

Don't Let AI Make Your Brand Boring

AI SLOP, TRUST & YOUR BRAND

How to use AI without losing your brand, your voice, or your customers' trust.

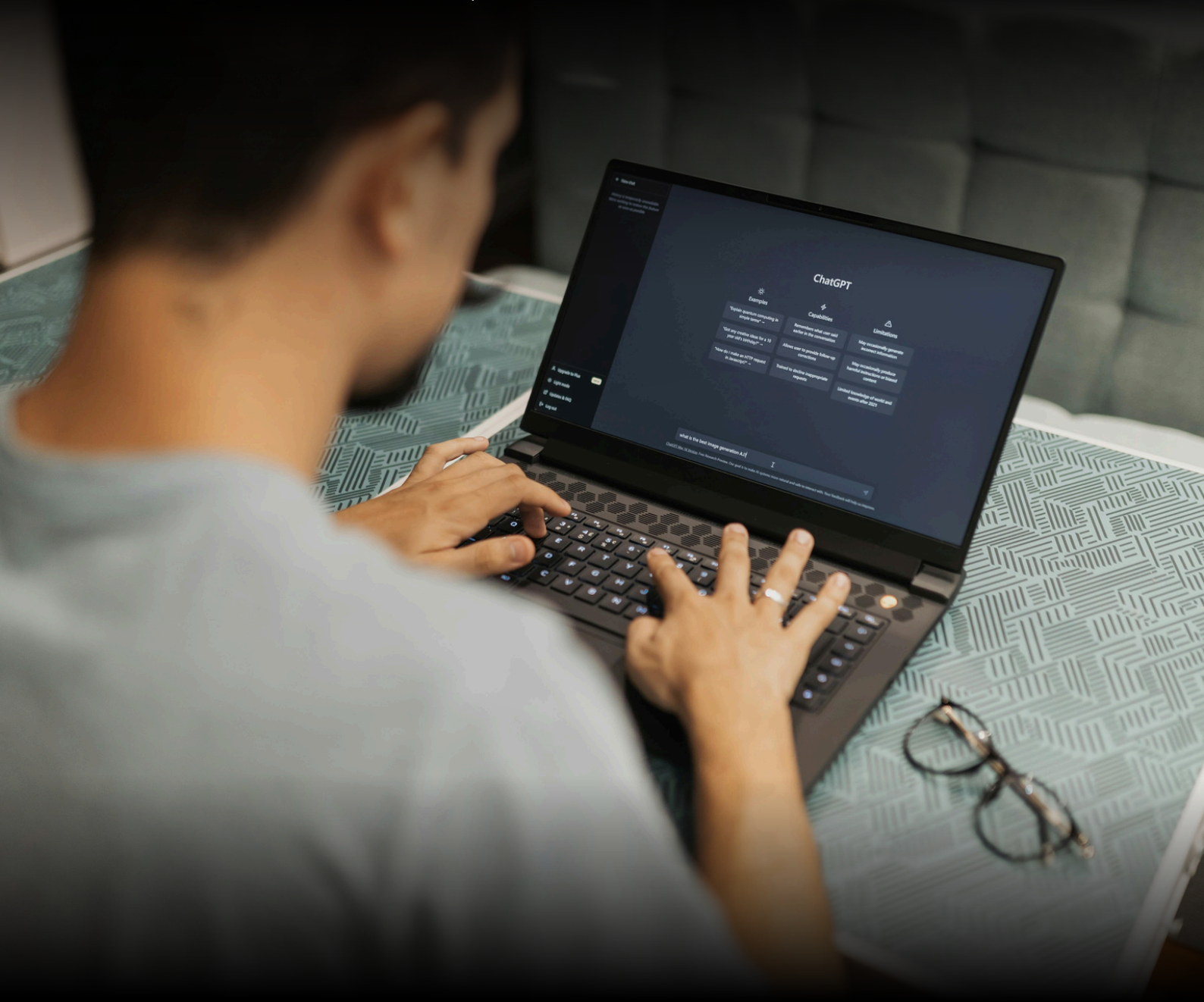


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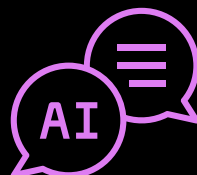
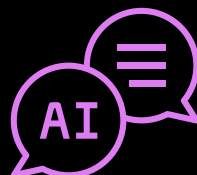


