

Can AI Be Used to Create Care Marketing Content?

AI has arrived, unpacked its bags, and moved right in. With programs like ChatGPT, Jasper, and Copy.AI, this new technology is swiftly on its way to becoming a regular part of our daily lives, impacting everything from high school students' essays to the care industry.

However, as with any new technology, it is taking time for marketers to accept and understand AI, and how it can be used most effectively.

Six Best Practices for AI Content Generation

1 Use AI to Brainstorm Content

AI tools can help you generate content ideas by analyzing existing internet content, user behavior, and specific market trends. You can use AI to suggest content topics, headlines, and images. These AI suggestions can potentially save you time and provide a starting point for you or a content writer to refine and personalize the generated content. But it's never a good idea to use AI content as is. Instead, ask yourself these questions,

- How can I make this content more relatable for my specific audience?
- How can I make it more interesting to the person reading it?
- How can I make it easier for people to understand?

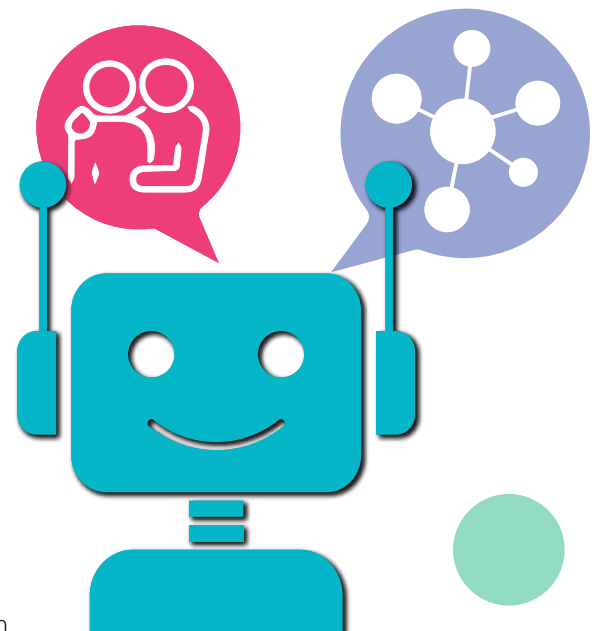


How Can My Care Company Use AI for Content Marketing?

If you want to use AI to create marketing content for your care company, think of AI as a starting point and human touch as the finish line, whether the human is you, a content writer, an SEO partner, or a combination of those people.

The key is to vet and enhance the information that AI generates to create high-quality, user-relevant content with exceptional readability and optimization for search—goals that cannot be achieved with AI alone.

You can most effectively use AI for home care content creation by doing what you always do—adding your expertise, knowledge, experience, and personal touch to the content.



2 Use AI to Organize Content

AI can help you create a roadmap for your care marketing content. AI will structure the content it creates based on popular search queries, which helps to ensure that the content aligns with what your audience is actively searching for.

3 Adapt AI Content to Your Audience

AI may work faster than people at gathering information and writing content, but it will never understand your [human audiences](#) as well as you do, especially when creating content related to the care industry.

If we know anything about senior care and in-home care services, we know that it's a very unique and sensitive customer journey. Always adapt your AI-generated content to your care [consumer and caregiver](#) audience personas for the best results.

4 Always Fact-Check AI Content

AI sources information from data sources that do not always contain reliable, factual or accurate information.

It's crucial to be diligent about fact-checking what AI writes because your credibility as a care company business owner is tied to the information you produce. Use [Google Fact Check Tools](#) to ensure AI content accuracy.

5 Beware of Bias in AI Content

Since AI programs learn from the online data they consume, if some of that data contains biased information, the AI system may perpetuate those biases in its generated content.

Involving writers and reviewers in the content process helps to identify and address biases that may arise. Oversight is crucial to ensure that AI-generated content aligns with your care company's ethical standards, respects diversity, and accurately represents the intended message and your brand values.

6 Understand and Follow The Rules

Make sure to fully understand and stay up-to-date on the [regulations surrounding AI content](#) to avoid unnecessary penalties. Always keep in mind Google's quality-first approach to content. If you plan to create home care content with AI software and not refine and fact-check it, Google actively considers this a bad practice that may put a company at risk for penalty.

Contact the Care Marketing Content Experts for Help

At **corecubed**, we've been creating [high quality care marketing content](#) for decades and we understand that the role of content is to move care conversations forward.

Reach out to us today at [800.370.6580](tel:800.370.6580) to learn how we can help your business attract more consumers and caregivers with great content and more!

