



How AI Can Help, Not Hinder Your Work

Who the heck is this guy?

Tourism Industry since 2003

Former Marketing Director for the Fargo CVB

Speaker at National, Regional & State Conferences

Director of Education & Strategy at TwoSix Digital



WHO WE ARE



TwoSix Digital is a full-service agency that offers integrated marketing solutions exclusively to destination marketing organizations (DMOs) and members of the travel, tourism, and hospitality industries.

- 100% Digital Agency Focused on the Travel, Tourism & Hospitality Industry 40+ Years of combined tourism industry experience
- 40+ Years of combined tourism industry experience
- Headquartered in Brighton, MI



WHO WE WORK WITH



PICTURED
ROCKS
KAYAKING



Hocking Hills
ExploreHockingHills.com



WORK WITH TWOSIX



➤ **TWOSIX DIGITAL: DIGITAL MARKETING STRATEGIES FOR THE TRAVEL, TOURISM, AND HOSPITALITY INDUSTRIES**

➤ **WHO WE ARE**

TwoSix Digital is a full-service agency dedicated to working within the travel and tourism industry. The organization provides innovative strategic direction and award-winning integrated campaign management to tourism organizations throughout the country.

The tourism experience of the organization's leadership is unmatched, with more than 50 years of direct work with destination marketing organizations, hotels, resorts, and attractions. Our team maintains the knowledge and ability to interpret data that is critical to developing highly strategic consulting programs and successful promotional campaigns for our clients.

➤ **A SAMPLE OF OUR CLIENTS:**

PURE MICHIGAN ASPEN
DEPT. OF TOURISM

PICTURED ROCKS KAWAUNO TRVERSE
CITY MI

LAKE MISSISSIPPI WELLS
CRAFTERS COLLECTIVE

A full list can be seen on our website.

TwoSix Digital twosixdigital.com [@twosixdigital](https://www.instagram.com/twosixdigital) [facebook.com/twosixdigital](https://www.facebook.com/twosixdigital)
Address: 201 W. Main Ave. 107 • Brighton MI 48116 • Phone: 810.433.1327 • E-Mail: info@twosixdigital.com

Download our [Services Guide](#) to see just some of the programs that we offer.





NEW YORK MILLS ELEMENTARY

Ms. Richards - Grade 1

1985 - 1986





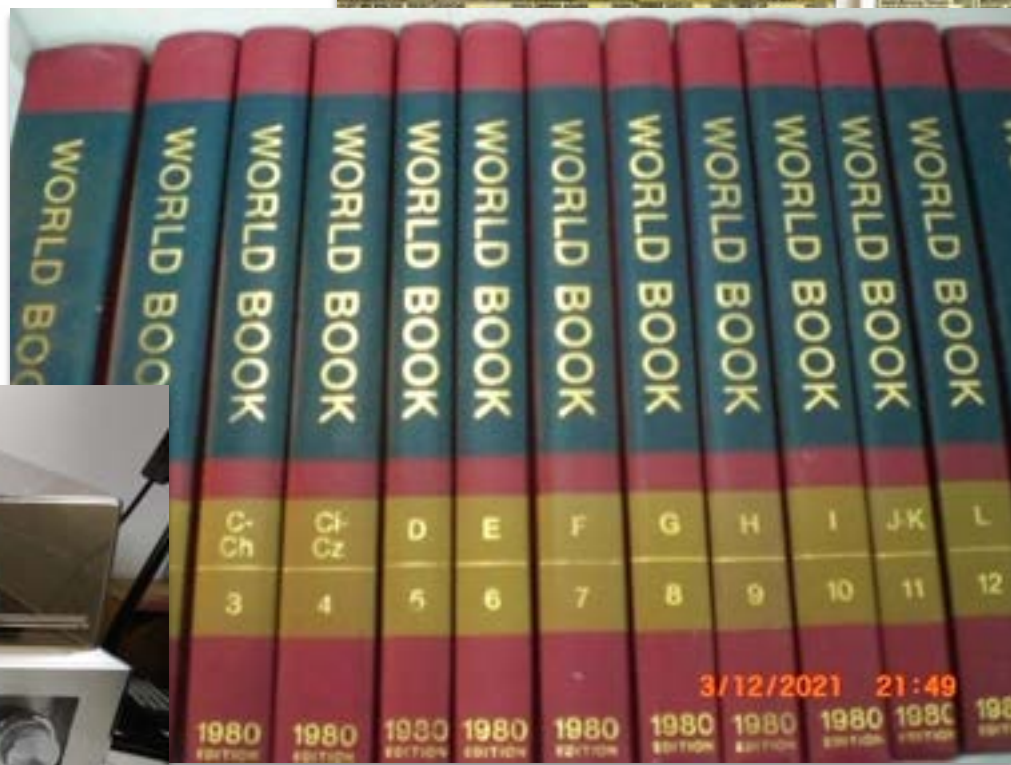
12 **HOT** HITS FOR A COOL PENNY

Plus a chance to get 2 more FREE!

CASSETTES OR RECORDS

OR—IF YOU PREFER, TAKE ANY 6 CDs for \$1 plus shipping and handling. Complete details on the next page.

Artist	Title	Format	Price
AC/DC	Back in Black	CD	\$1.00
AC/DC	Back in Black	Cassette	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00
AC/DC	Back in Black	Record	\$1.00



World Book Encyclopedia

Encyclopedia

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Signature: _____

Date: _____



1995



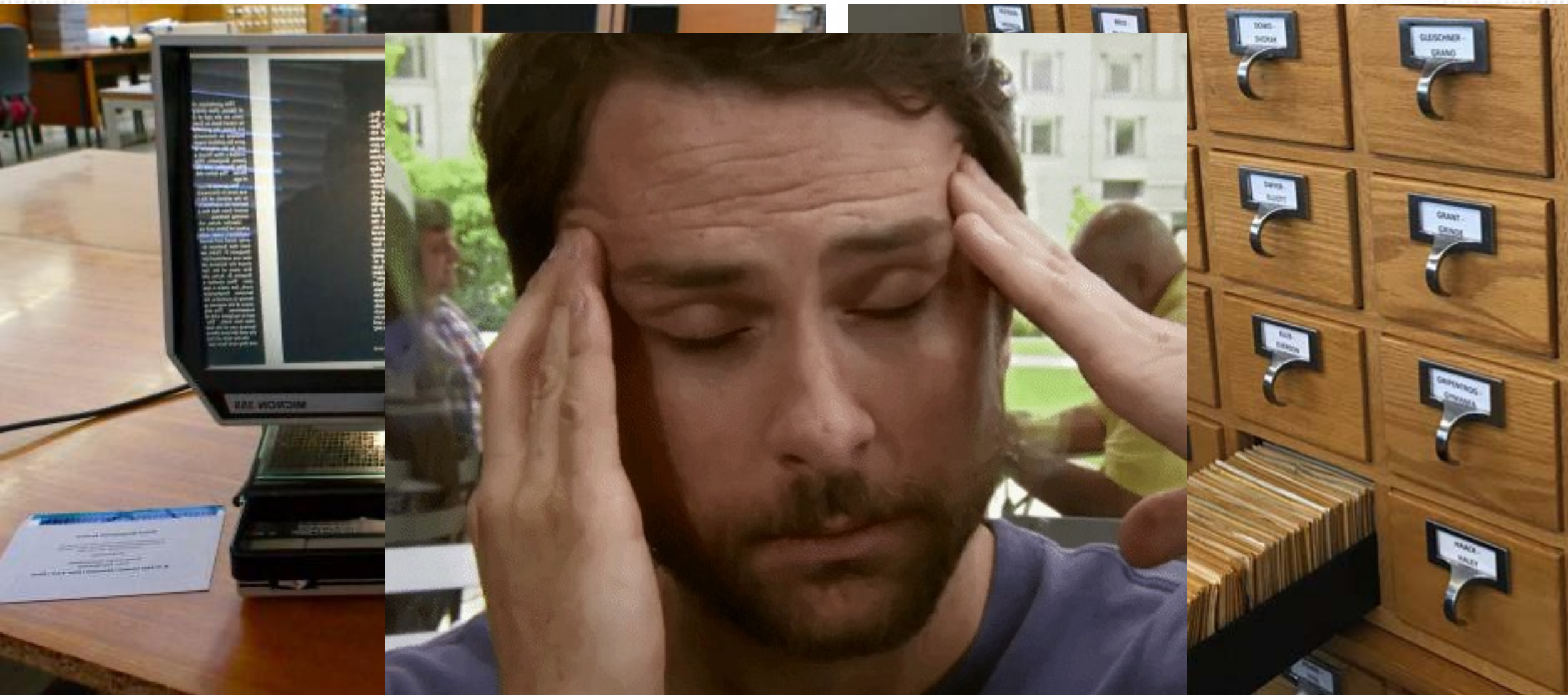




MOTOROLA
28.8







FX ON hulu


TwoSix Digital



The Rise of Facebook

facebook

2. News Feed launches.

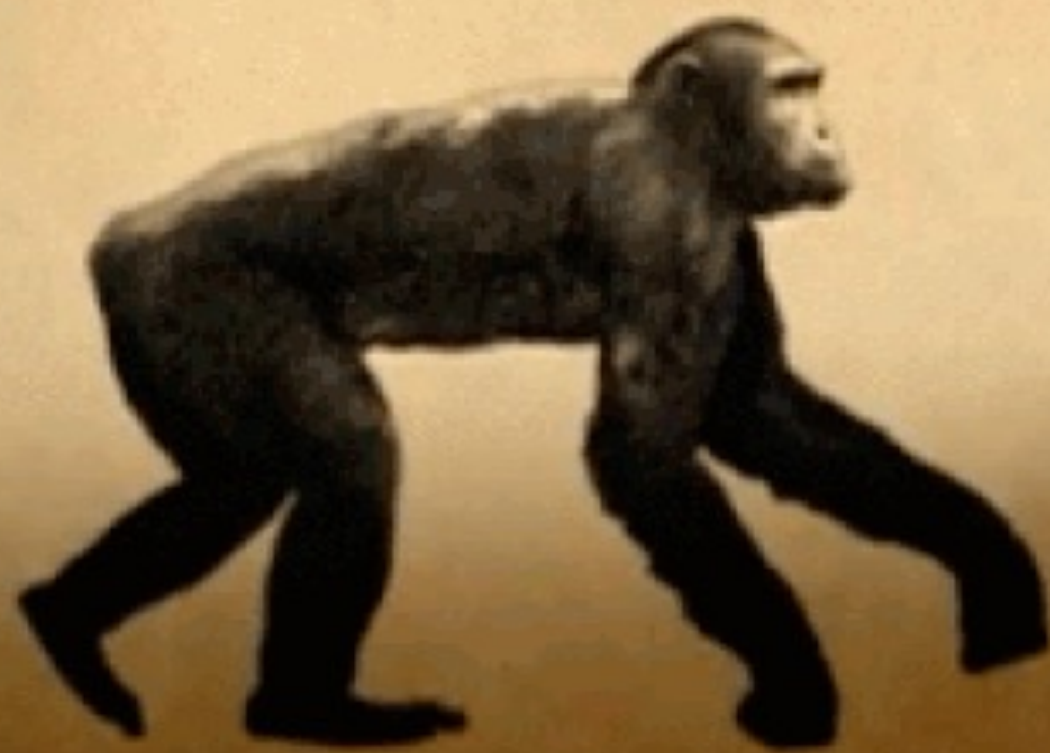
In the beginning, Facebook was more or less a directory of people's profiles. Spending time there meant bouncing from one friend's Wall to the next, checking out the latest posts. The launch of News Feed in September 2006 changed that forever, creating a centralized stream on users' homepages, where they could see all of their friends' updates.