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AI Is Everywhere, and Consumers Are Noticing

AI has moved quickly from an emerging technology to an everyday marketing tool. Businesses are using it to write social media posts, develop blogs, create images and ads, and support customer communications.



AI adoption is already widespread.

Salesforce data showing that 62% of marketers use generative AI to create images and 76% use AI for general content creation.

Observer reporting also states that more than 80% of businesses using AI are still not seeing significant earnings gains.



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More than 80% of businesses using AI are still not seeing significant earnings gains.

Observer.com

The question is no longer whether businesses will use AI. The more useful question is how they will use it, and whether customers can tell when speed and efficiency have replaced thought, personality, and human experience.

To better understand that question, Be the Page SEO surveyed 108 individuals about AI-generated content in social media marketing.

What Is "AI Slop"?

"AI slop" is a term used to describe low-effort, mass-produced content that negatively impacts the quality of the intended messaging.

The issue is not simply that AI was involved. The problem begins when AI becomes a substitute for strategy, context, judgment, or a recognizable brand voice.



Think of it this way:

AI can help create the first draft. It should not automatically get the final word.

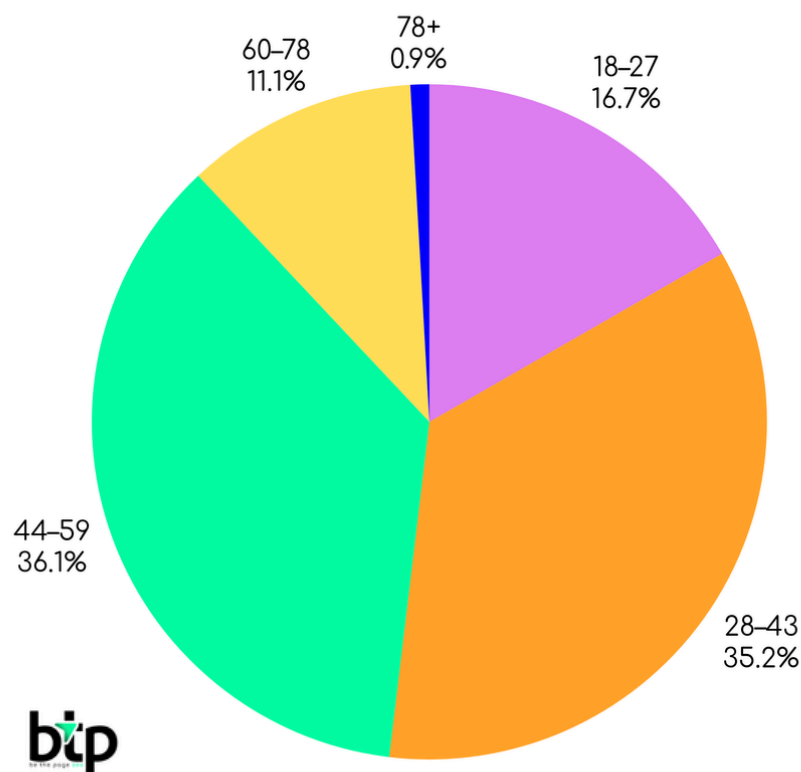
A business can use AI heavily behind the scenes and still publish thoughtful, useful content. On the other hand, content can feel generic even when a human technically pressed the publish button. The difference is in the level of intention.

What 108 Consumers Told Us About AI

Consumers Were Clear:
It's Not If You Use AI; It's How You
Use AI.

The survey was designed to look at consumer perception, not just marketer adoption. More than 70% of respondents were between 28 and 59 years old, representing a substantial portion of the age range making purchasing decisions today.

