relevant details about who your audience is, such as their demographics, interests, etc. Be sure to include details that resonate with that specific audience. This helps to assert that the AI-generated content is not only relevant but also engaging and matching any unique needs and preferences of the audience.
	Taglines for existing marketing/communication content	When working with existing copy of branded marketing/communicative content, make sure that content is not only creative but also resonates with the respective brand's identity, values, etc. The taglines should appropriately address the relevant product/service. Leveraging AI guidance in this process can enhance creativity and efficiency; however, please maintain a human touch to ensure that the final output aligns with the brand's tone of voice.
Credibility and sensitivity	Fact-checking and proper citing	Double-check any factual information presented in the text. Ensure that all data, statistics, and claims are accurate and sourced from reliable references. Fact check with multiple reputable sources to confirm accuracy, and prioritize peer-reviewed materials when applicable. When referencing third-party content in AI generated text, quote the source and if appropriate add a link to it by applying your brands official referencing style.
	Cross-checking data	When generating copy based on data, validate that the data is correctly represented. AI relies heavily on the quality of the data it analyzes. If the data is inaccurate or incomplete, the AI system may produce incorrect results. This is especially important for numerical data, as errors can have significant implications. AI models may struggle with accurately representing numerical data due to limitations in the training data. This can result in incorrect or inconsistent numerical outputs.
	Cross-reference competitors	To avoid the risk of generating content that closely reflects what competitors are writing, make sure to cross-reference competitors to identify any similarities in generated text, as this can help avoid redundancy and ensure originality. Familiarizing yourself with competitors' content will provide insights into industry standards and trends, allowing for more distinctive and effective messaging.
	Assessing reliability of information	When evaluating sources for credibility and/or utilizing certain sources as attachments to help with writing copy, consider the authority of the author or organization, the reputation of the publication, and the presence of citations or references to original research. Assess the objectivity of the content, ensuring it is free from bias, and verify that the information is current and relevant.
	Inclusivity	Ensure that the text generated is culturally sensitive. Avoid language that could be considered offensive or discriminatory. AI may not recognize or respect local customs and norms, leading to content that could be offensive or inappropriate.