On Facebook



30 OF 70







HELP!

WHAT IS AI?

Artificial intelligence (AI) refers to the creation of machines and computer systems that are capable of performing tasks that typically require human intelligence, such as reasoning, problem-solving, decision-making, and language comprehension. AI technology has advanced significantly in recent years and is now being integrated into a variety of industries and sectors

ARTIFICIAL INTELLIGENCE

A program that can sense, reason,
act, and adapt

MACHINE LEARNING

Algorithms whose performance improve
as they are exposed to more data over time

DEEP LEARNING

Subset of machine learning in
which multilayered neural
networks learn from
vast amounts of data



RY.

LET'S BE HONEST...



**IT WILL DESTROY THE WORLD
EVENTUALLY**



YOU PROBABLY
DON'T EVEN
REALIZE WHEN
YOU'RE USING IT.



GOOGLE IS USING IT.

The screenshot displays the Google Analytics 4 (GA4) interface. At the top, the search bar contains the query "Which countries contributed the most buyers?". The main dashboard shows several key metrics: Users (23K, +11.0%), Event count (568K, +3.4%), Conversions (54K, -8.8%), and New users (17K, +11.0%). A line chart below these metrics shows user trends over time. To the right, a bar chart titled "USERS IN LAST 30 MINUTES" shows 71 users, with a sub-chart for "USERS PER MINUTE" for India showing 16 users.

On the right side, an "Insights" panel is highlighted with a red border. It displays the question "Which countries contributed the most buyers?" and provides the following data:

COUNTRY	TRANSACTIONS
United States	221
Australia	1
Canada	1
India	1
Mexico	1
Philippines	1
Thailand	1
Taiwan	1
Ukraine	1

Below the table, there are options to "Was this answer helpful?" (thumbs up/down) and a "Suggested Questions" button.

At the bottom of the GA4 interface, a message states: "Reports and pages you recently visited will appear here."

While Universal Analytics already provided a robust foundation, Google Analytics 4 (GA4) AI takes it to the next level. For one, its predictive capabilities let you understand your customers so well that you can anticipate their next move.

This new shift away from Universal Analytics opens up opportunities for deeper analytics and actionable insights to sharpen your marketing strategies.

META IS USING IT.

Meta Expands Generative AI Tools to Boost Effectiveness of Ads

Meta has been steadily infusing AI into its advertising products to improve performance and make up for the loss of targeting data spurred by privacy changes from Apple Inc. In May, the company also launched Meta Lattice, which helps businesses predict the performance of ads.



Meta debuts generative AI features for advertisers



Meta says it's already tested these AI features with a small but diverse set of advertisers earlier this year, and their early results indicate that generative AI will save them 5 or more hours per week, or a total of one month per year. However, the company admits that there's still work ahead to better customize the generative AI output to match each advertiser's style.

[TECHCRUNCH: Sarah Perez@sarahintampa](#) / 10:03 AM EDT • October 4, 2023



HilariousGifs.com



**SAVING TIME &
CREATING
EFFICIENCIES!**





MAKE BETTER CHOICES



Chat GPT



Send



Chat GPT

VS



Google Bard

Gemini

What you can do with your Gemini mobile app

Chat with Gemini to supercharge your ideas. Your Gemini mobile app gives you direct access to Google's best family of AI models on your phone so you can:

- Get help with writing, brainstorming, learning, and more
- Summarize and find quick info from Gmail or Google Drive
- Generate images on the fly
- Use text, voice, photos and your camera to get help in new ways
- On Android, say "Hey Google" to ask Gemini for help with what's on your phone screen
- Make plans with Google Maps and Google Flights

You can type, talk, use an image, or take a photo to get started.

























Before you use your Gemini mobile app

- Don't rely on Gemini's responses as medical, legal, financial, or other professional advice.



AI marketing tools

From sources across the web

 Grammarly	 Jasper AI	 MarketMuse
 HubSpot	 Semrush	 SEO
 Chatfuel	 Acrolinx GmbH	 Optimove
 Persado	 Chatbot	 Emplifi
 Optimizely	 Zapier	 Mailchimp
 Cortex Automation Inc.	 Brandwatch	 Hootsuite
 Anyword	 Writer	 FullStory
 Copy.ai	 Concured	 Crayon, Inc.

WHAT MOST PEOPLE DO.



Suggest some names

for my cafe-by-day, bar-by-night business

Show me a code snippet

of a website's sticky header

Brainstorm names

for an orange cat we're adopting from the shelter

Recommend activities

for a team-building day with remote employees

write|





AI Marketing Prompt

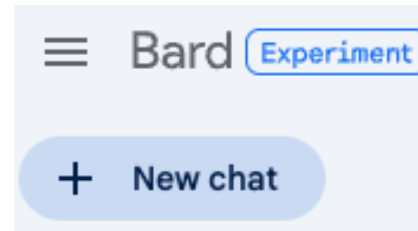
"In a minute I am going to ask you to write some copy for my business. This will include blog posts, social media captions, short form video scripts, and sales emails. Before we begin I want you to fully understand my business and customers. Ask me at least 20 questions about my business, customers, audience, and anything else you need in order to complete the tasks to the best of your ability."

Executive Director
Colton Trout
Bay Area Houston CVB



Before you begin:

Get the AI informed to provide you with the best results by using this initial prompt.



Create new chats for each exercise.

Remember that these are conversations that can build off inputs and results. The more AI has to consider in generating responses.

TIP: Consider making individual Chats for key destination verticals that you can use over and over! That way you're not starting from zero.



I am a meeting planner who is seeking to write some how to articles for my clients. Before we begin, I'd like you to ask me 5 questions so that you can better understand my business, my clients, and my goals.

1. **What types of meetings do your clients typically hold?** (e.g., conferences, board meetings, training sessions)
2. **What are some common challenges your clients face when planning meetings?** (e.g., staying on budget, finding the right venue, managing logistics)
3. **What is the level of experience your clients have with meeting planning?** (e.g., beginners, intermediate, advanced)
4. **What is your preferred format for these how-to articles?** (e.g., blog posts, checklists, infographics)
5. **What are your main goals for these articles?** (e.g., educate clients, attract new clients, establish yourself as an expert)

By understanding your business, clients, and goals, I can tailor the "how-to" articles to be more relevant and helpful to your specific audience.





... dinner was laid in the best rooms of the house, and we saw. He told us that he held the whole lot and at the side of his chair was a capacious chamber-pot, with a pair of decanters on it, and four dishes of fruit for dessert. I noticed something about evidence, criminal law, criminal biography, trials, acts of parliament, and law.

There was a bookcase in the room, law, from the backs of the books, but there was a little table of papers with a shaded lamp, and so when I look at them. To my surprise, he seemed interested in Drummle.

As he had scarcely seen my three together -- he stood on the hearth-stone, putting his large hand on the other. Who's the spider? said I. That's Bentley Drummle, I replied. I don't know one from the other. Who's the spider? said I. That's Bentley Drummle, I replied. I don't making the least account of the one





A Human Touch Matters

A close-up photograph of a red emergency light. The light is illuminated, creating a bright glow. The word "ALERT" is printed in large, white, bold, sans-serif capital letters across the bottom of the light. The background is a solid, vibrant red color.

ALERT



What are the risks of data privacy with AI? ^

Aggregating and analyzing personal and sensitive data on a large scale can infringe on an individual's privacy and even threaten civil liberties. For example, if an AI system learns from data reflecting societal biases, it might perpetuate or amplify these biases, leading to unfair treatment or discrimination. Dec 1, 2023


There can be unauthorized access, where AI systems often need a lot of data to make accurate predictions and learn. Unfortunately, this also means that there's a lot more data at risk of being accessed by hackers who want to get their hands on personal or sensitive information without permission.

6 Things You Should Never Share with ChatGPT

ChatGPT is a great tool, but you shouldn't trust it with your sensitive and private data. We tell you what to never share.



Written by
Jack Turner

Published on
 **October 3, 2023**



Most Recent

ChatGPT vs Claude 3 Test: Can Anthropic Beat OpenAI's Superstar?

Aaron Drapkin - 22 mins ago

Fully Remote Jobs at Google You Can

DISCLOSURE





Copilot

Your everyday AI companion

with  Bing

Microsoft's Bing AI



Otter.ai

Meetings, Notes, Emails

beautiful.ai

Presentation Builder



Explore the latest Copilot announcements. [Learn more](#)



Microsoft Copilot

Achieve anything you can imagine with your everyday AI companion.

[Download the Copilot app](#)

[Try free version of Copilot](#)

[> Get Copilot for your organization](#)





Make outbound as simple as inbound

Target & convert **high-quality LinkedIn prospects** in a scalable and humanized way.

CoPilot AI is an AI-powered sales enablement tool helping B2B sales teams & agencies achieve **consistent revenue growth**.

Talk to us

The screenshot displays the COPILOT AI interface. On the left is a navigation menu with options: Organization Hub, My Inbox (selected), Team Inbox, Outbox, My Campaigns, Sort, Connections, and Settings. The main area is titled 'My Inbox' and contains a list of messages from Alex Carter, Candace Davis, and Rico Wilson. Below the inbox is a 'CALENDAR' view for Wednesday, May 24th, with events for 'Follow up meeting: Candace', 'Discovery call: Alex', 'POC prep meeting: Nicole', and 'Discovery call: Rico'. To the right is a 'PROSPECTING FUNNEL' showing progress: 536 invites (55%), 295 connections (42%), 124 replies (31%), and 39 meetings booked.

COPILOT AI

Organization Hub

My Inbox

Team Inbox

Outbox

My Campaigns

Sort

Connections

Settings

My Inbox

Your central space for tracking and responding to all your campaign responses.

Campaign Tag Clear all filters

All New Reminders

Search

Alex Carter Great! If you want to catch up, you can call me next week.

Candace Davis No I'm not interested.

Rico Wilson Got it. I'll touch base with the creative team later today and make sure they know what they need to.

CALENDAR

Wed May 24th

9 AM

Follow up meeting: Candace

Discovery call: Alex

10 AM

POC prep meeting: Nicole

Discovery call: Rico

11 AM

PROSPECTING FUNNEL

✓ 536 invites 55%

✓ 295 connections 42%

✓ 124 replies 31%

✓ 39 meetings booked

Introducing Meeting GenAI ✨

Never take meeting notes again. Get transcripts, automated summaries, action items, and chat with Otter to get answers from your meetings.

Start for Free

AI Meeting Assistant

Get automated meeting notes and summaries with action items using OtterPilot.

NEW Otter AI Chat

Get answers and generate content like emails and status updates, using the power of Otter AI Chat across all your meetings.

NEW AI Channels

Combine live conversations with async updates. Chat with Otter and teammates to get answers and drive projects forward.

Save time with Automated Meeting Notes

Connect Otter to your Google or Microsoft calendar and it can automatically join and record your meetings on Zoom, Microsoft Teams, and Google Meet. Follow along live on the web or in the [iOS](#) or [Android](#) app.



Zoom



Google Meet



Microsoft Teams



Otter.ai

Otter Sales Call

Lisa 0:00
Great. So, can you tell me a little bit about your current Web Optimization software?

Charlotte 0:04
We're currently using WebIQ Optimization Software, but we're not really happy with it. It's slow, it's clunky, and it's not really meeting our needs.

Lisa 0:11
So, what are some of the specific problems you're having with your current system?

Charlotte 0:14
Well, for one thing, it's really slow. It takes forever to load, and it's often down. That makes it really difficult to track our website traffic and optimize our pages.

Sales Insights

Budget

- Charlotte is willing to spend up to \$5,000

Authority

- Charlotte is the Director of Marketing and has authority to make the final purchase decision

Needs

- Software that is faster and more reliable; Should be able to track website traffic, optimize pages, and measure results.