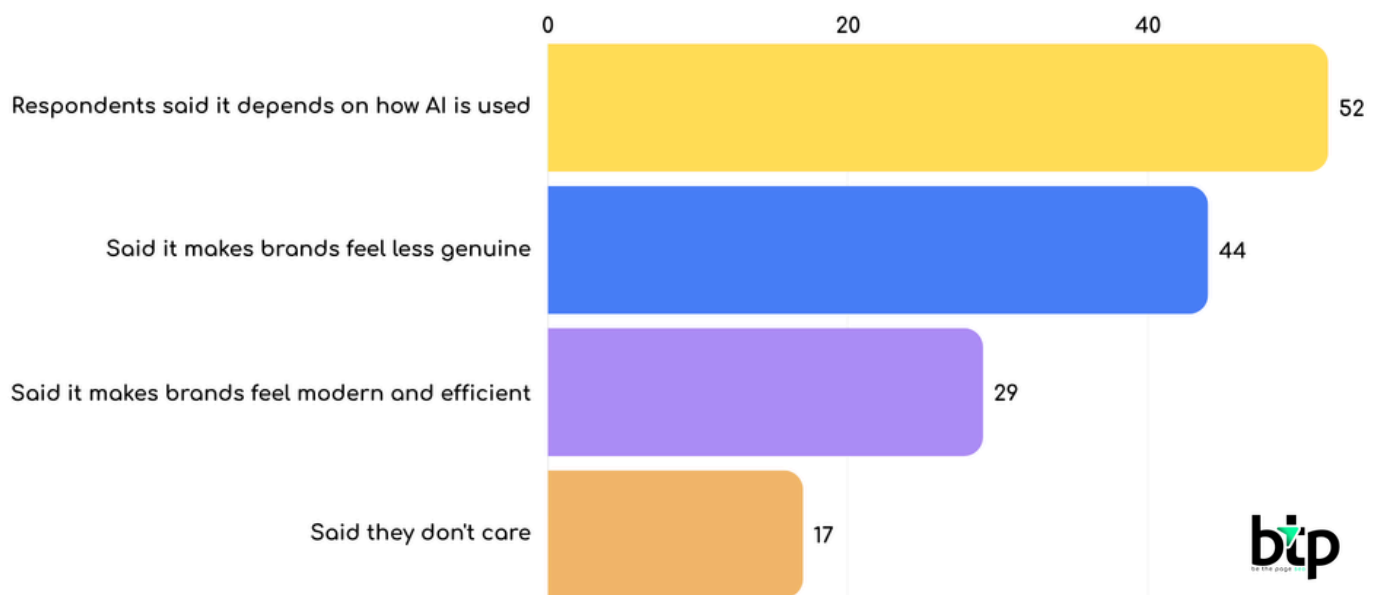
AI in Marketing Survey - Age Distribution



What 108 Consumers Told Us About AI

Across the responses, one theme appeared again and again: people were not broadly rejecting AI. They were reacting to how AI was being used.

AI in Marketing Survey - Brand Perception



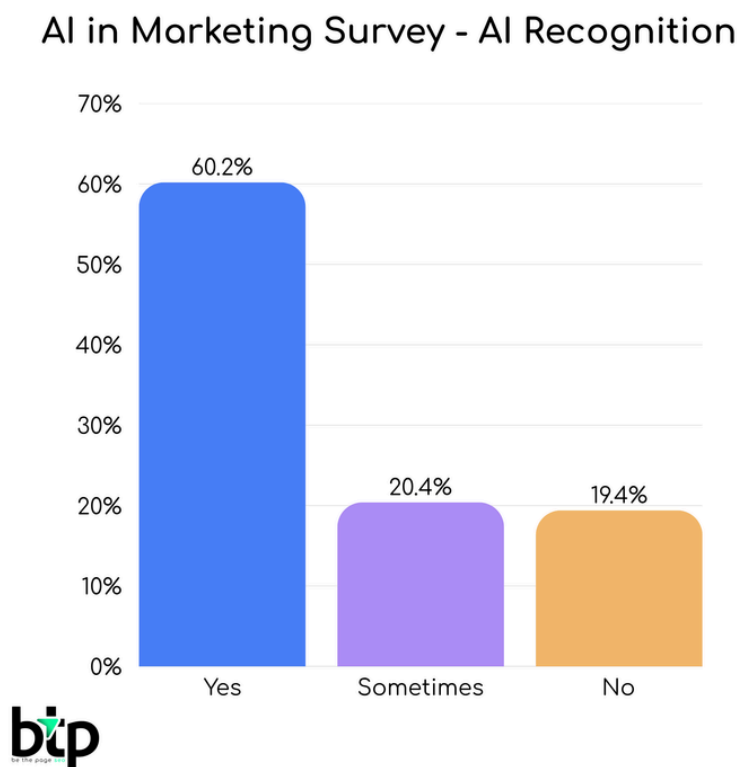
The Pattern:

Consumers responded negatively when content felt generic, repetitive, unrealistic, overly polished, or disconnected from real human experience.

Can Consumers Actually Spot AI?

More than 80% of survey respondents said they believe they can identify AI-generated content at least some of the time.

Whether every guess is correct is not the most important takeaway. The important part for businesses is that consumers are actively looking for the signals.



What this means for your brand:

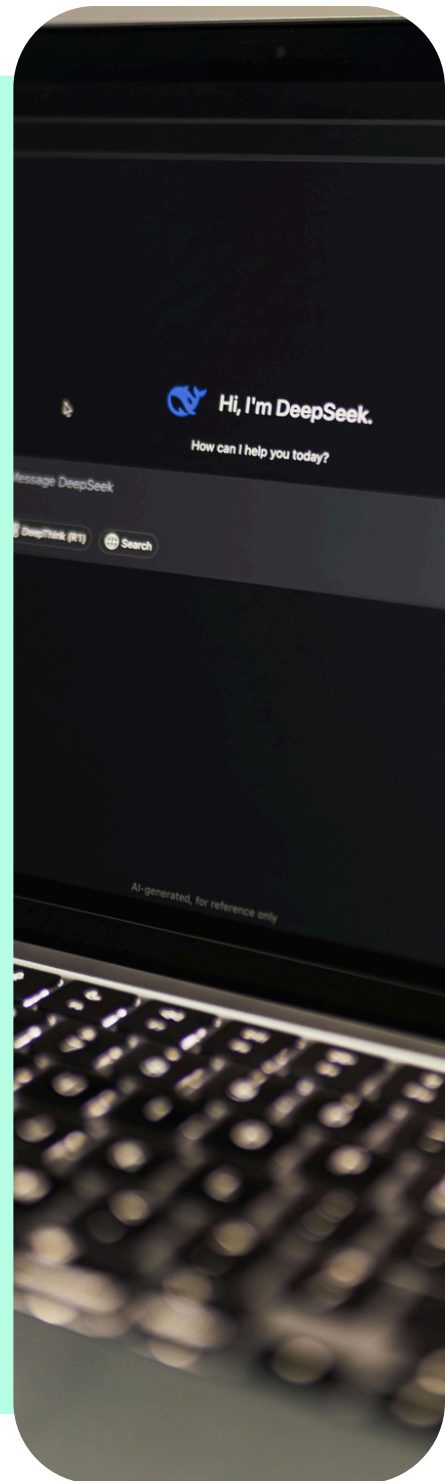
Your audience may be evaluating more than the message itself. They may also be deciding whether the message feels genuine, relevant, and consistent with the business they know.

The Biggest AI Red Flags

When respondents described what gives AI-generated content away, their answers focused less on the technology and more on the quality and feel of the content.

- Generic language
- Repetitive phrasing
- Lack of personality
- Unrealistic images
- Missing human perspective
- Content that feels “too polished”

Those signals matter because they are also the things that can make a brand blend into everyone else.