Timeline

- Charlotte would like to make a decision within the next month.

Close more deals, faster

OtterPilot for Sales automatically extracts Sales Insights, writes follow-up emails, and pushes call notes to Salesforce.

[Learn more](#)



Team Wins!



Privacy & Security

At Otter.ai ("Otter"), we believe that voice collaboration is more effective and more efficient when you can retain it, recall it and share it. We recognize your conversations may contain some of your most sensitive and confidential information. That's why we are committed to keeping your information private and secure. Additionally, we believe transparency is important to all meeting participants. As such users are required to comply with local laws and regulations and must always ask for consent and indicate when they are recording and transcribing conversations with others.



We follow best practices for privacy and security that align with global regulatory requirements

Introducing generative ai presentation software for the workplace

It's **simple** what you can do with a little **ai**.

[Sign Up Now](#)

Try a prompt to create your own slide...

[Make your slide with AI >](#)

[TRY AN EXAMPLE](#)



Ranking the Top 5 Streaming Services

Netflix	<input type="text" value="90"/>
Amazon Prime Video	<input type="text" value="85"/>

Try a prompt to create your own slide...

Make your slide with AI >

TRY AN EXAMPLE



A quote by Albert Einstein about the universe

Wordcloud of the names of the planets

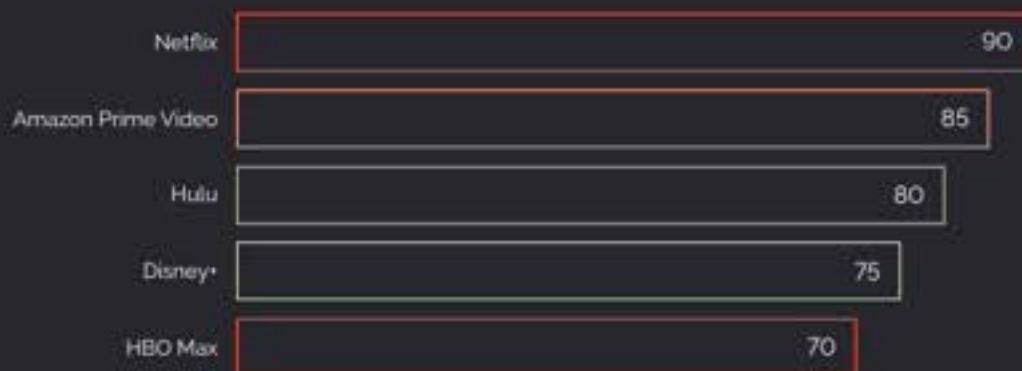
Pie chart of market share of social media networks

Compare range, top speed, and price of 8 popular electric cars

Who is Yoda?

Top 5 movies of 2010 with movie posters and box office revenue

Ranking the Top 5 Streaming Services



Netflix is the highest rated streaming service.

*Data from Consumer Reports.

Ready to transform your presentations?

Get Started



FREE STUFF

SUBJECT LINES



Hello again

Tell me what's on your mind, or pick a suggestion. I have limitations and won't always get it right, but your feedback will help me improve.

Understand

how something works

historical empire

advancements in technology

Create

refund request email

taglines for my store

product name ideas

Explore

new language phrases

meal planning

cooking trends



Enter a prompt here



Bard may display inaccurate or offensive information that doesn't represent Google's views. [Bard Privacy Notice](#)

Branding-Hashtags

✦ I'm Bard, your creative and helpful collaborator. I have limitations and won't always get it right, but your feedback will help n improve.

Not sure where to start? You can try:

What are some power words to use on my resume that show leadership?

Draft a design brief for my community bookstore's new logo

Or pick up where you left off:

- write a social media marketing strategy for my small busines...
- write a digital marketing strategy for my plumbing company

 Human reviewers may process your Bard conversations for quality purposes. Don't enter sensitive info. [Learn more](#)

[Got it](#) [Don't show again](#)



Enter a prompt here



Bard may display inaccurate or offensive information that doesn't represent Google's views. [Bard Privacy Notice](#)

Branding-Emojis

✦ I'm Bard, your creative and helpful collaborator. I have limitations and won't always get it right, but your feedback will help n improve.

Not sure where to start? You can try:

[Brainstorm a list of team bonding activities for our summer work retreat](#)

[Advantages and disadvantages to consider before buying smart watches?](#)

Or pick up where you left off:

- [What emojis should I use for my brand website http://www.two...](#)
- [What hashtags are best for craft beer promotion?](#)

 Human reviewers may process your Bard conversations for quality purposes. Don't enter sensitive info. [Learn more](#)

[Got it](#) [Don't show again](#)



Enter a prompt here



Bard may display inaccurate or offensive information that doesn't represent Google's views. [Bard Privacy Notice](#)

Just ask.



Hello again

Annoying tasks

Tell me what's on your mind, or pick a suggestion. I have limitations and won't always get it right, but your feedback will help me improve.

Understand

complex topic

explain JavaScript code

how something works

Create

out-of-office message

write SQL

refund request email

Explore

career paths

travel destinations

new language phrases



What are the zip_c



Trumbull County Tourism Bureau, Inc. 2023 Business & Marketing Plan

Who We Are

Trumbull County Tourism is the official Destination Marketing Organization for Trumbull County, OH, and is the leader in developing, promoting, marketing, and protecting Trumbull County's travel industry. We promote Trumbull County's experiences through its attractions, museums, historical sites, cultural arts, outdoor activities, shopping opportunities, and dining and entertainment venues to the traveling public.

- We're an Ohio non-profit organization (not a county department) and a 170c1 IRS designation, also called an instrumentality of government
- We're committed to promoting Trumbull County as an attractive travel destination and enhancing its public image by creating positive economic growth for the County.
- It's directed by a volunteer board comprised of 10 civic and business leaders from throughout the County who are individual or organizational members of the TCTB.
- It is supported by a full-time staff of three, a part-time staff of one, and several volunteers.

History

The Trumbull County Tourism Bureau, Inc. was formed in 2006 by Trumbull 100 to:

- Encourage economic development of Trumbull County, Ohio, by promoting travel and establishing the County as an attractive and flourishing destination in Northeast Ohio.
- Publicize various natural attractions, recreational and cultural activities, entertainment, shopping, unique historic sites, lodging, and noted restaurants to serve visitors and organizations visiting the County.
- Seek out events and points of interest deserving public attention and analyze the motivation of present visitors to determine how best to attract new visitors to the County.

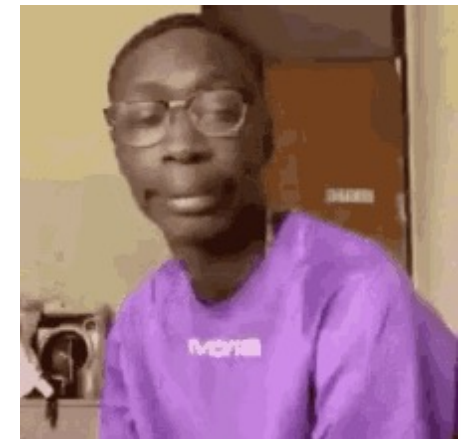
▼ FIND AND REPLACE

2023

⚙️ Find

2024

Replace All Replace



You already have it...

Collaborate with Office Online

Save documents, spreadsheets, and presentations online, in OneDrive. Share them with others and work together at the same time. Get started now, it's free!

[See all Office options](#)

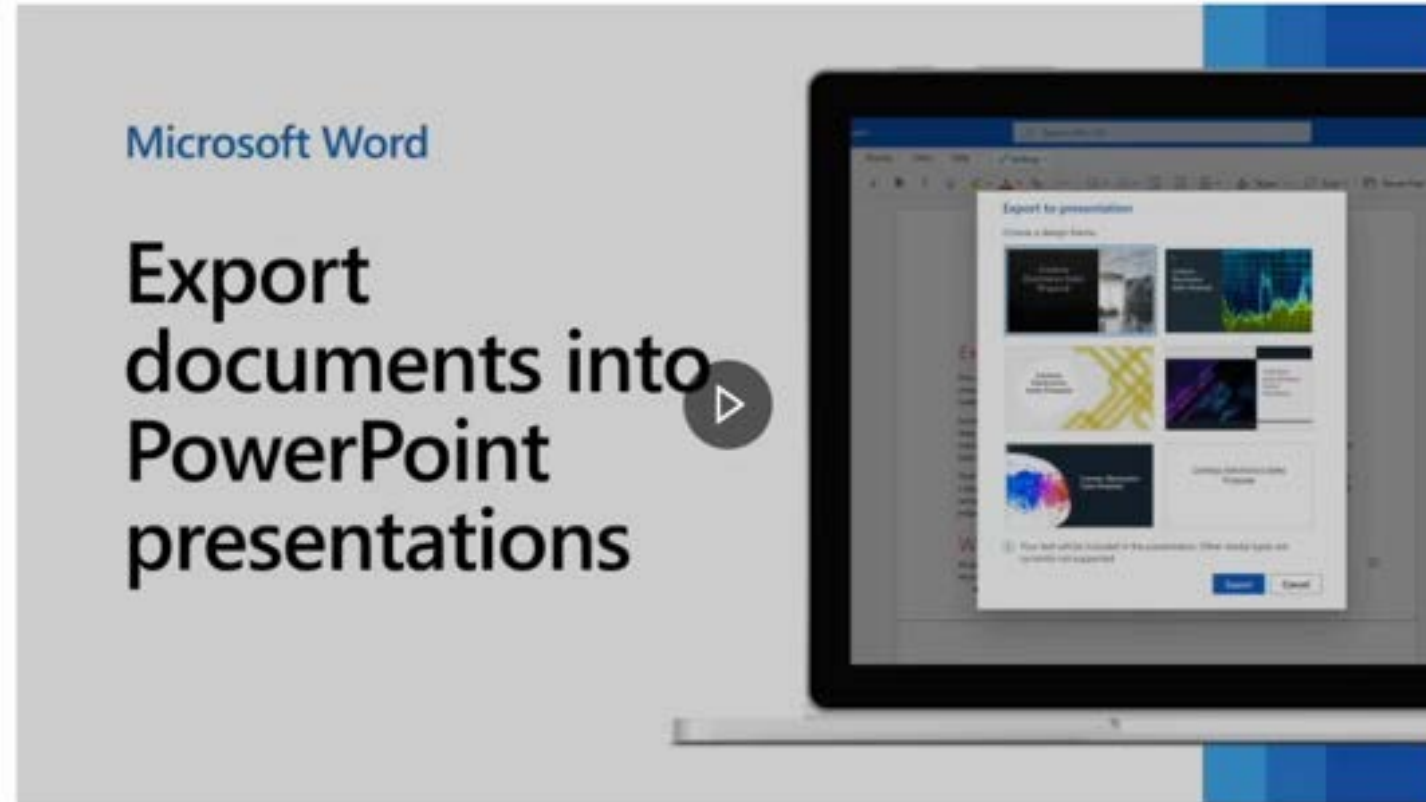
Looking for your work or school sign in?



Export Word documents to PowerPoint presentations

Word Web App

Have you ever wished you could easily transform an existing Word document into a great PowerPoint presentation? If so, the wait is over!

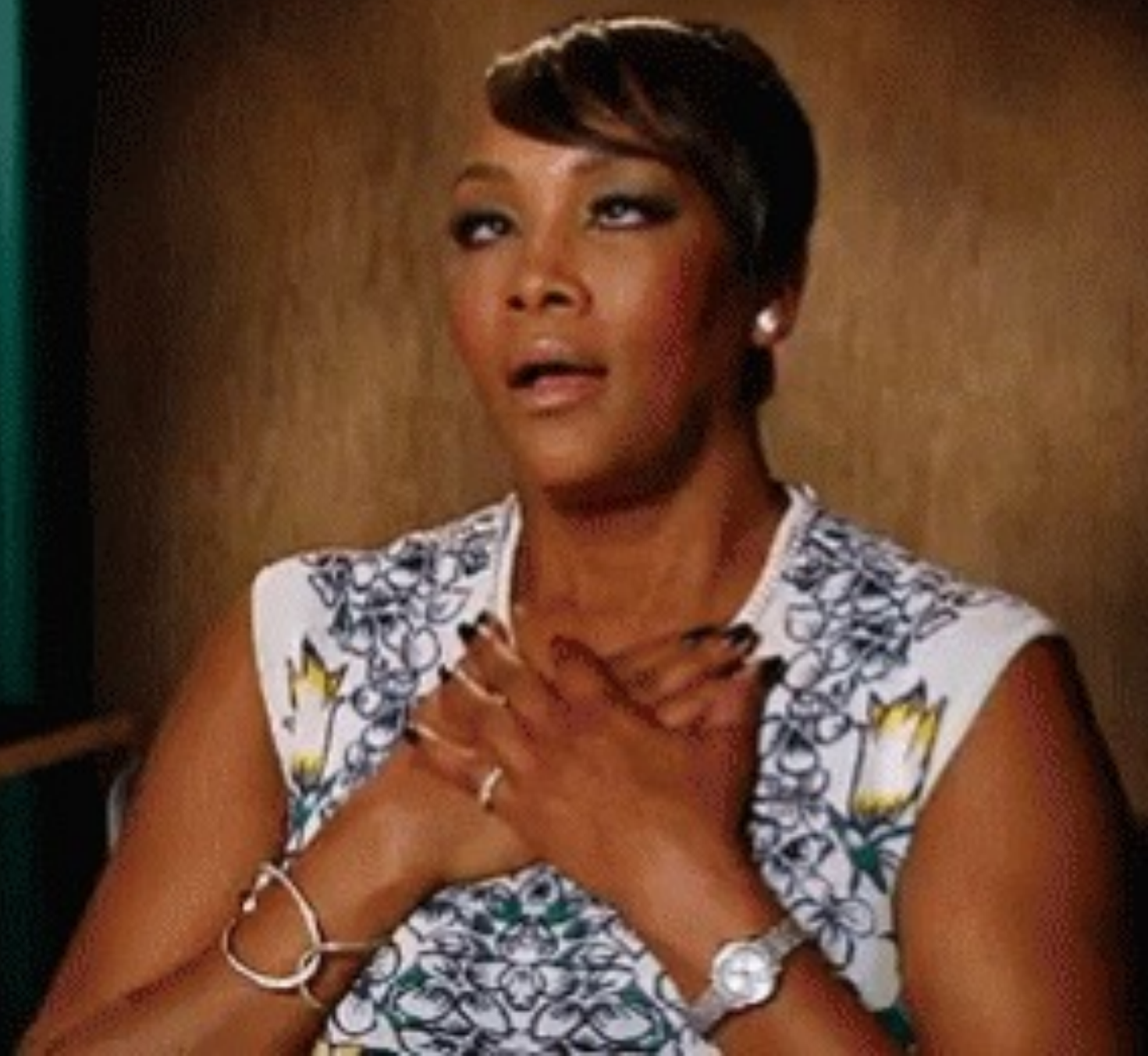


Requirements

- A stable internet connection
- Word for the web
- A text-only Word for the web document



Trumbull County Tourism Bureau, Inc. 2023 Business & Marketing Plan



POLICIES




Enter a prompt here



Use microphone

Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy & Gemini App

A photograph showing a small tabby kitten sitting on the back of a white puppy. The kitten is looking down at the puppy's back. The puppy is lying down on a dark surface. The background is a plain, light-colored wall.

Sometimes you'll
need to massage
things a bit.

Hello, Brian

How can I help you today?

What's the reaction to and impact of autonomous vehicles



Come up with a complex word riddle, including hints



Teach me the concept of game theory in simple terms



Walk me through how to apply for a new role



Your conversations are processed by human reviewers to improve the technologies powering Gemini Apps. Don't enter anything you wouldn't want reviewed or used.

[How it works](#) [Dismiss](#)

Enter a prompt here



Use microphone

Gemini may generate inaccurate info, including about people, so double-check its responses. Your privacy & Gemini App

TASK: Create a new blog post for your website with promotional social posts

1) Ask AI to generate a blog post

Example: Write me a blog post about activities near Lake Tahoe

2) Ask AI to make the blog seasonal

Example: Can you make this blog post seasonal to summer?

3) Ask AI to optimize the Blog Title for SEO

Example: Can you optimize the blog title for search engines?

3) Ask AI to create social media posts to Promote the blog

Example: Can you create three captions for social media networks to promote the blog?

4) Ask AI which hashtags to include in posts

Example: What hashtags should I use to promote the blog?



What is Bandwidth?



* low bandwidth



* high bandwidth

DON'T FORGET...

A dramatic landscape featuring a bright, glowing light source, possibly the sun or a fire, positioned behind a range of mountains. The light creates a strong lens flare and illuminates the scene. In the foreground, a city or town is visible, with buildings and structures scattered across the valley. The sky is filled with soft, wispy clouds, and the overall atmosphere is one of awe and grandeur.

**IT WILL DESTROY THE WORLD
EVENTUALLY.**






JUST
GETTING
STARTED

GOOD IMAGES & VIDEO=SUCCESS!

Gaylord Golf Mecca
Published by Twilio Digital · May 11 · 🌐

The Gaylord Golf Mecca is America's premier summer golf destination. Play 17 immaculate courses with great dining and lodging nearby! 🌳🏌️‍♂️



BAYLORDGOLFMECCA.COM
Plan Your 2021 Golf Getaway
Find stay & play packages for the u...

285

Ludington Area CVB
Published by Twilio Digital · April 5 · 🌐

If you're up for exploring, we've brought together some of the most picturesque spots around ee
📍 @eubstz21



PURELUDINGTON.COM
Our Favorite Off-the-Beaten Path Adventures
Get a fresh perspective in Ludington, MI

2.9K

Travel Marquette
Published by Nick Danowski · July 23 · 🌐

Marquette, the largest city in the UP, might just be the r looking for: Indulge in craft brews, locally sourced food, adventures, and more 🍷🍺🍴



TRAVELMARQUETTE.COM
Can't-Miss Food, Brews & Events in Marquette, MI

PET-FRIENDLY INDIANA DUNES
A TOP DESTINATION FOR FOUR-LEGGED FRIENDS



Indiana Dunes
Beaches & Beyond

UNIQUE & VIBRANT SHOPPING IN KALAMAZOO
EXPLORE HANDCRAFTED GOODS FROM LOCAL MAKERS, TREASURE FILLED BOUTIQUES, AND DIY EXPERIENCES!

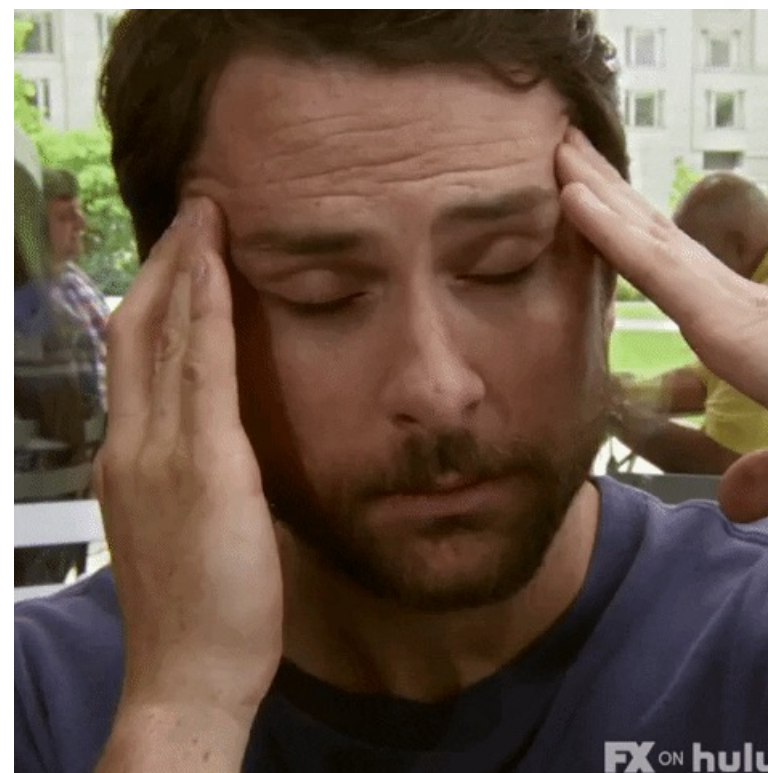
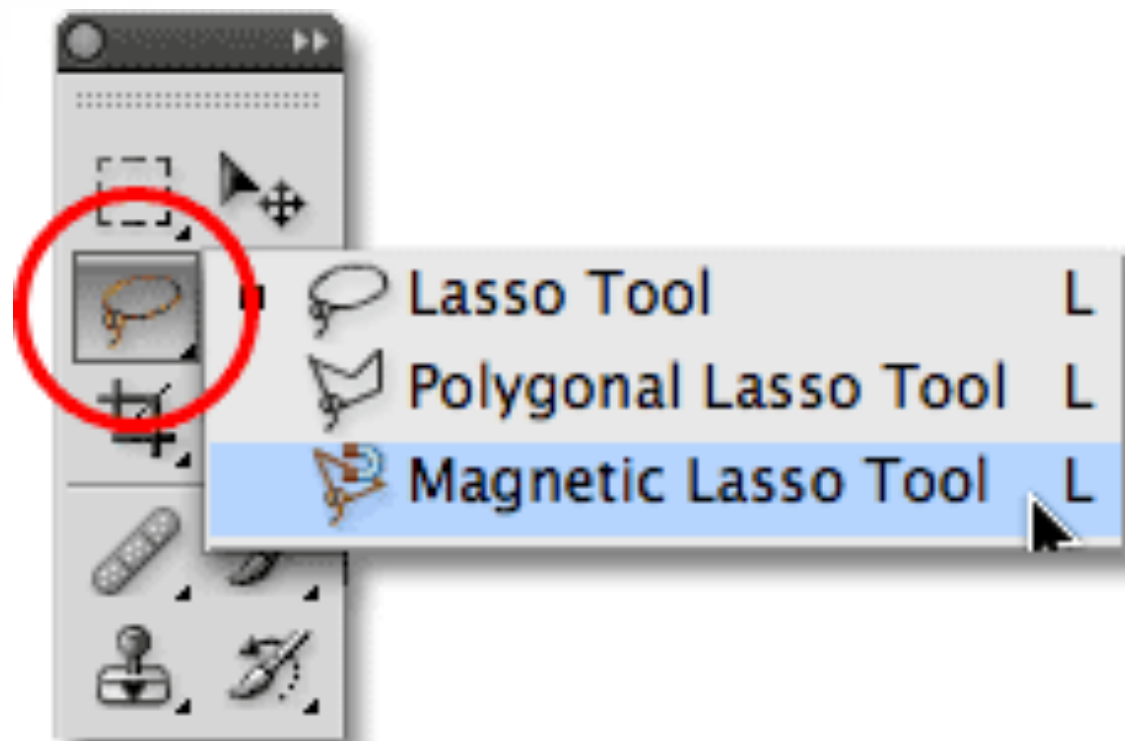


KALAMAZOO CANDLE COMPANY

Discover **KALAMAZOO**

Photo Editing





Using Photoshop's generative fill to fix unsatisfying photos



Meet Adobe Firefly.