The goal is not to make AI invisible.

The goal is to make the content
unmistakably yours.

How AI Content Affects Brand Trust

Nearly 6 out of 10 survey respondents said AI use has affected how much they trust a business.

Trust was one of the strongest signals in the survey, but the responses did not suggest a simple AI-is-good or AI-is-bad conclusion. Consumers appeared to evaluate how thoughtfully the technology was being used.



**BUILD
YOUR
BRAND**

*This is a
relationship issue.*

When a brand sounds disconnected from its customers, publishes obvious mistakes, or suddenly loses its personality, the technology may be what consumers notice, but trust is what the business risks.

What Consumers Actually Want From Brands

Across hundreds of comments, the same themes emerged repeatedly.

Authentic



Worthy of belief and trust.

Consumers do not expect perfection. But they do expect authenticity.

People Want:

- ✓ Authenticity
- ✓ Personality
- ✓ Expertise
- ✓ Transparency
- ✓ Human oversight

People Don't Want:

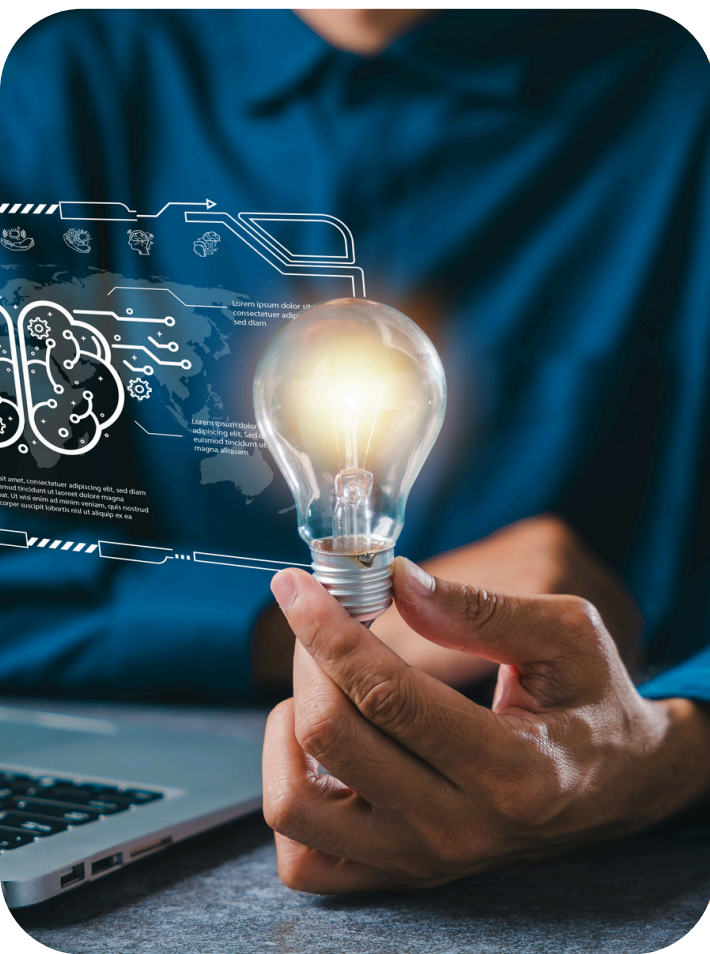
- ✗ Generic content
- ✗ Copy-and-paste marketing
- ✗ Obvious AI mistakes
- ✗ Brands that sound like everyone else

“The goal is to make the content unmistakably yours. The goal is not to make AI invisible.”

- Survey Respondent, Row 15

AI Isn't the Problem. Lazy Marketing Is.

One of the clearest takeaways from the survey is that consumers are not rejecting AI as a category. They are rejecting marketing that feels generic, lazy, disconnected, or careless.



That distinction matters.