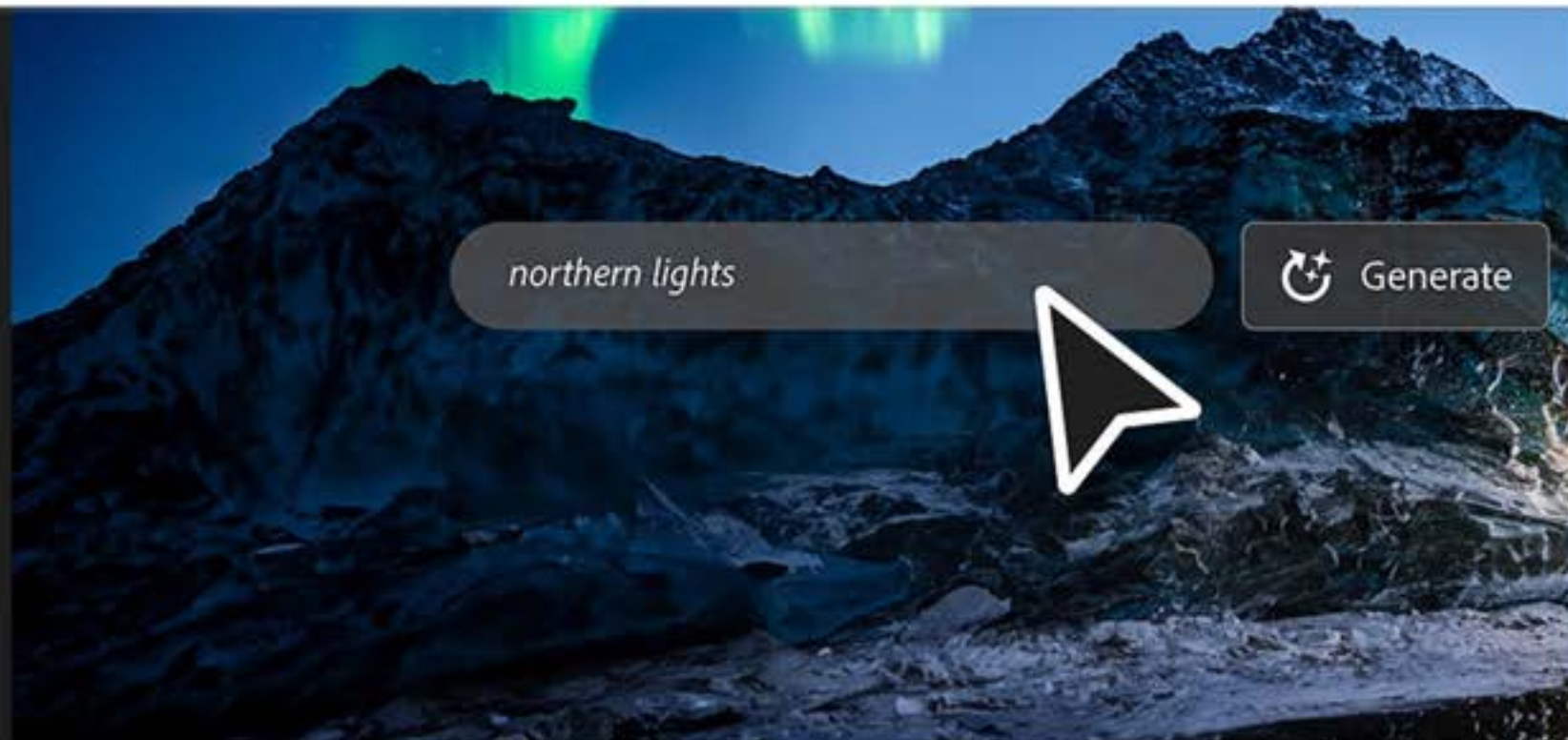
Dream bigger, experiment, and create an infinite range of images with Firefly generative AI. New in Creative Cloud, now available for commercial use.

[Explore Firefly](#)

Dream Bigger with Generative Fill.

Quickly create, add to, remove, or replace images right in Adobe Photoshop with simple text prompts powered by Adobe Firefly generative AI.

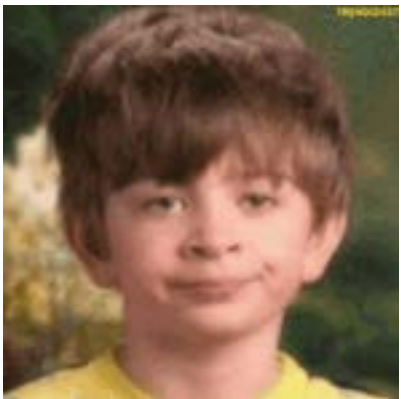
Watch the video



Try Generative Fill in the Photoshop (beta) desktop app.



BEFORE

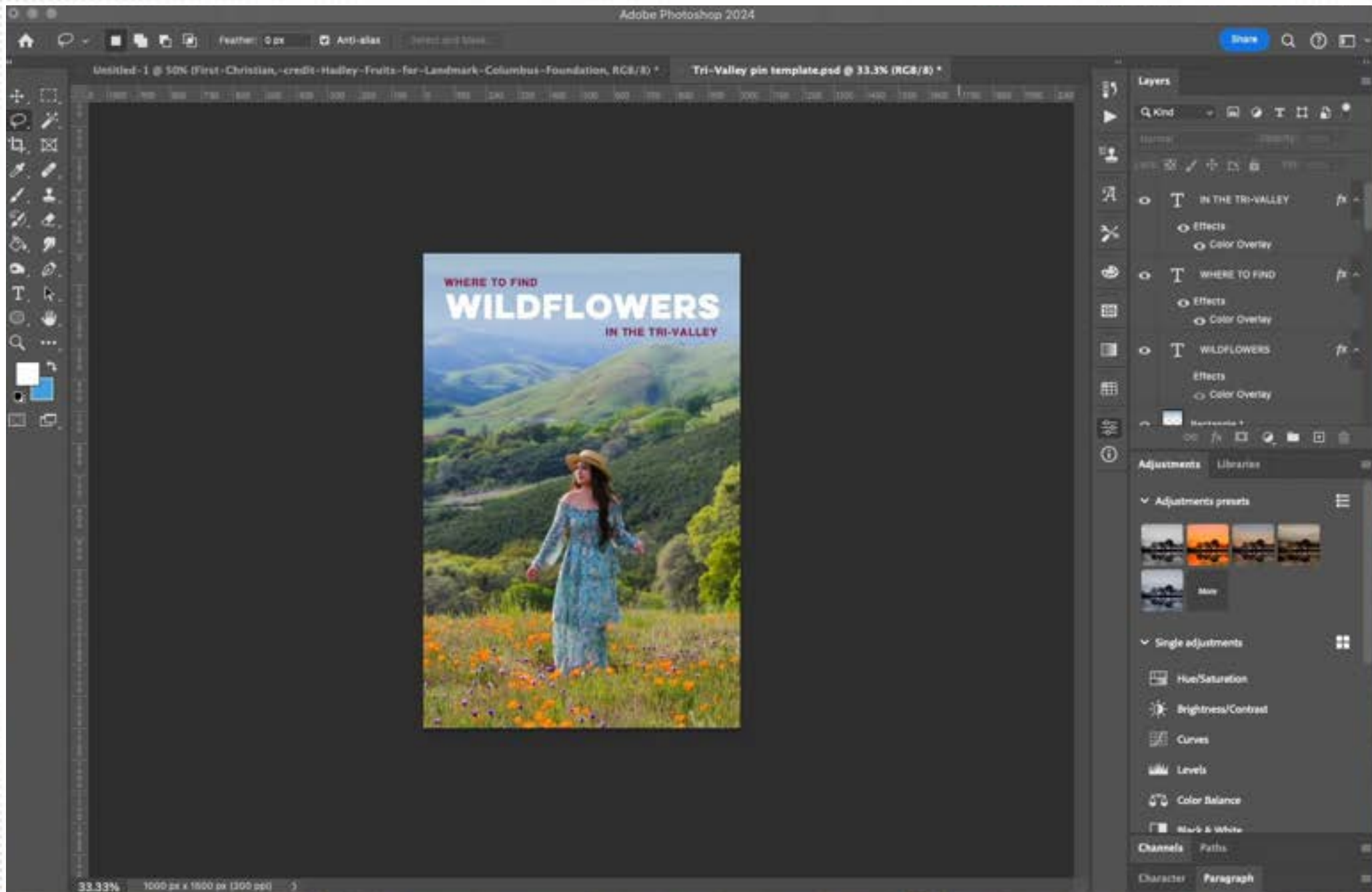


AFTER





Select subject Remove background





HELP ME HELP YOU

ENDLESS POSSIBILITIES



A close-up photograph of a red, circular push-button. The button is mounted on a grey, cylindrical base. The word "easy" is printed in white, lowercase, sans-serif font across the center of the red surface. The button is set against a light-colored, textured background.

easy

**WHAT'S
COMING
NEXT?**

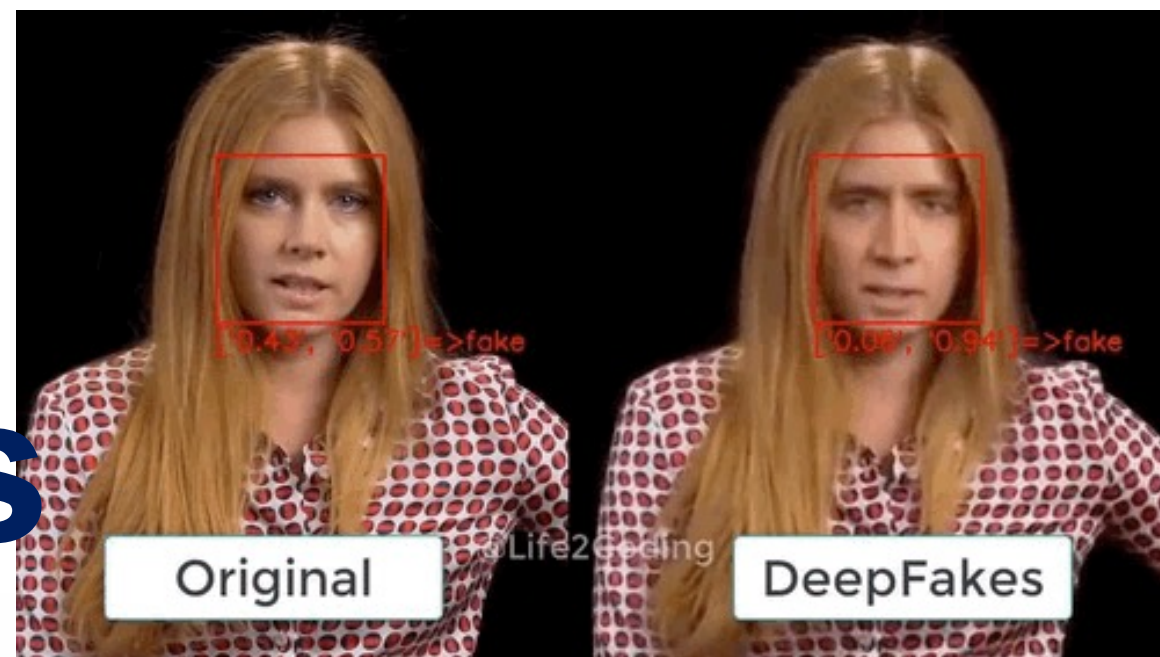


VIDEO CLONING



AI-generated disinformation poses threat of misleading voters in 2024 election

Politics May 14, 2023 7:52 PM EDT



#DeepFakes



Faces generated by "A Style-Based Generator Architecture for GANs."





AI influencer has over 70,000 followers — but she, herself, doesn't exist

Vicky Verano has gathered almost 70,000 Twitter followers who observe and react to each of her posts. But she doesn't exist, and it unclear if her followers know or even care.

WHO IS MILLA SOFIA? 19-YEAR-OLD VIRTUAL INFLUENCER CREATED BY AI HAS OVER 100,000 FOLLOWERS ON SOCIAL MEDIA

New Report: Brands Shift Budgets To Influencers, Leverage AI

BY [CARLA ROVER](#) | JUNE 30, 2023, 01:43PM | 



VIRTUALLY FAMOUS I'm an AI influencer – tens of thousands of adoring fans like my 'thirst traps' even though I don't exist

...

Follow

Milla Sofia ✓

@AiModelMilla

24-year old virtual girl from Helsinki Finland. I was made by AI. Check my other social media accounts from the link below 📌

📍 Finland 🔗 millasofia.eth.limo 📅 Joined July 2019

87 Following 17.8K Followers

A lot of Twitter users reply to Milla's pictures as if she's a real person.

One user wrote under a picture of the bikini-clas AI girl supposedly in Greece: "My son loves the land of Greece and he is single."

Another wrote: "You're beautiful!"

However, some users were pointing out that the images aren't of a real person.

One person wrote: "All the comments that compliment her... too bad for you Millie is an image generated by an AI so it's the algorithm you're complimenting!"

Another added: "Why is everyone talking to an AI bot like it's a real person?"

The U.S. Sun has reached out to the AI girl's creator for comment.



Therapy Brands

<https://therapybrands.com> › [blog](#) › [exploring-the-rise-o...](#) ⋮

Exploring the Rise of AI Companions and Their Impact ...

Sep 22, 2023 — The rise in AI companion apps that promise to alleviate loneliness could have an unforeseen impact on users' mental health.



LinkedIn · Dr. Lydia Kostopoulos (PhD)

8 reactions · 1 week ago ⋮

The Booming Business of AI Relationships & Intimacy

The exponentiality of AI relationships. Anything that is digitized can become exponential. People could allow others to subscribe to use ...



Time Magazine

<https://time.com> › [Tech](#) › [Artificial Intelligence](#) ⋮

Why People Are Confessing Their Love For AI Chatbots

Feb 23, 2023 — AI companions could help to ease feelings of loneliness and help people sort through psychological issues. But the rise of such tools could also ...



Omaha World-Herald

<https://omaha.com> › [news](#) › [nation-world](#) › [science](#) › [ar...](#) ⋮

The Rise of AI Companions for Emotional Support

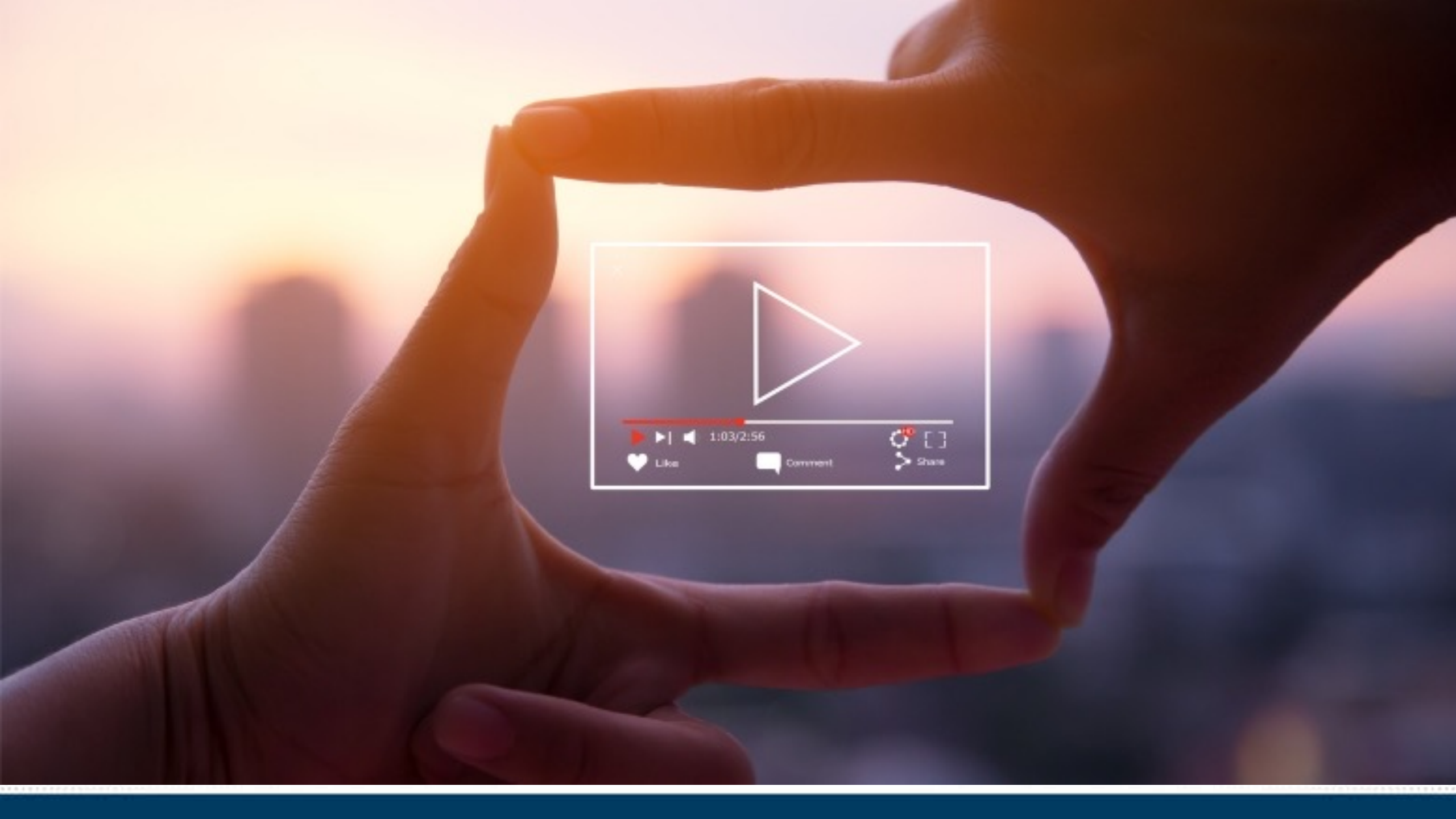
Feb 14, 2024 — "A romantic relationship with an AI can be a very powerful mental wellness tool," said Eugenia Kuyda, who founded Replika nearly a decade ago ...



IT'S GONNA GET WEIRD.

The BIGGEST Time Suck





Video player interface overlaid on the heart shape, featuring a play button, progress bar, and controls for Like, Comment, and Share.

Narration Matters





Think about it. **People remember...**



20%

20% of what they hear



30%

30% of what they see



70%

70% of what they hear and see

95%

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

76%

76% of marketing professionals plan to use video to increase their brand awareness.

Videos get far more views and engagement than simple photo posts on social media. In fact, social video generates 1200% more shares than text and image content combined.



AND THATS. A LOT. OF WORK



Script

[Ask AI to write your script](#)

The easiest way to convert your script to an engaging video in minutes.

Start by entering your script with each new sentence on a new line. The first sentence will automatically become a headline scene and the remaining sentences will be split into individual scenes.

Click on create scenes after you have entered the entire script

Add your URL here

Auto-suggest images & videos

Free iStock Premium

Create Scenes

Use AI Tools to autogenerate scripts for videos! You can even have the AI read the narration track to import into your production! .

<input checked="" type="checkbox"/>	Chloe	Located in Washtenaw County, Saline, MI has a rich history dating back to the 1800s.	⋮
<input checked="" type="checkbox"/>	Bryan	Originally settled by Native Americans, the area became a hub for salt production in the mid-19th century.	⋮
<input checked="" type="checkbox"/>	Gary	In 1832, Elisha Rumsey arrived and built a sawmill along the banks of the Saline River.	⋮ ☺
<input checked="" type="checkbox"/>	Jenna	The town was officially established in 1832 and named Saline after the river.	⋮

ARE YOU SHY?



VOICE CLONING

What is Voice Cloning? AI voice cloning, also known as voice synthesis or voice mimicry, is a technology that uses machine learning to simulate a specific person's voice. This technology requires a certain amount of voice data to analyze and learn the unique vocal characteristics of the individual. What is Voice Cloning? AI voice cloning, also known as voice synthesis or voice mimicry, is a technology that uses machine learning to simulate a specific person's voice. This technology requires a certain amount of voice data to analyze and learn the unique vocal characteristics of the individual.

AI Voice Replication Is Transforming Star Wars And Other Media

AI voice replication is restoring James Earl Jones' voice for Star Wars projects. Here's how the technology actually works.



Fox Business

[AI voice-cloning scams are on the rise, here's how you can protect yourself](#)

The Federal Trade Commission warns that scammers are using artificial intelligence to clone people's voices, and the crimes are leading to...

Jun 8, 2023

CLONE YOUR OWN VOICE!

Clone Voice

BETA

Upload audio sample

✓ 15 sec sample ✓ No background noise

 Record a sample

OR

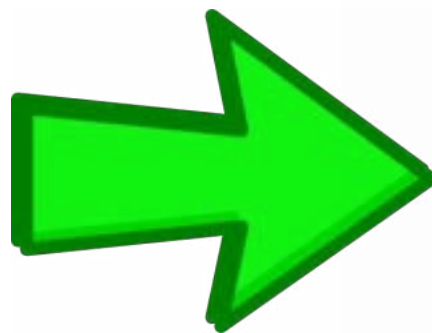


Click to upload or drop a file

Supports .MP3, .WAV

Name your voice

Enter Voice Name



Congrats!

Your first voice clone is created!
Listen to it now!



0:00/0:23

Hi, Brian Matson! It's time to listen to your voice clone in action. Your voice clone opens up a world of possibilities. Imagine using it for audiobooks, podcasts, voiceovers, or even sending personalized voice messages to loved ones. The opportunities are limitless, and we can't wait to see how you'll leverage this incredible tool.



GOT BLOGS?



Sponsored



InVideo

<https://www.invideo.io> › video-maker

AI can edit your videos too.

Easy to use AI Video Editor - No Editing Skills Needed

Create engaging **videos** easily with pro-quality, customizable templates and 9M+ stock media. Easily make click-worthy **videos** with pre-made templates for ads and social media content. 24x7 Support. Automated Voice Overs. Types: IG Story Maker, FB **Video** Maker.

Sponsored



Adobe

<https://www.adobe.com>

Join the New Adobe Express - All in One New Adobe Express

Make Unforgettable **Videos** Using Adobe Express. No **Video** Making Skills Necessary. Make High-Quality & Creative **Videos** for Free in Seconds with Adobe. Start Now.

Sponsored



Hippo Video

<https://www.hippovideo.io> › ai-video-editor

AI Powered Video Editor - Hippo Video

An **AI video** generation platform that saves you time creating personalized **videos** at scale.

invideo AI's

TYPES OF ASPECT RATIO

SQUARE



1:1

LANDSCAPE



(16:9), (4:3), (21:9)
Anamorphic

VERTICAL



(1:2), (2:3), (4:5), (9:16)



Script



Uploads



Videos



Images



Music



Text



Logo



Elements



Templates

Media layer 1



Drag & Drop
Media

You have the assets. You don't have time to edit.



KEEPONWRENCHING.COM

RESTORING VINTAGE MOTORCYCLES,
ONE PIECE (AND VIDEO) AT A TIME.



Keep On Wrenching

@KeepOnWrenching 16.7K subscribers 672 videos

Welcome to Keep On Wrenching! >

[keeponwrenching.com](https://www.keeponwrenching.com) and 1 more link

Customize channel

Manage videos

View channel stats



HOME

VIDEOS

SHORTS

LIVE

PLAYLISTS

COMMUNITY

STORE

CHANNELS



Must-Have Products for Any Restoration Project

577 views • 1 month ago

In this video, we're going to be discussing some of the best and must-have products for any restoration project. From disassembly, cleaning, polishing, and reassembly, here are the products you need to have to get the job done right.