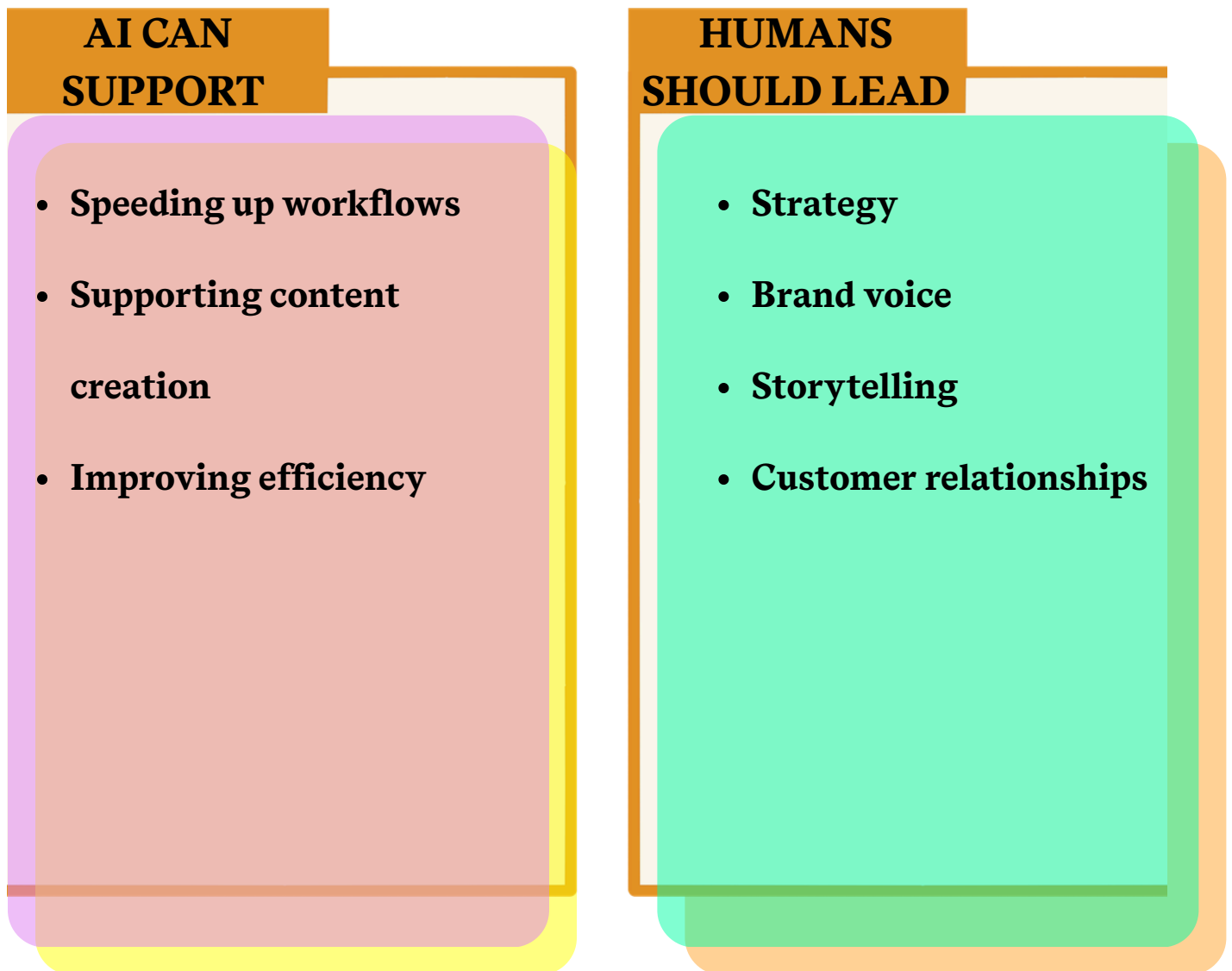
A business does not have to choose between using AI and sounding human.

Use AI as a tool, not as your identity.

Technology can support the work. Your experience, perspective, expertise, customer relationships, and personality are still what give the work meaning.