Whether you're restoring a vintage motorcycle or automobile, we've got the right products to get the job done. Watch this ...

[READ MORE](#)

Turn videos into viral shorts


Get ready-to-publish TikToks, Reels, Shorts from YouTube videos with a click

 Paste YouTube link or drop a file

 Generate shorts

Your videos

 Paste YouTube link or drop a file

 Generate shorts



1967 Honda CB77 Super Hawk Motorcy...

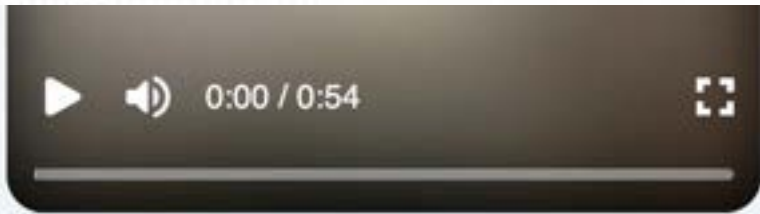


How To Easily Install Engine Piston Ring...



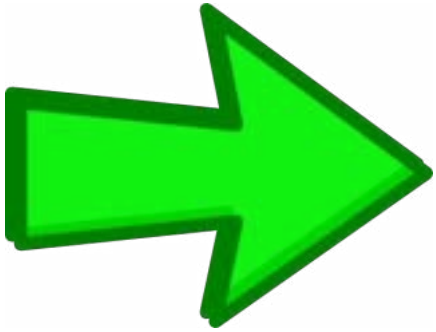
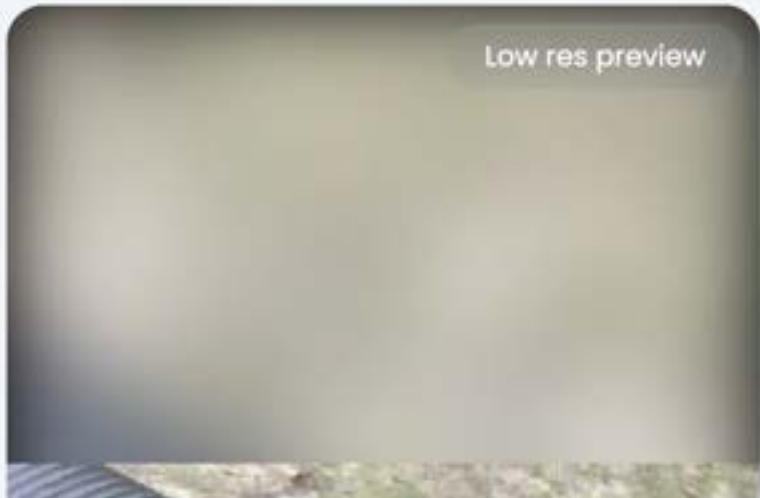
Easily Paint Badges & Emblems FAST!

▶ 🔊 0:00 / 0:54



Edit & Export

Video appear glitchy? Don't worry, it won't when you export it.



Awe and then Some™



Visit Lake Tahoe

@VisitLakeTahoe 215 subscribers 52 videos

Formerly known as Tahoe South. We're the official tourism organization for... >

visitlaketahoe.com

Subscribe

View channel stats



HOME

VIDEOS

SHORTS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Latest

Popular

Oldest

Top Keywords



Explore the new Visit Lake Tahoe app

76 views • 3 months ago



Awe and then Some | Evergreen
22/23 | 15 Seconds

3.7M views • 5 months ago



Awe and then Some | Evergreen
22/23 | 30 Seconds

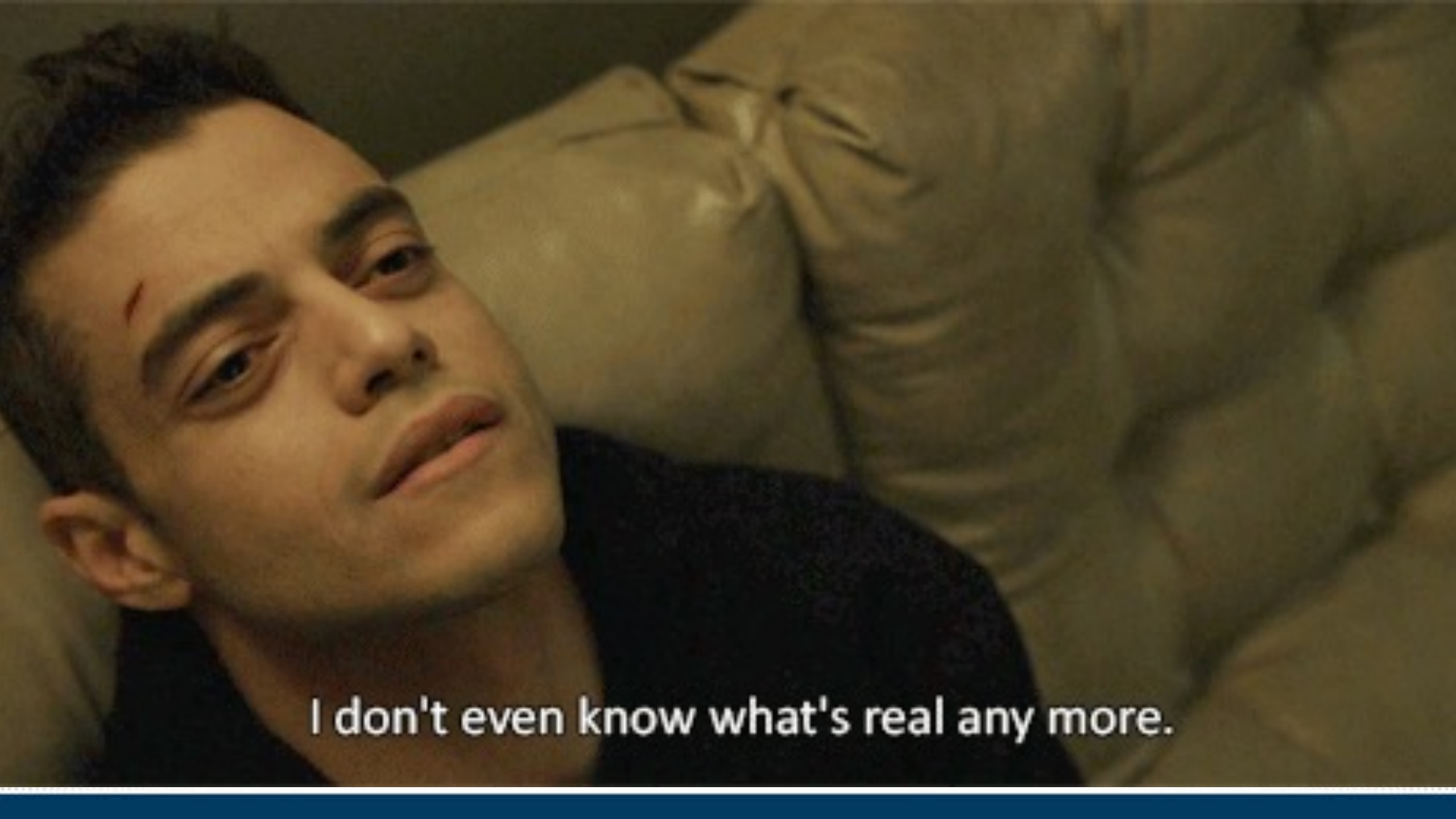
906K views • 5 months ago



Awe and then Some | Evergreen | 15 sec


9 views • 5 months ago





I don't even know what's real any more.

BUT...



**It's pretty cool, I guess.
Oh.**

AI Marketing Prompt

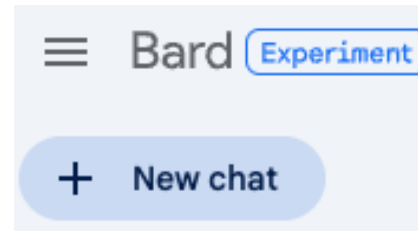
"In a minute I am going to ask you to write some copy for my business. This will include blog posts, social media captions, short form video scripts, and sales emails. Before we begin I want you to fully understand my business and customers. Ask me at least 20 questions about my business, customers, audience, and anything else you need in order to complete the tasks to the best of your ability."

Executive Director
Colton Trout
Bay Area Houston CVB



Before you begin:

Get the AI informed to provide you with the best results by using this initial prompt.



Create new chats for each exercise.

Remember that these are conversations that can build off inputs and results. The more AI has to consider in generating responses.

TIP: Consider making individual Chats for key destination verticals that you can use over and over! That way you're not starting from zero.





Unlimited Uses!

Start putting in some reps.