Where AI Belongs in Your Marketing

There are three levels to website accessibility, with Level A being the bare minimum requirement for most websites to be compliant.



The strongest use of AI is not AI versus humans. It is AI plus humans.

Your Brand Guide Is Your AI Foundation

If AI is going to help create content for your business, it needs a clear source of truth for what your business sounds like.



Brand Guide

Defines what your brand stands for, your mission, and the language you use so everything you create feels aligned and consistent.

Style Guide

Brings the visual side together, including colors, fonts, and design details.



“The brands that stand out still feel human. AI should support that, not replace it.”

- Survey Respondent, Row 21

Consistency matters.

Canva reports that consistently following brand guidelines can increase revenue by up to 20%, and Adobe reports that 90% of consumers expect consistency across a brand's messaging, including creative materials



Without your foundational guides in place - your branding guardrails - AI has to guess.

And when AI guesses, your business can start sounding like everyone else.

How to Define Your Brand Voice

Your brand personality is the foundation. Before asking AI to write in your voice, you need to be able to describe that voice.

Start with questions like:

1. What does your brand feel like?
Is it soft and warm, or firm and direct? Educational and informative, or sales-driven and product-focused?
2. If your brand were a person, how would it talk?
Approachable, supportive, direct, honest, reassuring, confident?
3. Is your tone casual or formal?
Do you prefer structured, polished content or simpler, everyday language?
4. Is your personality playful or serious?
Casual teasing and jokes, or serious and focused?

A brand voice only becomes useful to AI when it is specific enough to be used as an instruction.

Know Your Audience and Adjust for Context

Knowing your target audience and demographic is where the brand voice becomes practical.

Who are you speaking to? Consider age, sex, industry, and the context in which the person is interacting with you.

Your core personality may stay consistent, but your tone can shift between:

- Website content
- Social media
- Emails
- Customer support



A social post may be shorter and more conversational. A customer support response may need to be reassuring and direct.

A blog may need more explanation and structure. AI needs that context before it starts writing.

Set Your Language Boundaries

Every brand has language it naturally uses and language it should avoid. Defining those boundaries helps prevent generic phrasing and keeps AI-assisted content aligned.

WORDS & PHRASES TO USE

- **Let's walk through it.**
- **Here's what this means.**
- **Built for real people.**

WORDS & PHRASES TO AVOID

- **Cheap**
- **Cutting-edge**
- **In today's digital
landscape**

Also define your level of simplicity versus jargon. If your audience does not use industry-specific terms, your AI-generated content probably should not rely on them either.

“Quick and easy doesn't mean better or quality.”

- Survey Respondent, Row 62

Build a Visual Style Guide

Knowing what your brand sounds like is one step.
Knowing what it looks like brings it together.

Fonts: Identify the fonts used across your website, social graphics, documents, and print materials, including which are used for headers, subheaders, and body text.

Brand Colors: Record the exact hex codes used across creative, website, and document materials.

Emoji Use: Define whether emojis belong in your brand and, if they do, which ones and where they are appropriate.

Design Elements: Document logo placement, corner styles, use of bullet points, clutter limits, and accessibility expectations.

Create one source of truth.

The more specific your style guide is, the less room there is for AI-generated visuals or content to drift away from your brand.

Creating a Brand-Specific GPT

Create a dedicated GPT configured with your brand materials so your business information, voice, and styling guidelines can be used as context when creating content.

To do this, start with your foundation: Your Brand Guide.

- Gather your brand guide template and complete the brand voice information.
- Gather your style guide information in a document.
- Set up the appropriate ChatGPT account for the features you plan to use.
- Create and configure your GPT.
- Upload your brand documents and resources.
- Use the GPT to support content and image creation for your brand.

Looking for a quick branding template?
Check out our resource section at
BeThePageSEO.com.



How to Prompt AI for Better Content

Better input leads to better output. Be direct, specific, and not overly wordy.

Too much information can confuse (dilute) the output delivered by the AI tool.