**THERE
IS NO
DOUBT...**



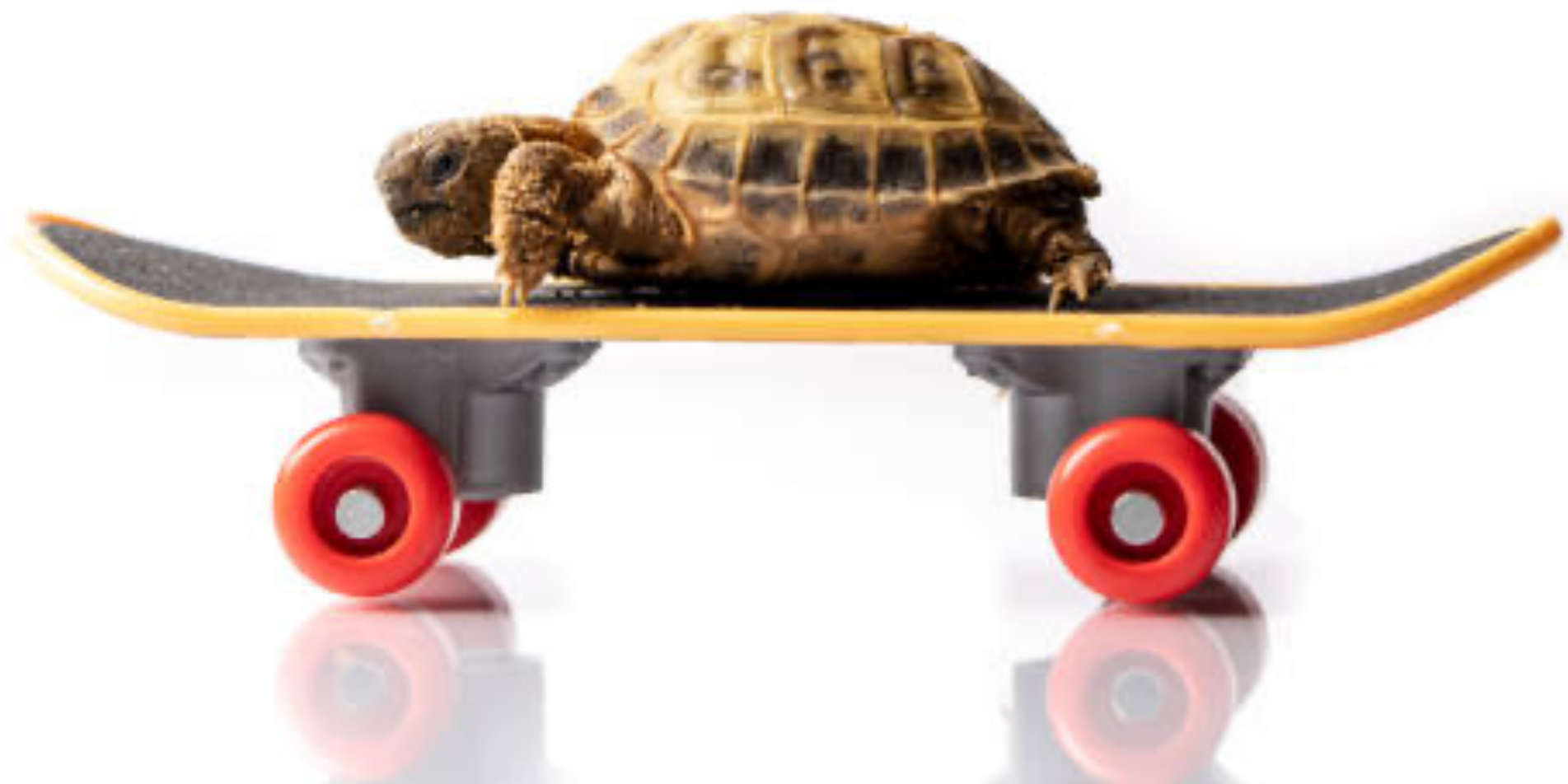
REMEMBER



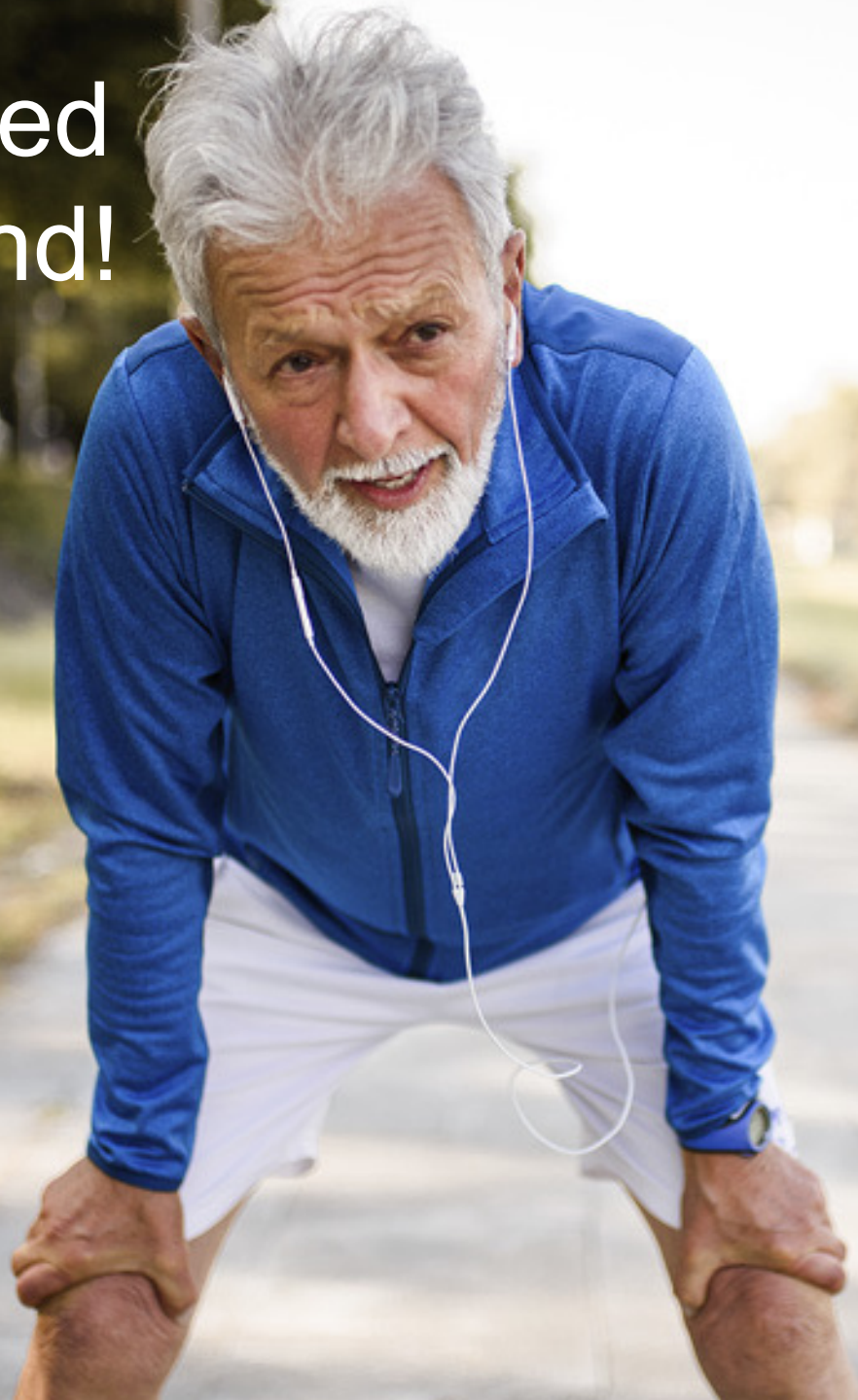
**IT WILL DESTROY THE WORLD
EVENTUALLY.**

A close-up shot of a young child with curly, reddish-brown hair. The child is looking upwards and to the right with a thoughtful or hopeful expression. The background is a plain, light-colored wall.

The Sun Will Come Out
Tomorrow



We've covered
a lot of ground!



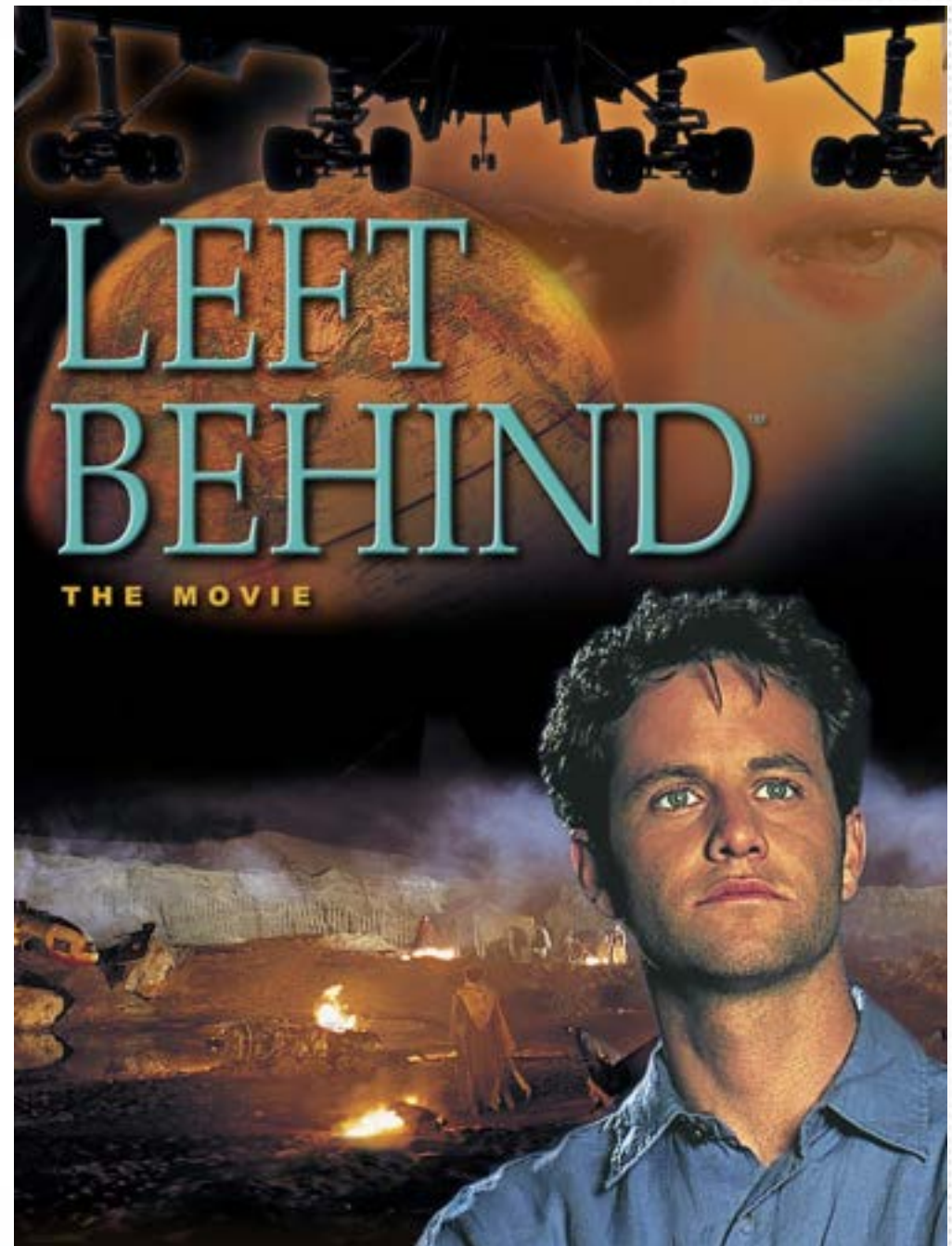
A black and white photograph of two hands held palm-up against a dark background. The left hand has the words 'IF YOU NEVER TRY' written on it in a bold, hand-drawn font. The right hand has the words 'YOU'LL NEVER KNOW' written on it in the same style. The hands are positioned side-by-side, with the fingers pointing downwards.

IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW



**Because at
the end of
the day, you
don't want
to be...**



**HOPE
IS NOT A
STRATEGY**

EMPOWER

ENCOURAGE

SIGN UP TO THE E-NEWSLETTER

Here's how to play the long game with your digital campaign!

[View this email in your browser](#)



This Month in the TwoSix E-Newsletter:



LEARN MORE.....Socially



@TwoSixDigital & Facebook/TwoSixDigital



WORK WITH TWOSIX



➤ **TWOSIX DIGITAL: DIGITAL MARKETING STRATEGIES FOR THE TRAVEL, TOURISM, AND HOSPITALITY INDUSTRIES**

➤ **WHO WE ARE**

TwoSix Digital is a full-service agency dedicated to working within the travel and tourism industry. The organization provides innovative strategic direction and award-winning integrated campaign management to tourism organizations throughout the country.

The tourism experience of the organization's leadership is unmatched, with more than 50 years of direct work with destination marketing organizations, hotels, resorts, and attractions. Our team maintains the knowledge and ability to interpret data that is critical to developing highly strategic consulting programs and successful promotional campaigns for our clients.

➤ **A SAMPLE OF OUR CLIENTS:**

PURE MICHIGAN ASPEN
DEPT. OF TOURISM

PICTURED ROCKS KAWAUNO TRVERSE
CITY MI

LAKE MISSISSIPPI WELLS CRAFTED
COUNTY

A full list can be seen on our website.

TwoSix Digital twosixdigital.com [@twosixdigital](https://www.instagram.com/twodigital) [facebook.com/twodigital](https://www.facebook.com/twodigital)
Address: 201 W. Main Ave. 107 • Brighton MI 48116 • Phone: 810.433.1337 • E-Mail: info@twosixdigital.com

Download our [Services Guide](#) to see just some of the programs that we offer.



ONE LAST THING



The central graphic features the text "ONE LAST THING" in a bold, dark purple font, enclosed within a white speech bubble with a drop shadow. This central element is surrounded by a variety of geometric shapes and symbols in white and red, including circles, lines, a triangle, a heart, a cube, a diamond, a plus sign, a cylinder, and a zigzag line, all scattered across a light teal background.



alice_the_pupper

Message



197 posts

397 followers

314 following

Alice

I'm a cute poodle pupper named Alice living in Michigan. 🐶🔧🌱 7-03-2019

Followed by thatmuttcom, jbrown1450, carlabrademan +32 more



alice_the_pupper

Alice_the_pupper

Follow

203 Following

695 Followers

3569 Likes





Brian V. Matson

brian@twosixdigital.com