1. **Be specific.**
Know what you want before you ask for it: topic points, colors, styling, size, shape, or word count.
2. **Minimize the ask.**
Short, clear instructions often produce a better starting point than vague descriptive language.
3. **Add your brand to the request.**
Include the tone, direction, audience, and idea you want expressed.

A brand voice only becomes useful to AI when it is specific enough to be used as an instruction.



Example Visual Prompt:

Using brand colors and the neon styling, create a graphic introducing our new service: Creating Brand Specific GPTs.

Example Content Prompt:

Write a social caption introducing our new service: Creating Brand Specific GPTs.

Brand-Specific GPT Service Launch

🔔 **NEW SERVICE ALERT:** Your brand is getting its own GPT.

And no, we don't mean some generic AI tool that spits out content that sounds like everyone else on the internet. 🤖

Be the Page SEO is now creating **Brand-Specific GPTs** built around YOUR business.

We take your brand voice, services, processes, resources, knowledge, and goals and turn them into a custom GPT designed to actually understand your brand.

💡 Think of it as giving AI a crash course in everything that makes your business *your business*.

Your custom GPT can help you:

- ✨ Create content that sounds like your brand
- 💬 Draft emails, social posts, blogs, and website copy
- 👥 Give your team quick access to brand and business knowledge
- ⚙️ Streamline repetitive marketing and internal tasks
- 📁 Work from the resources and information you already use

Because AI shouldn't replace what makes your brand human.

It should make it easier to put more of **you** into the work you're already doing.

Ready to build yours? 🤖 ⚡

Let's create a GPT that actually knows your brand.

#BeThePageSEO #CustomGPT #BrandGPT #ArtificialIntelligence #SmallBusinessMarketing
#DigitalMarketing #AITools #SmallBusiness

Give AI Reliable Sources

When you are asking AI to write factual content, provide links or source materials that contain the accurate information you want it to use.

Providing sources of truth that you have verified, reduce the risk of hallucinations, incorrect citations, or inaccurate information.



*Source first.
Generate second.*

If accuracy matters, do not make AI guess what the facts are. Give it the material you want it to work from.

Why Human Review Still Matters

AI is not perfect. It will make mistakes.

Proof everything before it is published. Check facts, names, claims, tone, images, formatting, and whether the final content actually sounds like your business.

It's important to remember who you are creating the content for. Some audiences respond to conversational content. Others want simple graphics, statistics, or quirky humor.



The best results come from combining the target audience with the brand.

Your brand name is on the final product.

AI might help you get there faster. Human review is what decides whether the work is ready to represent the business.

Before You Publish: AI Content Checklist

Use this as a final review before publishing AI-assisted social media, blogs, emails, ads, or other marketing content.

- ☐ Does this sound like our brand?
- ☐ Does it sound like a real person would actually say it?
- ☐ Is the content written for the right audience and platform?
- ☐ Did we remove generic or repetitive AI-style phrasing?
- ☐ Are all names, facts, statistics, dates, and claims correct?
- ☐ Did we verify the source information?
- ☐ Are images realistic and appropriate for the brand?
- ☐ Does the visual follow our fonts, colors, logo, and design guidelines?
- ☐ Did a human proofread the final version?
- ☐ Would we be comfortable putting our business name on this exactly as written?

Final Takeaway: AI + Humans

The future of marketing is not simply AI versus humans.

Businesses can use AI to speed up workflows, support content creation, and improve efficiency. But the survey behind this guide points back to the same things consumers have always valued: authenticity, personality, expertise, transparency, and human oversight.

*Technology may help
create content.
But people create
connections.*



Use AI to support your brand, not replace the parts of your brand that make people trust you.



We can't expect AI to be a one-and-done resource. There are too many variables and too much of our human essence woven into marketing. AI can support the work, but the human component is what gives it meaning.

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BE THE PAGE SEO

honest. human. enough.

www.BethePageSEO.com

Be the Page SEO works in partnership with Little Red Writing to create powerful, ADA-compliant websites that compel your customers to act.

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